



# Covid-19 Communication Update

Malawi

Update #18

11<sup>th</sup> September 2020

*The information in this update is collected from UN Agencies and NGOs*

## Highlights

- 872,185 people including 76 people with disabilities reached with COVID-19 messages through door to door, mobile van and community drama sessions and social media
- 40,168 people reached with hygiene awareness campaigns via mobile van in Thyolo district
- Airing of weekly radio programs on COVID-19 and teen pregnancies, engaging youth, male champions mother groups and community at large on Yonoco FM
- News article on teen pregnancies amid COVID-19 pandemic published on Africa News

## 1. Risk Communication and Community Engagement

### UNDP

- UNDP continues to share social media posters and videos on COVID-19 awareness, prevention, symptoms and addressing myths associated with COVID-19 on its social media platforms (Facebook and Twitter).
- UNDP worked with Faith Mussa in the production of a COVID-19 song, in English, Chichewa and Chitumbuka. The song is being disseminated through social media platforms, such as Facebook, Twitter, YouTube, and WhatsApp.
- UNDP has produced 4050 braille materials on awareness and prevention of COVID-19. The materials have been handed over to the Ministry of Gender, Community Development, and Social Welfare. The braille materials were disseminated through District Disability Forums in Mzuzu, Chitipa, Salima, Ntchisi, Machinga, and Chiradzulu.  
<https://www.manaonline.gov.mw/index.php/component/k2/item/14633-undp-donates-4050-covid-19-braille-booklets>
- UNDP continues to support Public Affairs Committee (PAC) with COVID-19 messaging at the national and community level. PAC has produced stickers, videos and other educational materials on various COVID-19 prevention messages. Below is a summary of activities:
  - With support from UNDP, PAC worked with a local organization to produce cloth masks with COVID-19 messages to prevent its spread. The masks will be distributed through PAC structures across the country.
  - 75 slots worth of airtime on national and community radio stations on COVID-19 key messages. The radio stations include Zodiak, Times radio, Radio Islam, voice of Livingstonia, MIJ, Maziko and Radio Maria.
  - Social media flashcards on COVID-19 Messages that ran over 60 days on Zodiak and Times social media pages; with an outreach and media hits of over 1 million, including those beyond Malawi.
- UNDP is supporting Parliament with ICT infrastructure and connectivity to ensure that the Hansard and Audiovisual sections sit in multiple rooms to observe social distancing during the 49<sup>th</sup> Malawi Parliament Session.
- UNDP Malawi is working with a media agency to produce a short video highlighting the first-hand stories of high-profile survivors of COVID-19. The purpose of the video will be to inspire hope and drive the reality on the ground. The video will also aim at showing a stand of solidarity with Front line workers. The video will be disseminated on UNDP social Media platforms and TV stations.
- UNDP Malawi is currently testing a newly developed USSD Contact Tracing application in Chichewa and English to prevent, minimize and contain the spread of Covid-19 in Malawi, working in collaboration with the Malawi University of Sciences and Technology. The data will be used to map out possible outbreaks in hotspot areas. The USSD application, which is in its development stage, will be integrated into the Ministry of Health's COVID-19-19 short code menu.

### UNICEF

UNICEF continued to support implementation of risk communication and community engagement interventions using various delivery platforms. With funding from UK Aid, the number of people reached with COVID-19 messages through door to door, mobile van and community drama sessions and social media is now at 872,185 people including 76 people with disabilities reached with the messages during the reporting period. Furthermore, a total of 5,785 radio and TV spots have been broadcast through the partnership with Malawi Institute of Journalism. Using the radio monitors in the 12 target groups, 3,167 radio listeners have been interviewed to understand their knowledge on COVID-19 as heard from the radio. Out of these, 2,904 (92 %) were able to recall the messages. To respond to the ever changing COVID-19 situation in Malawi, UNICEF has supported the Ministry of Health to develop a child friendly COVID-19 comic book aimed at promoting use of non-medical masks and to promote behaviour change among children.

#### Human Interest Stories and External Media

- UNICEF continues to disseminate COVID-19 messages through the Zodiak Broadcasting Station. During the reporting week, a panel discussion on the reopening of schools in Malawi was aired. It featured the Principal Secretary of the Ministry of Education and presidents of the Independent Schools Association of Malawi (ISAMA) and Teachers Union of Malawi.

	<ul style="list-style-type: none"> <li>UNICEF published a new story <a href="#">Empowering communities for better emergency response using realtime data</a>: Information is power. It talks about the positive outcome of the dashboard developed by UNICEF and the Ministry of Local Government and Rural development, which captures information from all local authorities on what is happening in terms of COVID-19 programming.</li> <li>UNICEF continues to promote youth participation through U-Report, a mobile youth engagement platform designed to gather young people's voices and address issues that they care about. In the reporting period, a poll was sent to <a href="#">learners</a> and <a href="#">those who support school going children</a> to learn their thoughts on the reopening of schools in Malawi. The results will be published next week.</li> <li>On social media, UNICEF continues to share messages on COVID-19 prevention and awareness. During the reporting week, our messages engaged about 46,000 online audiences on all three platforms (Facebook, Twitter and Instagram). UNICEF regularly updates its dedicated COVID-19 page on its website with latest news and information on UNICEF and its partners' response to COVID-19 in Malawi.</li> </ul> <p>Other Key COVID-19 stories and video</p> <ul style="list-style-type: none"> <li><a href="#">COVID-19 myths lead to default in essential health services</a>: A story about how a young mother defied 'myths' related to COVID-19 and sought health services for her child.</li> <li><a href="#">Reviving hopes dashed by COVID-19 school closures</a>: Struggles of young learners when the schools were closed, and how they are preparing to go back to their classrooms.</li> <li><a href="#">Responding to COVID-19 at the Mangochi Emergency Treatment Unit</a>: Health workers' stories of survival and challenges as they respond to COVID-19 in the UNICEF-supported ETU.</li> <li>The <a href="#">top ten ideas and the young minds</a> behind them for the <b>UNICEF COVID-19 Innovation Youth Challenge</b></li> <li><a href="#">Messages to the general public from the frontline health workers</a> fighting COVID-19</li> <li><b>A special feature:</b> As part of the ongoing "Wear a mask" campaign, this is <a href="#">a special video</a> featuring young champions who tell why and how to wear a mask to protect ourselves and others from COVID-19.</li> </ul>
<b>LGAP</b>	<p>During the week, LGAP continued to collect community feedback on COVID-19 response through its weekly radio programs aired on <i>Radio Maria Malawi, Maziko Radio, Neno Radio, Mzati Radio, Tuntufye Radio</i> and <i>MBC Radio 1</i>, as below:</p> <ul style="list-style-type: none"> <li>Some community members asked on measures that are taken when young girls experience gender-based violence to the extent of being impregnated during Covid-19 times.</li> <li>Someone said gender-based violence against girls has increased during covid-19 because parents are no longer taking proper care of their children.</li> <li>In Kasungu, some Mother Groups are involved in making masks for pupils to ensure every learner is masking up while in school.</li> <li>In Neno, people who do not follow preventive measures such as masking up are denied a service at the District Social Welfare Office.</li> <li>Porridge flour which was distributed at Galatiya School in Mwanza as part of school meals program has rotten due to prolonged school break owing to Covid-19.</li> <li>Communities around GVH Lomo in Mulanje South Constituency are now aware of the pandemic and are following all preventive measures to avoid further spread of Covid-19.</li> <li>Some community members asked about the time the virus takes to die, for example after shaking hands with a positive person.</li> <li>Some listeners wanted to know why the government only disinfects offices and buildings, leaving out houses in villages where most people are.</li> <li>A listener asked on why the government claims there is no cure for Covid-19 when it is in the forefront disinfecting buildings instead of just using the same chemicals to kill the virus.</li> </ul>
<b>DCT</b>	<p><b>Activities conducted by DCT this week</b></p> <ul style="list-style-type: none"> <li>A total number of <b>36,054</b> people have been reached with COVID19 messages in <b>10</b> target districts.</li> <li>DCT is also using 10 community radios to disseminate COVID 19 emerging issues, as of this week a total of 5 radio programmes have been aired on Neno FM, in Neno, Agaliba Community Radio in Blantyre and Tuntufye Radio and Karonga districts.</li> <li>Radio Listening Club members and Local Leaders have managed to reach out to a total of <b>15</b> Traditional Authorities namely Mwaulambya, in Chitipa, Kilipula &amp; Mwakaboko in Karonga, Mkupha in Likoma, Kaomba &amp; Mwase in Kasungu, Nsakambewa &amp; Chakhaza in Diwa, Simphasi in Mchinji, Simphasi in Mchinji, Kanduku in Mwanza, Symon &amp; Dambe in Neno, Chigalu in Blantyre and Kadeweile &amp; Chitera in Chiradzulu.</li> </ul>

	<p><b>Issues raised by listeners in the live radio programmes</b></p> <ul style="list-style-type: none"> <li>• Some refugees at Dzaleka camp believe that they are already in isolation hence there is no need for them to follow COVID 19 preventive measures.</li> <li>• The drop in number of COVID19 positive cases being registered recently in the country is a clear indication that the pandemic is eradicated.</li> <li>• Why is that, a lot of people being cured yet the pandemic has no cure?</li> </ul>
<p><b>United Purpose</b></p>	<ul style="list-style-type: none"> <li>• With funding from the Embassy of Ireland, UP continued to disseminate COVID-19 messages through various means such as trainings, public announcements, radio and posters reaching to all TAs in Dedza.</li> <li>• Through support from UNICEF, UP reached 40,168 people with hygiene awareness campaigns via mobile van in Thyolo district. UP also distributed EIC materials on COVID-19 to communities in Thyolo.</li> <li>• With funding from UNICEF, UP continued to engage community radio stations in Chitipa-Tuntufye radio station, Thyolo-Mzati radio, Chikwawa-Gaka radio station and Nsanje-Nyathepa radio to disseminate COVID-19 prevention messages. So far, we have reached over 1.5 million people with COVID-19 messages through community radio stations.</li> </ul>
<p><b>USAID/ Health Communication for Life (HC4L) Project</b></p>	<ul style="list-style-type: none"> <li>• In collaboration with MOH, Applied Development Communication and Training Services (ADECOTS), Timveni Child and Youth Media Organization, Mudziwathu and Gaka Community Radio Stations, USAID/HC4L continued to implement and monitor the "OSAYIDELERA COVID-19" campaign reaching over 13 million people with COVID-19 infection prevention and control messages. The messages which broadcast at a high intensity on 23 radio stations and 6 TV stations across the country convey testimonies from the public, COVID-19 patients and those who have recovered from the disease. They also include interviews from health workers and respond to frequently asked questions from the public.</li> <li>• Support strengthening of the national COVID-19 RCCE activities by hosting the weekly COVID-19 RCCE task force meeting on September 7. The meeting was attended by over 30 stakeholders from the Government of Malawi and partners and discussed recent developments in the COVID-19 RCCE response including the need to update mapping data on implementing partners supporting RCCE activities at the national and district level. The meeting also recommended further engagement with the Education Cluster to support RCCE priorities regarding the reopening of schools.</li> <li>• In collaboration with Malawi Network of AIDS Service Organizations (MANASO), Centre for Development Communication (CDC) and Development Communication Trust (DCT), USAID/HC4L reached 410,437 people (1,069 people living with HIV) through door to door campaigns, village criers and small targeted group meetings in the districts of Phalombe, Thyolo, Dedza, Machinga, Ntchisi, Blantyre, Mwanza, Chiradzulu, Zomba, Kasungu, Neno, Lilongwe, Mzimba North, Mzimba South, Nkhata Bay, Rumphu, Karonga, Chitipa and Likoma.</li> <li>• Engaged 18,730 people with messages on COVID-19 infection prevention and control on the Moyo ndi Mpamba Facebook and WhatsApp platforms.</li> </ul> <p><b>Gaps and Needs</b></p> <ul style="list-style-type: none"> <li>• Based on findings from the recent Monitoring COVID-19 Impacts on Household Survey in Malawi by the National Statistics Office (NSO) and the World Bank, there is need to increase RCCE activities on the wearing of face masks as one of the preventive measures. According to the survey, wearing of a face mask was known by only 38% of the respondents.</li> </ul>
<p><b>Malawi Red Cross Society of (MRCS)</b></p>	<p>A summary report from the feedback mechanism set up in the districts revealed that people still believe that COVID-19 is for Rich People, COVID-19 does not attack young and energetic people and also COVID-19 can be killed by hot weather. (MRCS and movement partners)</p> <p><b>Gaps and Needs</b></p> <ul style="list-style-type: none"> <li>• There is still need to upscale sensitisation efforts to neutralize false information in the communities</li> </ul>
<p><b>Oxfam</b></p>	<ul style="list-style-type: none"> <li>• Airing of weekly radio programmes on COVID-19 and teen pregnancies, engaging youth, male champions mother groups and community at large on Yoneco FM. The programmes are expected to reach 4.9 million people.</li> <li>• Feature article published in <i>The Nation</i> newspaper on the risks faced by health workers and the need for health workers' access to protective equipment. The feature article, covering Oxfam's interventions at Mpsa Health Centre in Phalombe district can be accessed here: <a href="https://www.mwnation.com/protecting-health-workers/">https://www.mwnation.com/protecting-health-workers/</a></li> <li>• News article on teen pregnancies amid COVID-19 pandemic published in <i>Africa News</i> via <i>Associated Press</i>. The article, referring to Oxfam impact districts of Phalombe and Machinga can be accessed here: <a href="https://www.africanews.com/2020/09/04/teen-pregnancies-rise-in-malawi-amid-coronavirus-pandemic/">https://www.africanews.com/2020/09/04/teen-pregnancies-rise-in-malawi-amid-coronavirus-pandemic/</a></li> </ul>

## 2. Coordination

Overall coordination of communications and C4D contributions towards the national Covid-19 response is through the Public Communication Cluster led by Ministry of Information, Civic education and Communications Technology. Ministry of Health also technically coordinates Risk Communication and Community Engagement on the Covid-19 response. The UN has a C4D Coordination Group, a platform which brings UN and NGO partners together to discuss risk communication and community engagement issues, exchange knowledge and share communication resources to support awareness raising and behavioural change efforts. UN Communications Group leads overall crisis communication strategy for the UN in Malawi under the guidance of the UN Resident Coordinator and UN Country Team.

## 3. Digital Outreach

<p><b>UN Malawi</b>          Website: <a href="https://malawi.un.org/en">https://malawi.un.org/en</a>          Twitter: <a href="https://twitter.com/UNMalawi">https://twitter.com/UNMalawi</a>          Facebook: <a href="https://www.facebook.com/UN-Malawi-161297557237118/">https://www.facebook.com/UN-Malawi-161297557237118/</a>          Flickr: <a href="https://www.flickr.com/photos/186917367@N03/">https://www.flickr.com/photos/186917367@N03/</a></p>	<p><b>UNICEF</b>          Website: <a href="https://www.unicef.org/malawi/">https://www.unicef.org/malawi/</a>          Twitter: <a href="https://twitter.com/MalawiUNICEF">https://twitter.com/MalawiUNICEF</a>          Facebook: <a href="https://www.facebook.com/UNICEFMw/">https://www.facebook.com/UNICEFMw/</a>          Instagram: <a href="http://instagram.com/unicefmalawi/">http://instagram.com/unicefmalawi/</a></p>
<p><b>UNDP</b>          Website: <a href="https://www.mw.undp.org/content/malawi/en/home/">https://www.mw.undp.org/content/malawi/en/home/</a>          Facebook: <a href="https://www.facebook.com/UNDPMalawi/">https://www.facebook.com/UNDPMalawi/</a>          Twitter: <a href="https://twitter.com/undpmalawi">https://twitter.com/undpmalawi</a></p>	<p><b>UNFPA</b>          Website: <a href="https://malawi.unfpa.org/en">https://malawi.unfpa.org/en</a>          Facebook: <a href="https://www.facebook.com/UNFPAMalawi/">https://www.facebook.com/UNFPAMalawi/</a>          Twitter: <a href="https://twitter.com/UNFPAMalawi">https://twitter.com/UNFPAMalawi</a></p>
<p><b>WFP</b>          Website: <a href="https://www.wfp.org/countries/malawi">https://www.wfp.org/countries/malawi</a>          Twitter: <a href="https://twitter.com/WFP_Malawi">https://twitter.com/WFP_Malawi</a>          Facebook: <a href="https://www.facebook.com/WFPmalawi1/">https://www.facebook.com/WFPmalawi1/</a></p>	<p><b>UN Women</b>          Website: <a href="https://africa.unwomen.org/en/where-we-are/eastern-and-southern-africa/malawi">https://africa.unwomen.org/en/where-we-are/eastern-and-southern-africa/malawi</a>          Twitter: <a href="https://twitter.com/unwomenmalawi">https://twitter.com/unwomenmalawi</a>          Facebook: <a href="https://www.facebook.com/unwomen/">https://www.facebook.com/unwomen/</a></p>
<p><b>World Bank</b>  <a href="https://www.worldbank.org/en/country/malawi">https://www.worldbank.org/en/country/malawi</a></p>	<p><b>FAO</b>          Twitter: <a href="https://twitter.com/FAOMalawi">https://twitter.com/FAOMalawi</a></p>
<p><b>Oxfam in Malawi</b>          Facebook: <a href="https://facebook.com/OxfamMalawi/">https://facebook.com/OxfamMalawi/</a>          Twitter: <a href="https://twitter.com/oxfammalawi">https://twitter.com/oxfammalawi</a>   <a href="https://allafrica.com/stories/202008140164.html">https://allafrica.com/stories/202008140164.html</a>  <a href="https://www.mwnation.com/oxfam-gives-machinga-communities-relief-items/">https://www.mwnation.com/oxfam-gives-machinga-communities-relief-items/</a>  <a href="https://times.mw/policy-direction-for-women-during-crisis/">https://times.mw/policy-direction-for-women-during-crisis/</a>  <a href="https://oxfam.box.com/s/zqk5sna3fv2nhd7qfnj0tbvvlcnpvxx8">https://oxfam.box.com/s/zqk5sna3fv2nhd7qfnj0tbvvlcnpvxx8</a>  <a href="https://oxfam.box.com/s/dxoryst645vdqyzj3tqykij2tv119u9l">https://oxfam.box.com/s/dxoryst645vdqyzj3tqykij2tv119u9l</a></p>	<p><b>Save the Children</b>          Twitter: <a href="https://twitter.com/SCIMalawi">https://twitter.com/SCIMalawi</a>          Facebook: <a href="https://www.facebook.com/savethechildrenmalawi/?ref=bookmarks">https://www.facebook.com/savethechildrenmalawi/?ref=bookmarks</a></p>
<p><b>Development Communication Trust</b>  <a href="https://dctmw.org/engagement-of-traditional-healers-key-to-fighting-covid-19/">https://dctmw.org/engagement-of-traditional-healers-key-to-fighting-covid-19/</a>  <a href="https://web.facebook.com/DevelopmentCommunicationsTrust">https://web.facebook.com/DevelopmentCommunicationsTrust</a>  <a href="https://dctmw.org/">https://dctmw.org/</a></p>	<p><b>Local Government Accountability and Performance (LGAP)</b>          Facebook: <a href="www.facebook.com/lgapmalawi">www.facebook.com/lgapmalawi</a>          Twitter: <a href="www.twitter.com/lgapmalawi">www.twitter.com/lgapmalawi</a>          integration portal/website: <a href="https://integrationpoint.mw/">https://integrationpoint.mw/</a></p>

Contact: UNRCO [un.malawi@one.un.org](mailto:un.malawi@one.un.org)