

## MEDIA STATEMENT

To: Editors & Health Journalists  
Issued by: Department of Health  
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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.

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.

Side-by-Side marks a shift in the National

We are supporting caregivers to give their children the full spectrum of care they need to thrive, in addition to delivering

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,

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/](http://www.sidebyside.co.za/resources/radio/) and join the caregiver community on [www.facebook.com/SidebySideSA/](https://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