

# SBCC South Asia Regional Conversation Summit 2021

**THEME:** Catalyzing Transformational Change

**TOPIC:** Risk Communication and Community Engagement for COVID-19 Appropriate Behaviour

Presentation

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# Introduction

- **Year 2020: July – December:** UNICEF in partnership with Digital Empowerment Foundation (DEF) provided assistance and guidance to communities in 550 Panchayats/ Villages across 71 districts (16 States) through C-19 Risk communication and community engagement (RCCE) by 550 Front line Covid-19 Warriors;
- **RCCE towards** - *informed decision making related to personal risk, mitigate rumours, share information and advice between experts, communities and officials, and also to effectively involve communities in the response to control the C-19 pandemic.*
- **Phase :** In 2020 reached out to 3.1 million (31 lakhs) and engaged 0.4 million (4 lakhs) vulnerable population comprising of children, adolescent girls, pregnant women and breastfeeding mother along with their communities.



Pratap singh, Samarth Samarth Soochnapreneur  
October 2020, Awareness through Wall Painting on  
Covid sensitive Nutrition, Alwar, Rajasthan



August 2020, COVID Appropriate Behaviour, Announcement,  
South 24 Parganas, West Bengal

# Themes

## THE PHASE I THEMES:

- **COVID-19 Stigma and Discrimination:** Social Stigma addressed
- **COVID-19 Sensitive Health:** Focus on physical and mental health
- **COVID-19 Sensitive Nutrition:** Focus on Immunisation, Breastfeeding and complementary feeding, Nutrition for women, Diarrhea management, Iron and Folic Acid (IFA) supplementation and Hygiene and sanitation behaviours.



*Usha October 2020, community meeting, covid sensitive nutrition,, Alwar, Rajasthan*



*Bandana, October 2020, Awareness on Covid Sensitive Nutrition, Door to door, West Champaran, Bihar*



# Three Components – Gender, Equity and Sustainability

The programme encompasses three critical components:

## A. Gender

### i. Ensuring women's engagement and leadership in the program

- Participants, community members and staff members- women possess the expertise, skills, knowledge, capacity and will to bring about changes in structures, norms and values.
- Enrolling at least 50% of women as programme staff and as coordinators/volunteers.
- Community meetings and door to door visits to reach out and involve greater number of women/girls.



*Selinmery October 2020, Youth Meeting,, awareness on hand washing Covid Appropriate behaviour, Virudhunagar district Tamil Nadu*



*October 2020, door to door & leaflet distribution Covid Appropriate Behaviour, South 24 Parganas West Bengal*

## B. Equity

- Promoting equitable, inclusive community engagement i.e., participation of people from minorities, differently abled people and people irrespective of caste and class.

## C. Sustainability

- Engagement of volunteers from the local community.
- Community Information Resource Centres (CIRCs) in the target locations playing essential role in bringing sustainability



*Ameena, September 2020, through Community Radio aware people on Covid Appropriate Behaviour, Wanaparthi district, Telangana*



*Papppu Kavar, Samarth Soochnapreneur, August 2020, COVID Appropriate behaviour, door to door, Barmer, Rajasthan*

# Implementation Strategy –SBCC-RCCE approach

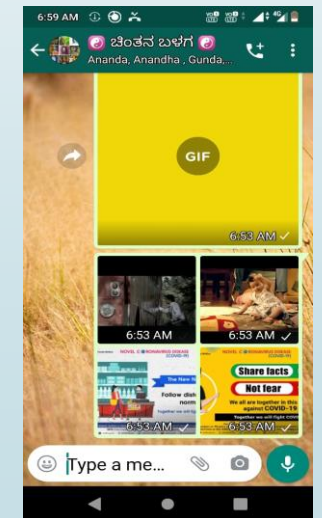
- Inclusion and participation.
- Two key activity- Outreach and Engagement
- Outreach- mass communication, one way.
  - Wall messaging
  - Announcement
  - Information dissemination through WhatsApp, leaflets distribution and social media posting
- Engagement- Two way communication.
  - Community meeting.
  - Youth meeting
  - Door- to door meet.



*Ashok Kumar Dwivedi, September 2021, Awareness on Covid Appropriate behavior Youth meeting ,Chattarpur, MP*



*Walenter john asirvatham.d, September 2020, Announcement, Covid Appropriate Behaviour, Virudhunagar District, Tamil Nadu*





# Programme implementation through CIRCs

- The RCCE interventions through Community Information Resource Centres (CIRCs).
- Since 2007, Digital Empowerment Foundation has been setting up CIRCs in rural and semi-urban areas
- CIRCs are community-oriented infrastructure and bottom- up public space built to create digitally literate, information-empowered and equitable communities across the country.
- These centers are manned local youth/ Women .
- Leveraging the field resource - Nurturing local youth/women to act as local stimulus.
- Capacity building support- Orientation training, review- cum planning meeting, handholding support.



*Johnsivratnam, November 2020,,Community Meeting, Covid sensitive Health,, Virudhunagar District, Tamil Nadu*



*August 2020, COVID Appropriate behaviour, Announcement, Barabanki, Uttar Pradesh*



## Way Forward – PHASE II

### [July 2021 – June 2022]

- Scaling up of the initiative by expanding the geography [16 to 18 States; 81 Districts; 9 Capital Cities; 885 Covid-19 Warriors]
- Hybrid blended model- using offline and online community outreach and engagement.
- Widening the thematic coverage – CAB, CSB → CAB+ (PRONING, home isolation, caring for children, psycho-social care), Vaccine hesitancy and eagerness, Hygiene and sanitation, School drop out, early child marriage.
- Use of chat bot- capturing feedback/ queries from field FOR SOCIAL LISTENING (OFFLINE – ONLINE)



# Social Listening Chat Bot

- The strategy of “**Social Listening**” will be used to capture the pulse of the discussion across the locations about the topics related to vaccine eagerness, vaccine hesitancy and any misreporting or false information regarding COVID-19 themes.

