Awareness Raising for Children, Parents and Community Members During Disease Outbreak: Modalities for Delivering

Introduction:

During infectious disease outbreaks, children may experience distress for a variety of reasons. They themselves may be infected or affected in other ways. The collective anxiety and grief that a family or community experiences can impact heavily on children. Limited public knowledge of the disease may trigger misinformation, rumors and panic. Media campaigns can also increase levels of distress in the population.

COVID19 Scenarios in humanitarian access:

Coronavirus disease (COVID19) is an infectious disease caused by a newly discovered coronavirus. The best way to prevent and slow down transmission is being well informed about the COVID-19 virus, the disease it causes and how it spreads. The Awareness raising messages aim to provide basic knowledge on personal protective measures, as well as, messages on coping and overcoming stress during disease outbreaks like COVID19. For delivering the messages, partners can use under below scenarios:

Scenarios	Assumptions
1. Children and families are not accessible to external humanitarian actors	• Precautionary measures such as road closure, camp entry limit, limit of visitors to institutions which limits external humanitarian staff to assist children and families • Within the location (neighborhood/ camp institutions), community-based volunteers or staff are able to assist children and families
2. Children and families not accessible to either community-based humanitarian workers or external humanitarian workers (**and not having any access to online/ Wi-Fi resources**)	• Strong precautionary measures such as curfew, lockdown, no movement out of house/tents • Children/ family members are not willing to meet any visitors/ facilitators to avoid contracting diseases • No Wi-Fi/internet access available to use social network system (SNS) such as Facebook, Twitter, WhatsApp, Viber, YouTube etc
3. Children and families not accessible to either community-based humanitarian workers or external humanitarian workers (**but able to access to online/ Wi-Fi resources**)	• Same assumptions as scenario 2, but Wi-Fi/internet access available to use SNS such as Facebook, Twitter, WhatsApp, Viber, YouTube etc, able to interact through online platform

The awareness raising materials are designed to target the following groups:
1) Children
2) Parents/Caregivers
3) Community Members

Scenario 1: Children and families are not accessible to external humanitarian actors:

Modalities for Delivering:
- Hard Copies
- TV Broadcast
- Audio Messages
- Social Media
- F2F

Recommendations:
- Posters can be put in strategic locations of the neighborhood/camps/institutions, if the movement is still allowed (Cluster will coordinate with partners to prevent overlapping in printing, but also leaving materials in google drive for each actor to print the posters).

  Recommended Posters:
  Child Friendly COVID 19 Awareness Raising (Corona Booklet for Children-UNICEF):
  https://drive.google.com/file/d/1Rx6XXmas-OkCmLFtFZx8ZWhrqn54phRF/view?usp=sharing

  PSS Posters (WHO):
  Children: https://drive.google.com/file/d/1C_R7a1YOnBe2Chkz83TbYjq5tRvpIm5u/view
  Adult: https://drive.google.com/file/d/18OHHigvvwZtsxiaIJ8uk3zhkCzTUMAJ9/view?usp=sharing

- Coordination with Health Cluster, Wash Cluster and CCCM Cluster to distribute awareness raising materials (brochure) through their actors. Maintain advocacy and coordination with local government (Crisis Cells) and relevant departments at the federal level like MoLSA, MoE and MoJ to allow humanitarian access.

  Sample of Booklets:
  Child Friendly COVID 19 Awareness Raising (Corona Booklet for Children-UNICEF):
  https://drive.google.com/file/d/1Rx6XXmas-OkCmLFtFZx8ZWhrqn54phRF/view?usp=sharing

  What Parents Need to Know on COVID 19 (Summary-UNICEF):
  https://drive.google.com/file/d/1bvYkvkHcdwnaMXaHEVu5s7ILqwMcTyOh/view?usp=sharing

- Leave printed materials such as Brochure/Posters in strategic locations including supermarket/ shops/ food stores where families need to visit.

- **Optional** where it is safe and possible to do so: train community volunteers in each location/camp for distribution of brochure/booklet at house to house / tent to tent level with precautionary safety measures.

Scenario 2: Children and families families not accessible to either community-based humanitarian workers or external humanitarian workers (and not having any access to online/WiFi resources):

Modality for Delivering:
- Audio Messages
- Off-line Data Exchange
- Phone calls
- Text Messages
- Iraq Information Center (Call center)
- Hard Copies

Recommendations:

- Audio Messages:
  - Request CCCM actors to broadcast audio messages through loud-speakers or any other audio/ announcement devices.
  - Request religious men or mosques to read out key messages (select key messages).
  - Radio broadcasting (select key messages) – CPSC will try to approach Al-Salam (radio station for IDPs/ refugees in Arabic), partners can approach the local radio stations if useful.
  - When access and movement is permitted, CP actors can use portable speakers to broadcast audio messages in urban areas or inside the camps in coordination with Health, Wash and CCCM clusters.

  Recommended Audio messages
  2nd Video of Tala's Seirese
  https://drive.google.com/file/d/1o20Xkr2_o_xKcV3jYp-QHQ8T2GZ1CQR_/view?usp=sharing

  WHO PSS Messages in Audio:
  https://drive.google.com/file/d/1RpfbewNCxMM7o7UQt7EfDNVCyzJurXKw/view

- Video/photo/audio message transfers through Bluetooth: Community based volunteers receive additional credits of phone in order to receive materials online from humanitarian actors and disseminate the video/photo/audio messages via Bluetooth among the neighborhood/camps they reside.

- Where it's possible and applicable, cp actors can give awareness raising messages and tips to families and children over the phone specially in urban areas where are hard to rach.

- Off-line Website: Use existing channels such as "U report" (https://www.facebook.com/UReportIraq/ or https://iraq.ureport.in) which only require On-line connection to register.

- Distribution of Messages in Hard Copies: include leaflets/booklets with distribution kits (Food Cluster or hygiene kits of Wash Cluster). Maintain advocacy and coordination with local government (Crisis Cells) to allow humanitarian access.

Scenario 3: Children and families families not accessable to either community-based humanitarian workers or external humanitarian workers (but able to access to online/Wi-Fi resources):

Modality for Delivering:

- Social Media
- Online Data Transferring
- Audio Messages
- TV Broadcast
- Phone calls

Recommendations:

- Share messages in text, photo, or videos on social media platforms like Facebook/Instagram/YouTube/twitter/ with using hashtags # for users to follow.

- TV Broadcast: Education channel of MoE-Iraq: coordinate with Education cluster to obtain permission to broadcast awareness raising messages.
  Recommended Video:
  2nd Video of Tala's Seirese

https://drive.google.com/file/d/1o20Xkr2_o_xKcV3jYp-QHQ8T2GZ1CQR_/view?usp=sharing