



# RISK COMMUNICATION AND COMMUNITY ENGAGEMENT

## FOR COVID-19

**Risk communication and community engagement (RCCE)** is an essential part of health emergency preparedness and response. It aims at providing key messages and real time information to humanitarian staff and community members. This document gives you an overview of available **IEC material and recommendations** for the dissemination of key messages in central Rakhine State.

### A) KEY COMMUNICATION MATERIAL

- All standard communication material on COVID-19 that is endorsed by the Ministry of Health and Sports can be accessed on the website of [MoHS](#).
- In order to keep communication as **simple and concise** as possible, the CwC Working Group Sittwe has made a selection of IEC material available in the [CwC Library](#). The tools include visual and audio material and contain the **6 key messages** on how you can protect yourself from COVID-19.
- The CwC Working Group will make more communication material available as necessary, in particular to counter possible rumors and/or misinformation.

### IEC MATERIAL IN MYANMAR AND RAKHINE LANGUAGE ([access here](#))

File name	Tool	Language	Dissemination
<b>1 Key Messages</b>	Audio clip and transcript	Rakhine	<ul style="list-style-type: none"><li>• Viber</li><li>• SMS (where no internet)</li></ul>
<b>2 WHO Video</b> (with audio)	Animated video	Rakhine	<ul style="list-style-type: none"><li>• Door-to-door</li><li>• Screening in small groups</li><li>• Phone or social media</li></ul>
<b>3 Protect Yourself</b>	Visual aids (to support verbal communication)	Myanmar	<ul style="list-style-type: none"><li>• Door-to-door</li><li>• Small groups</li></ul>
<b>4 COVID-19 Poster</b>	Poster/Vinyl	Myanmar	<ul style="list-style-type: none"><li>• Small groups</li><li>• Hang-up in key locations</li></ul>

### IEC MATERIAL IN ROHINGYA LANGUAGE ([access here](#))

Rohingya			
<b>1 Key Messages</b>	Audio clip and transcript	Rohingya	<ul style="list-style-type: none"><li>• Viber</li><li>• SMS (where no internet)</li></ul>
<b>2 WHO Video</b> (with audio)	Animated Video	Rohingya	<ul style="list-style-type: none"><li>• Door-to-door</li><li>• Screening in small groups</li><li>• Phone or social media</li></ul>
<b>3 Protect Yourself</b>	Visual aids (to support verbal communication)	Myanmar	<ul style="list-style-type: none"><li>• Door-to-door</li><li>• Small groups</li></ul>



## ADDITIONAL INFORMATION FOR STAFF DISSEMINATING KEY MESSAGES

How many cases are there? Where are they occurring? How many deaths have occurred?	• Regularly updated information can be found on the <a href="#">MoHS Website</a>
Other questions related to COVID-19	• For more common questions and answers, refer to the <a href="#">COVID-19 Q&amp;A</a> .

## B) RECOMMENDATIONS FOR DISSEMINATION OF MESSAGES

### COMMUNICATION CHANNELS:

- Promote **face-to-face communication**, either door-to-door or in small groups. You can play the audio or video clips and reinforce key messages by showing the visual aids. Face-to-face communication can significantly reduce the risk of fear and panic and the development of rumors.
- At the current stage, **avoid mass dissemination through loudspeakers** as it could easily turn into panic.
- If you cannot reach your audience, share key messages through **viber or SMS**.
- **Two-way communication** is extremely essential in Risk Communication. Provide opportunities for the audience to ask question and express concerns, i.e. if you send SMS, provide at the end of the message information on how they can contact you to ask questions.

### SPECIFIC CONSIDERATIONS FOR ROHINGYA AUDIENCE:

- The Rohingya language has **no written script** and literacy rates are extremely low. Do not use posters or other printed material as standalone tool.
- **Verbal communication** is the most trusted information source for Rohingya. **Visual aids** can be used to reinforce verbal communication but should not be used as standalone tool.

### KEY COMMUNICATION PRINCIPLES:

- Share **concise and relevant information** only. When people are scared or anxious about a particular disease, they find it difficult to take in and remember a lot of information.
- Communicate through **multiple channels** and **repeat the core messages**. They are most likely to be remembered when the people have heard them a number of times.
- **Use simple and plain language**. Avoid any technical jargon.
- Engage **trusted community leaders** including village administrators, CMC members, religious leaders, community outreach volunteers, hygiene promoters etc. in the information dissemination.

### RUMOUR TRACKING

Misinformation and rumors can spread faster than the disease. **Rumour tracking is essential**. In case you become aware of any misconception or rumour regarding COVID-19, please report to [jaeggi@unhcr.org](mailto:jaeggi@unhcr.org). It will help us develop messages that provide communities the correct information. All answers to rumours will be added to the [COVID-19 Q&A](#).



#### OTHER CONSIDERATION:

- **Reduce stigma.** The language used in describing the outbreak, its origins, and prevention steps can reduce stigma. For more tips refer to [WHO COVID-19 Social Stigma Guide](#).
- **Include marginalized and vulnerable people,** particularly women, persons with disability and elderly. Find specific guidance on this [here](#).
- a **two-way dialogue** with communities in order to understand risk perceptions, specific needs and knowledge gaps. Provide opportunity for audience to express concerns and ask questions.