



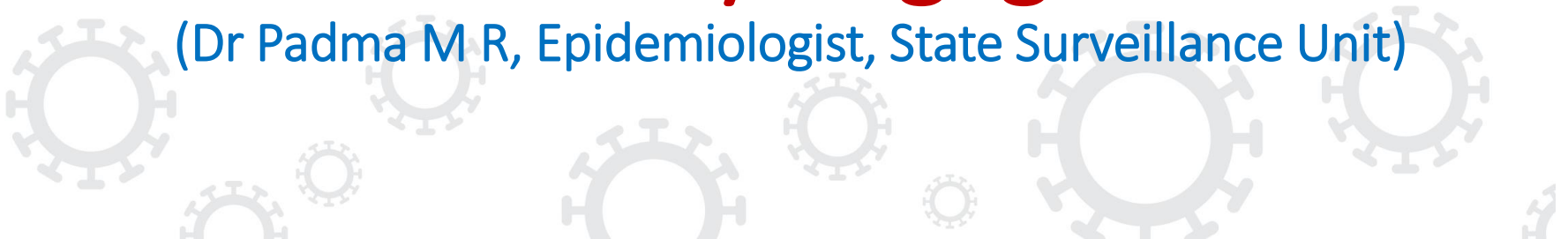
National Training of Trainers for

C VID-19

6 March 2020 | New Delhi

Risk Communication and Community Engagement

(Dr Padma M R, Epidemiologist, State Surveillance Unit)



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?



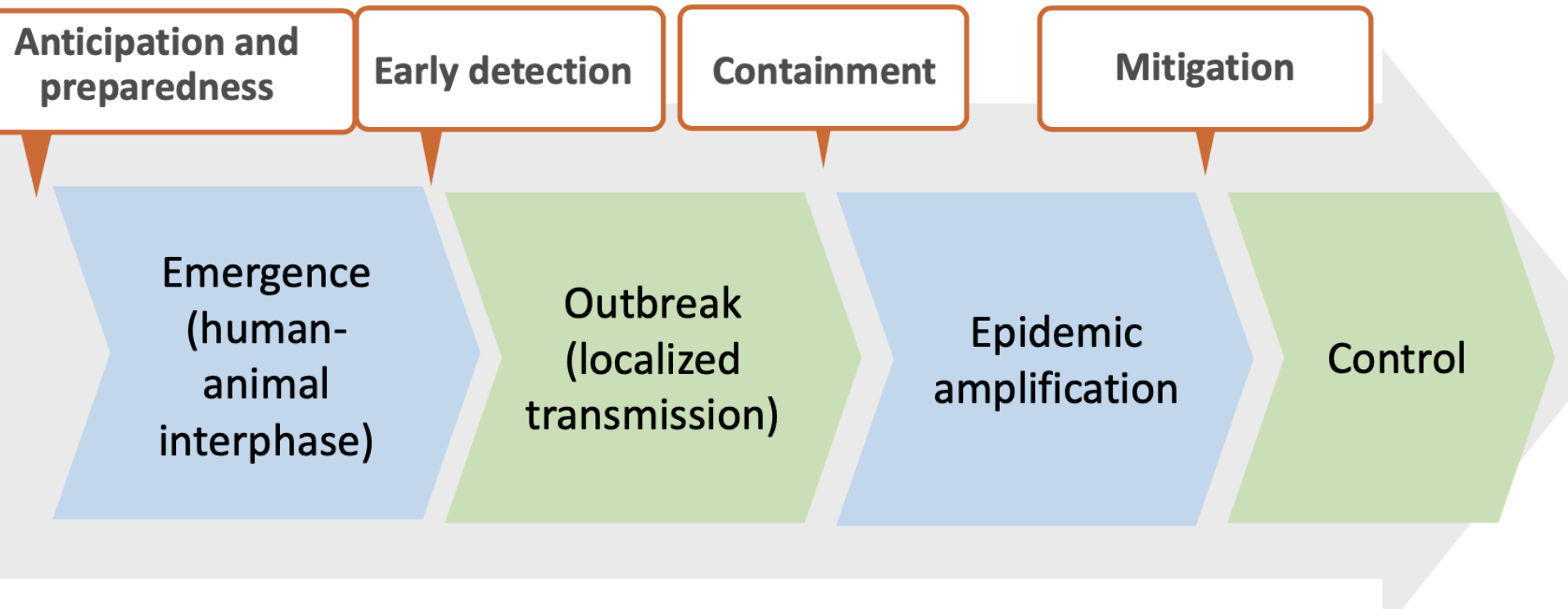
A real-time dialogue (a two-way exchange of information advice and opinions) between experts/officials and the people facing a threat (from a hazard) to their health or economic or social well being.

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

Risk



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)?

Help people take informed decisions to protect themselves

Develop easy to understand materials in languages and preferred channels of affected population

6

Identify and manage rumors and misinformation quickly

5

Use a mix of tactics and approaches for risk communication, including

4

Mass Communications, Community Engagement and Interpersonal Communications (One to one and Group Meetings)

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

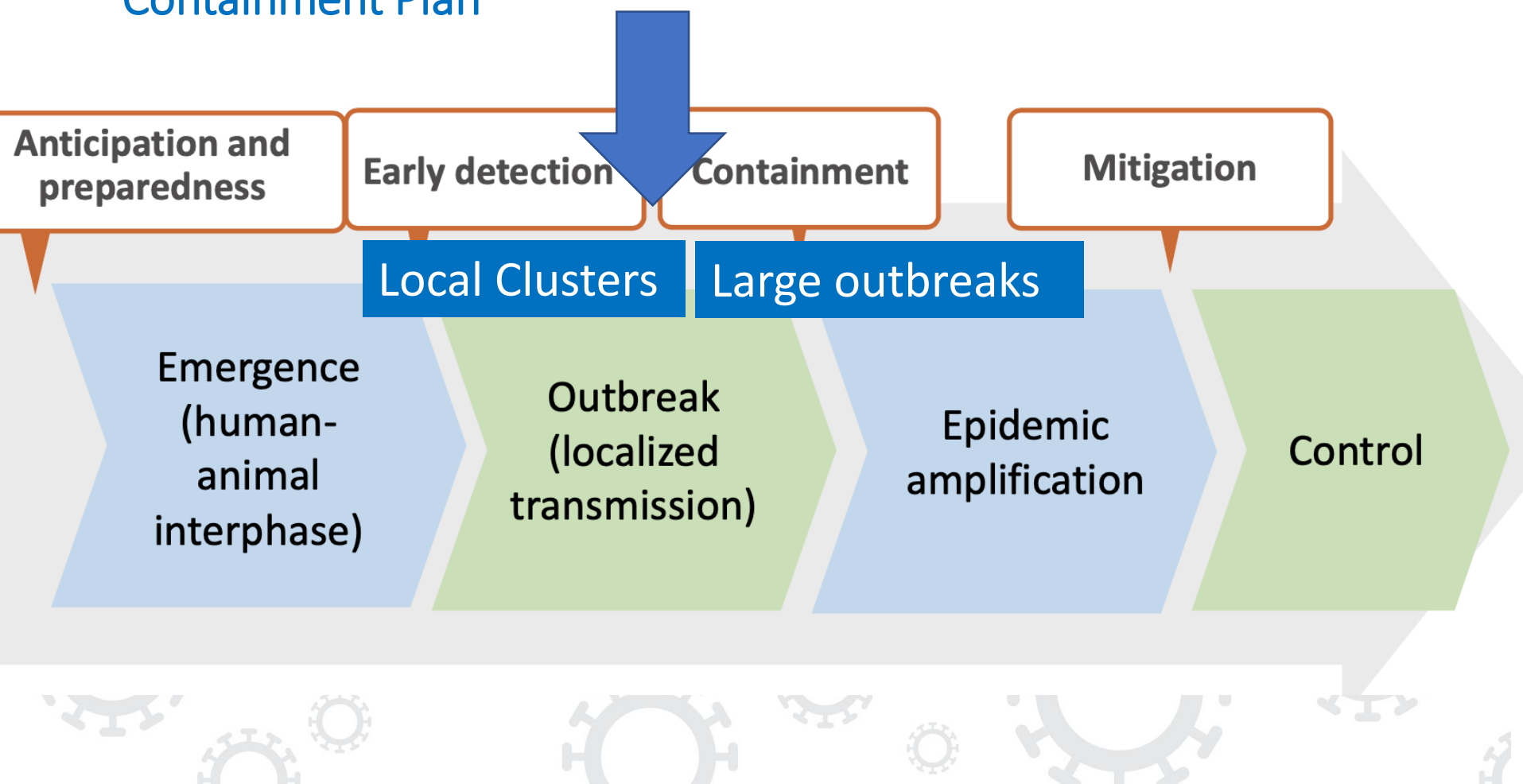


National COVID-19 Risk Communication and Community Engagement (RCCE) Approach



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

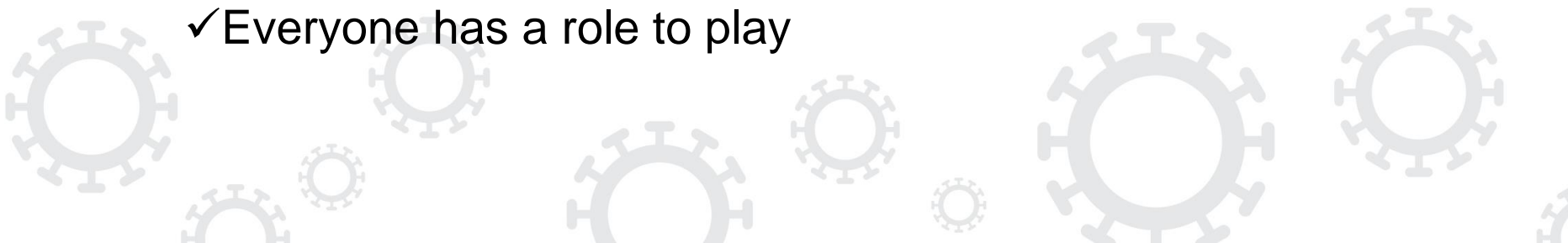
- ✓ Communication needs to be direct, transparent & consistent

- Potential of Panic is very high

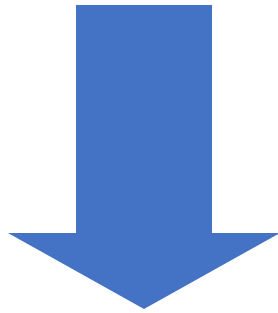
- ✓ Positive tone, a sense of reassurance as 81% of cases are mild

- 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

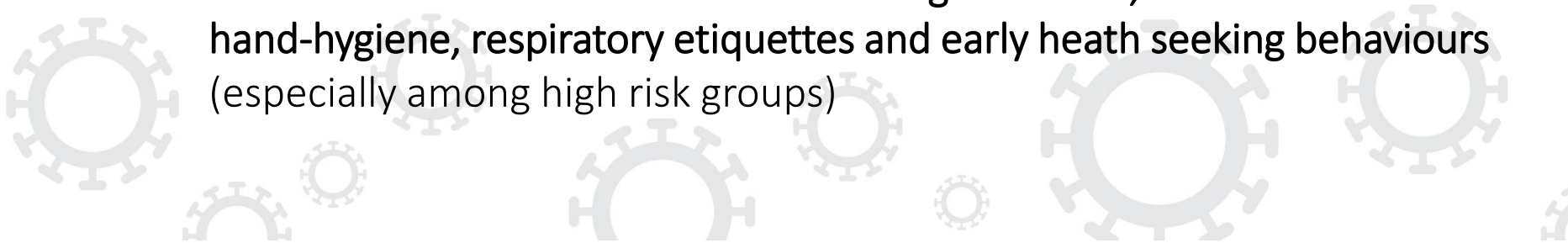
Clusters of Novel Coronavirus Disease

- 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 health 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

- General Public
- Travelers and their family members
- Indians living abroad
- School teachers, SMCs and children
- High Risk Group: Elderly and those with co-morbidities

COVID-19

Health Service Providers

- Health staff and workers at General Health Facilities and Designated Hospitals
- ANMS/ASHAs

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Influencers and Opinion makers

- Media
- Policy makers
- Partners
- Professional Associations (IMA, IAP) and private sector

NOVEL CORONAVIRUS (COVID-19)



Protect yourself and others!

Follow these Do's and Don'ts

Do's ✓



Practice frequent hand washing. Wash hands with soap and water or use alcohol based hand rub. Wash hands even if they are visibly clean



Cover your nose and mouth with handkerchief/tissue while sneezing and coughing



Throw used tissues into closed bins immediately after use



See a doctor if you feel unwell (fever, difficult breathing and cough). While visiting doctor wear a mask/cloth to cover your mouth and nose



If you have these signs/symptoms please call State helpline number or Ministry of Health & Family Welfare's 24X7 helpline at 011-23978046



Avoid participating in large gatherings

Don'ts ✗



Have a close contact with anyone, if you're experiencing cough and fever



Touch your eyes, nose and mouth



Spit in public

Together we can fight Coronavirus

For further information :

Call at Ministry of Health, Govt. of India's 24X7 control room number
+91-11-2397 8046

Email at ncov2019@gmail.com

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
practices**

**Advocacy &
Media
Management**

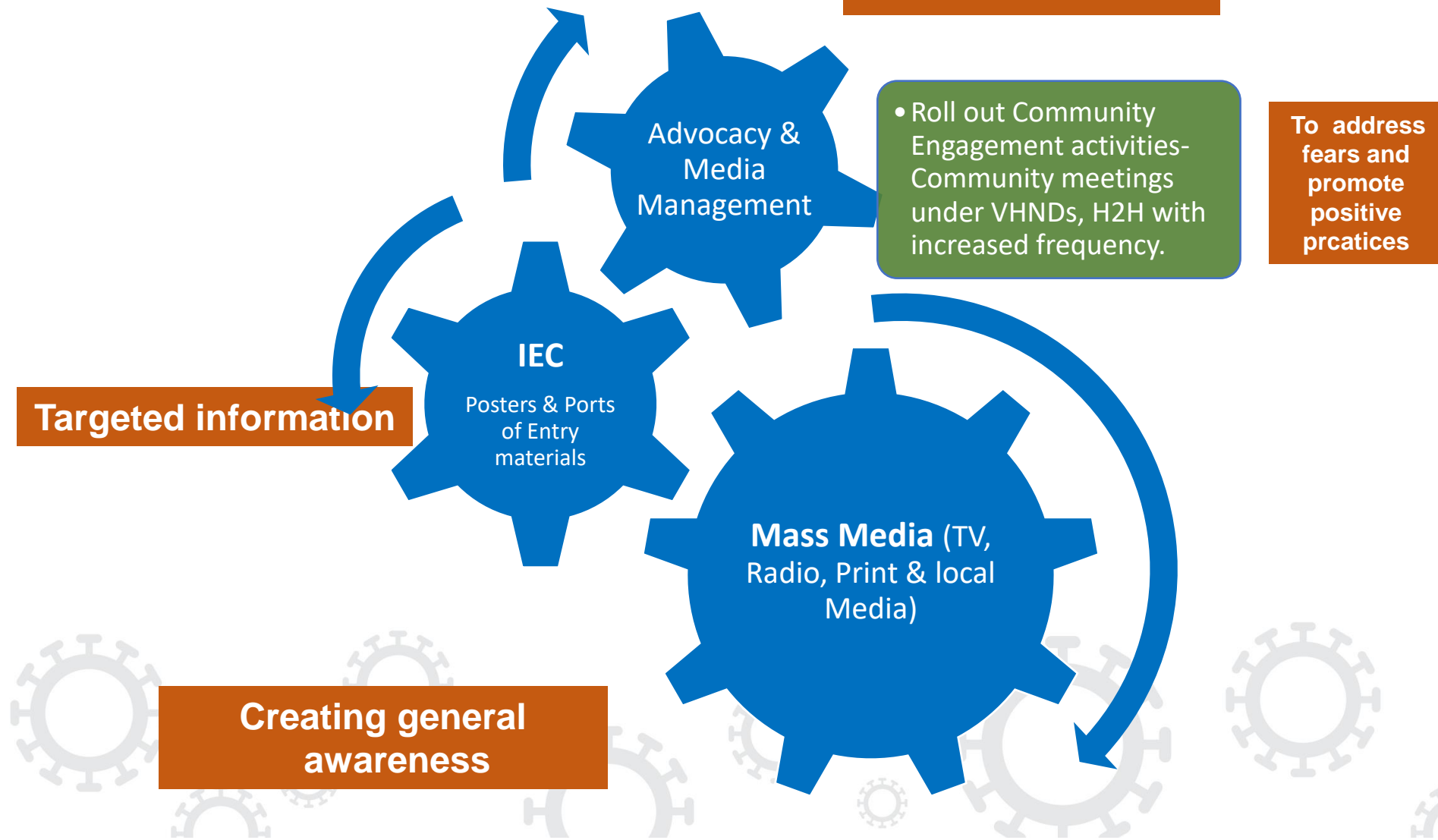
IEC

Posters & Ports
of Entry
materials

Targeted information

**Mass Media (TV,
Radio, Print & local
Media)**

**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

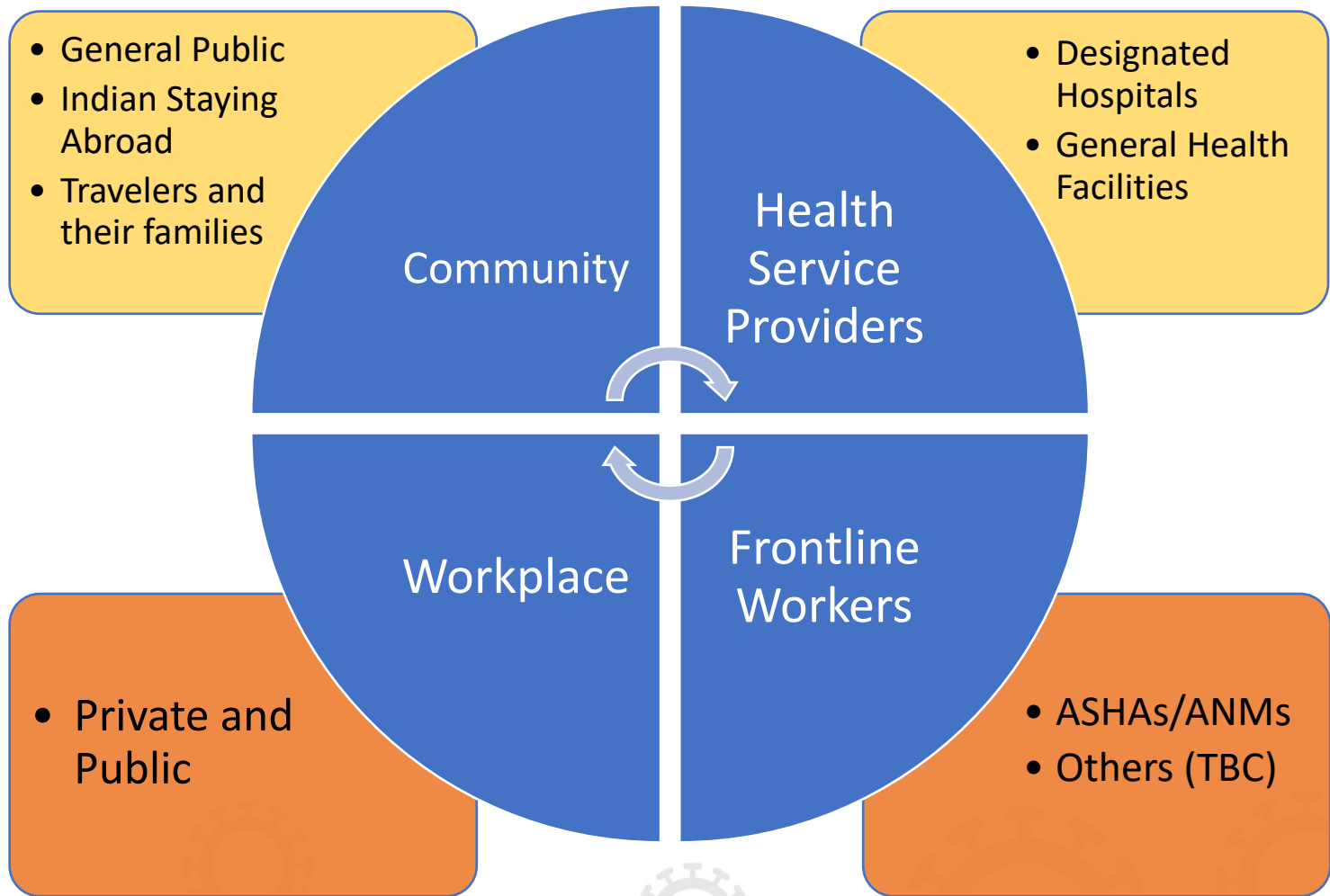


Resource Packages and RCCE Planning tool

(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



Protect yourself and others! Follow these Do's and Don'ts

Do's ✓



Practice frequent hand washing. Wash hands with soap and water or use alcohol based hand rub. Wash hands even if they are visibly clean



Cover your nose and mouth with handkerchief/tissue while sneezing and coughing



Throw used tissues into closed bins immediately after use



See a doctor if you feel unwell (fever, difficult breathing and cough). While visiting doctor wear a mask/cloth to cover your mouth and nose



If you have these signs/symptoms please call State helpline number or Ministry of Health & Family Welfare's 24X7 helpline at 011-23978046



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Have a close contact with anyone, if you're experiencing cough and fever



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www.mohfw.gov.in [@MoHFWIndia](https://www.mohfw.gov.in) [@MoHFW_INDIA](https://www.mohfw.gov.in) [mohfwindia](https://www.mohfw.gov.in)

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and Eng)

INDIANS STAYING ABROAD

Help to protect yourself and your children from potential exposure to #coronavirus by following these simple practices at all times

AVOID NON ESSENTIAL TRAVEL

Observe good personal hygiene

Practice frequent handwashing with soap

Cover your mouth when coughing or sneezing

Wear a surgical mask if you have respiratory symptoms such as cough, fever or breathing difficulty

Avoid close contact with people who are unwell with symptoms of illness such as cough, fever or breathing difficulty

Stay protected! Stay safe from Coronavirus!

GET IN TOUCH WITH INDIAN EMBASSY AND CONSULATE

If you have returned from Coronavirus affected countries or have cough, fever or difficulty in breathing, REPORT IMMEDIATELY

Contact **24X7** Ministry of Health and Family Welfare Helpline **+91-11-23978046**
ncov2019@gmail.com

www.mohfw.gov.in www.mohfw.gov.in www.mohfw.gov.in www.mohfw.gov.in www.mohfw.gov.in www.mohfw.gov.in www.mohfw.gov.in www.mohfw.gov.in www.mohfw.gov.in www.mohfw.gov.in

Reduce the risk of Coronavirus

Remain at home for 14 days if you have been in contact with a person suspected/ confirmed with coronavirus disease.

Follow these important precautions if you are under home quarantine

- Wash your hands frequently with soap and water after sneezing and coughing, touching surfaces, before meals and using toilets
- Cover your mouth with handkerchief/tissue while coughing and sneezing
- Avoid touching your eyes, nose and mouth
- Stay away from elderly or persons with existing diseases like diabetes, hypertension, respiratory or kidney disease
- Use surgical mask if you develop cough, fever or breathing difficulty
- Preferably sleep in a separate room or sleep duly maintaining 1 meter distance from others

Self monitor your health and contact a doctor immediately if you have cough, fever or difficulty in breathing

Stay protected! Stay safe from Coronavirus!

If you have returned from Coronavirus affected countries or have cough, fever or difficulty in breathing, REPORT IMMEDIATELY

Contact **24X7** Ministry of Health and Family Welfare Helpline **+91-11-23978046**
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Poster: Home Quarantine-To
be used when there is
community transmission
(Yet to be approved by PMO)

Standee for Indians living Abroad-
Yet To be approved PMO

Community Resource Package

TV Spots: English and
Hindi



Health Service Provider Toolkit

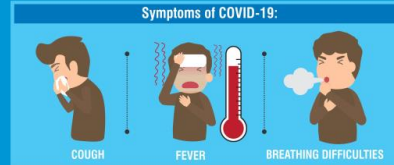
Items	General Health Facility	Designated Hospital
Poster 1: What is Novel Coronavirus Disease	Yes	Yes
Poster 2: Is your healthcare facility ready to manage patients with COVID-19?	Yes (with referral message)	Yes
Poster 3: Hand Hygiene	Hand Rub	My moments of Hand Hygiene
Poster 4: How to manage suspected 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)

Novel Coronavirus Disease COVID-19

What is Novel Coronavirus Disease?

Coronavirus disease (COVID-19) is caused by Novel Coronavirus that leads to cough, fever or difficulty in breathing



Take precaution. Protect yourself.

1. When coughing and sneezing, cover mouth and nose with handkerchief or tissue
2. Wash hands with soap and water frequently
3. Keep distance and avoid close contact with anyone with cough, fever or breathing difficulties
4. Avoid touching your eyes, nose and mouth
5. If you have cough, fever or breathing difficulties with travel history or contact with travelers from Coronavirus affected countries, contact your nearest health facility or report to the helpline number

Stay
protected!

Stay safe from
Coronavirus!



Contact: Ministry of Health and Family Welfare Helpline:
+91-11-23978046

Novel Coronavirus Disease COVID-19

How to protect all health workers at designated hospitals?



1. Establish a triage station at the entrance of the healthcare facility with minimum waiting time. Ensure the healthcare facility is clearly marked with direction arrows for the triage facility.
2. Designate a focal person (and an alternate focal person) to manage the triage station.
3. Direct all patients to triage area for appropriate screening and referral.
4. All health workers must wear minimum protective gear (triple layered mask and hand gloves) for screening and enrolling patients.
5. At the health facility, ensure strict adherence to respiratory and hand hygiene at all times.
6. Any person with cough, fever or breathing difficulty with history of travel or contact with a traveler (from COVID-19 affected countries) to be referred to the designated hospitals and be made to wear a triple-layered masks while transferring to designated hospital.
7. Make a list of persons who came in contact with the patient confirmed with COVID-19, collect name, address, date of birth, phone number and provide to the focal person.
8. Ensure all health workers monitor their own health for symptoms of COVID-19. Inform the designated focal person in case of symptoms, especially cough, fever or breathing difficulty. Follow the advice of the focal person.

Stay
protected!

Stay safe from
Coronavirus!



Contact: Ministry of Health and Family Welfare Helpline:
+91-11-23978046

Novel Coronavirus Disease COVID-19

HEALTH
SERVICE
PROVIDER
TOOLKIT
DESIGNATED HOSPITAL

Novel Coronavirus Disease COVID-19

Is your healthcare facility ready to manage patients with COVID-19?

Establish a triage station at the healthcare facility entrance, prior to any waiting area, to screen patients with COVID-19.

Display information, such as posters and flyers, remind patients and visitors to practice good respiratory and hand hygiene.



Ensure availability of alcohol-based hand rub or soap and water and at handwashing stations for the use of healthcare workers, patients and visitors.

Maintain one meter distance from those who have symptoms such as cough, fever or difficulty in breathing.

Stay
protected!

Stay safe from
Coronavirus!

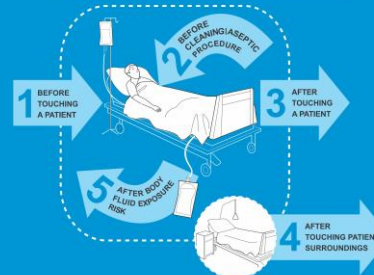


Contact: Ministry of Health and Family Welfare Helpline:
+91-11-23978046

Novel Coronavirus Disease COVID-19

What are my moments for Hand Hygiene?

WASH HANDS WITH SOAP AND WATER
OR
USE ALCOHOL-BASED HAND RUB ALL THE TIMES



Stay
protected!

Stay safe from
Coronavirus!



Contact: Ministry of Health and Family Welfare Helpline:
+91-11-23978046

Novel Coronavirus Disease COVID-19

How to manage suspected or confirmed patients with COVID-19 at designated hospital?

- a. Staff should wear appropriate Personal Protective Equipment when screening patients at the triage station
- b. Provide triage layer masks to all patients presenting with cough, fever or breathing difficulties
- c. Remind all patients to practice good respiratory and hand hygiene

MANAGING PLACEMENT



- Immediately isolate suspected and confirmed cases.
- To reduce stress and anxiety, explain to patients what you do and why you do it
- If possible, place patients in single rooms
- Suspected and confirmed cases should be kept separate
- Maintain at least 1-metre distance between all patients
- Do not put more than one patient in a single hospital bed

MANAGING THE ENVIRONMENT



- Limit the movement of patients within the health center to reduce potential infection throughout the healthcare facility
- If a patient needs to be moved, plan the move ahead, all staff and visitors who come into direct contact with the patient should wear Personal Protective Equipment
- Perform regular environmental cleaning and disinfection
- Maintain good ventilation – if possible open doors and windows

MANAGING VISITORS



- Limit the number of visitors per patient
- All visitors should wear the required Personal Protective Equipment and their visits should be recorded
- All visitors should strictly wash hands with soap and water everytime after their visit

Stay
protected!

Stay safe from
Coronavirus!



Contact: Ministry of Health and Family Welfare Helpline:
+91-11-23978046

Health Service Provider Toolkit (General Health Facility)

Ministry of Health & Family Welfare
Government of India


World Health Organization
India

Novel Coronavirus Disease COVID-19

What is Novel Coronavirus Disease?

Coronavirus disease (COVID-19) is caused by Novel Coronavirus that leads to cough, fever or difficulty in breathing

Symptoms of COVID-19:



COUGH FEVER BREATHING DIFFICULTIES

Take precaution. Protect yourself.

1. When coughing and sneezing, cover mouth and nose with handkerchief or tissue
2. Wash hands with soap and water frequently
3. Keep distance and avoid close contact with anyone with cough, fever or breathing difficulties
4. Avoid touching your eyes, nose and mouth
5. If you have cough, fever or breathing difficulties with travel history or contact with travelers from Coronavirus affected countries, contact your nearest health facility or report to the helpline number

Stay protected! Stay safe from Coronavirus!

24x7 Contact: Ministry of Health and Family Welfare Helpline: **+91-11-23978046**

Ministry of Health & Family Welfare
Government of India

World Health Organization
India

Novel Coronavirus Disease COVID-19

HEALTH SERVICE PROVIDER TOOLKIT

GENERAL HEALTH FACILITY

Ministry of Health & Family Welfare
Government of India

World Health Organization
India

Novel Coronavirus Disease COVID-19

Is your healthcare facility ready to manage patients with COVID-19?

Establish a triage station at the healthcare facility entrance, prior to any waiting area, to screen patients with COVID-19.

Display information, such as posters and flyers, remind patients and visitors to practice good respiratory and hand hygiene.

Prepare a well-defined and separate waiting area for suspected cases.

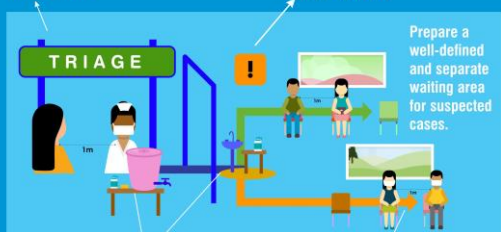
Ensure availability of alcohol-based hand rub or soap and water and at handwashing stations for the use of healthcare workers, patients and visitors.

Maintain one meter distance from those who have symptoms such as cough, fever or difficulty in breathing.

Any case with cough, fever or breathing difficulties with travel history or contact with travelers from Coronavirus affected countries should be referred to designated hospitals.

24x7 Contact: Ministry of Health and Family Welfare Helpline: **+91-11-23978046**

Stay protected! Stay safe from Coronavirus!



Workplace and Frontline Workers
package being developed





State level Risk Communication and Community Engagement Plan (Recommended)

State level communication plan (Form No. 17B)														
Name of the state:			Name of District:				District IEC/ Media officer:							
Advocacy Meetings	Advocacy	State RCCE group meeting	Date..... Responsible person.....	Date..... Responsible person.....	Date..... Responsible person.....									
		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												
	Social Mobilization	Orientation of ASHAs/AWWs on mobilization for risk communication												
		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												
	Mid-media activities	Mid media	Inter Personal Communication sessions											
			Posters in community											
			Posters in Schools											
Hoardings														
Leaflets for community														
Leaflets for Schools														
Leaflets for ANM, ASHA and AWW														
Leaflets for MOs														
Radio/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





Thank you

