



Tools to inform and inspire agri workers to adopt safe behaviour

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COVID-19: Agri workers Toolkit

Agri workers are extremely vulnerable to infection. Information, posters and videos abound – but they have mostly not been designed for this target group’s needs. Many of our clients’ have shared with us, that their agri workers are not adopting safe behaviour – despite all the information they are providing. This not only puts these employees at risk, but also the organisation.

OUR CONTRIBUTION

To meet this urgent need, Free To Grow has developed a cost-effective agri workers toolkit that informs and inspires employees to adopt safe behaviour by choice. It acknowledges the complexity of behaviour change and does not follow a quick fix approach. The toolkit addresses the first 5 C’s critical to protecting self and others. The 6th C will be addressed in a second supplementary toolkit that we will shortly be developing. The objective of the second toolkit is to retain emotional and physical health over an extended period of time, keeping hope and optimism alive.



Contact your Free To Grow Consultant or Kim van Schoor on 021 852 4445, 084 442 5619 or kim@ftgsa.co.za to explore how our Covid-19 Solutions can complement what you are doing to support your staff.

FREE TO GROW
Igniting purpose, passion and potential for growth

1 THE CONTENT

Information is presented in 15 bite-size chunks that grow awareness and understanding over time.

Week	Theme	Questions answered
1.1	COVID (1)	Why does COVID-19 matter to my organisation and to me?
1.2	COVID (2)	What is the new Coronavirus, where does it come from and how does it spread?
1.3	COVID (3)	What are the different stages of COVID-19? Why do people die from it and what are the symptoms that I need to look out for?
2.1	Intro to 6 C's & COMMIT (1)	What are the different ways to look at COVID-19 and what is the best way for me to stay safe? How can the 6 C's help?
2.2	COMMIT (2)	Who is more at risk of being infected? What role do I play in keeping infections down, even if I am not at high risk myself?
2.3	COMMIT (3)	What is committing to wearing a face mask really about? How do I put on, wear and remove a mask properly? What things I must avoid? And how do I wash and care for a cloth mask?
3.1	CLEAN (1)	Why does washing my hands with soap & water help to prevent the spread of the new Coronavirus and how do I do it properly?
3.2	CLEAN (2)	How do I use sanitisers properly to keep my hands virus free?
3.3	CLEAN (3)	What surfaces in my home are most likely to be contaminated with the virus. How can I use the ABCD recipe to disinfect them?
4.1	Avoid CONTACT (1)	What is social distancing? Why is it so important in preventing infections? How can I do it at work & outside of work?
4.2	Avoid CONTACT (2)	Why is shopping now a high-risk activity and what must I keep in mind to keep the risk low for me?
4.3	Avoid CONTACT (3)	How can I apply a smart 5-point plan to make my shopping safe?
5.1	CUT OUT	Why is cutting out touching so important in fighting the virus? How can I stop touching my face? What can I do instead of hugging people and shaking hands and how do I touch the people I love in a way that is safe for me and them?
5.2	COVER	Why is covering my sneezes and coughs so important? How can I use the two rules – 1. Catch it & trash it and 2. Sneeze in your sleeve?
5.3	What if?	What must I do if I test positive? And how do I handle other people at work who have tested positive?

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2 WHAT SETS THIS TOOLKIT APART

1. The bite-sized learning approach that grows knowledge and understanding over time and makes learning digestible, preventing cognitive overload.
2. The intentional use of complementary learning channels (posters, videos and personal toolkits) to reinforce learning and encourage application of what has been learned.
3. The focus on explaining the WHY, and not only the WHAT and the HOW. This creates a deeper level of understanding and motivation to apply what is learned.
4. The holistic approach, taking into consideration the challenging environment in which many of these employees live and making the material relevant to them. This ensures that employees find it practical and can apply what they learn.
5. The dual focus on physical health as well as mental health, also addressing attitudes and beliefs that shape behaviour.
6. The way information is conveyed, making it easy for employees whose first language is not English, to understand and remember key messages.
7. Translations into Zulu and Tswana are under way. Translations into more language can be done if required.
8. Multiple implementation options. The videos can be used in team meetings, shared with employees via their mobile phones, be displayed on digital screens in the workplace, or used in any combination of these.
9. The option of co-branding all material.
10. The option of customising the first video to make it relevant to your organisation's story: positioning the threat of COVID-19 against the context of your organisation's vision.

"What a privilege to work with Free To Grow during this difficult time. We are an essential business, working full steam to realise the vision of our company 'Bringing More Food To More People More Often'. COVID-19 educational material available in the public domain is just not practical and relevant enough to have meaning for our employees. This is why we are extremely excited about Free To Grow's tools – the communication style is fresh and impactful and our people can relate to the message. We love your material and the fact that learning happens bit by bit. The toolkit is a wonderful gift to us as L&D: It really has done all the work for us!"

Ansa Du Toit, Learning & Development Manager, RCL Foods



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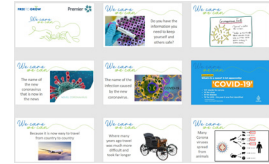
3 ELEMENTS OF TOOLKIT 1

VIDEOS



15 x 3-6 minute videos presented by seasoned Free To Grow facilitators sharing information in an interesting and engaging manner. Ideal for team sessions and to share via mobile phones.

Click [HERE](#) for a video teaser



PERSONAL TOOLKITS



15 x 2-3 page personal toolkits for employees to take home and discuss with their families or other members of their households. A summary of key messages from each video as well as answers to additional questions employees may have.

Click [HERE](#) for toolkit sample

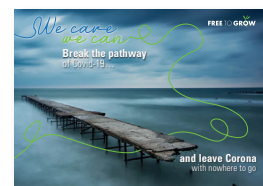


POSTERS



6 x high-impact, visually appealing posters reflecting the pertinent messages as a visual reminder of the key learnings.

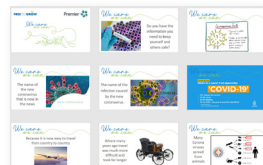
Click [HERE](#) for a poster sample



+VIDEOS



15 x 8-10 minute videos reinforcing key messages, building on existing knowledge and testing insight. Ideal for display on digital screens.



"Free To Grow's COVID-19 videos are excellent! We've found them very relevant to the South African context and shop floor environment. Because of this, our employees have taken note and are reinforcing the key messages amongst themselves. With so much information available, we have found these short, simple and practical videos are highly effective in keeping our employees informed and motivated to take the necessary precautions to protect themselves and those around them."

Frans Germishuizen, HR Executive, Premier FMCG



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