



## 1. Risk Communication and Community Engagement

### UNICEF

#### Strengthening Risk Communication and Community Engagement (RCCE)

UNICEF continued to support implementation of risk communication and community engagement interventions using various delivery platforms. The number of people reached with COVID-19 messages through door to door, mobile van and community drama sessions and social media is now over 494,400. A total of 19 people with disabilities have also been reached with messages during the reporting period. UNICEF continues to work with the partners Malawi Institute Journalism (MIJ), Story Workshop and Development Communications Trust (DCT), on a rumour tracking tool as it has been established that there are a lot of rumours in circulation which calls for more community engagement sessions to clarify these rumours. There have been visible changes following the above interventions for example, a TA in Mchinji has set up a committee to ensure handwashing with soap is taking place at the community boreholes and he has also made the soap available for that purpose.

#### Human Interest Stories and External Media

- UNICEF has partnered with Zodiak Broadcasting station and Malawi Institute of Journalism (MIJ) to produce weekly radio programmes on COVID-19 and its impact on children and their families.
- During the reporting week, the MIJ's radio programme looked at how school closures have affected children, parents and communities who rely on school meals. The students interviewed a teacher, some parents and students. Zodiak produced TV features: the first was on prevention measures interviewing the Chief of Health Services about the national response; a hospital official on how the measures they are taking to prevent the spread to/among children and others seeking routine care; District Health Officers on how they are ensuring health officials including health surveillance assistants, who are in contact with children for routine health services, are protected from COVID-19. They also spoke to Police, a Chief and Social Welfare Officer on how they are encouraging and enforcing preventive measures in communities. They also spoke to some young children asking them what they know about COVID-19.
- The second was on the impact of COVID-19 on children, beginning with education through interviews with a secondary school student, the Director of Basic Education in the Ministry, teachers, and a civil society education coalition leader. They tackled issues around access to alternate learning platforms for the poorest children. They also brought out some protection issues and spoke to a psychologist and lecturer at the College of Medicine.
- UNICEF has published new stories: [My experience when I had Coronavirus](#), a blog written by 17 year old, Wongani Mulanga; ['Learning through the radio amid COVID-19: Florence tells her experience'](#) is a story about a young student (7) who is continuing her studies at home through radio programme, supported by UNICEF; how students are becoming changemakers in their community through the Living School Project: [How Chipelera Primary School is benefitting from the Living Schools Project](#); and, [WASH services in screening centres delight returnees](#) documents how Malawi returnees are happy to get full WASH services in one of the screening centres, supported by UNICEF, in Machinga.
- UNICEF continues to use the U-Report digital platforms to extensively reach 222,555 U-Reporters 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 504,000 responses. U-Report also sent out a poll to 222,555 U-Reporters aimed at understanding if school-aged children and adolescents have been able to access distance learning programmes during school closures. Results of the poll can be accessed [here](#). UNICEF continues to collect personal experiences from UReporters on how their communities have been fighting COVID 19. The stories are published on [U-Report Malawi](#) and [UNICEF](#) websites and social media sites.
- On social media, UNICEF continues to share messages on COVID-19 prevention and awareness, including contents on misinformation, physical distancing and the wearing of masks. The reporting, we reached almost one million online audiences and engaged 6,000 through these messages. 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.

<b>UN Women</b>	<ul style="list-style-type: none"> <li>• With support from UN Women, mHub, a social enterprise that champions the development of local technology solutions conducted COVID19 awareness learning labs with 20 women farmer members representing five cooperatives in Mangochi. The learning labs took place from the 15th to 17th July 2020. It is envisaged that through these labs, 728 members of the cooperatives will benefit and incorporate lessons in their cooperatives</li> <li>• In addition, the members of the cooperatives will disseminate the COVID related messages to immediate household members (about 3000 for household size of 4 members) through the Integrated Household Approach.</li> </ul>
<b>FAO</b>	<ul style="list-style-type: none"> <li>• COVID-19 awareness activities are on-going in rural areas, with increased coverage to ensure that farmers are adhering to preventive measures while engaging in food production and other productive activities.</li> </ul>
<b>LGAP</b>	<ul style="list-style-type: none"> <li>• LGAP continues to raise awareness and educate both local and urban dwellers on COVID-19 prevention and containment measures put in place by the Government of Malawi. The programs continue to air testimonials, radio spots, and public service announcements while collecting community feedback on COVID-19 response to inform next programs.</li> <li>• Radio stations have started airing COVID-19 dedicated programs focusing on selected themes, with MBC 1 Radio airing the one-hour program on comprehensive and coordinated health response as a separate theme while engaging listeners through direct calls and SMS or WhatsApp texts.</li> </ul> <p>The following is selected feedback from listeners on some of the radio stations below:</p> <p><b>1) MBC Radio 1</b> An assessment on the awareness levels of COVID-19 among traders and <i>Kabaza</i> (bicycle) operators at Msungwi in Area 25, Lilongwe revealed the following:</p> <ul style="list-style-type: none"> <li>• Some traders are generally aware of the disease but feel the information they have on COVID-19 is not enough. For example, they are not fully aware of how the virus is spread and who is at risk.</li> <li>• Some people who operate <i>Kabaza</i> around the same market express fear of contracting the disease because they may not know if their clients have corona as they deal with different people on a daily basis.</li> <li>• There are misconceptions on the use of masks as others discourage their colleagues from using them saying masks can also spread the virus because they are coming from where the virus came from.</li> </ul> <p><b>2) Maziko Radio</b></p> <ul style="list-style-type: none"> <li>• Chiefs under T/A Mbang'ombe in Lilongwe have been well trained COVID-19 preventive measures and are now teaching their subjects on the dangers of the diseases including prevention and containment measures.</li> <li>• Some listeners decried the fact that they live in rural areas and they have nowhere to buy masks and protect themselves from COVID-19.</li> <li>• Some primary schools in Lilongwe North Constituency are acting as training grounds for parents to make masks for their children in preparedness for re-opening of schools.</li> <li>• In Ntchisi there a lot of fears about the disease because the district has registered a case now.</li> </ul> <p><b>3) Yoneco Radio</b> During our program, listeners gave the following feedback towards COVID-19 response:</p> <ul style="list-style-type: none"> <li>• People should always verify COVID 19 information to avoid fake news</li> <li>• At Zomba Council, we will continue with community sensitization on COVID 19 preventive measures.</li> <li>• It is difficult to observe social distance in our markets and this is that's our worry</li> <li>• Is it true that COVID 19 is airborne?</li> <li>• What is the truth about cloth face masks - some are saying they are not effective.</li> </ul>
<b>Development Communications Trust</b>	<p>This week DCT carried out the following activities, Whistle stop awareness raising through the use of Mobile Van, Door to Door awareness meetings conducted by RLC members, one on one interactions, Church announcements and outreach meetings conducted by local leaders. Through these approaches a total <b>75,600</b> people have been reached with COVID19 messages in <b>20</b> Traditional Authorities, in all <b>10</b> impact districts of Blantyre, Chiradzulu, Mwanza, Neno, Dowa, Mchinji, Kasungu, Karonga, Chitipa and Likoma Island.</p> <p><b>Notable Challenges/ Gaps/ Observation/ Recommendations</b></p> <ul style="list-style-type: none"> <li>• In Likoma Island the risk perception among some Islanders is high after the district registered the first COVID19 case, some people have started following all the promoted preventive measures at individual, community and district level.</li> </ul>

	<ul style="list-style-type: none"> <li>With the ban in public places like banks, shopping mall where the “no mask no entry” directive is being implemented, people have resorted into exchanging masks in order to get access to the facilities which is a posing a health risk to many.</li> <li>Tailors who are making face masks are giving freedom to their customers to try as many masks as possible up until they have one of their choice.</li> <li>Some community members claim it is government responsibility to provide face masks since there are funds allocated for the Covid-19 response in the districts.</li> <li>Intensifying awareness meetings and engagement meetings with different players at all levels of interaction is key in enforcing some of the COVID 19 preventive measures while clarifying on the right way of doing things in response to COVID19 pandemic.</li> </ul> <p><b>Most frequent asked questions in 5 additional districts</b></p> <ul style="list-style-type: none"> <li>What is the Treatment being used on those people who have recovered from Covid-19?</li> <li>What are other alternatives for soap for hand-washing?</li> <li>How can Covid-19 patients be taken care at household level?</li> <li>What are the exceptional signs and symptoms apart from the common flu-like symptoms?</li> <li>Could the virus also be transmitted through contamination on other body parts like ears?</li> <li>Is it true that Corona virus spreads faster during the cold season?</li> </ul>
<b>USAID/HC4L Project and USAID ONSE</b>	<ul style="list-style-type: none"> <li>Continued broadcasting radio spots, TV/video spots and DJ mentions on 23 radio stations and 6 TV stations under the “OSAYIDELERA COVID-19 (Don’t Underrate COVID-19) campaign.</li> <li>Reached 352,875 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, Rumphu, Karonga, Chitipa and Likoma.</li> <li>Supported MOH to produce 100,000 copies of OSAYIDELERA COVID-19 posters that are ready for dissemination through MOH, districts and community structures across the country to reinforce ongoing RCCE activities</li> <li>Supported MOH to strengthen COVID-19 RCCE coordination platforms at the national and district levels by hosting the weekly RCCE subcommittee meeting and supporting district RCCE meetings in Mzimba South, Mzimba North, Rumphu and Nkhata Bay</li> <li>Through the <i>Moyo ndi Mpamba</i> Facebook page, reached 19,166 people with COVID-19 infection prevention messages and are working with Youth Wave Malawi and other youth organizations to popularize COVID-19 campaign messages on various social media platforms under the hashtag <b>#Osayideleracovid_19</b></li> </ul>
<b>Oxfam</b>	<ul style="list-style-type: none"> <li>Oxfam in partnership with Kasungu District Health Office supported community campaigns on COVID-19 awareness and prevention in the area of Senior Chief Lukwa, Kasungu district, which has a catchment population of about 30,000 people. The community campaigns used mobile vans which ran from 9 - 15 July 2020.</li> <li>Ongoing of COVID 19 and anti-Gender Based Violence radio messages in Chichewa and Yao languages from opinion leader and Oxfam Ending Violence Against Women and Girls (EVAWG) Ambassador, Paramount Chief Kawinga on Yoneco FM and expected to reach 4.9 million people.</li> </ul>
<b>Malawi Red Cross Society (MRCS)</b>	<ul style="list-style-type: none"> <li>Using local communication channels like community and national radio stations, van publicities, mobile cinema, billboards, hygiene campaigns and megaphone messaging, MRCS, Red Cross movement partners and UNICEF reached 984,376 (481,344M; 503,032F) with COVID-19 preparedness and prevention in Chitipa, Karonga, Mzuzu, Mzimba, Salima, Nkhotakota, Lilongwe, Mchinji, Dedza, Ntcheu, Machinga, Mangochi, Zomba, Blantyre, Neno, Mwanza, Mulanje, Nsanje and Chikwawa.</li> <li>MRCS and its movement partners undertook a countrywide assessment to understand the current knowledge, attitude, practices and impacts on livelihoods regarding COVID-19. The findings of this KAP survey will inform the next strategic direction of the MRCS interventions.</li> <li>MRCS disseminated protection, Gender and Inclusion messages through door to door campaigns and strategic hand washing facilities, cumulatively reaching 922,878 people in Chitipa, Karonga, Mzuzu, Mzimba, Salima, Nkhotakota, Lilongwe, Mchinji, Dedza, Ntcheu, Machinga, Mangochi, Zomba, Blantyre, Neno, Mwanza, Mulanje, Nsanje and Chikwawa (MRCS, UNICEF, GIZ, MoH)</li> </ul>
<b>Catholic Relief Service</b>	<ul style="list-style-type: none"> <li>On-going programming adapted to include Covid-19 community awareness messaging.</li> <li>Facilitation of Preparedness and response to COVID-19 pandemic by triggering the communities in the densely populated Chinsapo Township in Lilongwe to actively get involved in their own planning, implementation and monitoring of their own COVID-19 response activities with regards to WASH at markets and shielding older people and those with underlying medical problems from the COVID-19 pandemic and other serious illnesses.</li> </ul>

- The project works with Local leaders (15) and Community COVID-19 Preparedness and Response team from the communities surrounding 5 markets have improved capacity to better lead and facilitate COVID-19 preparedness and response activities using community-led approaches
- Promotion of COVID-19 WASH behaviours at 5 markets and surrounding communities in Chinsapo through working with community to install hand washing stations in markets and during community events i.e. funerals.

## 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

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Contact: UNRCO [un.malawi@one.un.org](mailto:un.malawi@one.un.org)