



health

Department:
Health
REPUBLIC OF SOUTH AFRICA



MEDIA STATEMENT

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HEALTH DEPARTMENT LAUNCHES CHILD HEALTH RADIO CAMPAIGN SEASON TWO

Pretoria: The Department of Health in partnership with SABC Foundation will this week (Monday, 29 June 2020) launch season two of child health radio campaign known as Side-By-Side. These weekly radio drama series shows will broadcast across the country on the SANC radio stations over a period of a year.

This follows an enormously successful season one which served as a pilot project that reached approximately 4.3 million listeners each week. Aired on 11 SABC Radio stations, in nine official languages, the radio campaign follows the stories of young mothers Lumphumzo, Babalwa, and Joyce and the men and women who help and hinder them as they negotiate pregnancy and parenting – because it takes a village to raise a child.

The campaign covers topics such as breastfeeding, early nutrition, children’s right to play, language development, protection from harm, common childhood illnesses, and scenarios where children and their caregivers need extra care and support. This will present an opportunity to educate mothers and caregivers whose children missed the immunisation dates due fear caused by COVID-19 lockdowns to ensure that they keep their children up-to-date with immunisation

The weekly shows also explore critical social issues like gender-based violence, alcoholism and HIV. An interactive question and answer session at the end of each show gives listeners the opportunity to talk to an expert on ECD, ask questions and even share their own parenting stories.

According to Deputy Minister of Health Dr Joe Phaahla, parents and primary caregivers are at the centre of young children receiving the care they need. With Side-by-Side, the Department of Health is placing itself alongside parents by offering them information and support on the parenting journey.

“We want our youngest citizens to thrive, not just to survive. Side-by-Side marks a shift in the National Department of Health’s approach to Early Childhood Development (ECD).

We are supporting caregivers to give their children the full spectrum of care they need to thrive, in addition to delivering essential services such as immunisation”, says Deputy Minister Phaahla.

Children who benefit from quality ECD in their early years go on to do better at school, earn more as adults and enjoy better health. Quality ECD for all South African children is critical to rebuild a fairer, prosperous, and more peaceful South Africa for all.

Side-by-Side is a national child health campaign is implemented through daily radio drama series across the country on the SABC radio stations as part of government efforts to ensure that all children in South Africa receive the nurturing care they need to develop best of their abilities.

The campaign relies on all stakeholders caring for caregivers and pregnant women to work alongside each other. It was developed through a public-private partnership, and launched by the National

Department of Health in 2018 to accompany the release of the updated Road to Health book, a caregiver-held personal health record issued at birth.

To find out when shows are scheduled on your local station, visit www.sidebyside.co.za/resources/radio/ and join the caregiver community on www.facebook.com/SidebySideSA/ for more information or to enter monthly listener competitions.

For enquiries and more information, please contact

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Campaign Weekly Radio schedule

Radio Station	Language	Day and Time
Thobela FM	Sepedi	Saturdays 07:30
Munghana Lonene FM	Xitsonga	Wednesdays 11:30
Lesedi FM	Sesotho	Tuesdays 11:30
Ukhozi FM	isiZulu	Saturdays 08:40
PhalaPhala FM	Tshivenda	Tuesdays 09:40
Motsweding FM	Setswana	Tuesdays 10:30
XK FM	Xhu/Afrikaans	Thursdays 10:05
Tru FM	isiXhosa	Tuesdays 10:35
Umhlobo Wenene FM	isiXhosa	Tuesdays 20:30
Ikwewezi FM	isiNdebele	Wednesdays 10:30
Ligwalagwa FM	isiSwati	Wednesday 09:30