Digital Empowerment Foundation, in partnership with UNICEF, implemented a COVID-19 Risk Communication and Community Engagement (RCCE) and Stigma & Discrimination Communication Campaign in 885 locations across 90 districts.

WAY FORWARD

Sustaining COVID-19 appropriate behaviours

Promoting equitable, inclusive community engagement

Ensuring women engagement

Promoting vaccine eagerness and reducing vaccine hesitancy

RCCE
Risk Communication and Community Engagement
OBJECTIVES:

- Mitigate rumours and increase awareness, knowledge and understanding of people on preparedness, prevention and response practices
- Disseminate health information through the RCCE Chatbot on WhatsApp, leaflets, social media, community meetings and door to door visits
- Spread awareness on COVID-19 related nutrition for women and adolescent girls
- Raise social awareness about combating stigma related to COVID-19 prevention methods
- Build sensitivity, solidarity and support for all healthcare workers and sanitation staff on COVID duty
- Disseminate knowledge on misinformation and malinformation surrounding Covid-19 vaccinations