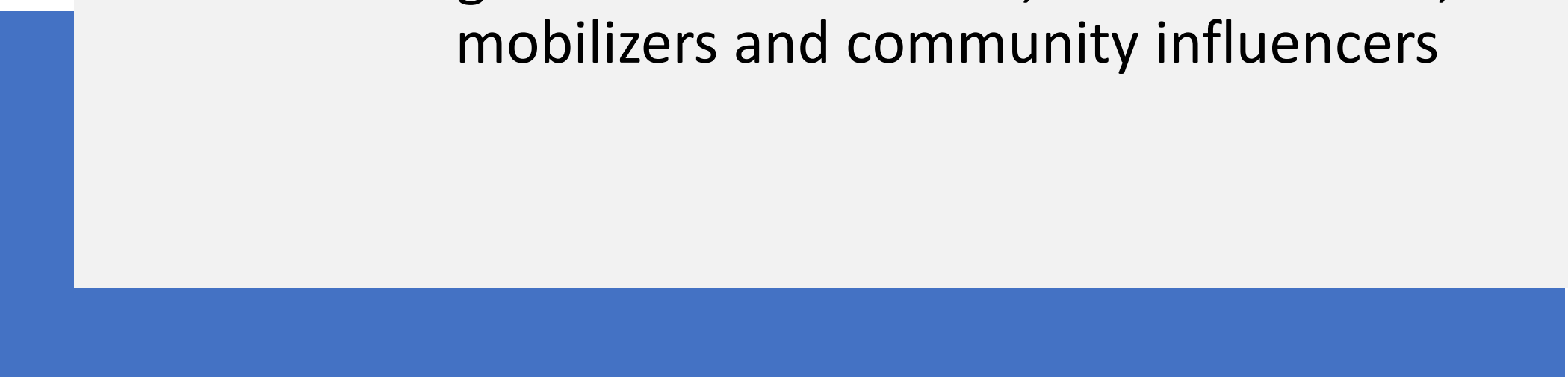


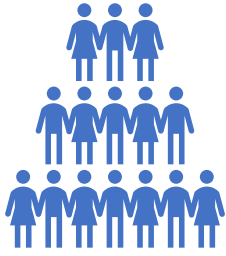
# Risk Communication & Community Engagement (RCCE) COVID-19 Response and containment



Training of Frontline workers, health workers, social mobilizers and community influencers

# What are we going to learn?

## COVID-19



### Personal Safety

Frontline workers will work to reach out the message to thousands of directly or indirectly to community members. Therefore, personal safety is foremost while you are in field and it is important to take care of yourself



### ROLE OF THE FLW

Frontline worker or other worker plays an important role in risk communication and community engagement. The worker needs to understand about COVID-19 and RCCE in pandemic.



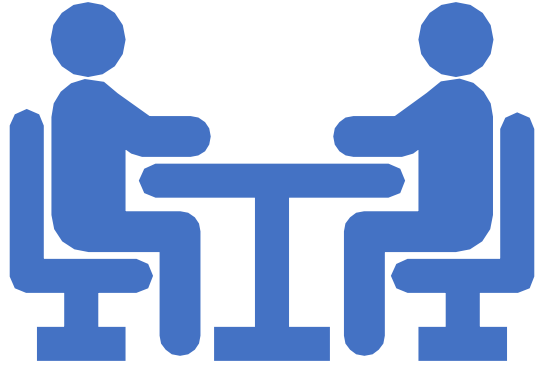
### INFORMATION TO THE COMMUNITY

The information and knowledge that the FLW will give to the community on Handwashing, Cough hygiene, use of mask, Social distancing and high risk group



### Supportive public health services and community networks: community & HH

Community networks play a key role in addressing COVID in the community, rumor management, what are the essential services are available



# Definition: Risk Communication

According to the WHO definition:

- “Risk communication is an exchange of information, advice and opinions in real time between experts or leaders and the community facing a threat (danger) to their survival, health or economic or social well-being ”

# Risk Communication and community engagement

Risk communication and community engagement is important to:

- Provide accurate and timely information to general public to mitigate public panic, prevention of the disease and treatment and health seeking behaviours to adopt
- Educate school children on hand washing and hygiene behaviours to prevent infection
- Involve communities in the prevention and response and to control outbreaks if needed
- Disseminate key messages on prevention through mass media and social media
- Address rumours and community concerns

# Risk Communication and community engagement



Key areas of focus for communication:



**Infection prevention** at household level and communities on preventive and early health seeking behaviours through multi-sectors-WASH, Education, Health etc



**Infection prevention** at health facility level to protect health workers and to educate patients and families on key messages



**Psychosocial counselling** to affected population and addressing stigma in schools, public and work places

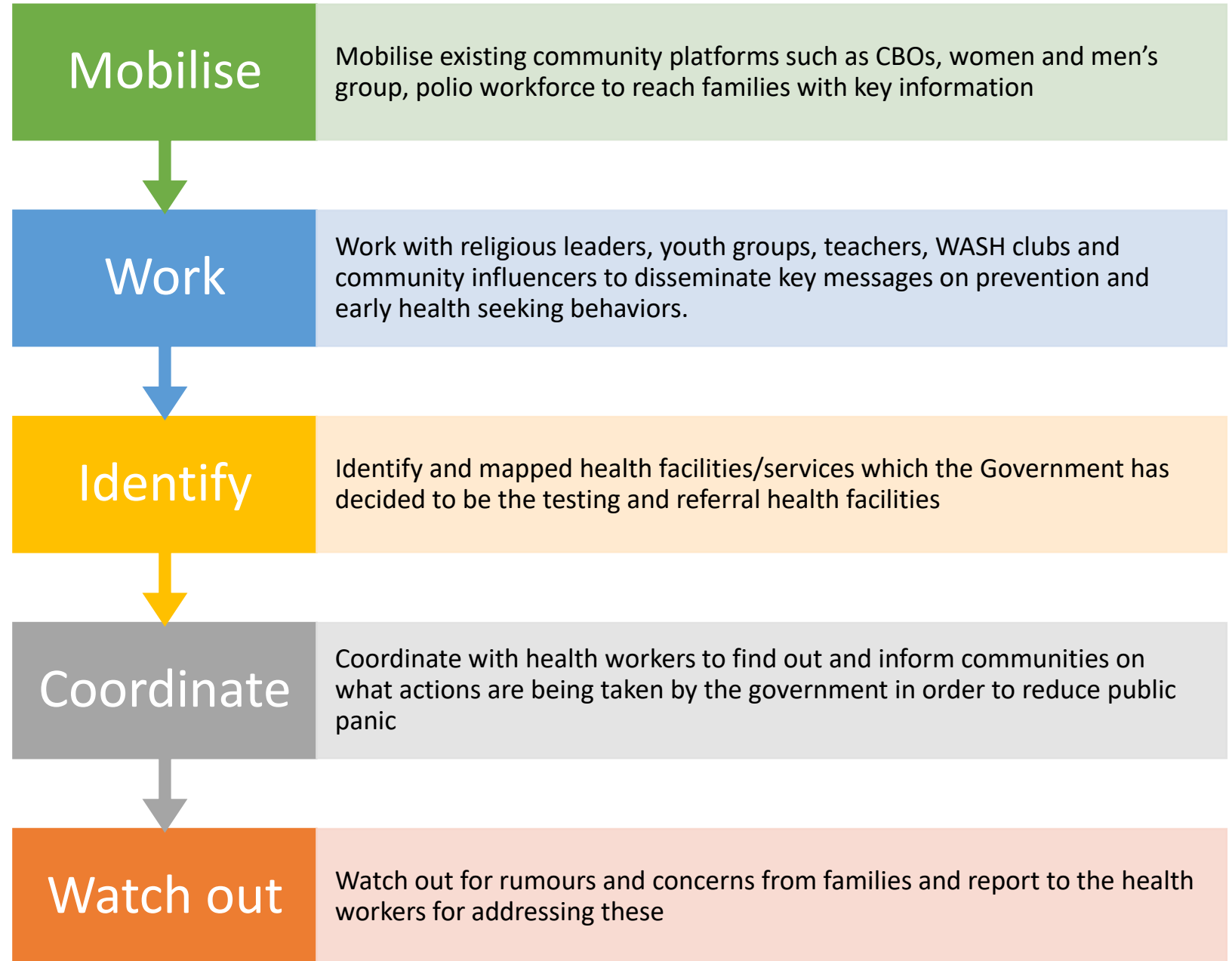


**Advocacy and Capacity Building** on communication

# What is the role of frontline workers?

<b>Educate</b>	Educate yourself about the signs and symptoms of the corona virus infection and first take measures to protect yourself
<b>Provide</b>	Provide accurate information to families and communities on signs and symptoms and actions to take
<b>Promote</b>	Promote positive (hand washing/hygiene, environmental sanitation/safe waste disposal) health practices to prevent the disease.
<b>Help</b>	Help the health/frontline workers in community surveillance -to identify sick people with signs and symptoms and refer them to the health facility
<b>Make</b>	Make sure that people who have infected and their families are supported, not stigmatized

# Role of frontline workers – How to do it?



# Role of Frontline workers – How to do it?

Lady Health Worker/frontline workers	Social Mobilizers/community mobilizers	OTHER COMMUNITY WORKERS (community leaders, youth groups, influencers)
Provide information on: (a) preventive and control measures including social distancing during the phases of the COVID outbreak (b) addressing myths and misconceptions;	Community awareness through inter-personal communication: (a) uptake of preventive and control measures including social distancing (b) Addressing myths and misconceptions;	Community awareness through inter-personal communication
Support local government on (a) contact tracing as per SOPs (b) link public health (home quarantine, home care, and supportive services for HRG and probable cases) in urban and rural areas and (b) stigma and discrimination.	Support local government in house to house surveillance including: (a) identification of High Risk Group and probable cases (b) ensure uptake of medical services in urban and rural areas and (c) stigma and discrimination	Uptake of preventive and control measures
Reporting and feedback of COVID-19 pandemic	Reporting and feedback across different phases of COVID-19 pandemic (no cases, imported/sporadic cases, clusters and community wide transmission)	Reporting and feedback of COVID-19 pandemic
Personal and Team safety; prevention	Self-prevention / safety	Personal safety and care of others
Supervision of effective usage COVID 19 IEC materials	Use of COVID 19 IEC materials	Use of COVID-19 IEC materials and dissemination of messages through different means such as whatApp, social media etc



As a frontline  
worker –  
what to  
communicate?

Preventive messages and behaviors –  
hands hygiene, respiratory hygiene

Proper use of mask and how to use it

Social/physical distancing – avoid social  
gatherings and public events

Monitoring symptoms and seek early  
testing and treatment

Taking care of high risk group (old people,  
people with chronic diseases)

# How and What to Communicate?

- Always be polite.
- The COVID-19 can infect anyone, anywhere.

Do not discriminate or use rude language



- Tell people about the purpose of your visit and how you can support in promotion of preventive measures

Share purpose of your visit



- Be aware that people who are suspected and confirmed cases may be stressed or afraid. So, the most important thing you can do is to listen carefully and address their concerns.

People in stress and fear



- When you meet people, **avoid touching or direct physical contact** with them. This is true for passing on infection either way. Maintain distance of more than 2 m/6 feet when you interact.

Your safety first!



- It is better to sit in the open and speak with the family members if space and situation allows.

Space for interpersonal communication



- Check if people have understood your message by asking them to repeat what you have told. If there are questions and you have the answers, you must share this with the community member(s). However if you do not have the answer, do not hesitate to say so. A lot is still unknown about COVID-19

Ensure the messages are clear





COVID-19

# What is COVID-19

- COVID-19 is **Coronavirus Disease-2019**
- It is caused by a CORONA VIRUS

# Common symptoms

- The symptoms of COVID-19 are: Cough, fever and difficulty in breathing
- COVID-19 testing is not required if there are no symptoms like Cough, fever or difficulty in breathing.

# Contact

- If you have the symptoms or you are a contact of a confirmed positive case immediately call the helpline 1166 or contact your health worker/ nearest health care provider.

# Prevention is the Key to limit the spread of Corona Virus



Avoid contact with people with **flu like symptoms**



Cover your nose and mouth with a tissue when sneezing and coughing or use **flexed elbow**



Dispose the used tissue **immediately in a covered bin**



**Avoid touching eyes, nose and mouth with unwashed hands**



Wash your hands with **soap and water or alcohol based hand rub** regularly.

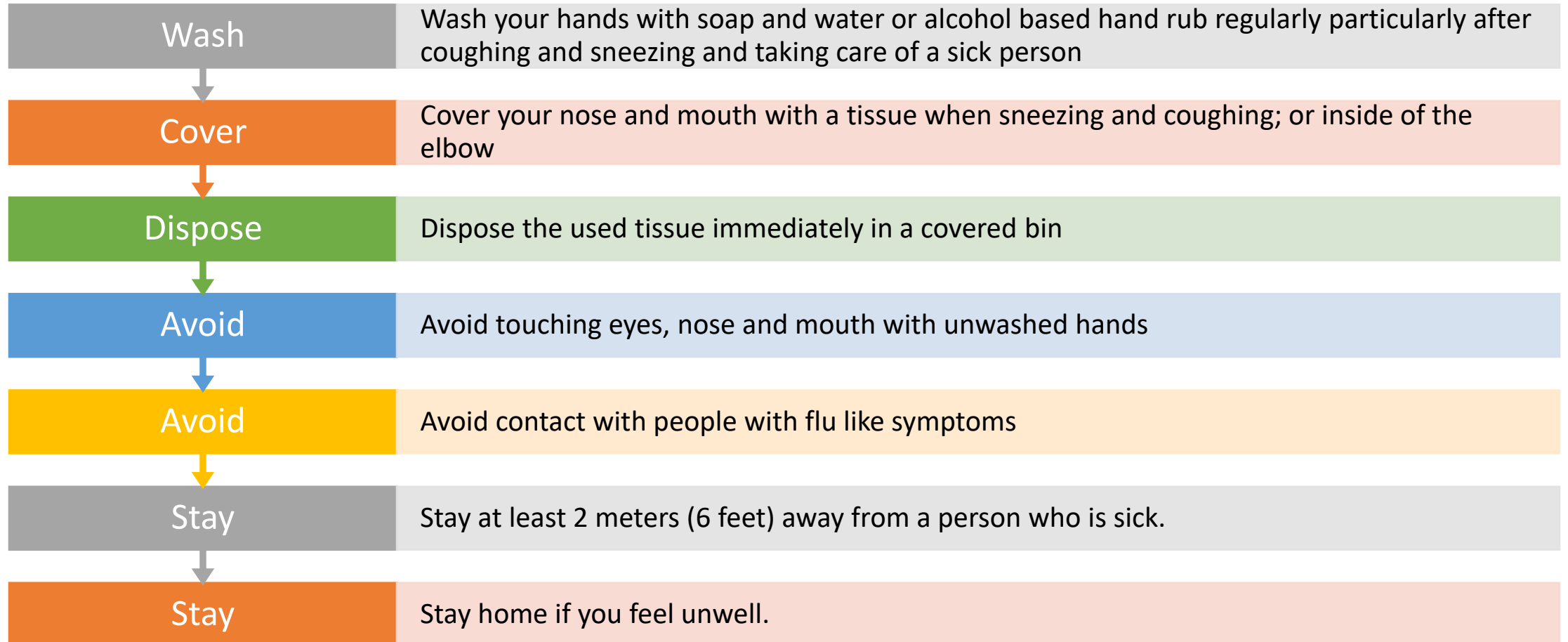


**Avoid crowded areas** if you have to go outside.  
**Refrain from shaking hands.**



Avoid large gatherings and travelling in public transport

# How can you prevent yourself from the infection?



# Precautions for taking care of sick people

- Only healthy people with no other health issues should take care of sick people
- The caregiver should wear a mask when in the same room with the patient
- The masks should not be touched or handled during use
- Throw the mask away after use in proper disposal bin which can be closed or wash if you are using cloth mask.
- Wash hands using soap and water or an alcohol disinfectant after taking off the mask



## Who is most at risk?

- The virus can infect anyone but people with less immunity, children, elderly people and people who already have some health condition are more at risk
- Older people, and those with underlying medical problems like high blood pressure, heart problems or diabetes, are more likely to develop serious illness
- About 2-4% of people with the disease may die (depending on the capability of available health system)
- Refugees and migrants live under conditions that make them particularly vulnerable to respiratory infections. Overcrowded living conditions; physical and mental stress and deprivation due to lack of housing, food and clean water.



# MASK MANAGEMENT

## Use of mask if:

- You develop any symptom (cough)
- You visit a health facility or community for social mobilization/face-to-face interaction
- You are caring for an ill person
- You are out of your home/house

## Removing and Disposing the Mask

- Do not re-use single-use masks
- Do not touch other surfaces of the mask while removing.
- Discard single-use masks after each use and dispose of them immediately upon removal



## Remember:

### COVID-19 can be prevented by practicing:

- Washing hand with soap for 20 seconds.
- Wear Mask properly
- Physical distancing

## Protect yourself and loved ones from coronavirus (COVID-19).

unicef   
for every child

**Wash** your hands regularly with **soap** and **water**.



**Cover** your mouth and nose while **sneezing** or **coughing**.



**Avoid close contact** with anyone who has a cold or flu-like symptoms.



If you have fever, cough and difficulty breathing, **seek medical care early**.



Stay informed: [www.unicef.org/coronavirus](http://www.unicef.org/coronavirus)