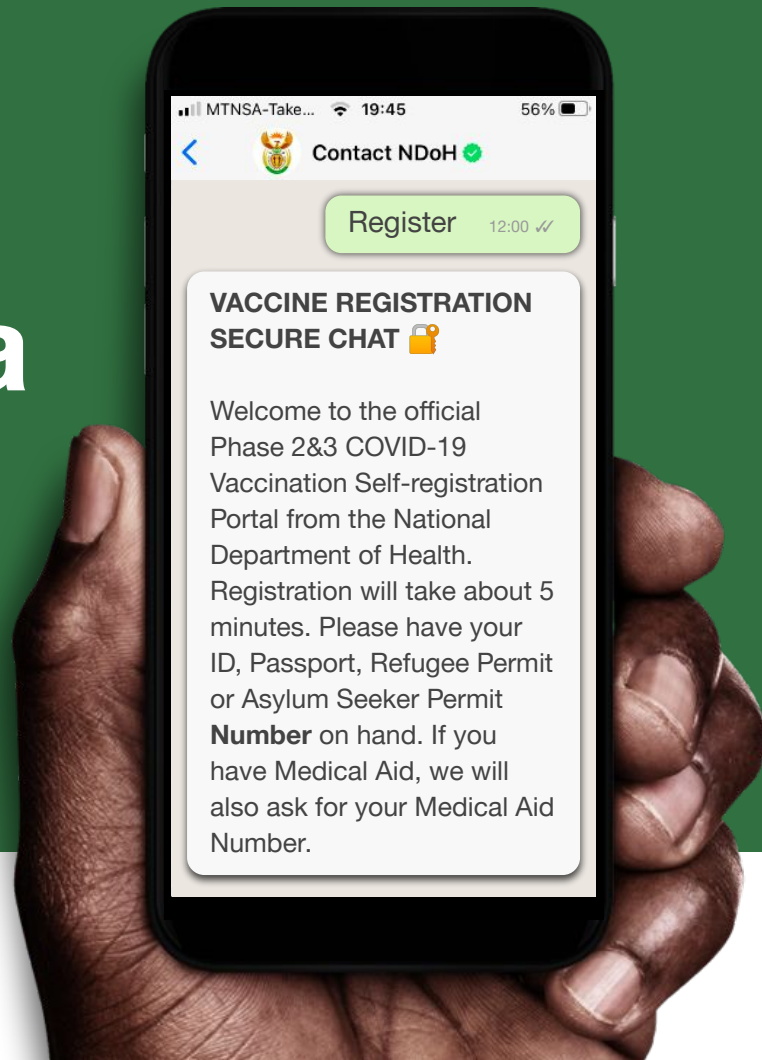


Vaccination Registration via USSD and WhatsApp

Presentation to the Vaccine Working Group



EVDS is a world class platform!

But we know that many South Africans do **not have web access or data.**

The NDOH will leverage the existing mobile channels used for COVID-19 communications to reach as many citizens as possible, as cost effectively as possible
- **USSD and WhatsApp**



- **Free** or as close to free as possible for the user
- Leverage channels and behaviours that citizens are already **familiar** with
- Ensure that the registration on these channels collects all **the critical data** for the EVDS system
- Keep the user experience **simple and easy to follow**
- Compliance with **POPI and data Security**
- **Leverage Existing channels** rather than creating new ones
- **Save costs** for the NDOH

Since launch, the
service has reached

21%
of the Adult Population



Total Users

8,426,434

~100k users return everyday



Total Messages

479,716,932



2,437,756 Users

13, 277,256
Unique HealthChecks



HealthCheck usage

60,7% - USSD

41,6% - WhatsApp



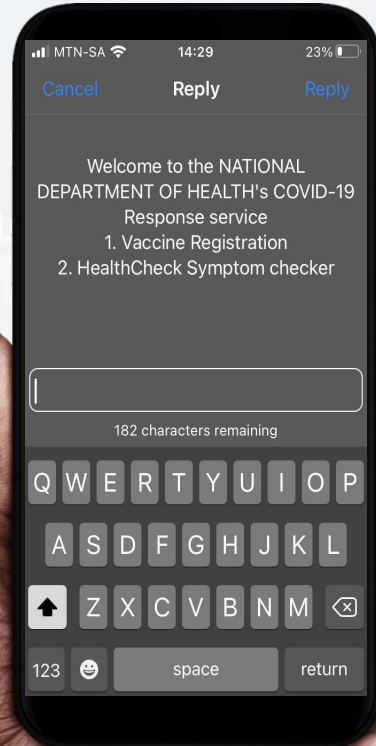
115,000

Subscribers to alerts
in 4 weeks

***134*832#**

USSD

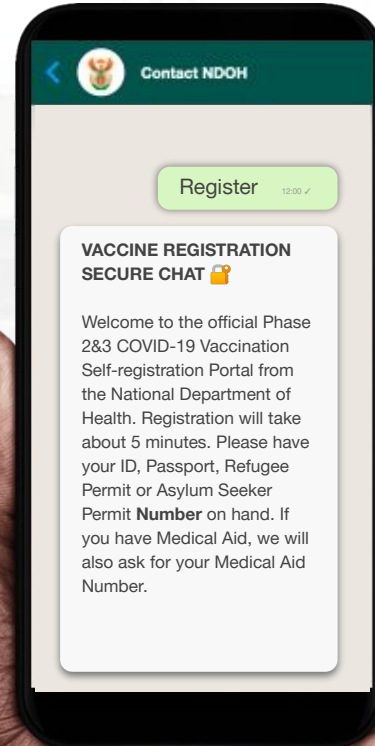
**Zero rated
and no cost
to the
NDOH**



0600 123456

**Contact
NDOH**

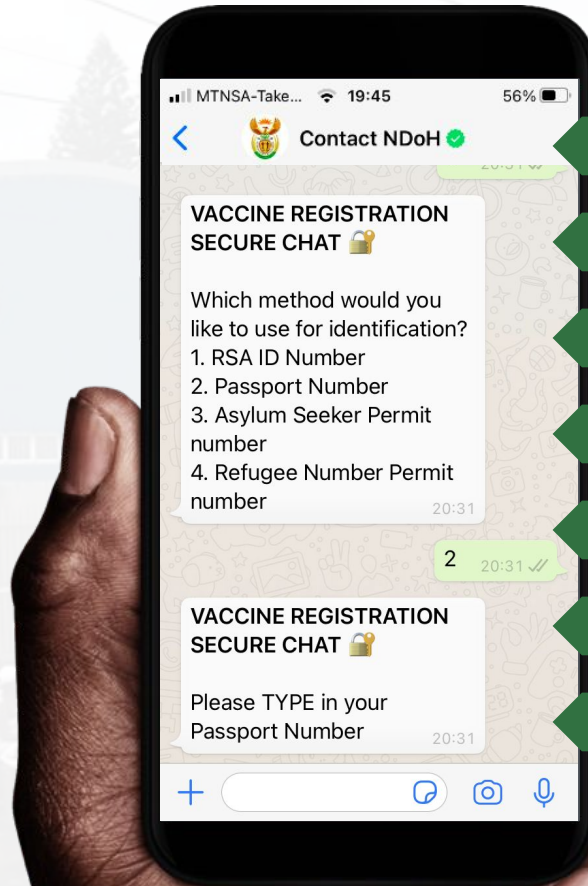
**Minimal
data costs
and free
outgoing
messages**





WhatsApp

Registration via WhatsApp



1. Onboarding

2. Identification

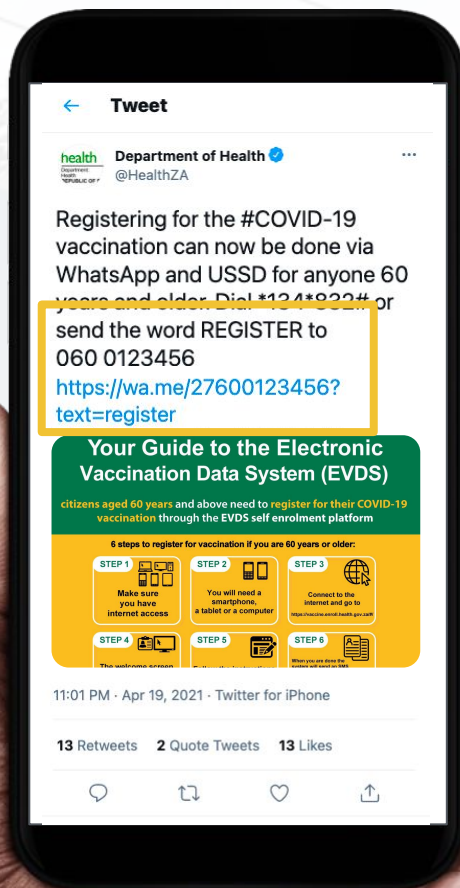
3. General Info

4. Location

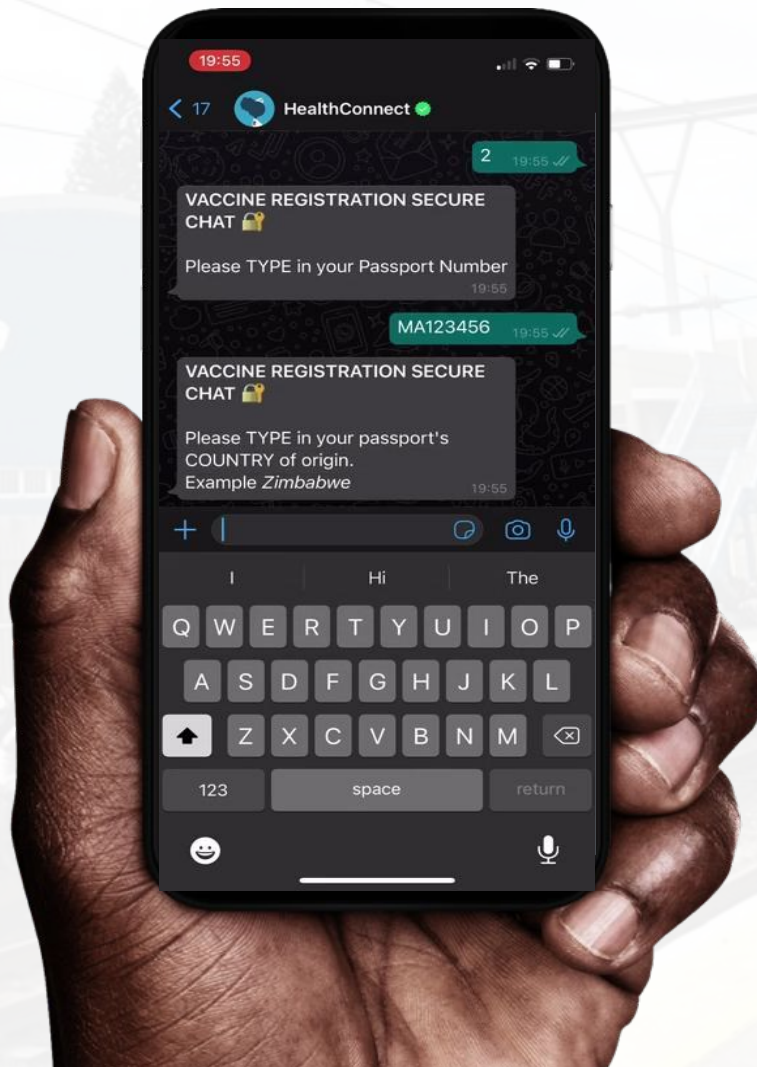
5. Contact Info

6. Medical Aid

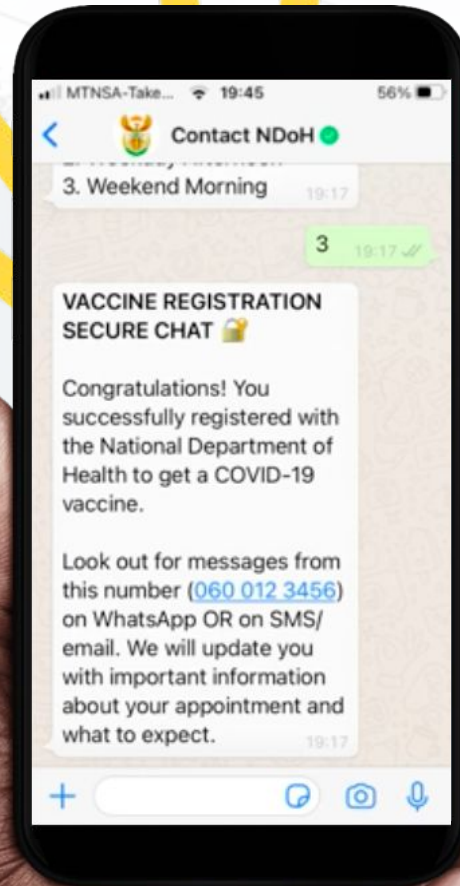
7. Confirm Time & Complete



Registration via WhatsApp

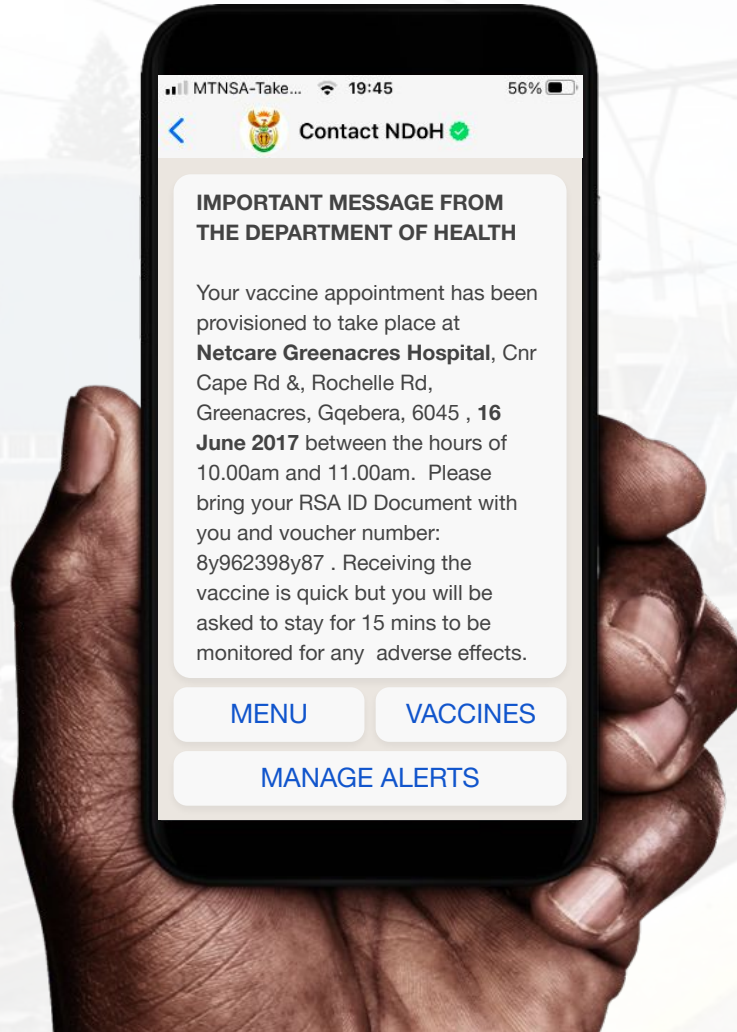


Registration via WhatsApp



Outbound Messages (WhatsApp)

Appointment Confirmation Details



MTNSA-Take... 19:45 56%



Contact NDoH



IMPORTANT MESSAGE FROM THE DEPARTMENT OF HEALTH

Your vaccine appointment has been provisioned to take place at **Netcare Greenacres Hospital**, Cnr Cape Rd &, Rochelle Rd, Greenacres, Gqebera, 6045 , **16 June 2017** between the hours of 10.00am and 11.00am. Please bring your RSA ID Document with you and voucher number: 8y962398y87 . Receiving the vaccine is quick but you will be asked to stay for 15 mins to be monitored for any adverse effects.

[MENU](#)

[VACCINES](#)

[MANAGE ALERTS](#)



USSD

Registration via USSD

***134*832#**

OR

***134*832*ID Number#**

MTN-SA 14:29 23%

Cancel Reply Reply

Welcome to the NATIONAL
DEPARTMENT OF HEALTH's COVID-19
Response service

1. Vaccine Registration
2. HealthCheck Symptom checker

182 characters remaining

Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M ↵
123 😊 space return

1. Onboarding

2. Identification

3. General Info

4. Location

5. Contact Info

6. Medical Aid

7. Confirm Time & Complete

19:32

Cancel Reply

VACCINE REGISTRATION
The SA Department of Health thanks you for
helping to defeat COVID-19!

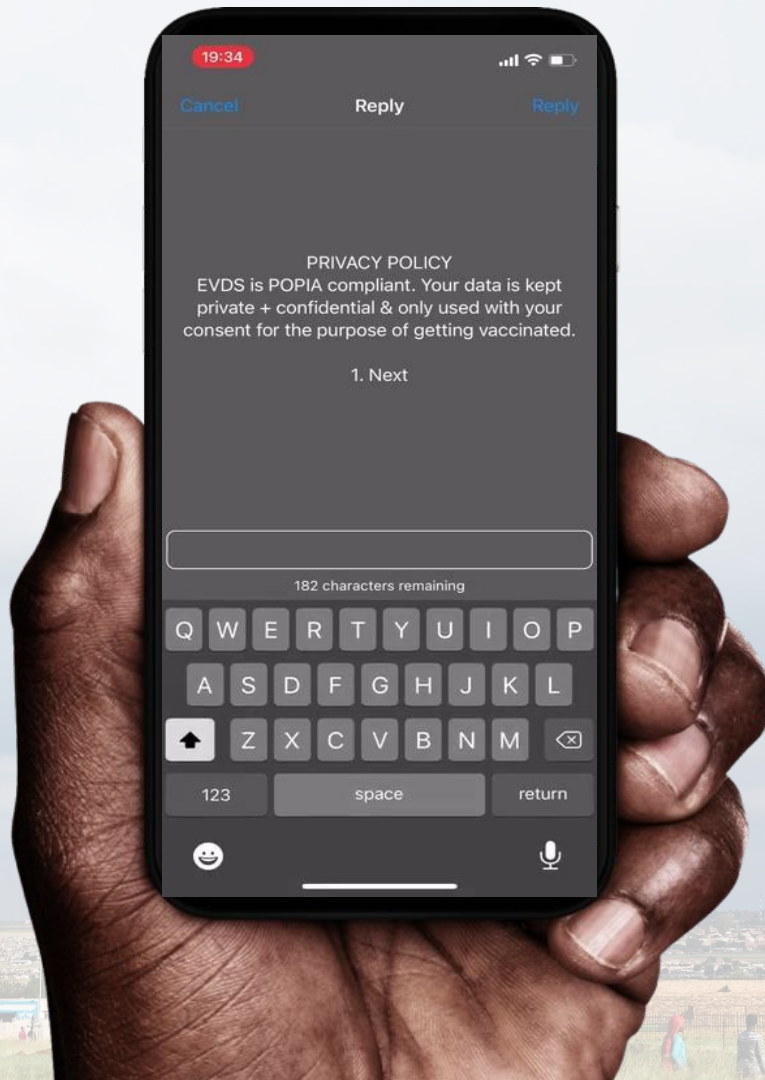
Are you 60 years or older?

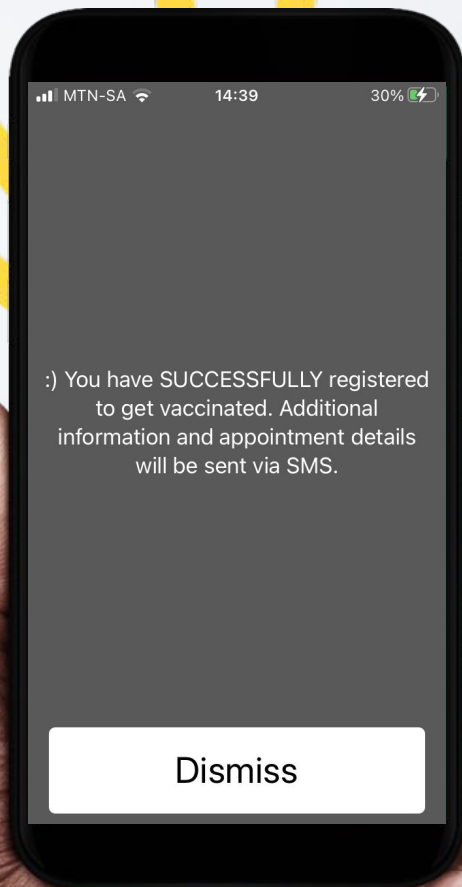
1. Yes
2. No

182 characters remaining

Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M ↵
123 space return
😊 🎤

Registration via USSD





:) You have SUCCESSFULLY registered
to get vaccinated. Additional
information and appointment details
will be sent via SMS.

Dismiss

Communications

Channel Considerations



***Please Call Me
Advertising***



SMS Blasts



Twitter



Facebook



PSA



Radio



***NDOH Web
Banners***



***Print
(flyers/posters)***

Self register using WhatsApp or USSD

Citizens aged 60 years and above need to register
for their COVID-19 vaccination

WhatsApp

Internet access or
data required

- 1 Send the word **REGISTER** to 060 012 3456 on Whatsapp
- 2 Answer all the questions asking you for all your details in the **VACCINE REGISTRATION SECURE CHAT**
- 3 When you are done you will receive a message confirming that you are registered and in the system's queue

* USSD

FREE on all South African
Mobile Networks

- 1 Dial ***134*832*ID Number#**
(No ID Number? Just dial ***134*832#**)
- 2 Follow the prompts on the screen. Put in all the details the system asks for
- 3 When you are done you will see a final message confirming that you are registered and in the system's queue



Register for the COVID-19 vaccination by WhatsApp or USSD. Dial *134*832# or send the word REGISTER to 0600123456
<https://wa.me/27600123456?text=register>



60 years or older? Register for your COVID-19 vaccination. Dial *134*832*ID Number# OR send REGISTER to 0600123456 (WhatsApp)



Help defeat COVID-19! Register now to get vaccinated. Dial *134*832*ID Number# or send the word REGISTER 0600123456
[https://wa.me/27600123456?text=register"](https://wa.me/27600123456?text=register)



Do your part. Register now to get vaccinated. Dial *134*832*ID Number# or send the word REGISTER 0600123456 on WhatsApp
<https://wa.me/27600123456?text=register>



Register for the COVID-19 vaccination by WhatsApp or USSD. Dial *134*832# or send REGISTER to 0600123456



60 years or older? Register for your COVID-19 vaccination. Dial *134*832# OR send REGISTER to 0600123456 on WhatsApp



Help defeat COVID-19! Register now to get vaccinated. Dial *134*832*ID Number#



Register for your COVID-19 vaccination. Dial *134*832# (USSD) or send REGISTER to 0600123456 (WhatsApp)

Thank You

Whatsapp and USSD UAT

