Ministry of Health & Family Welfare
Government of India

World Health Organization
India

National Training of Trainers for

COVID-19

6 March 2020 | New Delhi

Risk Communication and Community Engagement

(MoHFW, WHO and UNICEF)

Presentation Outline

1. Risk Communication and Communication Engagement (RCCE)-Understanding the concept

2. National COVID-19 Risk Communication and Communication Engagement Approach

3. **RCCE Resource Packages** (Community, Health Service Providers and Workplace) and **Communication Planning tool** (for State Government Planning)

4. List of key RCCE focal persons

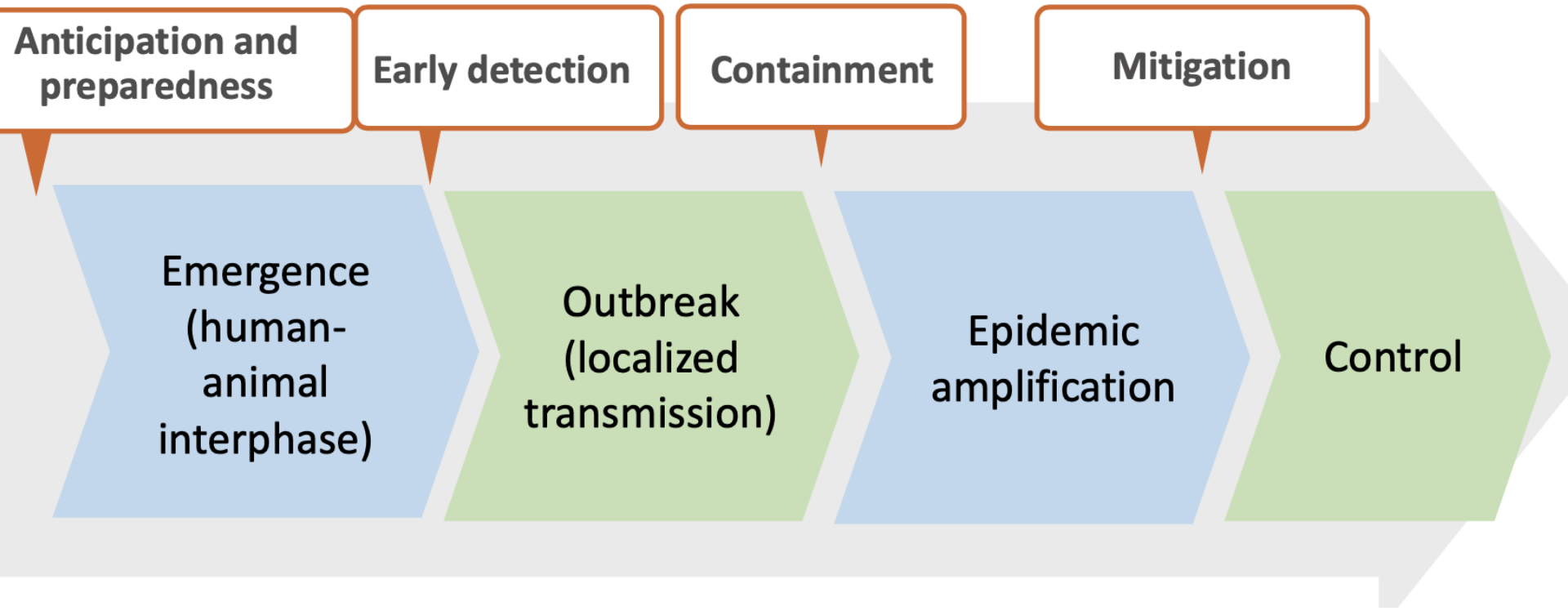
Risk Communication and Community Engagement

Risk Communication-what is it?

A real-time dialogue **(a two-way exchange of information advice and opinions) between experts/officials and the people facing a threat (from a hazard) to their health or economic or social well being.**

Why? So everyone at risk are able to make informed decisions to mitigate the effects of the threat –such as COVID-19 Outbreak – and take protective and preventive measures

What are the Risk Communication intervention points in epidemics and pandemics?



Why Risk Communication intervention during in epidemics and pandemics are important?

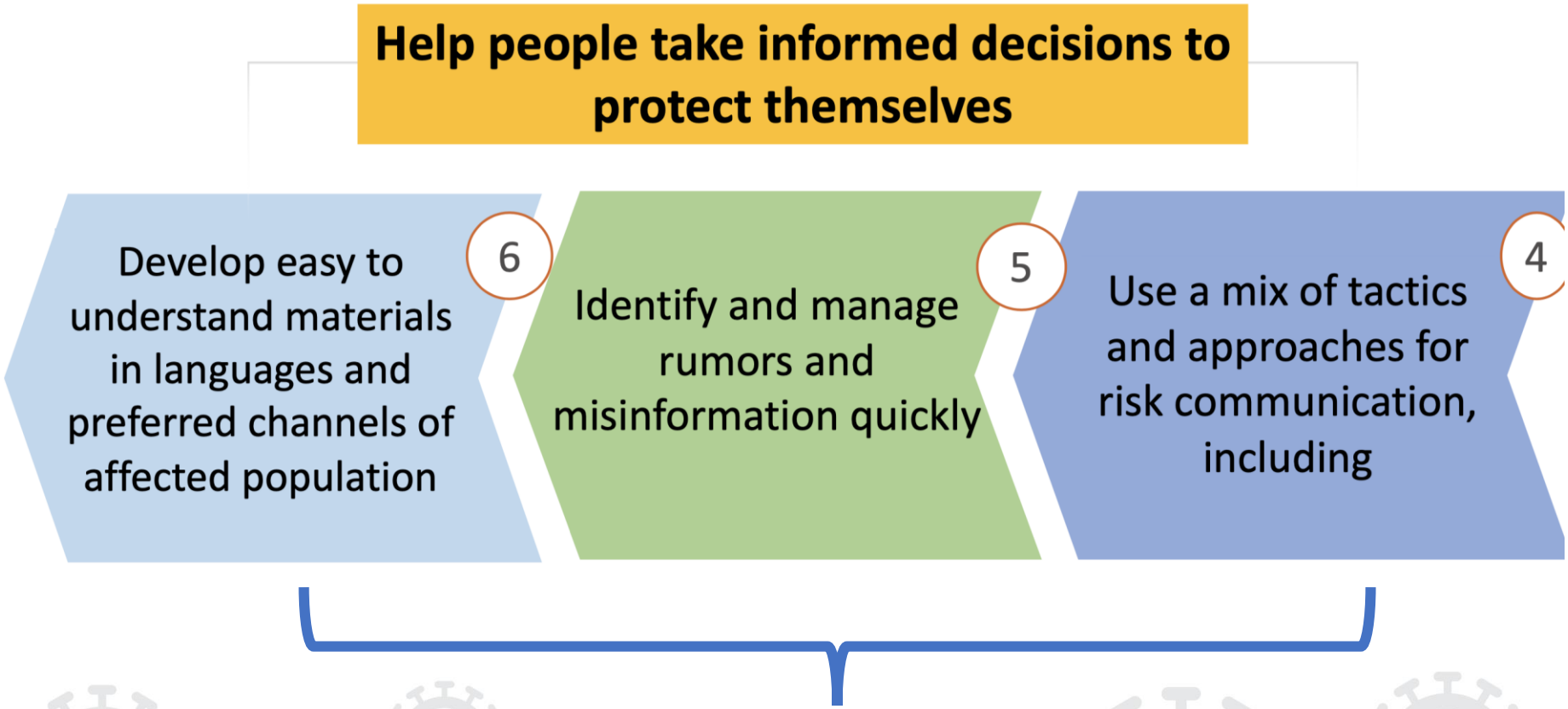
1. Cultural practices and harmful social norms hamper uptake of preventive measures and safe behaviours (Fever is not seen as a threat, limited handwashing etc)
2. Concerns related to spread of COVID-19 due to direct close contact with suspected or confirmed patients (Close living quarters, taking care of sick family members)
3. Possibility of cross-infection in hospitals caring for patients with COVID-19 Infection
4. Access to limited trusted and correct information
5. New virus with an evolving aetiology - lack of knowledge on how disease is transmitted

Risk Communication and Communication Engagement for epidemics and pandemics (COVID-19)

Be first, be fast, be frequent

1. Early first announcement essential to build and maintain public trust
2. Awareness of the disease and the situation is key, especially among health care workers and the populations at risk
3. Be proactive in information dissemination with frequent updates

Risk Communication and Communication Engagement for epidemics and pandemics (COVID-19)?



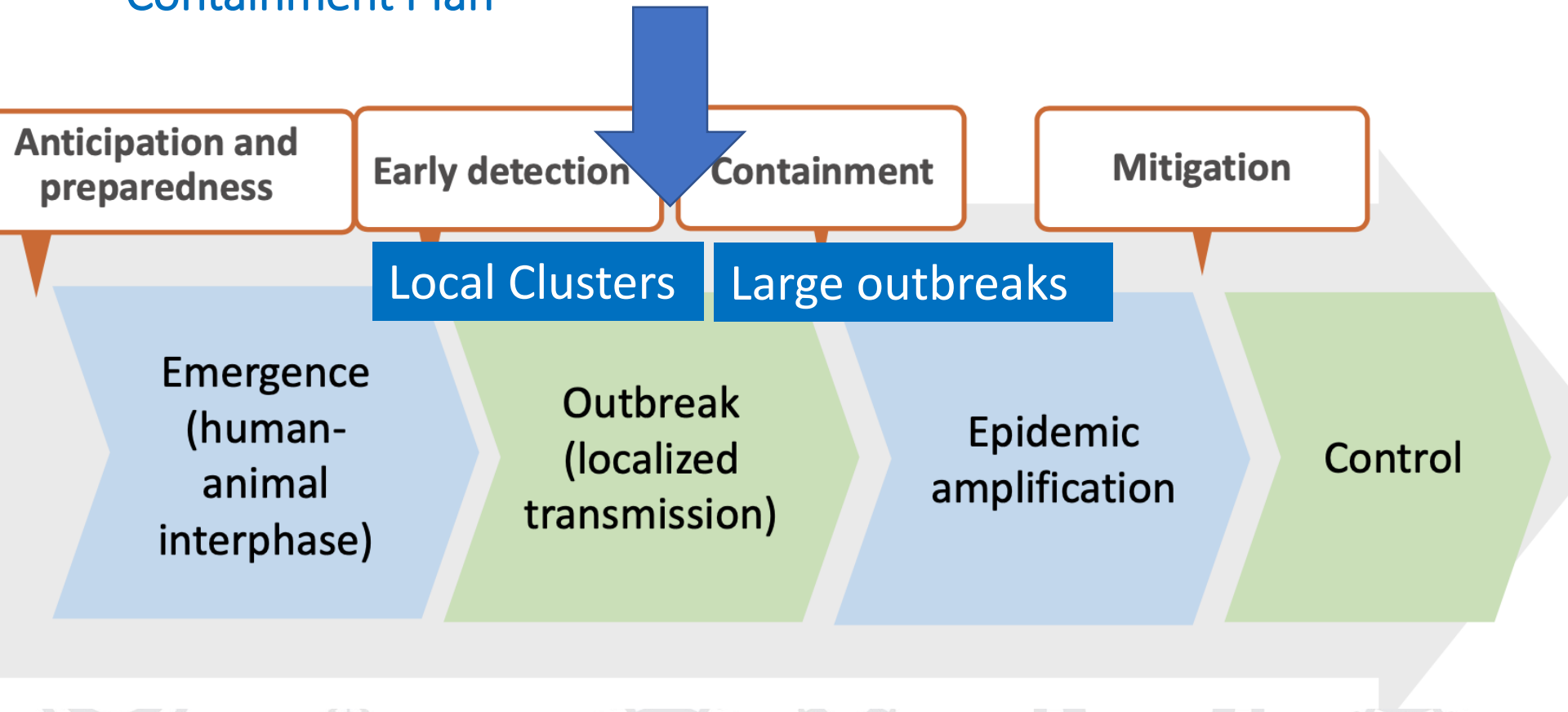
Risk Communication and Community Engagement (RCCE)-How?

1. Ensure RCCE is part of National Outbreak/State Preparedness and Response Plan
2. Develop a national RCCE plan with state guidance, clear objectives, outcomes and resource requirement
3. Establish RCCE coordination mechanism for information sharing, addressing rumours and fast-track mechanisms for release of information
4. Establish a mechanism for monitoring media, social media and rumours, for timely management of misinformation

National COVID-19 Risk Communication and Community Engagement (RCCE) Approach

National COVID-19 Risk Communication and Community Engagement Approach

Aligned with Ministry of Health Family and Welfare Cluster Containment Plan



National COVID-19 Risk Communication and Community Engagement Approach-Guiding Principles

1. Phased approach for RCCE
2. KAP in the affected states and regular community monitoring and listening
3. RCCE (MoHFW/State Department of Health) institutional mechanisms for planning and implementation and monitoring
4. **Respect geographic diversity, social and cultural practices** including local customs.
5. **Keep it simple and sensible** and to be based on the social data, media habits for effective and relevant content and communication

National COVID-19 Risk Communication and Community Engagement Approach-Guiding Principles

- COVID-19 virus is creating fear

✓Communication needs to be direct, transparent & consistent

- Potential of Panic is very high

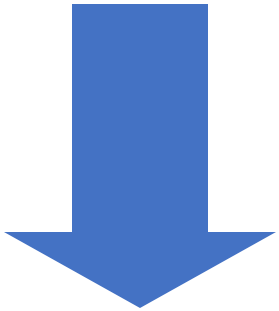
✓Positive tone, a sense of reassurance as 81% of cases are mild

- Prevention is crucial, provides meaningful rationale

✓Enhance understanding of risks/risk factors among general public and high risk groups

✓Everyone has a role to play

Overall Role for COVID-19 RCCE



Response and Control

2 Communication Components

1 Clusters of Novel Coronavirus Disease

- **Encourage early health seeking behavior focused self reporting and monitoring especially in those with recent travel history or history of potential contacts**
- **Augment hand hygiene and respiratory etiquettes** among general public as a routine/regular practices against everyday respiratory illness/respiratory tract infections

2 Widespread Community Transmission

To reassure the public reinforce the critical need to protect themselves, their families and others-**social distancing measures, continued focus on hand-hygiene, respiratory etiquettes and early heath seeking behaviours** (especially among high risk groups)

Therefore, National COVID-19 Risk Communication and Community Engagement:

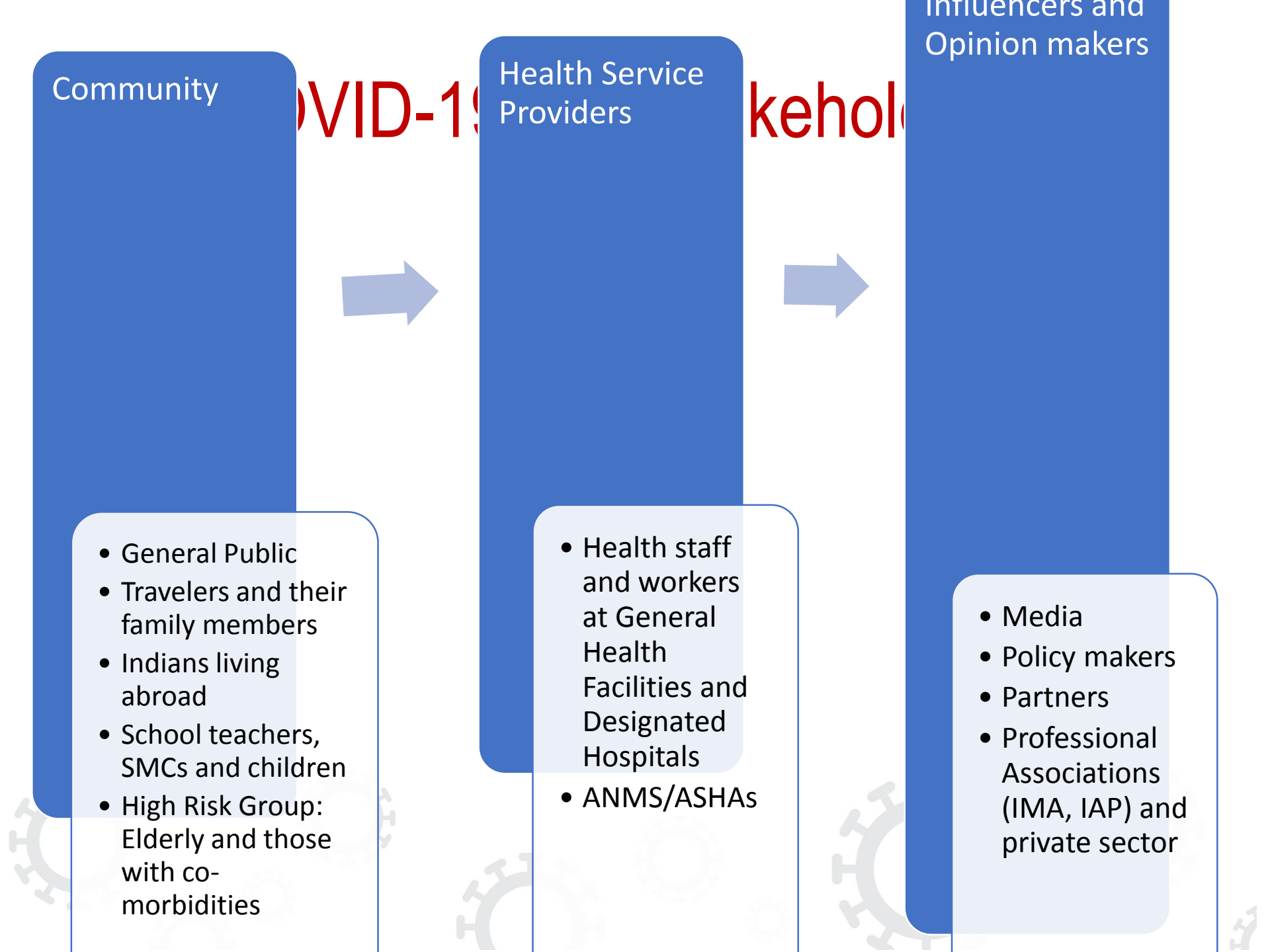
- Ensure population at risk, is adequately protected from the infection of COVID-19 by creating awareness and knowledge on prevention behaviours and limits its impact by their improving hygiene and health seeking behavior

- Build capacities and strengthen Inter-personal skills of the frontline workers (ANM/ASHAs/AWWs), local health service providers and networks to ensure effective response of treatment and services

- Create an enabling environment at the national, state, and district level through strengthened coordination with partners, sustain political commitment and

- Effective advocacy for mass mobilization and minimize social disruption

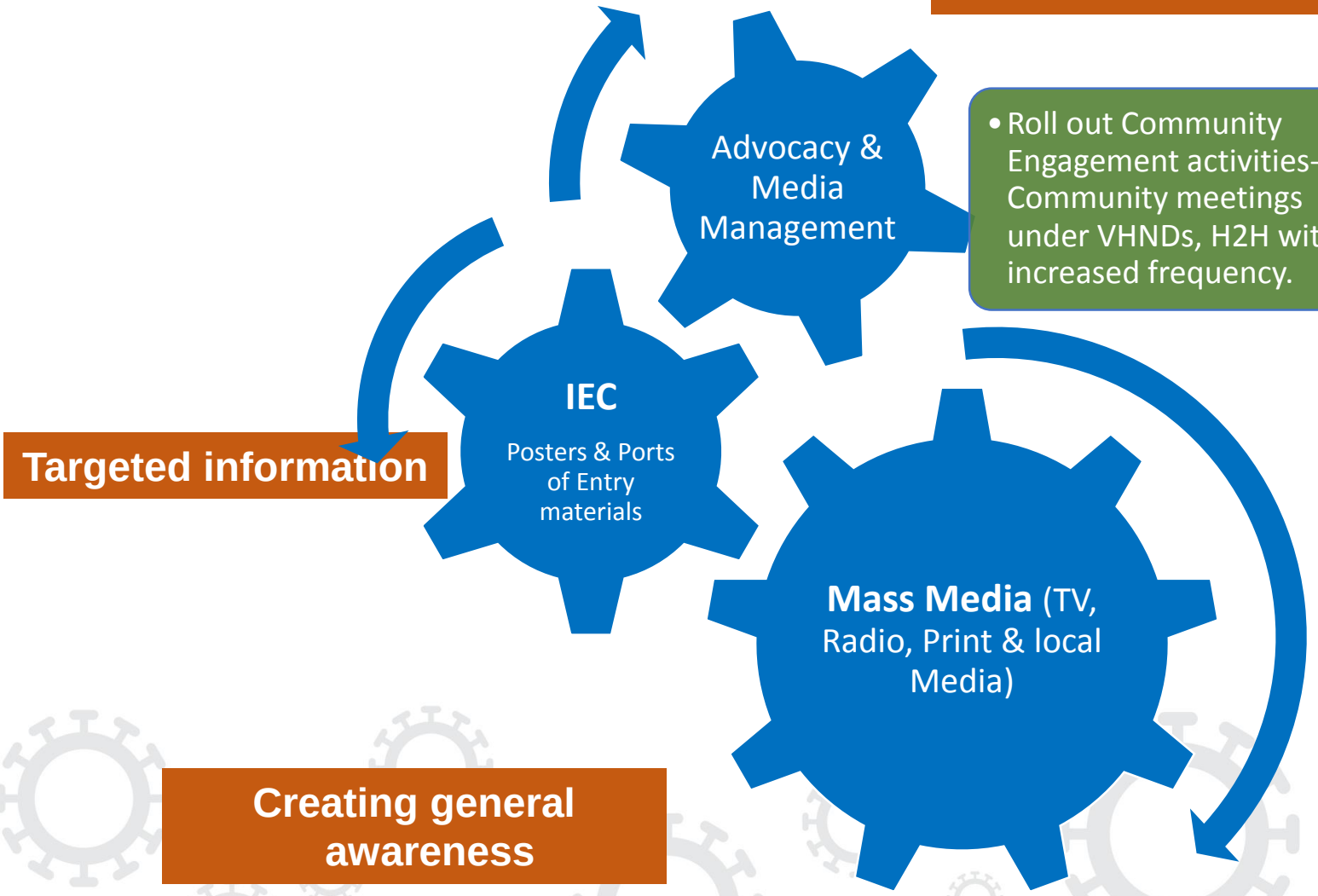
(Possible objectives)


Community
VID-19
Health Service Providers
kehol
Influencers and Opinion makers
• General Public
• Travelers and their family members
• Indians living abroad
• School teachers, SMCs and children
• High Risk Group: Elderly and those with co-morbidities
• Health staff and workers at General Health Facilities and Designated Hospitals
• ANMS/ASHAs
• Media
• Policy makers
• Partners
• Professional Associations (IMA, IAP) and private sector

COVID-19 Preventive Measures

COVID-19 Intervention Framework: Motivating to act

Building Trust and Enabling local environment



- Roll out Community Engagement activities- Community meetings under VHNDs, H2H with increased frequency.

To address fears and promote positive prcatices

Targeted information

Creating general awareness

Interventions by MOHFW and partners for COVID-19

- MoHFW collaboration with WHO, UNICEF and other key partners for RCCE
- Letters written to all Chief Secretaries towards disseminating do's and don'ts
- Intensive content posting-travel advisory, preventive measures on MOHFW social media handles
- Regular press conference and press releases-interaction with Hon'ble Minister and Senior Officials
- Community resource package with Posters, print ads AV products shared across ministries, states and social media platform
- Toolkit for Health Service Providers developed. Meeting with Private Sector Hospital conducted.

Internal and partner Coordination, Public Communication, Community Engagement, Capacity Building, Addressing Uncertainty, perceptions and managing mis-information

Creating Community Monitoring and Listening System

To address rumors, fake news and harmful practices and norms

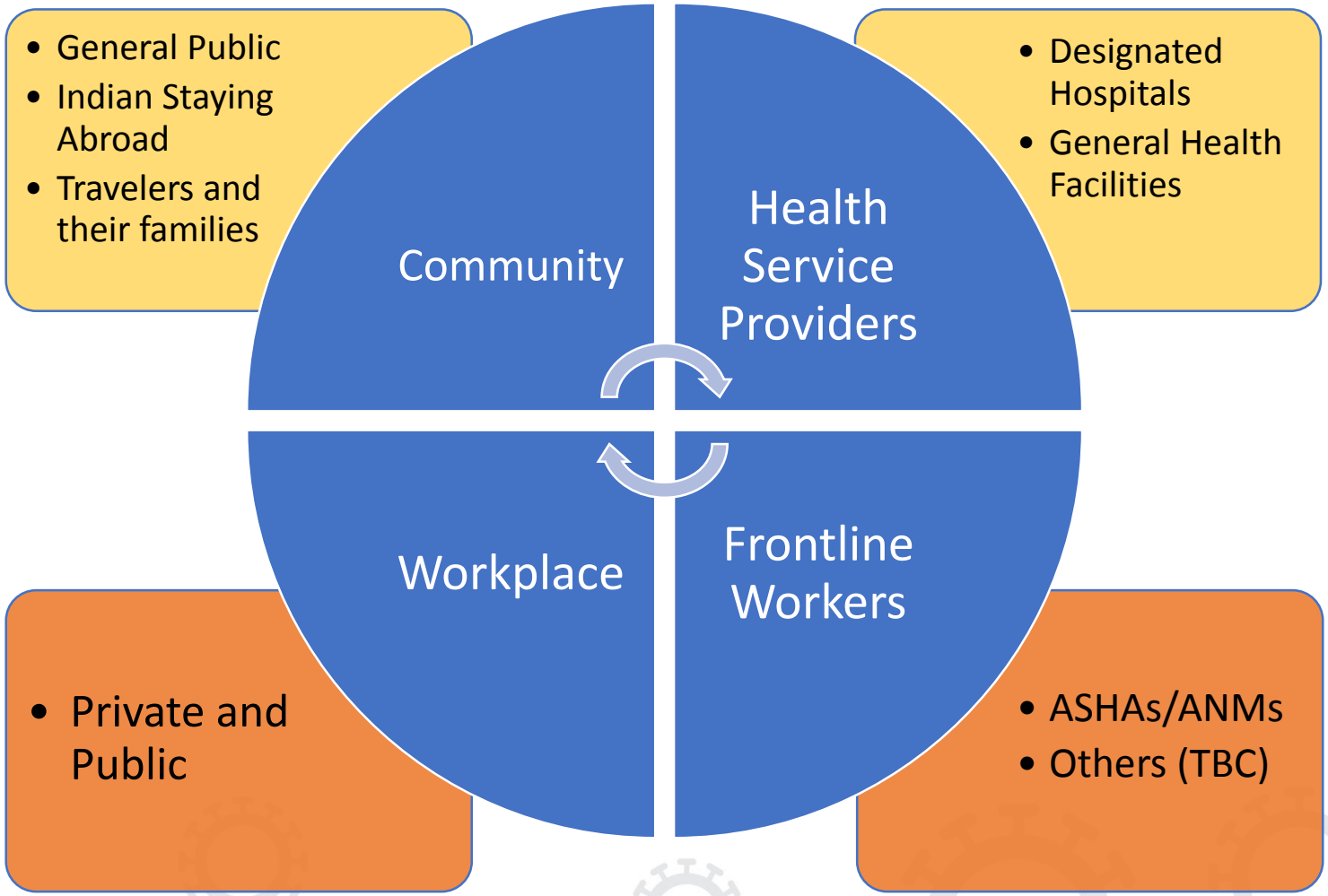
- Partnership with Facebook and Google
- Rumour and fake news tracking
- Myth-busters on all social media and community platforms-to provide correct information from trusted sources

Resource Packages and RCCE Planning tool

(Risk Communication and Community Engagement)

Communities, Health Service Providers including ASHAs/ANM and Workplace

Resource Packages



Developed and Shared

Under Development

Community Resource Package

Print Materials

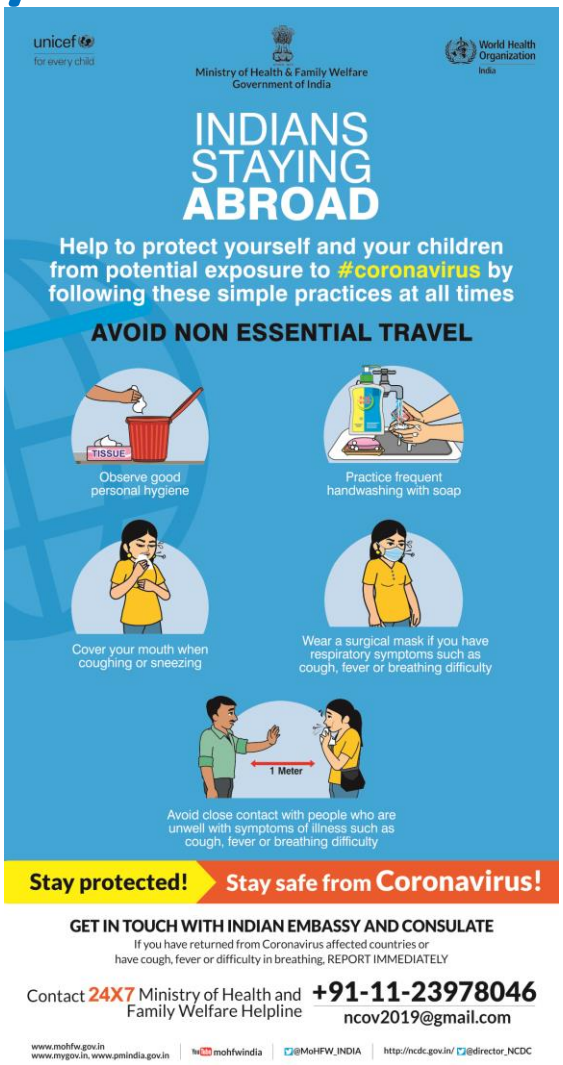
- **Press Ads** (MoHFW)
- **Posters**-Dos and Donts, 5 key Behaviours, Home Quarantine (only when there is community transmission)
- **Standee for Indian Consulates for Indians Abroad**

TV and Radio Materials

- **4 TV Spots**-Cover your mouth, stay at home, hand washing and seek treatment
- **2 Radio Spots**

Community Resource Packages

Press Ad-Hindi and Eng)



Standee for Indians living Abroad- Yet To be approved PMO

Poster: Home Quarantine-To be used when there is community transmission (Yet to be approved by PMO)

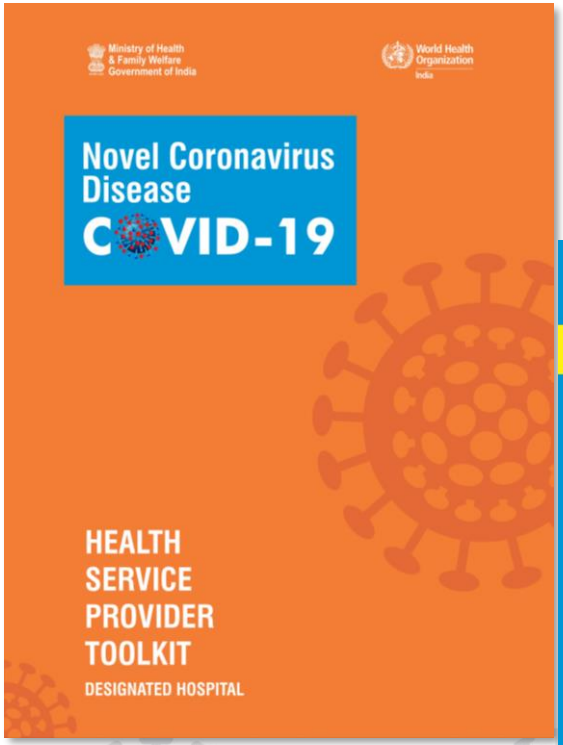
Community Resource Package

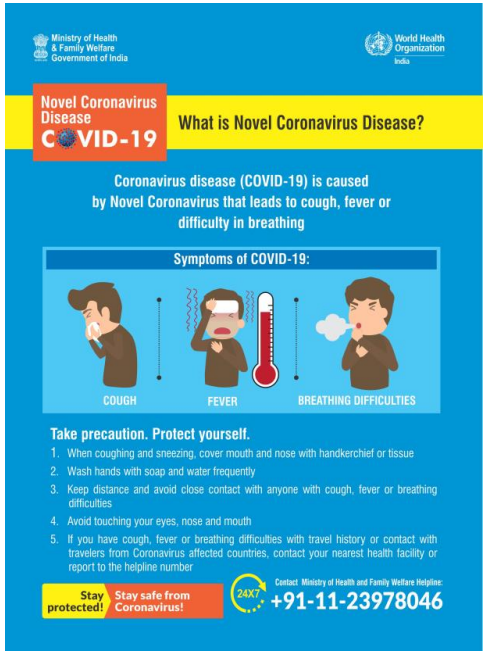
TV Spots: English and Hindi

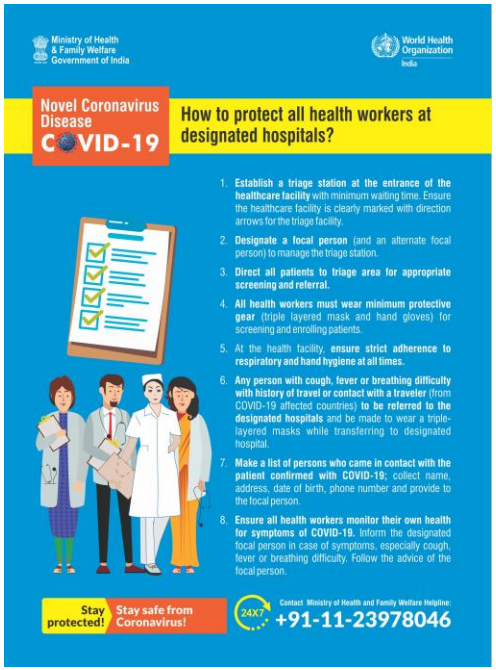
Health Service Provider Toolkit

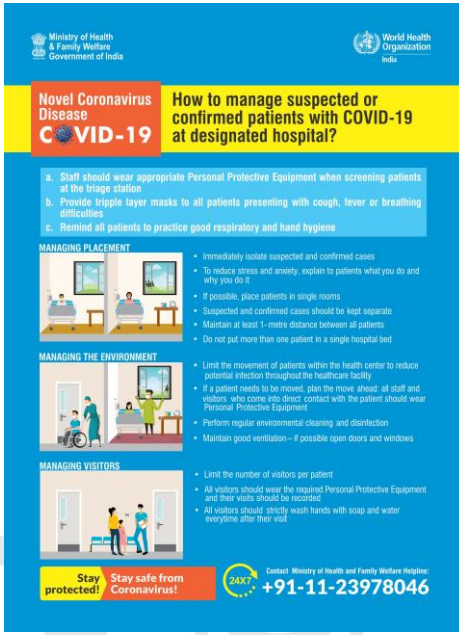
Items	General Health Facility	Designated Hospital
Poster 1: What is Novel Coronavirus Disease	Yes	Yes
Poster 2: Is your healthcare facility ready to manage patients with COVID-19?	Yes (with referral message)	Yes
Poster 3: Hand Hygiene	Hand Rub	My moments of Hand Hygiene
Poster 4: How to manage suspected or confirmed patients with COVID-19 at designated Hospitals?	x	Yes
Poster 5: How to protect all health workers at designated hospitals?	x	Yes
Community Information Leaflets (2)	Yes	Yes
Letter from Health Minister	Yes	Yes

Health Service Provider Toolkit
(Designated Hospital)

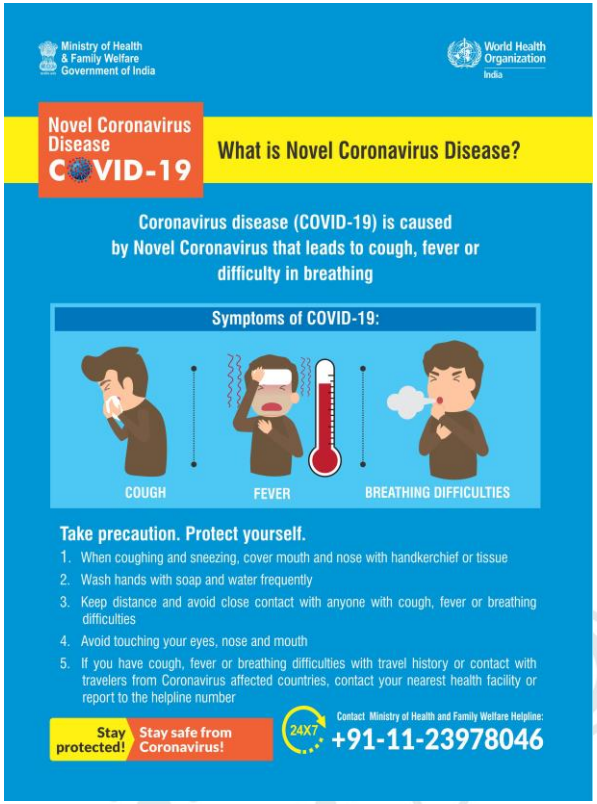


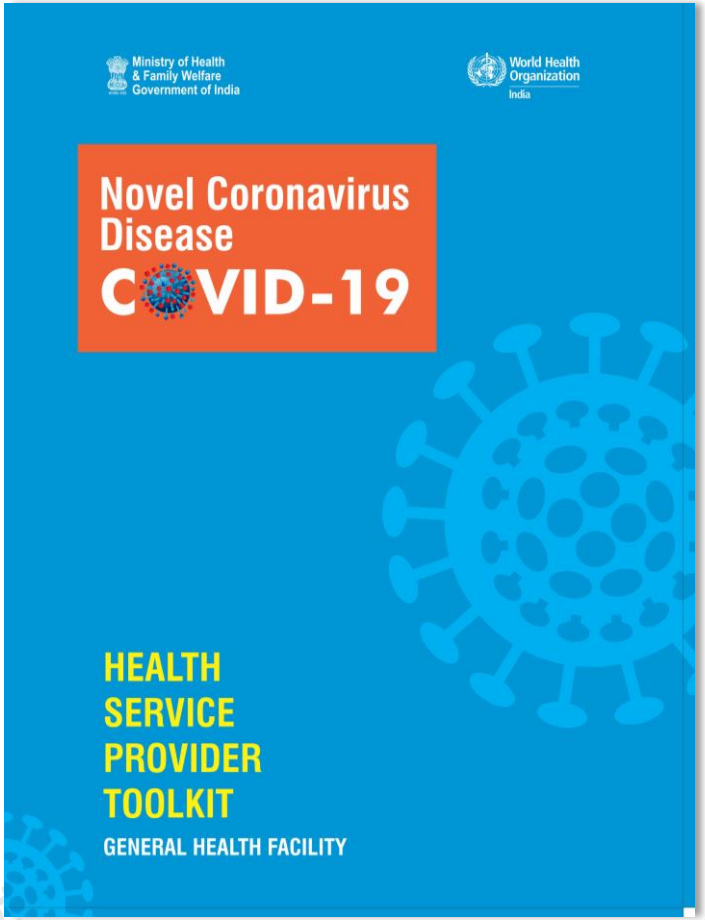






Health Service Provider Toolkit
(General Health Facility)





Workplace and Frontline Workers package being developed

State level Risk Communication and Community Engagement Plan (Reccommended)

State level communication plan (Form No. 17B)												
Name of the state:			Name of District:						District IEC/ Media officer:			
	Advocacy	State RCCE group meeting	Date…… Responsible person……			Date…… Responsible person……			Date…… Responsible person……			
Advocacy Meetings		Orientation of RCCE group members	Date…… Responsible person……			Date…… Responsible person……			Date…… Responsible person……			
		Orientation of CSO partners, including religious leaders and community influencer groups)	Date…… Responsible person……			Date…… Responsible person……			Date…… Responsible person……			
		Networking with school for supporting community mobilization	Date…… Responsible person……			Date…… Responsible person……			Date…… Responsible person……			
		State media orientation workshop	Date…… Responsible person……									
		Any Other	Date…… Responsible person……			Date…… Responsible person……			Date…… Responsible person……			
Capacity building	Capacity Building	Training of block level health officers and FLWs	Date…… Responsible person……									
Social Media	Social Media	Constitution of social media committee	Members…… Frequency……									
		WhatsApp messaging	Members…… Frequency……									
		Facebook messaging	Members…… Frequency……									
		Any other	Members…… Frequency……									
			District	Block 1	Block	Block 3	Block 4	Block 5	Block 6	Block 7	Block 8	Total
Social mobilization activities	Advocacy	District RCCE meeting										
		Meeting with Schools (Govt and Pvt.)										
		Microplanning meeting (For risk communication planning and operation)										
		Meeting with key CSO, religious leaders/influencers at block level										
		Sensitization meeting with govt. line department staff i.e. ICDS, Edu,										
		Any other										
	Capacity Building	Orientation of ANMs on RCCE and Microplanning review										
		Orientation of ASHAs/AWWs on RCCE										
		Orientation of ASHAs/AWWs on mobilization for risk communication										
	Social Mobilization	Mother's meetings										
		Community/Influencer's meeting										
		Community meetings (VHSNC, SHGs, Mahila mandals)-Dedicated meetings on COVID-19										
		Govt. school teachers orientation/coordination meeting										
		Parent Teachers Meetings										
		Community dialogues	Date……									
		Announcements at all religious places										
		Inter Personal Communication sessions										
Mid-media activities	Mid media	Posters in community										
		Posters in Schools										
		Hoardings										
		Leaflets for community										
		Leaflets for Schools										
		Leaflets for ANM, ASHA and AWW										
		Leaflets for MOs										
		Mikings/Local announcements										
		Any other activity										

Note I-This template will be completed by State and District MEIO/IEC officer/consultant. If there is no one dedicated for IEC activity, then District IEC Officer will be responsible to compile with consultations of Block MOIC/BEE/IEC consultant. One copy needs to be with concerned person who is responsible for IEC/communication and one copy needs to be submitted to Chief District Medical Officer/CMO/CDMO before the District Training start Risk Communication and Community Engagement

RCCE Planning tool

Contact details of RCCE Key Persons

- Ms. Padmaja Singh, JS-IEC MOHFW
- Dr. Ritu Chauhan, Team Health Security and Emergencies, WHO India
- Mr. Elnur Aliyev, Communication for Development, UNICEF India

Ministry of Health & Family Welfare
Government of India

Thank you