Corona Virus – Prevention, Key messages, Risk communication and community engagement (RCCE)

17th February 2020

Presentation number 2

Learning objectives

By the end of the session the participants will understand:

Prevention methods

- Importance of good community engagement

- Why misinformation and fear can drive people away from living healthy

- The key function of handwashing in minimising the spread of the virus

- Communication and behaviour change

What can RCRC volunteers do?

- The better prepared we are the better chance of minimizing and controlling the spread of the virus

  - Listen: Understand what people are saying about COVID 19 (misinformation, questions and rumours)

  - Encourage awareness and action: Be present at the community level using the knowledge learned and the recommended IEC/ECV tools to provide accurate information

  - Don't only tell people what to do but engage people in a conversation

  - Explain few, clear and simple messages to the community & Ask questions to gauge levels of understanding

  - Stay up to date with any changes (from MOH)

  - Get peers and leaders to talk

What can RCRC say?

- *Now you know about the Corona virus what do you think are the most important messages for the community?*

- *What is the aim of delivering messages to the community?*

How does COVID-19 spread?

There is a lot we still don't know about COVID-19. What we do know is that this virus spreads when droplets from an infected person enter the eyes, nose or mouth of someone who is healthy.
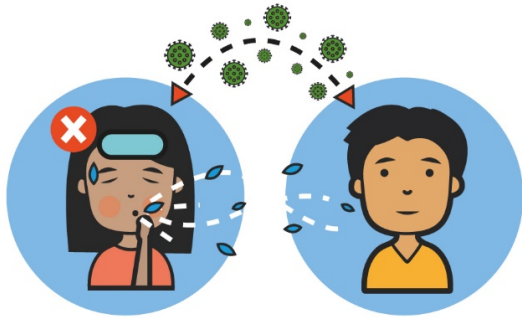
When an infected person coughs, sneezes or blows their nose, droplets might get into the eyes, nose or mouth of a healthy person.

These droplets can get on other things too, even on the outside of a mask. We don't know how long this virus can survive on a surface, but we know that strong disinfectant (at least 70% alcohol-based) can kill it.

A healthy person can get the virus from an infected person.

The virus spreads through direct contact with 'droplets' of saliva containing the virus (fluids coming out of nose and mouth).

Only through **close contact**!

Aim of key messages is to try and stop the spread of the Corona virus germs

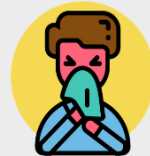How do these measures help prevent the spread of the virus?

Reduce risk of coronavirus infection

IFRC

Frequently clean hands by using alcohol-based hand rub or soap and water

When coughing and sneezing cover mouth and nose with flexed elbow or tissue - throw tissue away immediately and wash hands

Avoid close contact with anyone that has fever and cough

Source: WHO

National Society Role - key messages

Provide social mobilization activities in communities to limit and control the spread of the virus:

- Preventative measures
  - Regular and frequent **handwashing** with soap and water
  - Remember it is important to talk about proper handwashing technique

or

then

Protect yourself and others from getting **sick!**

IFRC

Wash your hands:

after toilet use

after coughing or sneezing

when caring for the sick

before, during and after you prepare food

when hands are visibly dirty

before eating

after handling animals or animal waste

Source: WHO

Key messages

- Cover your mouth and nose with a flexed elbow or with a tissue when coughing or sneezing.

- If you cough/sneeze into your hand, don't touch anything and immediately wash your hands with soap and water.

- Avoid touching eyes, nose and mouth

Protect others from getting sick

When coughing and sneezing **cover mouth and nose** with flexed elbow or tissue

Throw tissue into closed bin immediately after use

Clean hands with alcohol-based hand rub or soap and water after coughing or sneezing and when caring for the sick

World Health Organization

Key messages

- Social distancing of 1 metre (3 feet) from someone who is sick

- Personal Hygiene promotion

- Isolation of sick people - sick person should stay at home in a separate room

Protect others from getting sick

Avoid close contact when you are experiencing cough and fever

Avoid spitting in public

If you have fever, cough and difficulty breathing seek medical care early and share previous travel history with your health care provider

World Health Organization

Epidemic Control for Volunteers

- The guidebook has a list of all ECV tools appropriate for social mobilization activities in helping the community understand and change behaviours to stop the spread.

- Tools consist of:

  - Disease information

  - Action

  - Messages

Risk Communication and community engagement (RCCE)

Why communicating the right information and engaging communities is so important?

- There are many misconceptions about the virus and some rumours of coverups of the origin and severity of the virus

- This can lead to many negative reactions, mistrust and rumours which can motivate people to not do what we advise them to do

- Fearful people might start excluding or mistreating people who have or are perceived to be sick

- Inadequate knowledge about the effectiveness of treatment for the novel coronavirus (COVID-19) can also make people mistreat those who have been treated and cured, based on assumption that they are still infectious.

What information should we share with the community?

There is a rumour in the community. A community member ask the voluinteer:

Can spraying alcohol or chlorine all over your body kill the new coronavirus?? Many people are saying that in my community

ASK 2 VOLUNTEERS to simulate a discussion…What information could be shared with the community to resolve this situation?

- Information about the basic hygiene measures and how effective they are (alcohol based hand gel may be used if available to wash the germs off hands)

- &

- Avoid close contact with anyone visibly sick

Have you heard of any rumour?

It's key we gather feedback and rumours regularly to inform our messages and strategies

Aim to ensure community members have a voice to raise concerns, confirm information, rumours and any gaps

What is stigma?

* When people are unfairly labelled, separated form others in the community, discriminated against or lose status because they are associated with the disease. (possibly a family member has the disease).

* Stigma often occurs during an outbreak because it is anew disease or because when there is confusion or anxiousness about a new disease some people can direct those feelings to harmful comments and discrimate sick people

What is the impact of stigma?

- It can make people scared and if they are unwell they may not tell anyone they are sick

- The sick person may not go to the health facility for treatment

- It may make them not change their behavior

This can lead to problems in controlling the spread of the outbreak and at times lives of sick people are at risk because they haven't sought treatment

STEP1: How to engage?

- Explain who you are and what you do
- Understand the problem and what people are saying – show empathy!
- Think about barriers and motivators to behavior change
- Ask questions to understand what people know or don't know
- Have clear, simple, targeted messages and use words that are not negative
- Think about WHO will communicate the messages, HOW and HOW OFTEN

Clear simple targeted messaging

- Ensure consistency and **accuracy** (MOH)
- Make sure your message is **clear and simple**
- Make sure you ask people to make changes that are <u>realistic and achievable</u>.
- Explain how the change will help them.
- <u>Be prepared </u>with messages that have been tested, find out what exists before re-inventing the wheel!
- Don't attach messages that have a race or location attached (e.g the Chines virus)

Who do you want to reach?

- Who is most at risk?

- Will different people need different messages?

- Will delivery of health messages need to vary for different audiences?

How will you communicate the messages

- There are lots of options!
- Think about:
    - local preferences for communicating (verbal? written)
    - literacy
    - what makes messages engaging and appealing? (visually or otherwise)
- **Two way communication** is important

Will it be appropriate to gather large groups together for education during a coronavirus outbreak?

Can you name some of the options for messages in your community?

Good communication skills

- Remember staff & volunteers need good communication skills & how to deal with anxiety/distress in the community

  - *Look* - make eye contact with people

  - *Listen* - to what people say

  - *Learn* - try to learn more about people's problem and barriers to changing their behaviour

  - *Share* - share knowledge, change and adapt ideas and tools

  - *Care* - show that you respect & care about the people you are talking to.

- Use the ECV Toolkit to help you communicate your message

STEP 2: Ask the right questions

Begin by learning more about what people are concerned about and what questions they have.

- What have you heard about this new virus (COVID-19)?
- What information would you like to know about coronavirus (COVID-19)?
- Do you know what the symptoms are?
- Do you know what to do if someone in your family or community gets sick with cold-like symptoms?
- Would you be afraid of someone who has COVID-19?
- Do you know how to prevent yourself and your loved ones from contracting COVID-19?

STEP 3: What to say?

- Information shared with communities should use simple words and language (don't use acronyms or 'foreign language terms') and include practical advice people can put into action. For example:

  ✓ an <u>instruction</u> to follow (e.g. if you get sick, seek medical care at hospital xyz),

  ✓ a <u>behaviour</u> to adopt (e.g. wash your hands frequently to protect yourself and others from getting sick…) and

  ✓ information they can <u>share with friends</u> and family (such as where and when to access services, e.g. treatment is free of charge and available at health facilities XXX).

  ✓ information that addresses <u>myths and misconceptions</u> that are recorded in the community (e.g. it is safe to receive a pack from china as the virus does. coronaviruses do not survive long on objects).

  CHECK MESSAGES FAQ AT THE END OF COVID GUIDE

Review and adjust if necessary

- What is working well?

- What might need to change? – messages, format, channel, etc.

- Ask the community what they think!

- Feedback to your supervisor if something isn't appropriate or its just not working

Lets practice…..

- Break into groups of XXX people
- You will be allocated a topic & have xx mins to prepare your presentation
- We will then take it in turns to share with the group

For more information

- http://prddsgofilestorage.blob.core.windows.net/api/sitreps/3972/nCov_RCCE_Guide_29-01-2020.pdf

- https://www.communityengagementhub.org/wp-content/uploads/sites/2/2020/02/IFRC-nCov-RCCE-Guide-0202.pdf

- http://ifrc-ecbhfa.org/guides-and-tools/

- https://ifrcorg.sharepoint.com/:w:/s/nCoVHealthTeam/EWCqh64GWWpNo4UXZV8L6wgBttydLzSGMjtmD8ye_Ni5Rw?e=DfzOnX