

WAY FORWARD

Promoting equitable, inclusive
community engagement

Ensuring women engagement

Sustaining
COVID-19
appropriate
behaviours

Promoting vaccine
eagerness and reducing
vaccine hesitancy

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.



DIGITAL EMPOWERMENT FOUNDATION

House No. 44, 2nd & 3rd Floor (Next to Naraina IIT Academy)
Kalu Sarai, (Near IIT Flyover), New Delhi – 110016
Tel: 91-11-26532786 / Fax: 91-11-26532787
Email: def@defindia.net | URL: www.defindia.org

RCCE

Risk Communication
and Community Engagement



Soochna  reneur
Information, Entitlements & Empowerment

IMPACT

2397918

People reached through announcements

1804152

People reached through wall messaging

1194750

People reached through door-to-door activities

900730

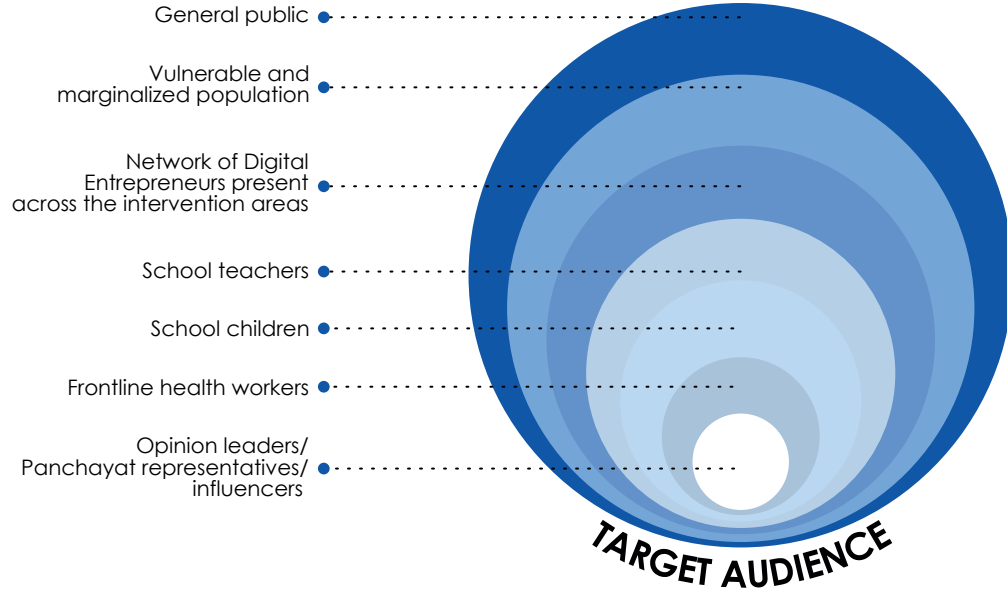
People reached through community meetings

95580

People reached through WhatsApp

8850

Youth member reached



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

