

# GUIDELINES FOR CHILD-FRIENDLY MESSAGING FOR COVID-19 RESPONSE



## Purpose

These guidelines are designed to support Red Cross and Red Crescent National Societies to develop child-friendly protection messages and tools in response to COVID-19 for children (people under the age of 18 years).

## Guidelines



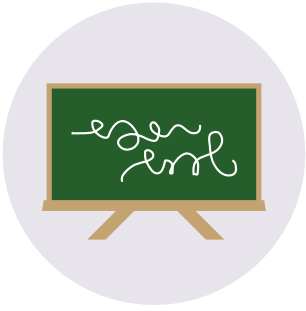
Know your audience. Specifically:

- What ages are you trying to reach?
- What genders?
- Any specific issues such as children with disabilities? Different ethnic groups? Migrants including unaccompanied or separated children?
- What languages?
- Are they located in vulnerable settings such as informal settlements (slums, shanty-towns, favelas) or displacement camps?



Work with your audience through co-design, or at the least consultation, to craft clear and concise messages that will be understood by, appeal to, and be used by children. For example, create online:

- Child protection working groups, such as through existing child/adolescent/youth clubs and organizations, school classes, etc.
- Art competitions
- Exchange forums for gathering feedback from children of volunteers or staff
- Story telling contests

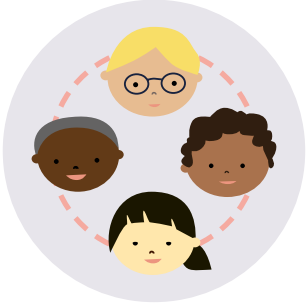
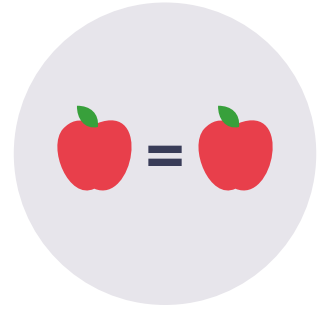


### **Keep it simple**

- Avoid technical jargon
- Do not use long or complicated sentences; focus on short key messages
- Develop visuals that are clear and not overly crowded

### **Keep it visual**

- Use clear visuals to convey key points
- Ensure inclusive visuals that reflect girls and boys of different sizes, colours, abilities, and ethnicities



### **Make it reflect reality**

- Use language that reflects the age, genders and other status of the children you are trying to reach
- Make sure that visuals are diverse and show various genders (including transgender), different skin tones and hair, and they are inclusive of people with disabilities and ethnic minorities
- Use Braille, audio and other relevant communication channels to allow tools to be accessible for children with certain disabilities



### **Do no harm**

- Only share messages that are reliable, such as those concerning referral services
- When engaging with children, including online or in any way from a distance, follow child safeguarding policies and procedures to ensure that children are safe from all forms of violence
- Ensure children and their parents/guardians consent for their participation in the development of tools