



MEDIA PACK

PRESS RELEASE

Mgcini
weSive

COVID 19
SOCIAL
BEHAVIOURAL
CHANGE
CAMPAIGN

**Mgcini
weSive**

YENTA WONKHE

3Gs

GEZA TANDLA
GCOKA SIFONYO
GCINA UMKHATSI

COVID-19



**INTRODUCING
THE NEW NORMAL**



BAGCINI WANTED

BACKGROUND

Umgcini Wesive – A SOCIAL BEHAVIORAL CHANGE CAMPAIGN developed by The Ministry of Health, National Disaster Management Agency (NDMA) in partnership with local and International Agencies as a response to the ongoing COVID-19 Pandemic.

Launched on 29 October 2020 by His Excellency, The Right Honourable Prime Minister, Mr. Ambrose Mandvulo Dlamini together with His Excellency, The Honourable Deputy Prime Minister, Mr. Themba Masuku, The Honourable Minister of Health Ms. Lizzy Nkosi and Cabinet Ministers to rally the nation to be more vigilant as Partial Lockdown restrictions are relaxed.

CAMPAIGN IDEA

A Call To Action towards a smooth transition into the **New Normal – Simo Lesisha** by shifting mindsets and putting people at the center of all communication using an over-arching campaign. It is a call on all citizens: From **BoGogo nabo Mkhulu** to **BoBabe, BoMake, Bo-Teacher, i-Youth naboTwana** to become **BaGcini BeSive**. Be it at home, work, places of worship, schools, restaurants, offices, shops, *imitsimba*, funerals or at gatherings. Each and everyone of us counts in making sure Eswatini enters the **New Normal – Simo Lesisha** by embracing change as the country embarks on the road to recovery through a collaborative effort.

This comes after the realisation that Coronavirus is not going away anytime soon. For the country to succeed we have to work in a collaborative manner with greater emphasis on adherence and compliance to Safety Regulations. By empowering each and every one of us with new skills on how we interact, socialize and conduct business moving forward. This call should echo far and wide reaching even the most remote areas in our kingdom.

Making it easy for the nation to understand and clearly articulate what is expected of us without leaving behind persons with disabilities and special needs.

Even incarcerated persons should form part of this initiative for maximum results and high effectiveness of the campaign.

By being **uMGCINI weSIVE** one becomes exemplary, promoting behavioral change through positive action, safety and health in the **New Normal – Simo Lesisha**.

OBJECTIVE

The quicker the nation adapts en-masse the safer and more attractive the Kingdom of Eswatini will become to tourists and investors alike. For the Kingdom of Eswatini to realise this, the onus is on each and every one of us as individuals, establishments, institutions and businesses to be fully prepared. Strong compliance to Safety Regulation will help the country avert a second wave of high infections. Our country's leading epidemiologists anticipate a spike in new infections during the busiest time of the year around December and January. A time when traveling and social gatherings are at its peak, when businesses are also hoping to make up for lost time.

Anyone can be **UMGCINI** by following a few simple steps that come in sets of **THREE: 3Cs, 3Gs, 3Ts and 3Ws**. These steps all come in both **SiSwati** and **English** versions. Starting with the actions one should take and encourage those next to him or her to adopt as part of life in the **New Normal-Simo Lesisha**. **YENTA 3Gs: GEZA TANDLA. GCOKA SIFONYO. GCINA UMKHATSI** or **DO ALL 3Ws: WASK YOUR HANDS. WEAR YOUR MASK. WATCH YOUR DISTANCE**. The campaign also addresses us on things we should avoid by all means. **GWEMA 3Ts: TICUKU. TIPHITSIPHITSI. TINDZAWO LOKULULA KUTSINTSANA** or **AVOID 3Cs: CROWDED SPACES. CONGESTED AREAS. CLOSE CONTACT**.

EXPECTATIONS

Strong adherence and a quick uptake of the campaign will help the country avoid further disruption in business, services and education as experienced in other parts of the world, where after relaxed restrictions countries are witnessing a surge in new COVID-19 infections forcing some back into Lockdown and gravely affecting already hard-hit economies.

HOW CAN BUSINESSES BECOME BAGCINI BESIVE

The involvement of the Corporate Sector has been identified as a key catalyst and major motivator in helping generate public interest and awareness. This will ensure our message filters down to Civil Society using platforms that businesses already utilise for their own marketing purposes without incurring extra costs to their existing Marketing Budgets.

BRAND LEVERAGE

Partnering with **uMGCINI WeSIVE** Campaign affords businesses an opportunity to immediately re-emerge in the **New Normal – Simo Lesisha** as responsible citizens – **BAGCINI**. The Campaign is flexible enough to be tailor-made and aligned with this year's **Festive Season Marketing Plans**, more especially after a number of missed opportunities that resulted from abrupt cancellations and modifications of major national events that have become annual highlights.

PARTNERS

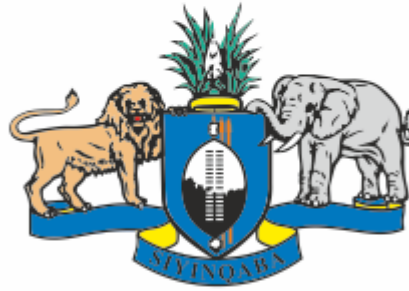
- As a collaborative partner, your business will receive **uMGCINI WeSIVE Corporate Identity** elements as part of your Marketing & Advertising campaigns.
- Our team will work with your team in identifying appropriate messages or Activations your business can participate in.
- Your business will be part of a National Campaign with a wide reach and coverage across all Demographics.
- Your business will be officially recognised as **uMGCINI weSIVE** using a **Mgcini Plaque** of compliance to the New Safety Regulations.
- Your business will have one of your employees trained as **uMGCINI weSIVE** looking after the safety of your employees, customers and business associates.

Follow **uMGCINI weSIVE CAMPAIGN** on your Local Press, Eswatini TV, EBIS, VOC and Social Media.

CALL TO ACT

To find out how your business, event, establishment or institution can **BE PART OF THIS INITIATIVE**, The National Disaster Management Agency (NDMA) has commissioned Consultants to manage the campaign and seek augmentation with other collaborative partners to support the campaign. **RISE** is ready to help your business become **uMGCINI weSIVE**.

CAMPAIGN PARTNERS



CAMPAIGN SUPPORTERS



Premier
Eswatini Milling



Premier
Eswatini Beverages



ESRIC
Ensuring your tomorrow, today.



FNB
First National Bank