From TB to COVID and back again: 
Public Engagement as Essential Science

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South Africa: Some numbers.

1. **Internet**: 59.3% (9.5% home access) [StatsSA, 2016]

2. **Secondary school completion**: 51.5% in 2016 [StatsSA, 2016]

3. **Unemployment**: 30.1% (pre-COVID-19) [StatsSA, 2016]

4. **Trust in science**: 74% trust advice from doctors + nurses; 54% believe science in SA is beneficial [Wellcome Global Science Monitor, 2018]
What is Eh!woza?
Public engagement
+ youth advocacy
+ science communication
+ skills development

To coalesce the biomedicine of disease with its social impact.
What is Eh!woza?

Participants = active partners

- Facilitate access to accurate information.
- Ignite frank conversations.
- Storytelling and representation of health and disease.
- Develop capacity
What is Eh!woza?

Long term goals:
• Encourage positive health-seeking behaviour.
• Engender trust.
• Decrease stigma.
Incubated within the Institute of Infectious Disease and Molecular Medicine, University of Cape Town.
2020: An independent NPO.
DOCUMENTARY PRODUCTION

LIVED EXPERIENCE

REPRESENTATION | BHEKISISA | NEWS24

WORKSHOPS

LIVED EXPERIENCE CAPACITY

LEARNER DOCCIES | SCHOOLS | TRAINING

SCIENCE COMMUNICATION

ACCURATE INFORMATION

ANIMATION | SOCIALS | RADIO | PAPERS

M&E

EVIDENCE IMPROVEMENT

MUST DO | SMART TO DO | WISE TO DO

MUSIC VIDEOS

MSF / TRUST

SCHOLARSHIP AROUND PE

NEW KNOWLEDGE

PhDs | HONOURS COURSE | JOURNALS

EH!WOZA.com
The core team.
Funders and support networks.
COVID FEARS

'AT LEAST WITH AIDS YOU KNOW HOW YOU GET IT'
NATIONAL NEWS, COMMUNITY TV: > 1 MIL VIEWS

COVID FEAR
"AT LEAST WITH AIDS YOU KNOW HOW YOU GET IT"

SASSA VS. COVID
"WE DON'T HAVE A CHOICE"

COVID EVICTIONS
"THE PEOPLE WHO LIVE HERE ARE HUMANS, NOT PIGS"

KWANELE
"MY BODY IS NOT YOUR CRIME SCENE"

QANDU-QANDU
"WE JUST WANT A PLACE TO CALL HOME"

THE ANTI-BLACKNESS OF COVID EVICTIONS
"ALL ENGLAND"

ETHEMBENI
"WE ARE CITIZENS TOO"

EMPUMELELWENI
"WE WANT A SCHOOL FOR OUR CHILDREN"
Animations:
Accurate information
PE as a science?

Ask questions.
Generate evidence.
Implement/improve.
PE as a science?
Generate evidence.
Ask questions.
LONG-TERM OUTCOMES

Increased public discourse and engagement about health

DESIRED IMPACT

↑ health-seeking behaviour
↓ Stigma
↑ Trust in Science

TB BIOMEDICAL/SOCIAL AWARENESS

• Must do monitoring [stats, views, # of workshops etc.]
• **Smart to do evaluations** [increase in knowledge/change in attitude]
• Wise to do evaluations [hope, agency, stigma, behaviour change]
Smart to do:
Surveys to guide PE and Sci-Comm

To determine:
• Where our target audience accesses health information from?
  • Who they trust to give health information?

Survey Facilitators
Eh!woza Workshop Alumni

Training
Google Forms
Background knowledge of Qs

Surveys
English / IsiXhosa

*Hyper-local target audience – residents of Khayelitsha
Surveys:
Where do people get health info?

- TV
- Radio
- Facebook
- Health Workers
- Instagram

30% of participants access info exclusively from traditional forms of media

n = 291

*Multiple answers were allowed
Surveys:
What do people think about COVID-19 vaccines?

**POSITIVE INFORMATION**

- n = 291

**NEGATIVE INFORMATION**

- n = 291

*Source*

- News: 
  - effective
  - increasing
  - people
  - available
  - cases
  - lockdown
  - will

- TV: 
  - breakthrough
  - decreasing
  - possible
  - infected
  - help
  - made

- Social media: 
  - make
  - people
  - get
  - africa
  - black
  - time
  - virus
Surveys:
COVID-19 vaccine acceptance?

COVID-19 VACCINES

November 2020

- YES 64%
- NO

n = 291

SA Vaccine Acceptance in 2020:

- 67% Definitely/probably Yes
- 18% Definitely/probably No
- 15% Don’t know

UJ/HRSC COVID-19 Democracy Survey

TB VACCINES

November 2020

- YES 79%

Do you think there is a TB Vaccine?

- YES 80%
For more information on these topics:

Anastasia + Cheleka presenting at the Advocacy for researchers Workshop on

Date: 21st April
Time: 12:00 PM - 01:30 PM ET/ 06:00 PM – 07:30 PM SAST
Find us on social media.