



Covid-19 Communication Update

Malawi

Update #16

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

1. Risk Communication and Community Engagement

UNDP

- UNDP continues to share social media posters and videos on COVID-19 awareness, prevention, symptoms and addressing some myths associated with COVID-19 on its social media platforms (Facebook and Twitter). During the reporting period, over 5000 people were reached with COVID-19 messages.
- UNDP worked with Faith Mussa in the production of a COVID-19 song, in English, Chichewa and Chitumbuka. The song is being disseminated through social media platforms, such as Facebook, Twitter, YouTube, and WhatsApp.
- UNDP has produced 4050 braille materials on awareness and prevention of COVID-19. The materials have been handed over to the Ministry of Gender, Community Development, and Social Welfare. The braille materials are being disseminated through District Disability Forums in Mzuzu, Chitipa, Salima, Ntchisi, Machinga, and Chiradzulu. The dissemination exercise is currently underway. <https://www.manaonline.gov.mw/index.php/component/k2/item/14633-undp-donates-4050-covid-19-braille-booklets>
- UNDP continues to support Public Affairs Committee (PAC) with COVID-19 messaging at the national and community level. PAC has produced stickers, videos and other educational materials on various COVID-19 prevention messages. Below is a summary of activities:
 - With support from UNDP, PAC is working with a local organization to produce cloth masks with COVID-19 messages to prevent its spread. The masks will be distributed through PAC structures across the country.
 - 75 slots worth of airtime on national and community radio stations on COVID-19 key messages. The radio stations include Zodiak, Times radio, Radio Islam, voice of Livingstonia, MIJ, Maziko and Radio Maria.
 - Social media flashcards on COVID-19 Messages that ran over 60 days on Zodiak and Times social media pages; with an outreach and media hits of over 1 million, including those beyond Malawi.
- UNDP Malawi is working with a media agency to produce a short video highlighting the first-hand stories of high-profile survivors of COVID-19. The purpose of the video will be to inspire hope and drive the reality on the ground. The video will also aim at showing a stand of solidarity with Front line workers. The video will be disseminated on UNDP social Media platforms and TV stations.
- UNDP Malawi is currently testing a newly developed USSD Contact Tracing application in Chichewa and English to prevent, minimize and contain the spread of Covid-19 in Malawi, working in collaboration with the Malawi University of Sciences and Technology. The data will be used to map out possible outbreaks in hotspot areas. The USSD application, which is in its development stage, will be integrated into the Ministry of Health's COVID-19-19 short code menu.

UNICEF

- During the reporting period, UNICEF, through the Zodiak radio programme, looked at how hospitals are ensuring other critical services while fighting COVID-19, particularly HIV treatment for both adults and children. The Malawi Institute of Journalism radio programme supported by UNICEF, talked to young people and parents about how they are coping, uncovering the despair as people don't know if life will ever go back to normal and a lot of their activities as education and economy have been disrupted. A psychologist weighed in to encourage people to adhere to preventive measures and that the pandemic will eventually pass.
- A UNICEF story about frontline health workers faced with multiple challenges dealing with COVID-19 cases and the stigma attached to it was published in the Nation. Similarly, a story of two of the 10 COVID-19 youth challenge finalists (students at the University of Malawi) was published in the same paper.
- UNICEF continues to promote youth participation through U-Report, a mobile youth engagement platform designed to gather young people's voices and address issues that they care about. 224,259 U-Reporters in Malawi continue to be reached with messages 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 has so far sent and received over 2.5 million SMSs. In the reporting week, a poll was sent to U-Reporters to learn about their concerns and practices around mask wearing, results of this poll 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
- On the Internet of Good Things, data free platform, new articles have been added: [Nutrition Tips During COVID-19](#), [Living with HIV in the time of COVID-19](#), [How to Prevent Discrimination & Misinformation](#) and [Having Fun at Home](#). This month, the platform has had 6,493-page sessions and 22,148 page views with 753 sessions on COVID-19 pages.

DCT	<p>Through different number of SBCC activities, Development Communications Trust (DCT) this week has reached out to a total of 83,271 people with COVID19 messages. Some of the activities conducted were Door to Door awareness raising, public announcements, whistles stop awareness raising through the use of mobile vans, one on one interaction, radio programmes and engagement meetings at both district and community level. The community based activities were conducted in 19 Traditional Authorities in all the 10 targeted districts of Mwanza, Blantyre, Mchinji, Dowa and Karonga, Neno, Chiradzulu, Kasungu, Chitipa and Likoma Island.</p> <p>Issues raised during engagement meetings</p> <ul style="list-style-type: none"> Stakeholders proposed that health workers should stop taking a leading role in burying COVID19 dead bodies rather should train grave diggers (Azikulu) and provide them with protective gear to carry out the ceremony under the health workers supervision. This according to them, will minimize the resistance health workers are facing in most communities when they are to conduct a funeral ceremony. In Kasungu at Wimbe for example, Health workers were nearly hurt by angry community members who refused to have their relative buried as a COVID 19 case. Targeted messaging through awareness raising on emerging issues around COVID 19 need to be emphasized through different forums.
United Purpose	<ul style="list-style-type: none"> Our BMZ/GIZ nutrition programme (FNSP) distributed 2,300 cloth facemasks to caregroup volunteers in TAs Kamenyagwaza, Kasumbu, Chauma and Tambala in Dedza district. The programme also sent nutrition, WASH and COVID-19 blast SMS messages to 1,313 care group volunteers. The care group volunteers will in turn cascade the same messages to the communities. With funding from GIZ, UP conducted training on exclusive breastfeeding in the context of COVID-19 for nutrition monitors and promoters, reaching to 265 care groups in TAs Kamenyagwaza and Kasumbu, Dedza district. Through support from the Embassy of Ireland, UP trained 135 Nutrition promoters in Balaka on COVID-19 preparedness and prevention. With funding from The One Foundation, UP reached 15,130 people with COVID-19 preventive messages via mobile vans in communities around Khonjeni Health Care Facility (HCF) in TA Kapichi and Makungwa HCF in TA Bvumbwe, Thyolo district. UP also distributed and pasted 100 COVID-19 posters in marketplaces around Khonjeni HCF in TA Kapichi. Through support from The One Foundation, UP also engaged Mzati community radio station to start disseminating MoH approved messages on COVID-19 prevention reaching to 95,000 people. UP reached 12,420 people through hygiene promotions via mobile vans in Chikwawa and Nsanje, with UNICEF funding. Through support from UNICEF, UP continued to engage community radio stations in Chitipa-Tuntufye radio station, Chikwawa-Gaka radio station and Nsanje-Nyanthepe radio to disseminate COVID-19 prevention messages.
FAO	<ul style="list-style-type: none"> Fifteen (15) districts have been broadcasting extension messages inclusive of COVID-19 awareness and adherence to preventive measures.
USAID ONSE	<ul style="list-style-type: none"> USAID ONSE conducted RCCE activities reaching 180,006 persons in the districts of Balaka, Chitipa, Chikwawa, Karonga, Lilongwe, Machinga, Mulanje, Nkhata Bay, Ntcheu, Mchinji, Salima and Zomba.
Malawi Red Cross Society of (MRCS)	<ul style="list-style-type: none"> MRCS reached 1,813,000 (889,000M; 924,000F) people with COVID-19 preparedness and prevention messages using local communication channels like community and national radio stations, van publicities, mobile cinema, billboards, hygiene campaigns and megaphone covering Chitipa, Karonga, Mzuzu, Mzimba, Salima, Nkhotakota, Lilongwe, Mchinji, Dedza, Ntcheu, Machinga, Mangochi, Zomba, Blantyre, Neno, Mwanza, Mulanje, Nsanje and Chikwawa districts. (MRCS and movement partners, UNICEF, GIZ and MoH)
CAHESH	<ul style="list-style-type: none"> COVID-19 awareness activity for the visually impaired in Dowa District on the 20.08.2020 where CAHESH presented 50 Braille books to the visually impaired and 75 Leaflets on the same to aid those with physical disabilities. Find below a link for the activity: http://www.smashmw.com/cahesh-donates-braille-books-to-dowa-district-council/
Oxfam	<ul style="list-style-type: none"> Ongoing media-based campaign: <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 Have been distributed to chiefs and other community agents in Lilongwe, Balaka, Mulanje, Phalombe and Machinga district. The posters also target Dowa district and will reach 20,000 people. Ongoing development of radio programmes on COVID-19 and teen pregnancies engaging youth, male champions mother groups and community at large to be aired on Yonoco FM. <ul style="list-style-type: none"> These programmes are expected to reach 4.9 million people. Awareness raising community campaigns on COVID-19 and Ending Violence Against Women and Girls (EVAWG) in constituencies of women Members of Parliament within Lilongwe, namely Hon Esther Kathumba, Lilongwe Mapuyu South, Hon Monica Chang'anamuno, Lilongwe North, Hon Liana Chapota, Lilongwe Msozi South.

<p>LGAP</p>	<p>In the past week, LGAP continued to collect community feedback through COVID-19 dedicated programs that focus on specific themes assigned to each radio. Below is a summary of some key and new issues from some radios:</p> <p>Tuntufye Radio This week we focused our program on the theme of “Busting Myths, Facts and Truths about Covid-19” and we opened the lines for feedback as below:</p> <ul style="list-style-type: none"> • Most people are still attending funeral in large numbers without regard to COVID-19 measures in Karonga. • Chairperson of the Health Advisory Committee says some Health Officials in Karonga do not involve the Health Advisory Committee in terms of sharing information about COVID-19 situation. • People in Karonga and surrounding districts do not put on face masks because they are following messages from Tanzania where they have declared there is no Covid-19 in that country. • What’s the recommended age for children in terms of using hand sanitizers? <p>From MBC Radio 1</p> <ul style="list-style-type: none"> • In communities, the increasing number of health care workers contracting the disease is fueling strong stigma because people fear they would easily catch the virus. • When a person dies of Covid-19, instead of the health personnel taking lead in burying the body and follow all procedures, they are being chased and stoned at. They say it’s better they bury their loved ones the way they normally do and not by health personnel. <p>From Yoneco and Maziko Radios</p> <ul style="list-style-type: none"> • When re-opening schools, councils should decentralize COVID-19 interventions to school committees • Some people in Kasungu are afraid to send their children to school when school opens because of Covid-19. • Some people in Ntchisi think that majority of people have been sick of Covi-19 for some time but were being healed automatically. • Some members of the Faith Community are asking their members not to wear face masks because doing so shows lack of faith in God’s healing powers.
<p>PACHI</p>	<ul style="list-style-type: none"> • Managed to air 84 radio jingles on Ndirande FM in Blantyre to raise awareness and receive community feedback. 12 jingles were aired per day plus a phone-in programme. • Communities structures briefed on Covid 19 in Dowa (2 T/As) and Lilongwe (17 T/As); <ul style="list-style-type: none"> ○ Lilongwe: 453 Citizen Voice members, 851 cluster leaders and 54 promoters ○ Dowa: 45 Citizen Voice members, 58 cluster leaders and 4 promoters <p>Perceptions of Communities in Blantyre, Lilongwe and Dowa on Covid-19</p> <ul style="list-style-type: none"> • The disease is for the white people only • Covid-19 is for rich people and does not attack the poor • Covid-19 is only for those who live in town and not in the village • Covid-19 attacks people who are HIV/AIDS positive • Lemons and ginger are a cure of Covid-19 • Use flu medication to cure Covid-19. Covid-19 is a disease which is the same as flu and normal cough • Covid-19 it’s a myth and not real disease • Alcohol if consumed will help in killing Covid-19 virus • Locally brewed beer (kachasu) cures Covid-19 • Covid is not for the youth but elderly and kids. It attacks and kills only very old people • Wearing masks causing difficulty in breathing • Very few still understand the importance of social distancing • Most people still not practicing social distancing. People still gather in very large numbers • Not sure of how it is transmitted • It is increasing taboo behaviors by telling people to avoid handshakes which mostly is regarded as respect to elders <p>How the communities have received information</p> <ul style="list-style-type: none"> • Through radio stations • Through Public Announcement on mobile Vans • Print materials which are distributed at health centers • Public announcements at 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

<p>UN Malawi Website: https://malawi.un.org/en Twitter: https://twitter.com/UNMalawi Facebook: https://www.facebook.com/UN-Malawi-161297557237118/ Flickr: https://www.flickr.com/photos/186917367@N03/</p>	<p>UNICEF Website: https://www.unicef.org/malawi/ Twitter: https://twitter.com/MalawiUNICEF Facebook: https://www.facebook.com/UNICEFMw/ Instagram: http://instagram.com/unicefmalawi/</p>
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<p>WFP Website: https://www.wfp.org/countries/malawi Twitter: https://twitter.com/WFP_Malawi Facebook: https://www.facebook.com/WFPmalawi1/</p>	<p>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/</p>
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<p>Development Communication Trust https://dctmw.org/engagement-of-traditional-healers-key-to-fighting-covid-19/ https://web.facebook.com/DevelopmentCommunicationsTrust https://dctmw.org/</p>	<p>Local Government Accountability and Performance (LGAP) Facebook: www.facebook.com/lgapmalawi Twitter: www.twitter.com/lgapmalawi integration portal/website: https://integrationpoint.mw/</p>

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