



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

1. 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.

2. Risk Communication and Community Engagement

UNDP	<ul style="list-style-type: none"> • Support to the virtually impaired with the printing of 1000 Braille posters on the WHO and Ministry of Health approved COVID-19 brochures; • Social media posters have been developed targeting the urban community more especially children and the youth focusing on prevention, symptoms to look out for and addressing some myths associated with COVID-19; • Videos being posted on social media of religious leaders and board members of PAC on COVID-19 preventative messages; • Videos being posted on social media of Members of Parliament for different constituencies on COVID-19 preventative messages; • SMS Messaging on COVID-19 Prevention: UNDP is working with NASFAM and currently disseminating messages to 200,000 farmers on COVID-19 prevention; • Support to COVID-19 messaging – UNDP continues to support PAC Youth and Women Volunteers to monitor and report on COVID-19 response measures at the community level; • UNDP is also supporting COVID-19 messaging at the national and local level on various COVID-19 prevention themes (radio slots including community radios stickers to be distributed, TV Bugs, ads in the newspaper • Streaming of COVID-19 messages on Zodiak Broadcasting Services Social Media handles (reaching about 477,595 people); • UNDP is providing support to PASI in distributing COVID-19 dissemination materials in villages through Paralegals and Village Mediators. The materials are being disseminated at TA level for onward dissemination up to village level; • Discussions underway to support the Association of Environmental Journalists and National Youth Network on Climate Change for the World Environment Day (June 5th) on a campaign, focusing on the importance of biodiversity to the human race in view of COVID-19 and encourage proper disposal of PPE. The proposed activities for the campaign will include panel discussions on radio and television; live studio concert to be streamed; quiz and social media online campaign; • Media statement and pictorial pullout of our support to Connectivity of Governance Institutions to ensure Public Service delivery is not disrupted during COVID-19 Crisis. (Parliament, Malawi Human Rights Commission, Central and Local Government to ensure their business continues while ensuring compliance with measures for prevention of the spread of COVID-19.
UNICEF	<ul style="list-style-type: none"> • Over 8 million people continue to receive messages on COVID-19 prevention through mass communication channels, including television channels, print, 3 National Radios, and 12 community radios. • Two radio spots are on-air while seven interpersonal communication videos have been produced of which 1,820 slots have so far been aired on three National TV broadcasters and community radios over the past two weeks. • Airing continues of the 10-episode radio series aimed at increasing demand and uptake for key health services such as immunization, integrated community case management (iCCM) anti-4 natal clinic. • During the week of 18 to 22 May, radio monitoring report shows that 84 per cent of the people interviewed were able to recall the messages they heard through the radio slots being broadcast on the issue of COVID-19. • In addition to the ongoing interactive radio programmes, 62,570 people have accessed messages through social media coverage by SWET. • UNICEF implementing partners continue with community engagement sessions, including community radio dialogues and edutainment. Since the last report, 16,702 more people have been reached with COVID-19

	<p>messages through social and behaviour change communication activities bringing the total so far reached to 88,089 in 9 districts.</p> <ul style="list-style-type: none"> • Contents are currently being collected as part of UNICEF's partnership with Zodiak Broadcasting Station to produce a series of radio, TV and online programmes and news features on COVID-19 awareness, impact and prevention. These programmes will serve as a platform for experts to provide accurate information on COVID 19 and raise awareness on preventive measures over the next three months. In addition, UNICEF continues to engage media to highlight the impact of COVID-19 on children and their families in Malawi. <ul style="list-style-type: none"> ○ A new UNICEF story about challenges a frontline health worker faces working long hours at a COVID-19 testing lab in Lilongwe was published in the Nation newspaper. ○ A global Press Release on the importance of immunization in the context of COVID19 was sent to local media, along with audio clips of UNICEF Health Specialist, Steve Macheso, talking about UNICEF's support to Malawi's immunization programme. This was broadcast on several radio stations. ○ UNICEF Malawi Representative's virtual speech was broadcast at the launch of the Emergency Radio Education Programme supported by UNICEF. This secured wide coverage in the two daily newspapers, several radio stations and online news sites. • UNICEF continues to produce stories, multimedia contents, infographics, engage with celebrities and influencers to promote Covid-19 messaging, countering myths and misinformation, and documenting our response in the field. New posters on physical distancing have been added to the contents. • UNICEF continues to use various digital platforms like the U-Report platform extensively to reach 218,776 youth 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 499,195 responses. UNICEF supported the National Planning Commission (NPC) to engage with Malawian youths and adolescents by doing a U-Report poll and asking what they want the country's long-term goal to be in the face of COVID-19. UNICEF also started collecting 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. • UNICEF continues to push Covid-19 messages on its social media channels. The past week, contents on COVID-19 both on UNICEF Malawi Facebook, Instagram, and Twitter have reached more than 1 million and engaged more than 60,000 online audiences. • UNICEF is continuing to promote global and regional COVID-19 contents including on positive parenting (both in English and Chichewa) on the Internet of Good Things. Last week, the COVID-19 contents had 303-page sessions with people spending more than three minutes on them. The content can be accessed by audiences free of cost. • UNICEF continues to work closely with partners including the Government and UN agencies for enhanced and evidence-based communications on COVID-19 in Malawi. • UNICEF regularly updates its dedicated COVID-19 page on its website with latest news and information on UNICEF and its partners' response to COVID-19 in Malawi. It also contains useful guidance and reports on the global response to COVID-19. Last week, more than 2,000 viewers visited these contents and spent between two to 13 minutes on average on these contents.
UNHCR	<ul style="list-style-type: none"> • UNHCR hands over 500 radios to refugee and national students to facilitate continuous learning amid COVID-19 through its education implementing partner, Jesuit Refugee Services (JRS). • Health Surveillance Assistants (HSAs) with volunteer Interpreters from Dzaleka Health centre conducted community sensitization of COVID- 19 with the use of a public address system mounted on a vehicle. They went to all nine zones in the camp disseminating information on COVID-19, mode of transmission, signs and symptoms, prevention methods and reinforcing hygiene promotion messaging. This is done three times every week. • COVID-19 related Protection risks/ challenges/ trends: Refugees and asylum seekers are gradually making use of the remote registration helpline with 48 cases recorded in less than a week. The awareness campaign continues this week to educate the refugees and boost awareness about the importance of the remote registration amidst the covid-19. • The live radio program on Covid-19 on Yetu Community Radio for this week did not take place due to electricity blackout. • Dissemination of the referral pathway to partners working in the camp for distribution to their respective targets they work with. Plan International Malawi disseminated child friendly COVID-19 materials which have a referral pathway on it to partners working in the camp. The partners requested more copies to be distributed to the people they target.
IOM	<ul style="list-style-type: none"> • On 24th to 25th May 2020, IOM supported 91 returnees, Malawian nationals, who arrived through Mwanza border from Zimbabwe. IOM supported in four areas including risk communication and education on Covid-19.
WFP	<ul style="list-style-type: none"> • WFP has organised a COVID-19 poster competition on how to raise Covid-19 awareness in communities. The winning poster is here and available for use by stakeholders. It was developed by Ekari Muriya in Karonga.

Catholic Relief Services	<ul style="list-style-type: none"> On-going programming has been adapted to include Covid-19 community awareness messaging and demonstrations of preventative behaviours in all activities. Technical support through Episcopal Conference of Malawi (ECM) to all Diocesan Covid-19 Task Forces to plan and implement Covid-19 key messaging through various ECM, church, and community networks. Lusubilo supported to conduct community sensitizations to all their graduation project participants in TAs Mwenwenya and Mwaulamya in Chitipa, TA Mwalweni in Rumphu and TA Kilupula in Karonga. Around 1000 participants in total were sensitized to critical Covid-19 messaging. Karonga Diocese Covid-19 task force receiving coordination and technical assistance from CRS, with their activities including airing of daily messaging jingles on Tuntufye radio; orientation of 40 youth scouts who will then do door to door sensitizations on Covid-19 in the parishes; orientation of 24 parish-based tailors (2 per parish) to be making cloth masks to MOH specifications and standards plus orientation of 24 parish-based volunteers (2 per parish) to be screening people as they go for prayers by using infra-red thermometers, whilst maintaining physical distancing. Lusubilo supported to oriented Area Development Committees (ADCs) and Village Development Committees (VDCs) in all areas of their graduation programme in Karonga, Chitipa and Rumphu. The main topics covered included signs of Covid-19 how the virus is transmitted and preventive measures. The communities were also actioned to look at locally viable preventive measures that could easily be adopted by the communities. Each ADC and VDC had 10 members attending these meetings, attended outside with physical distancing. Karonga Diocese supported to erect a temporary Covid-19 screening shelter at Songwe border, as the present facilities are too small. Construction has commenced.
Development Communications Trust	<ul style="list-style-type: none"> A total of 9 Traditional Authorities (TAs) in 5 target districts of Mwanza, Karonga, Dowa, Mchinji and Dowa have been reached with COVID 19 messages through Door to Door awareness meetings conducted by Radio Listening Club members and Traditional Leaders. DCT has this week also conducted Whistle-stops through the use of mobile vans. To date a total of 78,955 people have been reached with COVID 19 messages. Faith leaders, Area Development Committee members and Health Center Management committee members have conducted community sensitization meeting on COVID 19 in the following Traditional Authorities, Zulu & Simphasi in Mchinji, Msakambewa & Chakhaza in Dowa, Mwakaboko & Kilipula in Karonga, Chigaru and Kuntaja in Blantyre and Kanduku in Mwanza districts. <p>Notable Challenges/Gaps:</p> <ul style="list-style-type: none"> There are high cases of stigma and discrimination among community members mostly those who have a family member who is on self-quarantine/isolation. During household follow ups done by health workers, community members are concluding that in that family there is a COVID case even if there is not. There are conflicting messages on who, where and how a person should use the face mask and further than that, what type of mask ought to be worn by citizens. There is misinterpretation of a social distance message as one of the preventative measures of COVID 19. Women have complained that they are no longer enjoying their life as husband and wife due to the fact that, their husbands are sleeping on separate places in response to social distance message. <p>Recommendations:</p> <ul style="list-style-type: none"> There is need to have another generic message produced by government to be aired on different media outlet about the face mask in response to the information gap as highlighted above Government and other stakeholders to consider using and involving key influencers such as chiefs, VDC and ADC members to enforce and monitor those people that have been instructed by health officials to be on self-isolation in their areas. At community level, it is established that people do respect and obey instructions given by these key influencers at this level.
Local Government Accountability and Performance (LGAP) Project	<ul style="list-style-type: none"> Produced COVID-19 Flyer highlighting key five focus areas of LGAP interventions towards National COVID-19 response efforts by targeting Government officials, development partners and implementing partners. Running decentralization radio programmes that are integrating COVID-19 messages on 15 radio stations (community and national) through approved Public Service Announcements and Radio Spots provided by the Ministry of Health. These radio stations target the entire population of Malawi. - Targeted radios: Tuntufye (Karonga), Voice of Livingstonia (Mzuzu), Mzimba Community Radio, Mudziwathu Radio (Mchinji), Nkhotakota Radio, Maziko Radio (Lilongwe), Bembeke (Dedza), Neno FM, Radio Maria (sub-national), Yoneco (sub-national), Mzati Radio (Mulanje), Gaka FM (Nsanje), MIJ Radio (sub-national), and national radios of Times and MBC Radio 1 (see the schedule on this link); Convened first-ever meeting for the Ministry of Local Government and Rural Development to present on current COVID-19 coordination efforts, focusing on 28 district councils in Malawi. The meeting followed an assessment the Ministry conducted in 20 districts to check preparedness of district councils in responding to the COVID-19 pandemic. It brought together partners from institutions such as USAID, DFID, GIZ, UNICEF and donor-funded projects, among others. Participants observed the need for periodic meetings to track coordination progress on national COVID-19 response.

	<ul style="list-style-type: none"> Continued participation in cluster meetings for the Government, donors and partners, including district-based COVID-19 response meetings to ensure the coordination of efforts by all partners involved in the COVID-19 response.
Malawi Red Cross Society (MRCS)	<ul style="list-style-type: none"> Through door to door exercise, MRCS reached 58,171HH (319,941 people) with COVID-19 preparedness and prevention messages (MRCS and GIZ). Data collection of district level feedback/rumor tracking is ongoing in 19 districts (MRCS, UNICEF & GIZ). The operation promoted gender, inclusion and protection during sensitization meetings (22), handwashing campaigns (34) and door to door activities (64) in the districts, facilitated by volunteers reaching to over 3705 people (MRCS, UNICEF & GIZ).
Save the Children	<ul style="list-style-type: none"> Social distancing and shared social distancing animated video on social media platforms Produced and aired Tumbuka jingle on 25 national and community radio stations with 414 slots Produced and distributed 2500 copies of a Chichewa poster on handwashing Produced and shared Tumbuka bulky SMS reaching 200 people
Oxfam	<ul style="list-style-type: none"> In Balaka and Machinga, Oxfam and partners Eagles Relief, CARD and Christian Aid carried out Covid-19 awareness and prevention sessions with 205 community-based volunteers. The volunteers received and were trained in proper use of PPE. This training is expected to benefit 16,500 individuals in the districts. Oxfam is engaging with opinion leader Senior Chief Kawinga for the development of radio programmes on COVID-19 awareness, impact and prevention.
PACHI	<ul style="list-style-type: none"> A total of 264 sensitization campaigns have been conducted so far in 32 Traditional Authorities (TAs) in Ntchisi, Machinga, Mzimba, Dowa, Nsanje and Nkhata Bay. 2000 flyers were distributed mainly in Ntchisi and some other districts; 7 radio programmes have been broadcast on Nyathepa Community Radio Station in Nsanje 72 radio jingles have been aired by Gaka and Nyathepa Radio Station COVID-19 and GBV messages were disseminated in all 32 TAs in the 6 districts (Nsanje, Dowa, Nkhata-Bay, Mzimba North, Ntchisi and Machinga). In terms of impact, most of the people are able to mention the dangers and preventive measures of Covid-19 if asked. The information on COVID-19 has reached a lot of people but there is low uptake of preventive measures because of low risk perception. Prevailing perceptions and myths associated with Covid-19 include: 'Corona cases in Malawi are not real but political', 'Covid-19 is a lie and disease for well-to-do people.' 'Everyone with Corona should show signs and symptoms, if not then there are no real cases.' Some areas do not have HSAs for referral. Hence we are providing the toll free line which is 54747 so that they can call and get assistance whenever they start developing / experiencing any signs and symptoms of Covid-19. Challenges encountered include that communities are demanding protective wear such as masks from the sensitization teams.
Spotlight	<ul style="list-style-type: none"> TV jingles in Chichewa and English (90 slots for two months) started airing last week on Zodiak FUKO cartoon series 6 months (started in April)
Voluntary Service Overseas (VSO)	<ul style="list-style-type: none"> With funding from DFID through Volunteering for Development, VSO is currently implementing a Youth and Persons with Disability Covid-19 communications response initiative within the period of April 2020 to 30th June 2020. The main objective is to increase knowledge and awareness on the prevention, transmission and referral systems for suspected cases of Covid-19 targeting youths and persons with disability in Lilongwe, Mangochi and Dedza. VSO continues to reach out to thousands of people living in Lilongwe, Mangochi and Dedza through radio jingle on Covid-19 messages in Yao and Chichewa being aired on the following community radio stations: Radio Lilanguka in Mangochi Boma, Dzimwe Radio in Monkey Bay, and Bembeke radio in Dedza. Between 25th and 26th May, VSO in partnership with the Ministry of Information and Civic Education and District Youth Office (DYO) embarked on a Covid-19 awareness and risk communication exercise targeting the youth and the wider population in Mangochi. This mobile awareness raising using megaphones and a communications van provided by the Ministry of Information and Civic Education were carried out jointly by VSO's youth champions and government officials from Ministry of Information and Civic Education and District Youth Office (DYO). The following areas were reached with messages on Covid-19 in Mangochi during this period: Namkumba, Chantulo, Makawa, Koche, Namius, Mpondas, Mpima, Nthundu and Soko on 25th May; and Mbaluku, Mbalula deport, Idrussi Market, Majuni Trading Centre, Mkambiri trading centre, Nansenga area, Mtemankhokwe CCAP area, Katema trading Centre, Mtima Bi Admarc area and Mtima Bi trading centre. VSO in partnership with the Ministry of Information and Civic Education and District Youth Office (DYO) plans to carry out similar activities in Dedza and Lilongwe in the coming days.

3. Stories and Media Coverage	Platform
Oxfam Safety Equipment To Ensure Covid-free Workforce The Nation Online Malawi Daily Newspaper https://www.mwnation.com/oxfam-safety-equipment-to-ensure-covid-free-workforce/	The Nation MW 25 th May
DC worry with media giving Covid-19 conflicting messages https://dctmw.org/dc-worry-with-media-giving-covid-19-conflicting-messages/	DCT 26 th May
4. 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/	
UNDP Website: https://www.mw.undp.org/content/malawi/en/home/ Facebook: https://www.facebook.com/UNDPMalawi/ Twitter: https://twitter.com/undpmalawi	
UNFPA Website: https://malawi.unfpa.org/en Facebook: https://www.facebook.com/UNFPAMalawi/ Twitter: https://twitter.com/UNFPAMalawi	
WFP Website: https://www.wfp.org/countries/malawi Twitter: https://twitter.com/WFP_Malawi Facebook: https://www.facebook.com/WFPmalawi1/	
World Bank https://www.worldbank.org/en/country/malawi	
UN Women Website: https://africa.unwomen.org/en/where-we-are/eastern-and-southern-africa/malawi Twitter: https://twitter.com/unwomenmalawi Facebook: https://www.facebook.com/unwomen/	
FAO: https://twitter.com/FAOMalawi	
Save the Children Twitter: https://twitter.com/SCIMalawi Facebook: https://www.facebook.com/savethechildrenmalawi/?ref=bookmarks	
Development Communication Trust https://web.facebook.com/DevelopmentCommunicationsTrust https://dctmw.org/	

Contact: phillip.pemba@one.un.org