



**Dala UCT.**

# Target Audience

- Youth, primarily 18 - 25 year olds
- Living in student housing/res at the University of Cape Town
  - Live in close-quarters with many other students
  - Frequently in-transit and in contact with people outside of res
  - Low-risk but can spread the virus to others
    - Have resources but can infect those who don't
- Many SA youth have access to mobile phone
  - Access to wifi and data through UCT

# Campaign Objectives

- Raise awareness of preventative measures amongst 18 - 25 year olds
- Increase number of students taking precautions

# Timeline

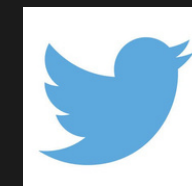
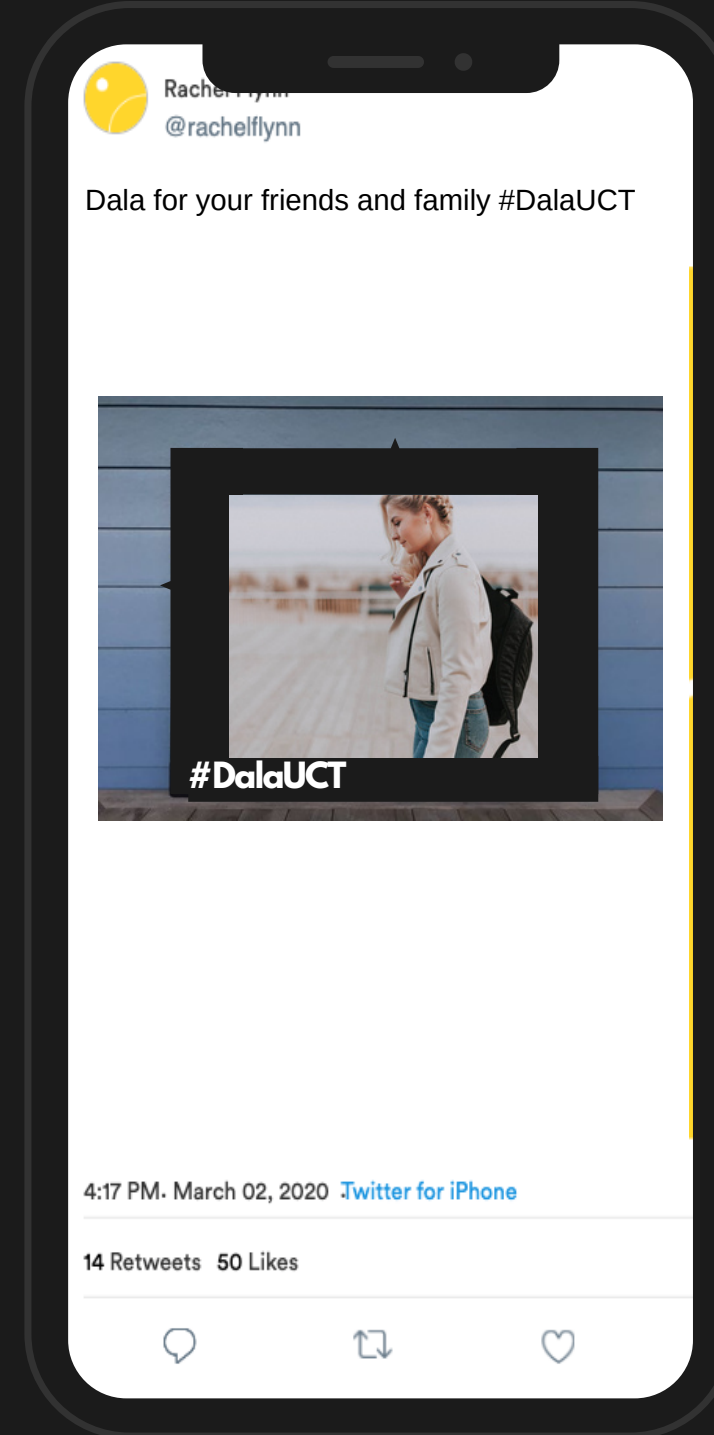
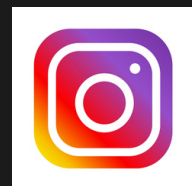
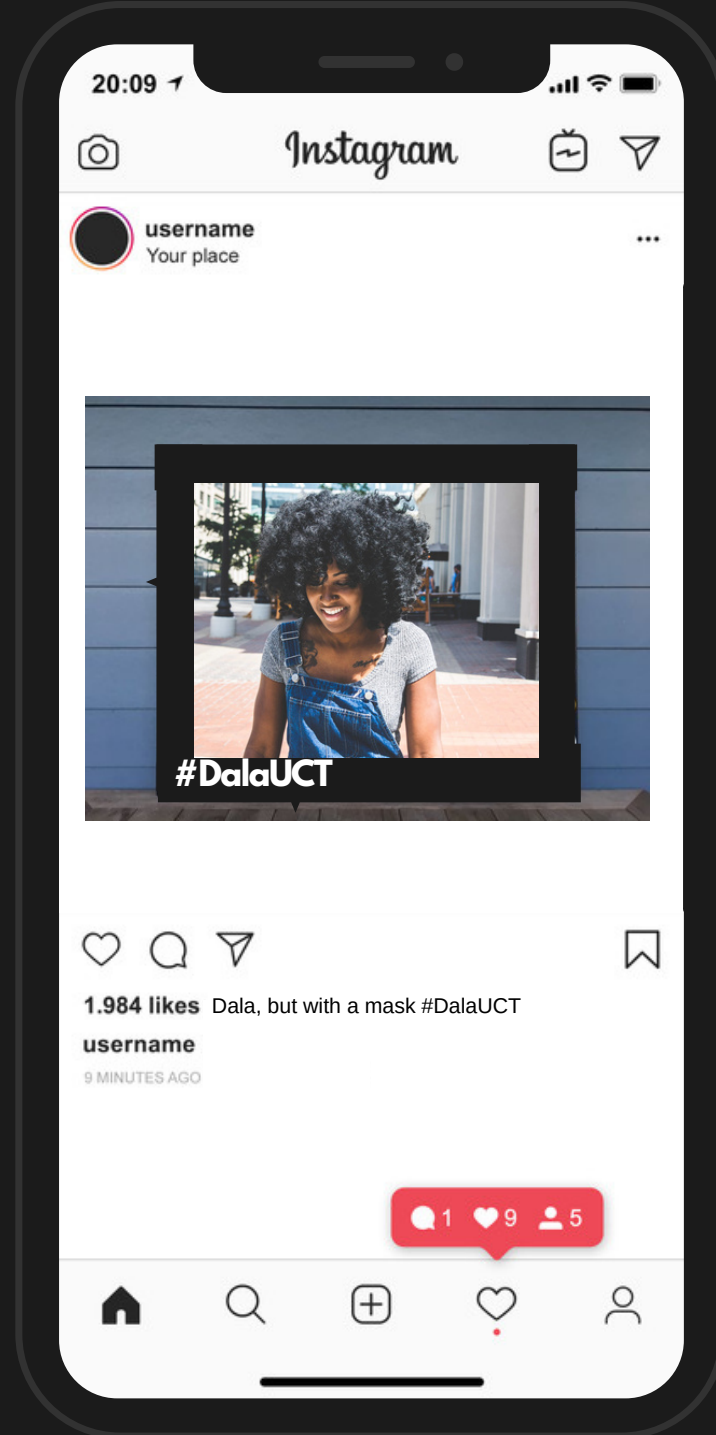
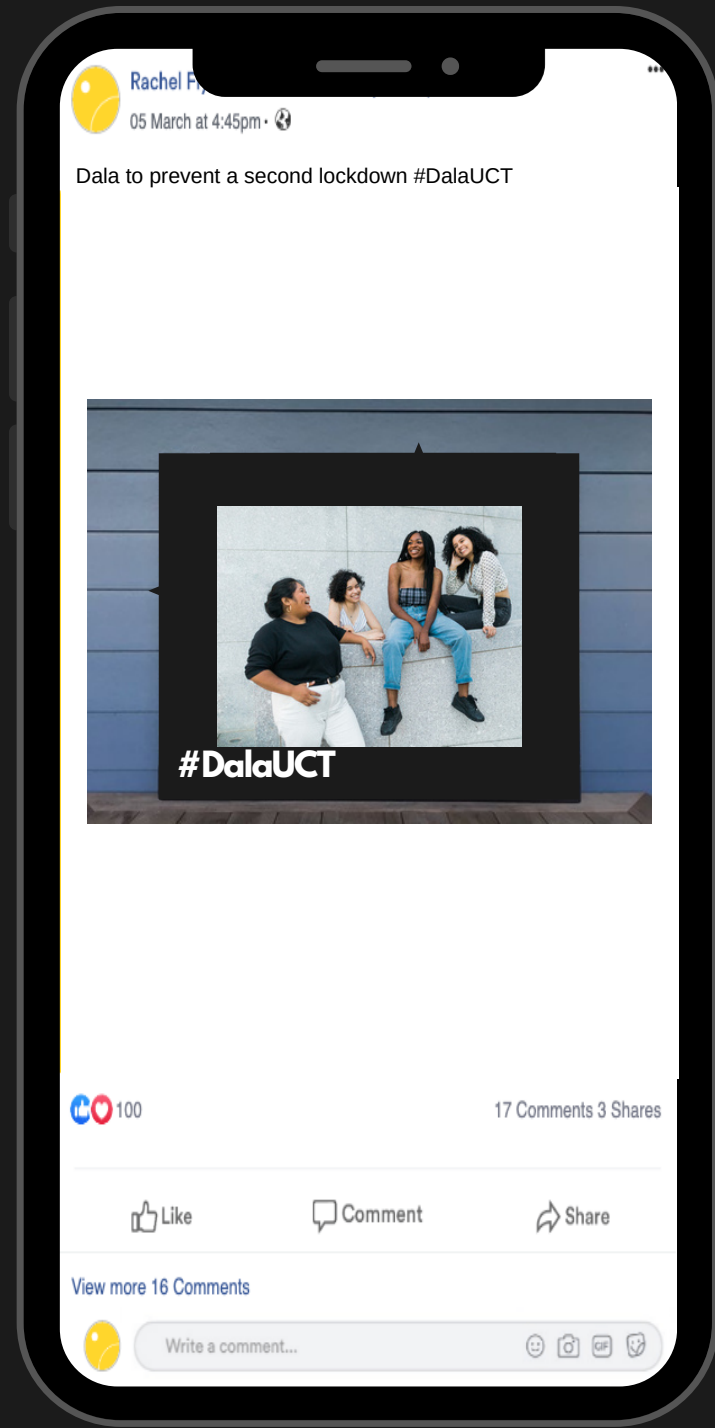
- Beginning March 2021 (assuming there is no vaccine/cure by then)
  - Residences open for UG students
  - Many students begin returning to campus
- Ending June 2021
  - First semester courses nearly finished

# Formative Research

- Online surveys and Zoom interviews
  - Can choose to participate in interviews to obtain further information
  - Seeking to answer:
    - Where do they obtain most of their information regarding COVID-19?
    - What is the most used social media platform?
    - What challenges do they face in accessing social media?
    - How at risk do students feel?
    - What precautions do students currently take?
    - How likely are they to take part in preventative measures/what would motivate them to do so?
    - How do students feel about going home/another lockdown?

# Materials and Platforms

- Photo booths around campus
  - Students take pictures with photo booth props that say #JustDoItUCT
  - Give away mini hand sanitisers
  - Have fliers with facts about COVID-19
- Social media posts
  - Students use #JustDoItUCT to post their photo with a reason to follow COVID-19 preventative measures
  - Share preventative information, posts from students, and reasons for following preventative measures on Just do it, UCT social media pages



# Social Media

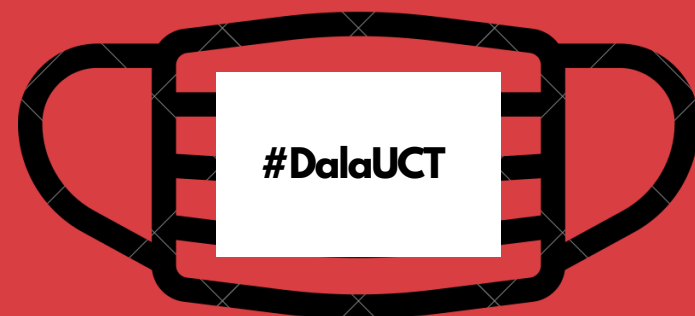
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- Posters in student housing
  - Information regarding COVID-19 and reasons to take precautions
  - Communal areas in student housing: dining halls, toilets, hallways



# Posters

Frequently wash your hands with soap and water for at least 20 seconds to prevent the spread of COVID-19.



**Dala to keep  
campus open.**

- Rachel, First Year MA



**#DalaUCT**

# Materials and Platforms

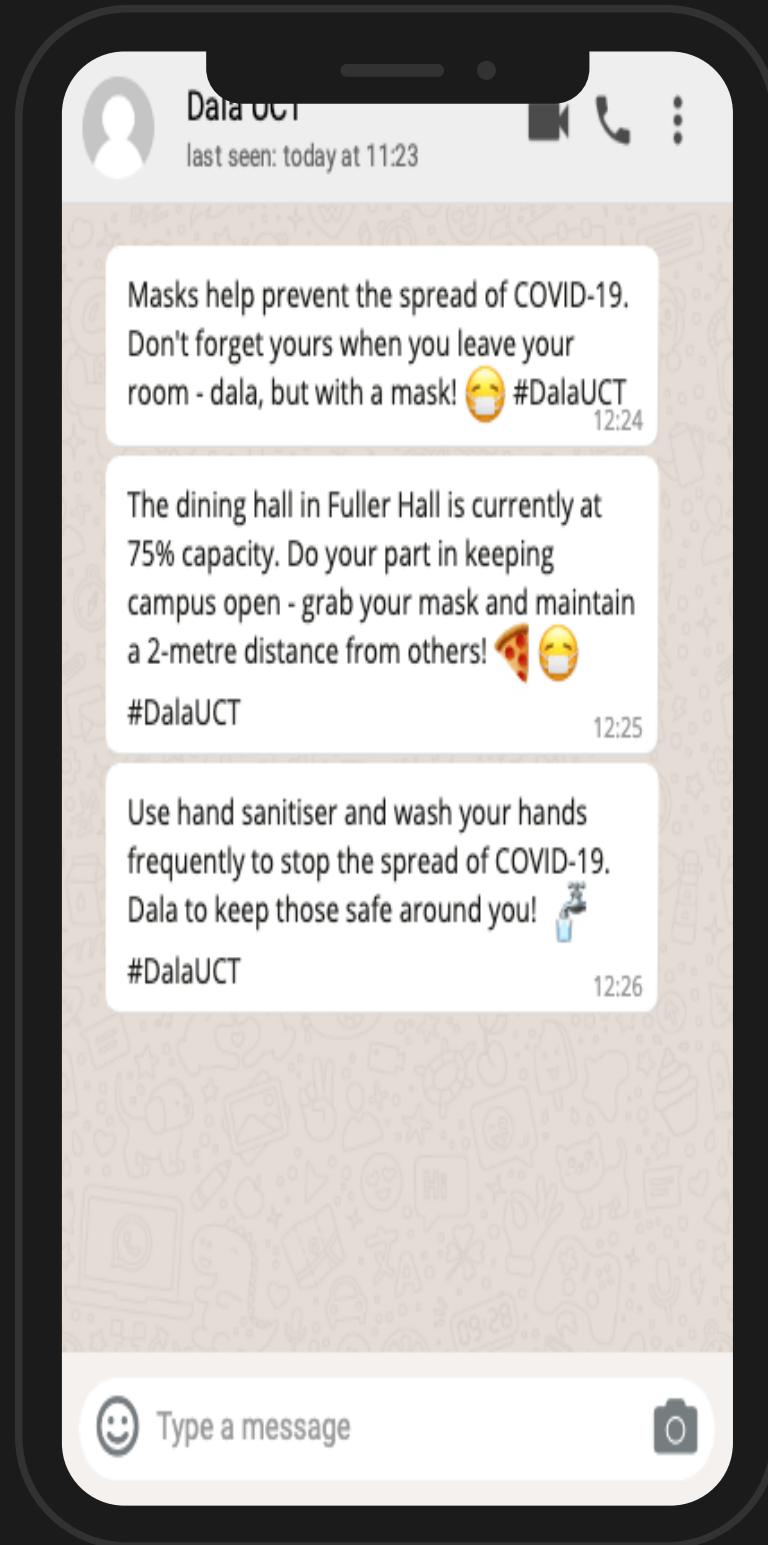
- Choose-your-own mask
  - Each student will pre-order a mask of their choosing
  - Delivered on move-in day to their res

# Choose-your-own mask



# Materials and Platforms

- Choose-your-own mask
  - Each student will pre-order a mask of their choosing
  - Delivered on move-in day to their res
- WhatsApp messages
  - Reminders to take preventative measures
  - Alerts when dining halls and libraries are nearly full
  - Always contains a reason for taking precautions
    - Keeping campus open
    - Keeping those around you safe
    - Keeping your job
    - Keeping classes in-person



# WhatsApp

# Evaluation

- Post-campaign online survey
- Analyse social media engagement
  - Number of hashtag uses
  - Number of photos shared
  - Engagement on Just do it, UCT social media pages
    - Likes, shares, comments, views
- Budget evaluation