



# Covid-19 Communication Update

Malawi

Update #22

06th November 2020

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

## Highlights

- Conducted RCCE activities reaching 8 604 persons in 14 districts
- Broadcasting TV and radio programs on the role of employers in responding to COVID-19 in the workplace
- Distribution of 1 300 IEC materials: posters (500) and leaflets (800) for schools and hotspot markets in four districts
- Production and dissemination of 1 600 posters on disaster risk reduction and COVID-19 prevention targeting 40 schools

## 1. Risk Communication and Community Engagement

<b>UNDP</b>	<ul style="list-style-type: none"> <li>❖ 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).</li> <li>❖ 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.</li> <li>❖ UNDP partnered with an upcoming young video maker to produce a social media video campaign that features diverse faces of Malawians (young professionals, celebrities, people living with disabilities, key change-makers, and others) with relevant COVID-19 messages. The video was disseminated through social media platforms and TV stations including Times, Zodiak, Rainbow and Mibawa. <a href="https://www.youtube.com/watch?v=IHMgXquvgCw">https://www.youtube.com/watch?v=IHMgXquvgCw</a></li> <li>❖ 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. <a href="https://www.manaonline.gov.mw/index.php/component/k2/item/14633-undp-donates-4050-covid-19-braille-booklets">https://www.manaonline.gov.mw/index.php/component/k2/item/14633-undp-donates-4050-covid-19-braille-booklets</a></li> <li>❖ 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:             <ol style="list-style-type: none"> <li>a. Through its partnership with the Public Affairs Committee in Malawi, UNDP Malawi supported the distribution of 5000 reusable masks to communities and schools in all three regions of Malawi as part of the COVID-19 preventative measures, as learners in Malawi go back to school.</li> <li>b. 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.</li> <li>c. 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.</li> </ol> </li> <li>❖ 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 49th Malawi Parliament Session.</li> <li>❖ UNDP has produced a Web-based COVID-19 facts quiz in Chichewa, Tumbuka, and English to help enable behavioral change and preventative actions against Covid-19. The quiz can be accessed through this link <a href="http://www.thecovidquiz.mw">www.thecovidquiz.mw</a></li> <li>❖ 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.</li> </ul>
<b>UNICEF</b>	<ul style="list-style-type: none"> <li>❖ To address the increase in cases of violence and abuse during COVID-19, UNICEF continues to support awareness raising on protection issues and reporting mechanisms for child protection and violence. During the reporting period, two radio drama episodes on prevention of child abuse were broadcast on YONECO radio which has a listenership of over 4.9 million people. Awareness-raising through SMS also continues, focusing on psychosocial support for children by parents and caregivers as well as on how to report abuse cases through helplines.</li> <li>❖ UNICEF Malawi launched the U-Report Malawi 20,000 girls challenge. It is aimed at inspiring girls and young women to join the platform which has been used to collect information on public understanding, opinions, trust and confidence while addressing questions and rumours related to COVID-19. So far 2024 girls have joined.</li> <li>❖ UNICEF continued to disseminate COVID-19 messages through social media, engaging about 40,000 in the reporting period.</li> </ul>
<b>United Purpose</b>	<ul style="list-style-type: none"> <li>• With funding from UNICEF, UP conducted handwashing promotion/demonstrations at markets, schools and health care facilities in Mwanza, Blantyre and Mangochi districts. In addition, UP conducted hygiene awareness campaigns in Blantyre and Mwanza districts using PA system and mobile vans. The campaigns also targeted learners in primary and secondary schools, markets and village clinics.</li> </ul>

	<ul style="list-style-type: none"> <li>With support from UNICEF, UP also distributed 1300 IEC materials; posters (500) and leaflets (800) in Thyolo, Chikwawa, Nsanje and Mwanza targeting learners in schools and hotspot markets.</li> </ul>
<b>Oxfam</b>	<ul style="list-style-type: none"> <li>Production and dissemination of 1,600 posters on disaster risk reduction and COVID-19 prevention targeting 40 schools in Nsanje, Phalombe, Lilongwe and Chikwawa districts. The posters have been produced under a project on Education in Emergencies being implemented by Oxfam and Plan Malawi.</li> <li>Under the Appeal fund Oxfam in Malawi is partnering with Development Communications Trust (DCT) on COVID-19 response interventions including, among others, awareness raising on COVID-19 and gender and protection issues, through public meetings and door to door campaigns. The awareness raising sessions have reached out to communities in T/A Phimbi and T/A Kalembo in Balaka district and T/A Mchinguza and T/A Mlomba in Machinga district, benefiting about 3,500 people.</li> </ul> <p>Issues that emerged from the sessions:</p> <ul style="list-style-type: none"> <li>There was a lack of awareness among rural communities on referral systems for gender and protection issues</li> <li>COVID-19 prevention not taken seriously in some rural communities due to limited knowledge of COVID-19 cases in their specific area. This was addressed through linking communities with health workers who were able to provide area-specific information on COVID-19</li> <li>The burden of collecting water for frequent handwashing for COVID-19 prevention in schools is often left to schoolgirls</li> <li>Frequent handwashing and access to sanitary facilities for children with disabilities is a challenge. The project will engage with duty bearers on the challenges faced by the schoolgirls and children with disabilities.</li> </ul>
<b>USAID ONSE</b>	<ul style="list-style-type: none"> <li>USAID ONSE conducted RCCE activities reaching 8604 persons in the districts of Balaka, Chitipa, Dowa, Karonga, Kasungu, Lilongwe, Machinga, Mchinji, Mulanje, Nkhata Bay, Nkhotakota, Ntcheu, Salima and Zomba.</li> </ul>
<b>ILO</b>	<ul style="list-style-type: none"> <li>ILO in collaboration with the Employers Consultative Association of Malawi (ECAM) continues to air TV and Radio programs on the role of Employers in responding to COVID-19 in the world of work. The focus of the TV and Radio programs for the next two weeks is on MAKING RIGHTS-RESPECTING BUSINESS DECISIONS IN A COVID-19 WORLD. The Weekly TV Program are being aired on TIMES TV every Thursday from 6PM and repeats on Sunday at 13:00hrs, and on Rainbow TV on Thursdays at 6:30PM</li> <li>Dissemination of messages on prevention of COVID-19 in the World of Work targeting women and girls, persons with Disabilities, workers in informal sector and People Living with HIV through posters continues by Ministry of Labour, ECAM and MCTU</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.*

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