



Covid-19 Communication Update

Malawi

Update #13

7th August 2020

The information in this update is collected from UN Agencies and NGOs

1. Risk Communication and Community Engagement

<p>UNDP</p>	<ul style="list-style-type: none"> • 4 050 braille materials on awareness and prevention of COVID-19 have been produced to be disseminated through District Disability Forums. • Posters and videos on COVID-19 awareness, prevention, symptoms and addressing some myths associated with COVID-19 continue to be shared on the social media platforms (Facebook, Twitter and WhatsApp). • Musician Faith Mussa song on COVID-19 has been produced in English, Chichewa and Chitumbuka. It is being disseminated through traditional media and social media platforms (Facebook, Twitter, YouTube and WhatsApp). • Messages for faith community: Stickers, videos and other educational materials on various COVID-19 prevention messages, featuring religious leaders, have been produced through Public Affairs Committee (PAC). • COVID-19 TV bugs (on-screen graphics) carrying COVID-19 messages have been secured for 60 days. These are currently running on MBC, Times and Zodiak TV stations, reaching over 5 million viewers. • 75 radio slots for COVID-19 key messages on national and community radio stations are being utilised. The radio stations include Zodiak, Times, Radio Islam, Voice of Livingstonia, MIJ, Maziko and Radio Maria. • Social media flashcards with COVID-19 messages ran over 60 days on Zodiak and Times social media pages; with an outreach and media hits of over one million users, including those beyond Malawi. • A social media video campaign targeting to feature diverse faces of Malawians (young professionals, students, celebrities, people living with disabilities, key change makers and others) with relevant COVID- 19 messages is underway. The video will be disseminated on social media platforms and TV stations.
<p>CAHESH</p>	<ul style="list-style-type: none"> • 150 braille booklets were produced for people with visual impairments in Mwanza, Neno and Dowa districts, which have a cumulative population of more than 200 visually impaired people who are able to make use of the materials. United Purpose and the Campaign for Health Education, Sanitation and Hygiene (CAHESH) have jointly supported printing of the braille materials. In Mwanza, the IEC materials were presented to beneficiaries on the 30th July, 2020.
<p>UNICEF</p>	<ul style="list-style-type: none"> • 603,000 people have been reached with COVID-19 messages through door to door, mobile van and community drama sessions and social media • 19 people with disabilities also reached with messages during the reporting period. • Community masks campaign is being launched, with posters and infographics already developed as one of the initiatives of the campaign pending printing and circulation. • Technical guidance on social mobilisation strategies and interventions provided to stakeholders and partners. • Manual on Ending Early Marriages and Social Accountability in the context of COVID-19 is being finalised. • Faith community: Video message on the use of face masks featuring religious leaders is being finalised. • Faith leaders in Kasungu, Nkhata Bay and Mangochi being oriented on COVID-19. • COVID-19 weekly radio programmes continue to be broadcast on Zodiak radio every Tuesday at 6.30 PM and the next day at 3:30 PM – which has an estimated 13 million reach in Malawi. During the reporting week, the Zodiak programme featured UN Women and their ongoing work to prevent abuses during COVID-19. • Through partnerships with NGOs, Zodiak are sharing key messages on how parents can keep a close eye on their children and keeping them occupied at home. They also interviewed a mother about her experience supporting her children to learn at home using the online learning platform. She explained the need to ensure children do not forget what they learnt in school. A headteacher from Mangochi expressed his concern about how some children are just loitering around going to video show rooms as most of them do not have radios to access the radio learning lessons. • MIJ Radio programme focused on the impact of COVID-19 on young people's social interaction, play and travel and how their lives have been disrupted. • New stories on COVID-19 were published: A story about pregnant woman's experience recovering from COVID-19 pushed her to take antenatal visits seriously; and, a story about the daily struggles of a frontline health worker during COVID-19. • U-Report digital platforms are being used to reach over 220,000 UReporters in Malawi with messaging on COVID-19 through SMS, polling, open end questions, quiz, information bots, social media, etc. The U-Report chatbot with information on COVID-19 from UNICEF, WHO and MOH is still live, and to date has registered over 505,000 responses. As the United Nations marks its 75th anniversary at a time of great challenge, including the worst global health crisis in its history, U-

	<p>Report sent out a poll to young people on the future they are imagining. The results of the survey will inform global priorities. They can be accessed here. UNICEF also continues to collect personal experiences from U-Reporters on how their communities have been fighting COVID 19. The stories are published on U-Report Malawi and UNICEF websites and social media sites.</p> <ul style="list-style-type: none"> On social media, UNICEF continues to share messages on COVID-19 prevention and awareness. During the reporting week, our messages engaged more than 20,000 online audiences on all three platforms (Facebook, Twitter and Instagram). UNICEF regularly updates its dedicated COVID-19 page on its website with latest news and information on UNICEF and its partners' response to COVID19 in Malawi.
DCT	<p>This week, communication efforts reached 41,396 people through different SBCC activities: Door to door visits, outreach meetings and social gatherings such as weddings and church announcements. The activities were carried out in 10 target districts of Chitipa, Karonga, Likoma, Kasungu, Dowa, Mchinji, Mwanza, Neno, Chiradzulu and Blantyre.</p> <p>Sensitized 32 tailors on masks: Development Communications Trust (DCT) in conjunction with health workers carried out an engagement meeting at Kanduku Health Centre in Mwanza district where it mobilized local tailors who are making community masks. The meeting aimed at sensitizing the tailors on how to make the recommended masks and the procedures to follow when people want to purchase the masks. The meeting brought together a total of 32 local tailors from T/A Kanduku & Nthache in the district.</p> <p>Challenges/ Recommendations</p> <ul style="list-style-type: none"> The uptake of COVID 19 messages is low in some parts of Likoma Island where some Islanders have reached a point of sending back health workers plus volunteers who are carrying out COVID 19 awareness activities plus contact tracing exercises claiming nonexistence of COVID 19 in the district. Lack of knowledge of how to make a recommended community mask among tailors cuts across all the target districts, hence DCT recommend for deliberate activities targeting tailors with messages on how to make recommended masks.
United Purpose	<ul style="list-style-type: none"> SMS Campaign on COVID-19 prevention and COVID-19 awareness raising via mobile vans continue in Dedza. 8 970 people reached through hygiene promotions through mobile vans in Lilongwe, Karonga and Thyolo. 1500 posters and 1000 brochures with COVID 19 messages were produced and distributed in Mangochi, Karonga, Chitipa, Thyolo, Chikwawa and Nsanje. Community radios reaching 1,570,000 people in 13 districts were engaged to disseminate COVID19 messages. The radios are Tuntufye in Chitipa, Mzati in Mulanje, Gaka in Chikwawa and Nyathepa in Nsanje. The above activities are funded by UK Aid and the Embassy of Ireland through UNICEF.
USAID/ HC4L Project and USAID ONSE	<ul style="list-style-type: none"> Supported MOH to conduct field supportive supervision and monitoring of Risk Communication and Community Engagement (RCCE) activities in all 28 districts of the country. During the visit, MOH is meeting District Council Coordinators and selected implementing partners to review progress in the implementation and coordination of COVID-19 RCCE activities at the district and community level. Supported MOH to disseminate 60,000 OSAYIDELERA COVID-19 posters (of the 100,000 posters that were produced) to all 28 districts to support on-going RCCE activities by the district councils and implementing partners. The posters promote adoption of COVID-19 infection prevention and control. Continued broadcasting radio spots and DJ mentions on 23 radio stations and 6 TV stations under the "OSAYIDELERA COVID-19 campaign. A total of 2,398 broadcasts of radio spots, 1,649 broadcasts of DJ mentions, and 417 broadcasts of the theme songs were done during this period. Based on the station's monitoring data and Radio Listenership data from the Malawi Communications Regulatory Authority (MACRA), these reach an approximate 13 million people across the country. Reached over 400,000 people with COVID-19 infection prevention and case management messages in the districts of: Blantyre, Mwanza, Chiradzulu, Zomba, Kasungu, Neno, Lilongwe, Phalombe, Dedza, Machinga, Ntchisi, Thyolo, Mzimba North, Mzimba South, Nkhata Bay, Rumphi, Karonga, Chitipa and Likoma. Key activities include, mobile vans, village cries/announcements and community dialogues through community leaders and influencers such as chiefs, religious leaders, Youth Clubs, Radio Listeners' Clubs and Community Theatre Groups. Reached 15,913 people with COVID-19 infection prevention messages through the Moyo ndi Mpamba Facebook page and collaboration with Youth Wave Malawi, Continued to work with MOH to develop COVID-19 RCCE audio and video materials, which include: three radio magazine programs that interview health workers, COVID-19 patients and survivors; testimonies from COVID-19 patients and survivors; three video clips on proper use and disposal of a face mask and six radio spots on various COVID-19 infection prevention and control measures. The materials will be finalized and broadcast next week.
FAO	<p>Around 260 Agriculture Extension Support System (DAESS) structures are being mobilized in 13 districts to support COVID-19 message dissemination with support of SANE/USAID programme. Around 2,600 persons have been reached so far and the plan is to share information with 26,000 people in the coming weeks.</p>

<p>Oxfam</p>	<ul style="list-style-type: none"> • Ongoing dissemination of posters as follows: <ul style="list-style-type: none"> ○ 2,500 posters addressing COVID-19 and teen pregnancies, and ○ 2,400 posters addressing COVID-19 and gender-based violence ○ The posters have been distributed in Mulanje and Phalombe districts and also target Lilongwe, Dowa, Balaka and Machinga districts. • Recording of radio programmes on COVID-19 and teen pregnancies engaging youth, male champions mother groups and community at large to be aired on Yoneco FM, Mudzi Wathu and Mzati radio. These programmes are expected to reach 4.9 million people.
<p>LGAP</p>	<p>Efforts to collect community feedback on the COVID-19 response measures through a network of 16 radios that air one-hour weekly COVID-19 themes and decentralization programs are continuing. Below is the listener feedback from some radios for the past week:</p> <p>From Tuntufye Community Radio</p> <ul style="list-style-type: none"> • In the Karonga Main Market, vendors believe that COVID-19 is real and they ask buyers to not stay long in the market (buy and leave rule). • Medically approved masks cause cough unlike tailor-made ones. • When entering and leaving the market, everyone must wash their hands with soap at the entrance. • Putting on of masks must be exercised by every market user to avoid the spread of the pandemic • Evening markets that are done outside the Karonga Main Market is discouraged as they are congested with people without putting on masks. • COVID-19 has brought a communication gap as we are afraid of greeting our friends. • We are afraid of dying of COVID-19 because we don't know which soap can kill the virus when washing our hands. • Customers are free to try if the masks fit them before purchase from a tailor: these fabric masks are being sold without washing them even after others have used them. • Most youths complained of not having enough information on how to use masks, which type of masks to wear and duration of putting on a mask as some use fabric or surgical masks for more than a day. <p>From Maziko Radio</p> <ul style="list-style-type: none"> • In Ntchisi district, organizations are helping very much in training the teachers in preparation for reopening of schools. • Number of people putting on masks is increasing at Ntchisi Boma. • People have started believing that COVID-19 is real compared to previous months. <p>From MIJ FM Radio</p> <ul style="list-style-type: none"> • People in T/A Machinjiri are complaining about lack of adherence to minibuss capacity. • People in T/A Somba complained with lack of understanding on the disease. <p>From Radio Maria Malawi</p> <p><i>In our program, we featured Senior Chief Chowe of Mangochi who said the following:</i></p> <ul style="list-style-type: none"> • His area has been badly hit by COVID-19 in Mangochi District • Emphasized on need for community members to follow safety measures of preventing COVID-19. He further said that 'Miyambo ya Zinamwali tayamba kuno ku Mangochi taimitsa' (All initiation ceremonies have been suspended due to COVID-19 scare) • Community members are not observing social distance during functions e.g. funeral ceremonies 'potengera chikhaldwe chathu kukhalirana patali ndi zinthu zovuta' (because by our culture, stating away from someone during funerals is difficult). However, as leaders, we are working hard so that community members are familiar with preventive measures • He urged his fellow leaders to make people understand that COVID-19 is real and they should make sure that they are strict with safety measures, while ensuring that they are exemplary in following the preventive measures as leaders. • He stressed that there is a need for leaders to be given pails and soap so the community can adhere to hygiene practices whenever they visit their premises. <p>From Times Radio</p> <p><i>In our live program aired on 30th July 2020 and repeated on 1 August 2020, our guests were Dr Precious Kadzamira and Ms Josephine Muhasuwa both from Blantyre District Health Office. We opened our phone and SMS lines and the following are some of the questions that came from the listeners:</i></p> <ul style="list-style-type: none"> • For those that have recovered, are there any that are HIV-positive? - from Chileka, Blantyre • Ndinamvetsedwa kuti matendawa amalowera mphuno, pakamwa, ndi m'maso. M'maso tingaziteteze bwanji poti mkamwa ndi mphuno timavala mask (We use masks to cover mouth and nose, how do we protect the eyes?) - Nayuchi boarder. • Kodi njira yeni yeni yozitetezera ndi chani? Kuvala mask basi, nanga anthu enawo akumachira ndi chani (Is using the mask the main way to protect ourselves? So, how come people are dying from COVID-19)- Mzuzu

- Kodi chakudya chimakhala chako kapena cha Boma pamene uli pa m'bindikiro wa kunyumba? (*When you are self-isolating, does Government provide you with food?*) - Soche, Blantyre.
- Anthu amene amawatumiza ku m'bindikiro wa kunyumba chifukwa choti sakuonetsa zizindikiro komanso sakudwala kwenikweni, amawachita follow up bwanji kuti adziwe kuti achira (*Those who are asymptomatic and are told to stay home, how are they followed up to see if they have recovered?*)- Kasungu
- Palibe matenda ena amene munthu wapezeka ndi COVID-19 angakhale kuti ali nawo? Kapena focus imangokhala pa COVID-19 yokhayo? (*Aren't there other diseases that a person with COVID-19 may have?*) - unknown
- Kodi m'bindikiro wa kunyumba ndiwoyenera bwanji chifukwa atati wachira tidzilombo toyambitsa nthendayi sitingatsalire pa zovala, zofunda, mu zitseko ndi penaponse amagwira munthu amadwalayo? (*If someone who was self-isolating has recovered, can't the virus remain on his clothes, blankets and door handles? Hoe important is this self-isolation approach?*) - Mzuzu.
- Kodi m'bale wako wadwala ndiye wam'berekaka koma nonse mwabvala mask, kodi mungapatsirane matendawa? (*If you carry a sick person on your back and yet both of you have masks, can you pass on the virus to the other person?*)- unknown
- Ndikufuna kudziwa zambiri za zizindikiro za COVID-19 (*I would like to know more about symptoms of COVID-19*)- Rumphu

2. Coordination

Overall coordination of communications and C4D contributions towards the national Covid-19 response is through the Public Communication Cluster led by Ministry of Information, Civic education and Communications Technology. Ministry of Health also technically coordinates Risk Communication and Community Engagement on the Covid-19 response. The UN has a C4D Coordination Group, a platform which brings UN and NGO partners together to discuss risk communication and community engagement issues, exchange knowledge and share communication resources to support awareness raising and behavioural change efforts. UN Communications Group leads overall crisis communication strategy for the UN in Malawi under the guidance of the UN Resident Coordinator and UN Country Team.

3. Digital Outreach

UN Malawi Twitter: https://twitter.com/UNMalawi Facebook: https://www.facebook.com/UN-Malawi-161297557237118/ Flickr: https://www.flickr.com/photos/186917367@N03/	UNICEF Website: https://www.unicef.org/malawi/ Twitter: https://twitter.com/MalawiUNICEF Facebook: https://www.facebook.com/UNICEFMw/ Instagram: http://instagram.com/unicefmalawi/
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Contact: UNRCO un.malawi@one.un.org