Risk Communication and Community Engagement

COVID-19

Risk Communication and Community Engagement (RCCE)

Inform-Engage-Be accountable

RCCE in UNICEF

COVID-19

GLOBAL TEAM BASED AT UNICEF NYHQ

GLOBAL INTERAGENCY TEAM (GENEVA)

RCCE UNICEF's PRIMARY OBJECTIVES

COVID-19

1. **Reaching communities**, with behavior-focused messaging Combatting stigma and preventing misinformation, rumors and myths
2. **Providing parents** and families with caregiving tips
3. **Community participation** and ownership of preventive and response measures, and ensuring feedback
4. **Ensuring that governments** and organizations respond to the epidemic **socially-, culturally-, and context-appropriate**
5. **Accountability to affected populations:** monitoring community satisfaction, feedback and complaints and address them timely

UNICEF C4D – RCCE intervention components

COVID-19

- **Coordination and integration of community engagement with national authorities and RCCE partners-** track and address perceptions, rumors, misinformation
- **Communications and behavior-focused participatory interventions** to key stakeholders, affected and at-risk groups—that are socially-, culturally-, and context appropriate
- **Technical support and capacity building** for awareness-raising, interpersonal communication-community engagement

Planning RCCE

COVID-19

1. Conduct rapid risk and behavior assessments- Know the communities- social data, perceptions and social norms
2. Target audiences, channels and language
3. Tailored behavioral messages
4. Set up partner coordination mechanisms
5. Build capacity
6. Develop guidance and tools
7. Field coordination and technical support
8. Knowledge management and documentation
9. M&E (community feedback & evidence)

Digital RCCE

COVID-19 Information Chatbot
Reached 6m+ users & has 7m+ interactions & deployed in 52 countries

Internet of Good Things (IoGT)
COVID-19 messaging deployed in 10 Countries & 1m+ messages accessed

Information & community feedback

Immunization, Polio, U-Report Global and U-Report/C4D in EASRO developing rumor tracking system to categorize incoming rumors via U-Report & releasing myth busting polls - ongoing work

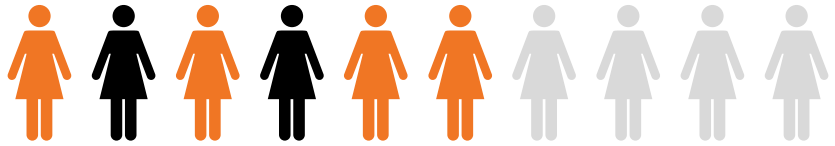
Rumour tracking

Media Monitoring

UNICEF reached **90.5M Digital Supporters** in April, of which 80M are social media followers. Our Digital Supporter base grew by 28% compared to the same period last year (20M in absolute numbers) & Covid-19 content has generated more than **18.3M pageviews since 1 February**

How do we reach to all

COVID-19



Dialogues with influencers and Women groups

Community volunteers and young people

Town announcements

Materials in local languages

RCCE Interagency Collaboration

COVID-19

- Over 20 years of outbreak response experience has shown that community partnership and leadership is key to stopping outbreaks at source.
- Recent Ebola outbreaks – importance of community leadership and global collaboration for RCCE
- Pandemic – importance of building an interagency collaboration to work effectively, remove redundancy and optimize resources.
- Led by WHO, UNICEF, IFRC and coordinated by GOARN to enable agencies beyond the UN to work seamlessly.
- Currently over 50 institutions specializing in RCCE capacities from across the globe are working in this collaboration building on the network of MOH through WHO, Volunteers through IFRC and NGOs like yourself through UNICEF.

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What does the global RCCE Collaboration do?

COVID-19

- **Mapping of the partners' response** activities and capabilities to address country needs and exploring areas for potential joint work
- Generate **social/behavioral and community feedback** data to inform the response
- Develop **key Lifesaving information** and products
- Support, disseminate global **community engagement initiatives and develop tools** to promote/adapt effective healthy behaviors through participatory interventions
- **Develop joint global resources and guides**
- **Accountability to affected population**: Support to Complaints and feedback mechanisms and listening to people's feedback and satisfaction with the response
- **Capacity building** and follow up technical support globally, at regional and country level to COVID-19 preparedness, readiness and response.

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Global RCCE Interagency team

COVID-19

Global Team Contacts

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Regional Working Groups

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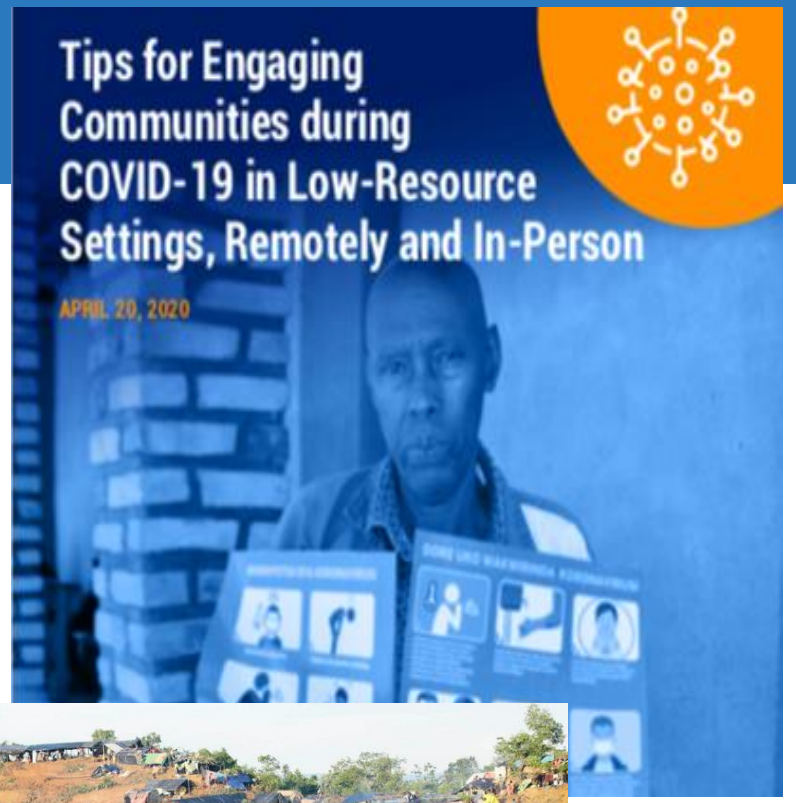
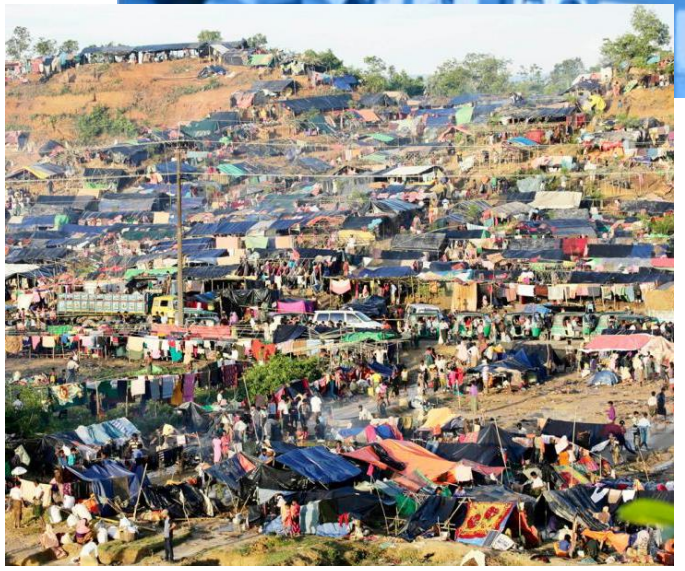
Community Engagement and low resource settings	Kathryn Bethram READY Initiative	kbertram@jhu.edu
Migrants, Refugees and vulnerable Host communities	Sahar Hegazi UNICEF	shegazi@unicef.org

Joint Guidance and tools

- **Global strategy to address the RCCE response**
- **Global RCCE Action planning Guide**
- **Examples of other Joint guidance**
  - Tips for engaging communities in low resource & low connectivity settings
  - Guides on community based RCCE, RCCE for migrants/IDPs and vulnerable groups,
  - Fighting stigma & discrimination
  - RCCE for community volunteers and frontline workers





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Current Priority Focus

COVID-19

1. **Priorities:**
   - Latin America: center of the pandemic- RCCE strategies and coordination processes for maximum efficiency
   - Post-lockdown settings and countries opening up: community engagement strategies and safety guidelines
   - School re-opening: RCCE with parents, teachers, children & adolescents
   - Social data: Triangulating social, cultural, behavioural community insights to guide response actions
   - Engagement with Faith-based Organizations: WHO and UNICEF
   - Children and youth engagement in fighting the virus
   - Stigma against Community health workers
2. **Guidance: "how to conduct community dialogues safely in post lockdown settings"**
3. **Operational social science:** inclusive mechanism to exchange, share and increase overall quality of and access to operational social sciences tools, trainings and research (results and data).
4. **Community feedback global dashboard**

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Community Feedback informs decisions

Example of Asia

COVID-19

Claims/Rumours

(Philippines), **Soaking hair found in Quran and drink the water saves from virus** (Bangladesh), more lives have Transmission from **animals** (Pakistan), virus brought by **foreigners**, China spread the virus to cause chaos and occupy contested territories been lost due to economic downturn than the virus (Thailand)

Issues of trust in government & compliance with public health measures: Nepal 62% government trust response and 59% abide by lockdown; Pakistan: 77% government trust , Bangladesh 52% government trust and 83% abide by lockdown, and in India: despite low risk perception, there is high adherence to lockdown (95%).

Fear, Anxiety & concerns

Impact on livelihoods especially among the working middle class (Pakistan & Bangladesh), fear from **new strains of the virus** (Thailand), anxiety from **stigma against migrants** (Malaysia), anxiety about **Ramadan** (Malaysia), **Politicization of the response** including the media (Pakistan & Bangladesh) , concerns from **civil unrest** while going out to get food (Malaysia)

Questions (Bangladesh, Nepal, Philippines, Pakistan, Indonesia)

Symptoms & preventive measures(Bangladesh), **Access to free food** (Nepal), **relief assistance** (Philippines), **Testing** (Philippines), Which groups are **most vulnerable** (Pakistan) , **disinfectant** use and access (Indonesia)

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Community Feedback informs decisions
Example of Asia

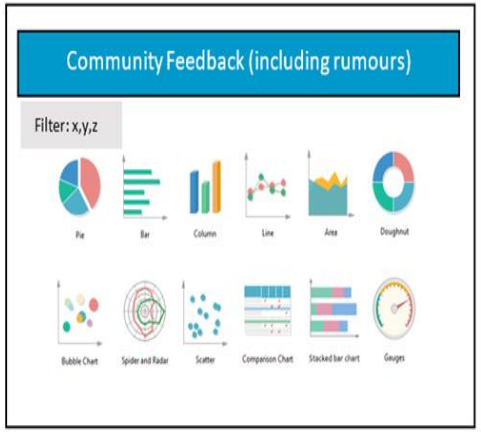
COVID-19

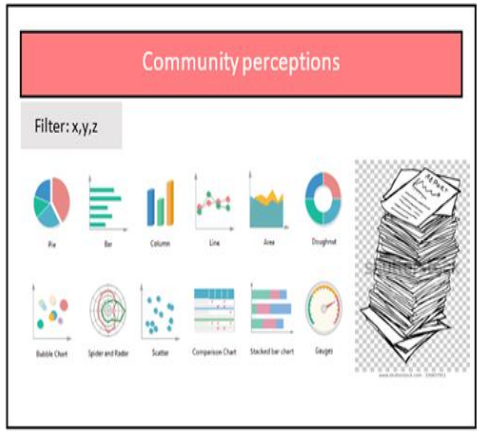
Dealing with Misinformation
Example from Internews Bulletin

- **Face masks**
  - Rumours related to the use, efficacy, type and access to face masks
- **Hydroxychloroquine**
  - Rumours related 'Western powers' and drug authorities promoting the treatment. Graphing mentions over time
  - Reporting guidance: How to report on hydroxychloroquine and other treatments
- **Airborne transmission**
  - Rumours related to confusion around aerosols
  - Reporting guidance: What is an aerosol?
- **Language use**
  - What are the most common terms used in COVID-19 posts in each language group?

Regional inter-agency dashboard

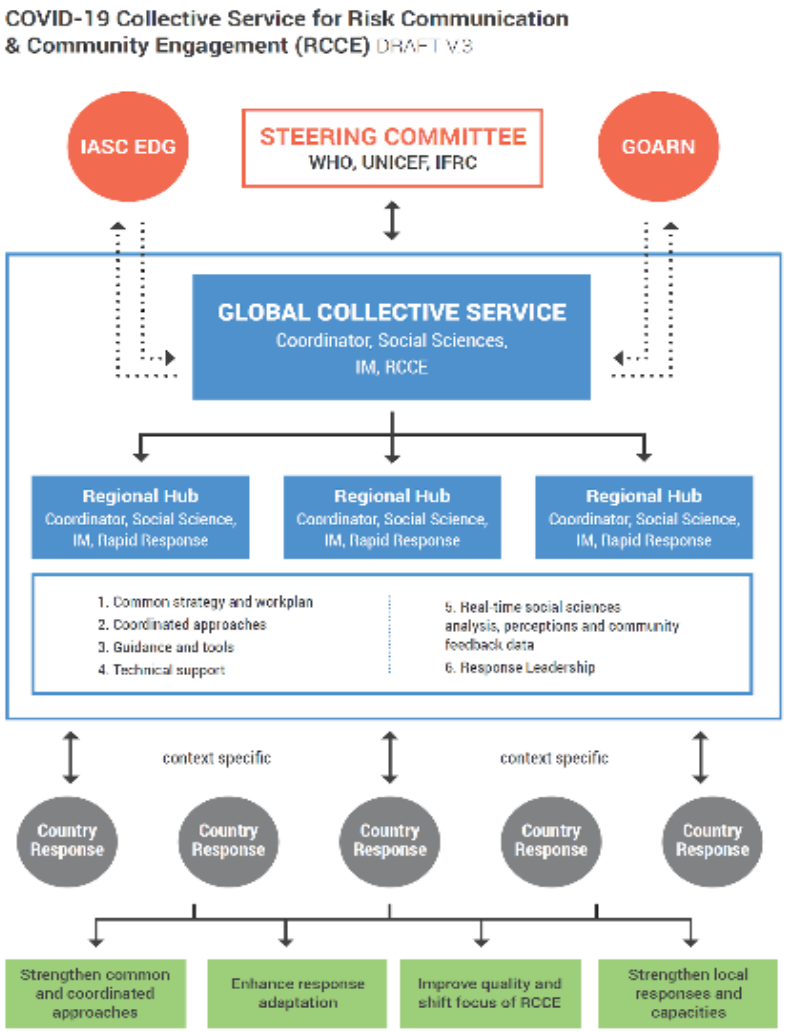
Community Voices: one-stop-shop for a detailed view about community voices and how to answer them





RCCE Global Collective Service

COVID-19



VISION

- COVID-19 Risk Communication and Community Engagement Interagency Collective Service in support of the global Public Health Response (SPRP) and Humanitarian Response (GHRP).
- The Global Collective Service will support existing coordination efforts and **provide a neutral coordination structure to improve greater collaboration among key stakeholders** and support a wide-range of actors at global, regional and country level.
- A sustainable coordination system in in support to the public health and humanitarian responses

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Outcomes of the RCCE collective service

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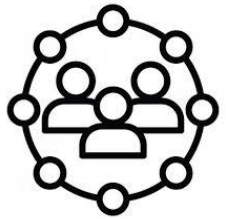
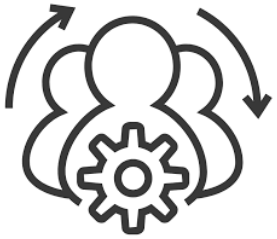


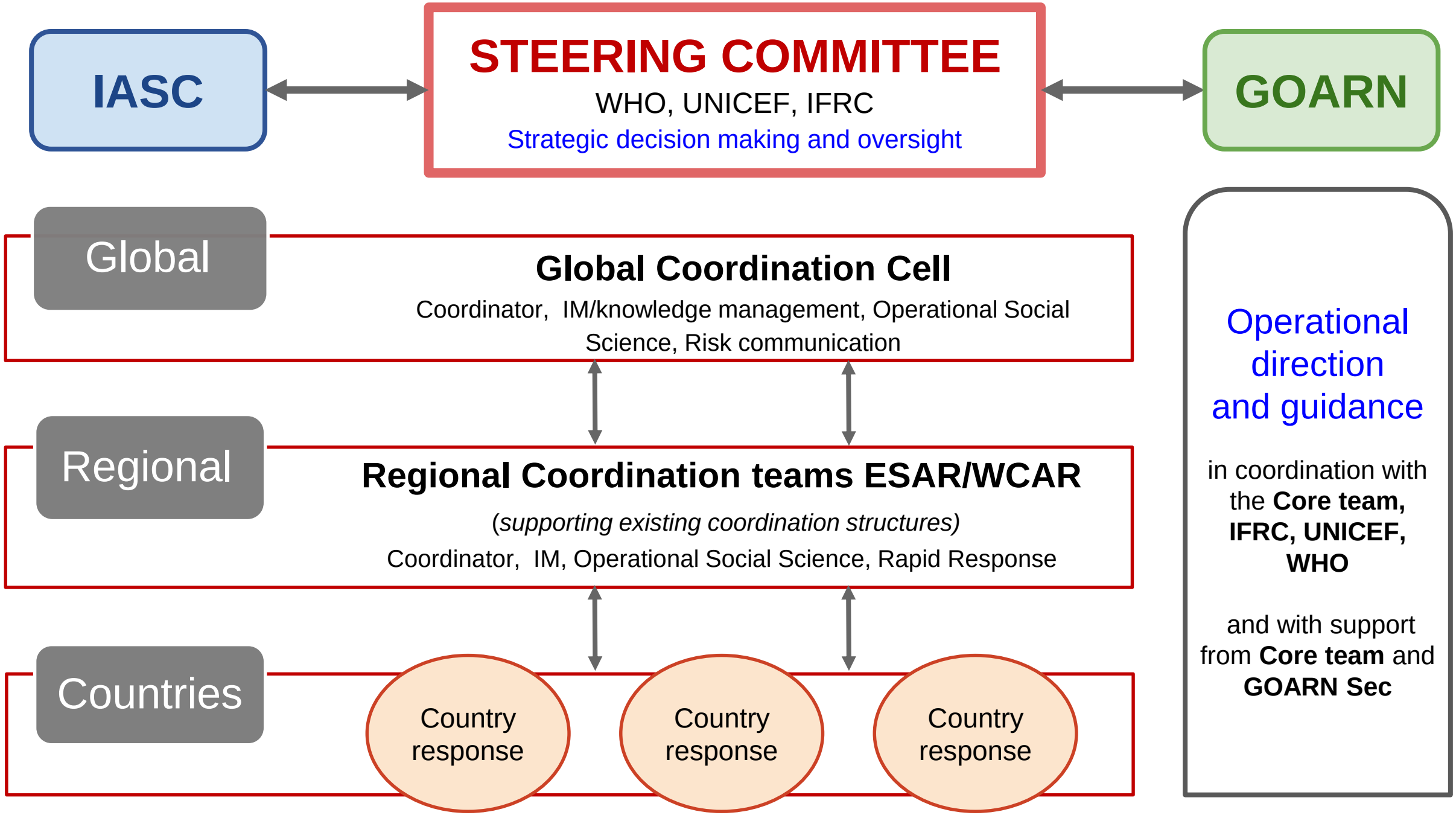
Strengthened common and coordinated approaches to maximize sharing of resources, information and expertise at global, regional and country levels, supporting a more timely and effective response.

Response & decisions informed by evidence

- Evidence-based community engagement approaches and risk communication to counter mis/disinformation
- Ensuring participation of affected and vulnerable communities
- Elevating community voices & feedback, and social insights into decision-making at country, regional and global levels.



Strengthened local responses and capacities remote mentoring support, support tolocal governments, media and other local actors


IASC
STEERING COMMITTEE
WHO, UNICEF, IFRC
Strategic decision making and oversight
GOARN
Global
Global Coordination Cell
Coordinator, IM/knowledge management, Operational Social Science, Risk communication
Regional
Regional Coordination teams ESAR/WCAR
(supporting existing coordination structures)
Coordinator, IM, Operational Social Science, Rapid Response
Countries
Country response
Country response
Country response
Operational direction and guidance
in coordination with the Core team, IFRC, UNICEF, WHO
and with support from Core team and GOARN Sec

THANK YOU