



## Community Engagement in USINGA Yields Results

April 2024



The [Umlazi Surveillance Initiative to Nurture Grassroots Action \(USINGA\)](#) is the newest of the SAPRIN nodes. The HDSS node is situated in wards 79 and 82 of Umlazi. USINGA is currently collecting its baseline data. Their figures sit at 26,924 (27%) individuals registered with 40% (18/45 weeks) time gone, and a 98% household contact rate.

The community engagement team uses a novel approach to bridge the communication gap between the node and the community members, called activations. The community engagement team heads out in their numbers into the ward to raise awareness on USINGA.

The team members clad in their signature bright green T-shirts synonymous with USINGA go out into the streets of Umlazi and diligently explain the initiative to the community.

A pamphlet detailing the key information about the node's intended work has been developed. It is available in isiZulu and English. Community workers hand these pamphlets out, elaborate on the content and respond to queries.

Door-to-door outreach also takes place where residents are engaged with, in public spaces such as tuck shops and on the streets. Promotional items, water bottles, T-shirts and caps are handed out as a token of appreciation.

The diligence of the Community Advisory Board (CAB) has also contributed and created familiarity of USINGA amongst community members. Both The Community Advisory Board (CAB) and Community Policing Forum (CPF) leaders have also assisted USINGA in reaching a high contact rate.

A specific area is identified and an activation is planned accordingly. The team is enthusiastic and excited about engaging and informing community members. The community engagement has been yielding results in creating brand awareness.