



Weekly Update on Covid-19 Communication

Malawi

Update #10

17th July 2020

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

1. Risk Communication and Community Engagement

LGAP

LGAP update on COVID-19 Response:

- LGAP continues to utilize its radio platforms through 16 community and national radios that are broadcasting decentralization programs to air COVID-19 messages in form of radio spots and Public Service Announcement.
- The decentralization programs are also holding interviews with public health experts to provide information on COVID-19 prevention and containment measures, with some listeners giving feedback through SMS and call-in.
- Some of the community feedback on COVID-19 response are as follows:

1) From MIJ FM Radio

- Adherence to social distance proving difficult in many places; how best can this be implemented still remains a challenge.
- Rural communities are calling for free distribution of face masks to enhance adherence to COVID-19 preventive measures.
- Cultural and religious beliefs in some instances hampering the efforts in fighting the disease. For example, we had feedback from Zomba where a family believed to be from the apostolic church vowed never to partake in the preventive measures; hence, instilling fear among the community on the risks of contracting the virus.
- Need for massive sensitizations in most places especially in the rural areas.

2) From Maziko Community Radio

- Some people from the remote communities have been left out to have access to the masks, they say they cannot manage to buy or make their own.
- The faith community still leaving in denial. They are saying they are other diseases dangerous more than COVID-19.
- Some people are confusing communities by claiming to have a cure of COVID-19 and others believe these claims.
- Some people say they have just accepted to live with COVID-19 as any other disease and are ready for anything.

3) Mzimba Community Radio

- In Mzimba, mobile markets are still Operating despite a bylaw made at a full council meeting in Mzimba.
- Minibuses and other cars carrying passengers using weather roads going to areas like Manyamula, Euthini, Bulala, Mbalachanda etc are not following the new sitting capacity.
- Is it ok for football games to still continue being played in the district?

4) From Yoneco FM Radio

- Social distance in our markets is not being observed

Development of specific themes on COVID-19 response

- LGAP, working with the UNRCO, HC4L and MoH have developed 16 themes around COVID-19 response which radio stations will use as topics for discussion with a public health expert in engaging communities to obtain feedback. Some of the themes focus on protecting the vulnerable groups, promotion of human rights for all including frontline healthcare workers, busting stigma and discrimination, fighting GBV, and ensuring a more comprehensive and coordinated health response. The new themes are expected to roll out from week beginning 20-26 July 2020.
- Social and digital media – LGAP continues to leverage its social media and digital platforms to disseminate COVID-19 preventive measures and technical information through [Facebook](#), [Twitter](#) and [IntegrationPoint](#) – a website that had relevant COVID-19 reports and documentation.

Development Communications Trust

Activities conducted by DCT this week

- This week DCT conducted SBCC -COVID19 activities in all 10 impact districts of Blantyre, Chiradzulu, Mwanza, Neno, Dowa, Mchinji, Kasungu, Karonga, Chitipa and Likoma Island. Some of the activities conducted were Whistle stop awareness raising through the use of Mobile Van, Door to Door awareness meetings conducted by

	<p>RLC members, one on one interactions Church announcements and outreach meetings. In total 15 Traditional Authorities have been reached with COVID19 messages.</p> <ul style="list-style-type: none"> Community engagement meetings at health facility level have been held where community-based volunteers and health workers were discussing possible ways of encouraging the general populace to be following the COVID 19 Preventive measure being promoted. <p>Notable Challenges /Gaps/ Observation /Recommendations The following are the observations and Recommendations made;</p> <ul style="list-style-type: none"> Children between the ages of 5 to 13 are aware of the pandemic and are trying to follow the preventive measures while others have gone beyond making their own cloth face masks. Radio is seen to be one of the trusted medium that is helping hard to reach areas to access right information around COVID19 pandemic. The medium is clearing the fake news people are getting through social media. Key influencers such as Traditional Authorities are helping a lot in making sure that people are adhering to all preventive measures –A case in mention is of T/A Chitera of Chiradzulu district, after DCT engaged her during local leaders sensitization around COVID19 issues, she has set up a rule that no mask no entry in public places in her area. Ilala being the only reliable mode of transport to Likoma Island, officials are not enforcing issues of social distance neither the use of face masks for all as some of the preventive measures of COVID 19, when people are boarding or disembarking from the ship. Government must come up with a directive to control this situation, the current situation poses a health risk to those using the ship. The risk perception is varying in urban setting and trading centers, people are wearing face masks, while in hard to reach trading centers and households setting people are not adhering to this message despite the area being a hotspot. Health officials are facing resistance when making follows ups on those people who are in self-isolation. The family members to the one on self-isolation are chasing health workers, citing that community members are discriminating them due to the frequent visits of health officials at their house- a case of Chiradzulu district hospital. There is need for more engagement meetings with critical stakeholders and awareness raising targeting the area where people are on self-isolation in order to address cases of discriminating. <p>Most frequent asked questions in 5 additional districts</p> <ul style="list-style-type: none"> Why are people recovering, so you mean COVID 19 is treatable? Tell us, we want to understand when you say this one has COVID 19, how does he look, why can't government develop a poster to illustrate a COVID 19 patient the way you have been doing with other disease such as marasmus patients? Where can we access face mask, us as children?
UNICEF	<p>Strengthening Risk Communication and Community Engagement (RCCE)</p> <p>During the week, with funding from UKaid 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 is now close to 308,000 people increasing from 270,000 in the last report.</p> <p>Through the social media pages, an additional 3,000 people have been reached bringing the total to 169,200.</p> <p>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.</p> <p>UNICEF further continues to work with the partners to reprogram some of the mobile activities to more community engagement activities.</p> <p>With support from DFID, District Executive Committee (DEC and) District Health Management Team (DHMT) orientation meetings have commenced in 5 additional districts. The National Social Mobilization Committee continued with their orientation sessions on COVID-19 and ending early marriages in 3 Districts.</p> <p>Human Interest Stories and External Media</p> <ul style="list-style-type: none"> 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 Zodiak radio weekly programme focused on child protection. A village chief and Social Welfare officer from Mchinji, a border district, explained how they are ensuring children are protected from the increasing risk of abuses due to COVID-19. A social worker talked about how they are protecting street children and the National Child Protection officer from Police gives a national overview. This was followed by the Q&A session. The programme

	<p>ended with an extract from My Hero play. The Malawi Institute of Journalism (MIJ) programme also focused on child protection but they talked to 16 to 18-year olds from Nsanje about their experiences during COVID-19 and what challenges they are facing. A member of a local women's group also talked about the increasing number of pregnant girls and raised concerns about them returning to school once schools open.</p> <ul style="list-style-type: none"> On our social media channels, UNICEF continues to reach its audiences on the COVID-19 prevention messages, including the wearing of masks. This week there have been messages focusing on the impact of COVID19 on youth skills as we commemorate world youth skills day 2020. Additionally there is a blog post on our website by one of former youth media child journalist sharing her COVID-19 diagnosis experience and recovery. We also have a human interest story and photo library on the COVID19 Education Response. UNICEF continues to use various digital platforms like the U-Report to extensively reach 222,024 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 503,976 responses. U-Report sent out a poll on accountability to affected populations to respondents in 21 districts (including border districts) to understand if communities are involved in decision making issues around COVID-19 as well as maternal and child health. Results of the poll can be accessed here. UNICEF also continues to collect personal experiences from U-Reporters on how their communities have been fighting COVID19. The stories are published on U-Report Malawi and UNICEF websites and social media sites. UNICEF is continuing to promote global, regional and local COVID-19 contents on how people can stay safe and healthy amidst the pandemic via the Internet of Good Things (IoT). An article on how people can manage the feeling of emptiness or loneliness has been uploaded on the site targeting students. A survey which has been initiated by UNICEF HQ on face masks is currently running on the platform and the data generated will be used to inform key programmatic decisions. During the report week, IoT had 556-page sessions on COVID-19 pages and 9,058-page views. On social media, UNICEF continues to share messages on COVID-19 prevention and awareness, including new content on misinformation, physical distancing and the wearing of masks. 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.
WFP	<ul style="list-style-type: none"> The Round 5 Minimum Expenditure Basket (MEB) bulletin was officially published this week. Data collection for Round 7 of MEB is ongoing, and WFP is currently conducting analysis of the Round 6 data to be released next week. In general, the SMEB for urban areas has remained virtually unchanged while for the Rural North, Rural Centre, and Rural South, it increased since the last reporting period on account of an increase in the price of pulses. Data collection and analysis of the Round One GeoPoll-collected household level data is complete and the bulletin is slated to be published this week. Key findings include: <ul style="list-style-type: none"> The recent crop harvests have likely contributed to generally good household-level food consumption for households across the country, with almost all surveyed households being classified as having acceptable and borderline consumption. This is an indication that households are consuming diversified food groups. The percentage of households using severe Reduced Coping Strategies and emergency Livelihood Coping Strategies remains high, indicating that households are struggling to maintain acceptable and borderline food consumption without resorting to adverse coping strategies—both consumption and livelihoods—to make ends meet. The situation may start to deteriorate as the number of COVID-19 positive cases within the country continues to increase coupled with the onset of the 2020/2021 lean season. A significant proportion of households in both cities and rural areas were unable to access markets due to various reasons, COVID-19 restrictions amongst them.
UN Women	<ul style="list-style-type: none"> 93 camp leaders (58 women and 35 men) with the potential to reach out to 47,000 refugees and displace people from Dzaleka Refugee camp were orientated on COVID-19 prevention and mainstreaming of gender equality including prevention of gender-based violence at the camp on 7 and 8th July, with support from UN Women, UNHCR and the National Social Mobilization Committee. Malawi Hub (mHub), a social enterprise that champions the development of local technology solutions and Ministry of Agriculture with support from UN Women and the Royal Norwegian Embassy raised COVID19 awareness among 60 (28 women) farmers, religious leaders, youths and traditional leaders on 13 and 14th July in Mangochi. It is expected that the community leaders will reach around 2500 people. PPE items and IEC materials were also distributed to community members during the engagements.
UNDP	<ul style="list-style-type: none"> UNDP continues to share posters and videos on COVID-19 awareness, prevention, symptoms and addressing some myths associated with COVID-19 on its social media platforms. 28,431 people on Facebook and 22,947 on Twitter have been reached with messages on COVID-19.

	<ul style="list-style-type: none"> • UNDP worked with Faith Mussa in the production of a COVID-19 song, in English, Chichewa and Chitumbuka. The song is being disseminated through UNDP social media platforms, such as Facebook, Twitter, and YouTube. • UNDP continues to support 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: <ul style="list-style-type: none"> ○ COVID-19 TV Bugs have been secured for 60 days. These are currently running on MBC, Times and Zodiak TV stations reaching viewers over 5 million in Malawi. ○ 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 has partnered with an upcoming, young video maker for a social media video campaign that will feature diverse faces of Malawians (young professionals, students, celebrities, people living with disabilities, key change makers and others) with relevant COVID- 19 messages. The video will be disseminated on UNDP social media platforms and TV stations. <p>ICT and Connectivity Support</p> <ul style="list-style-type: none"> • UNDP has supported the Human Rights Commission with ICT equipment amounting to US\$ 26,262 including laptops, internet connectivity equipment and zoom licensing to help facilitate uninterrupted communication within the Commission across distances in the wake of the COVID-19 related restrictions. • As part of its digital response amidst COVID-19, UNDP has procured 35 Enterprise Zoom Licenses worth US\$4200 delivered to selected central and district government departments to ensure critical service delivery is not interrupted as Government officials continue working in shifts. • UNDP Malawi also provided ICT infrastructure and connectivity support to Malawi Parliament to help maintain Parliament's critical functionality during this time. • 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 tools will specifically target the poor and those in remote locations ensuring the key principle of "leaving no one behind."
UNHCR	<ol style="list-style-type: none"> 1. UNHCR in collaboration with education implementing partner, Jesuit Refugee Services (JRS) is working on reallocation of resources to ensure learning continuity as outlined in the National Education COVID-19 Preparedness and Response Plan. The development comes after government postponed re-opening of schools which was proposed to be 13 July. The initial 13 July date was proposed by the National Taskforce on Re-opening of Schools, Colleges and Universities. <p>Gaps identified include lack of adequate radio sets to enable learners to continue with radio tutorial sessions being offered on Yetu Community Radio in Dzaleka Refugee Camp. There is an urgent need for more radio sets to be distributed to the learners.</p> 2. Radio lesson for Standard 8 and Form 4 continued: It has been reported by the education partner that radio lessons for grade 8 and form 4 still in progress, but there is need to devise a means to track listenership and assess learners without risking teachers and learners during this COVID-19 period. Interaction with several learners around the camp revealed the lack of motivation to continue listening to the radio lessons as their education future is unclear. Some also showed a loss of direction since they have been studying for months with no assessment and no break in site. There are also a few cases of students who have moved out to Lilongwe and other urban areas either to visit relations or to seek temporary enrolment. These students did not collect the radios and are not benefiting from the interventions put in place. This is especially true in the secondary school. With a view to address the concern, discussion was held with education partner and agreed to implement targeted interventions including, provision of weekly assessments to students, to provide radios to all learners and to provide printed materials to learners as supplementary to radio lesson in primary and as the main learning medium in secondary. This will help to motivate learners and to keep all teaching staff engaged.
USAID/HC4L Project and USAID ONSE	<p>USAID/HC4L Project</p> <ul style="list-style-type: none"> • Continued broadcasting radio spots and DJ mentions on 23 radio stations and 5 TV stations (see attached) under the "OSAYIDELERA COVID-19 (Don't Underrate COVID-19) campaign. Based on the station's monitoring data and information from the Malawi Communications Regulatory Authority (MACRA), these reach an approximate 13 million people across the country. • Reached 235,250 people with COVID-19 infection prevention and case management messages in the districts of: Mzimba North, Mzimba South, Nkhata Bay, Rumphu, Karonga, Chitipa, Likoma, Blantyre, Mwanza, Chiradzulu, Zomba, Kasungu, Neno, Lilongwe, Phalombe, Dedza, Machinga, Ntchisi and Thyolo • Continued to work with MOH to produce several COVID-19 RCCE audio and video materials for nationwide dissemination. These include:

	<ul style="list-style-type: none"> ○ 3 video clips/spots on COVID-19 infection prevention (maintaining a physical distance of at least 1.5 meters, frequent hand washing with soap and running water as well as wearing of a face mask) ○ 3 video clips/spots on how to use a face mask (do's and don'ts of wearing a face mask) ○ 2 testimonies from COVID-19 survivors sharing personal experiences and encouraging the public to adopt infection prevention and case management measures <p>USAID ONSSE</p> <ul style="list-style-type: none"> • USAID ONSSE conducted RCCE activities reaching 2371 persons in the districts of Balaka, Chitipa, Karonga, Lilongwe, Machinga, Mchinji, Mulanje, Nkhoskotota, Salima and Zomba.
United Purpose	<ul style="list-style-type: none"> • UP procured 100 braille booklets on COVID-19 to ensure awareness raising on COVID-19 prevention and preparedness is inclusive. • Last week, UP reached 64,404 people with hygiene promotion through mobile vans in Mangochi (TA Jalasi and TA Chowe). • 12,334 people have been reached with hand washing promotion/demonstration conducted in Mangochi and Karonga districts. • In Dedza, UP distributed 920 cloth face masks for watershed committee members. • UP continued disseminating COVID-19 prevention and transition mode messages through local radio stations in Karonga (Radio dinosaur) and Mangochi (Radio Lilanguka) reaching to about 1,205,000 people. These radio stations are disseminating a radio jingle dully approved by MoH.
Tithetse Nkhanza	<ul style="list-style-type: none"> • YONECO Helpline counsellors were provided with on-going training in GBV legal frameworks and referral pathways to increase their capacity to respond to helpline calls with support from Tithetse Nkhanza.
Concern Worldwide	<ul style="list-style-type: none"> • In Phalombe and Mulanje districts, we cumulatively distributed 8,830 leaflets COVID-19 awareness leaflets in Chichewa to project participants, teachers and other school support structures such as School Management Committees and Parent Teacher Associations (PTAs) as well as Mother Groups. • In Phalombe to-date, we have reached 183,000 people through community sensitization approaches including jingles on local Mzati radio through radio, PA announcements through mobile vans, and IEC materials that also covered GBV sensitisation, referral pathways and sharing of contact lists of service providers with communities. • In Mangochi to-date, we have reached 131,068 people through community sensitization approaches, including radio announcements, PA announcements through mobile vans and IEC materials (4,500 leaflets, 11 pull up banners, 1000 posters, and 900 IEC brochures) and messaging through community leaders. IEC materials also covered GBV sensitisation, referral pathways and sharing of contact lists of service providers with communities • In Nsanje to-date, we have reached 186,989 people through large posters on COVID-prevention from the District Health Office Community, as well as other sensitization approach such as mobile van PA announcements and IEC materials that also covered GBV sensitisation, referral pathways and sharing of contact lists of service providers with communities. • In Lilongwe to-date, we have delivered messaging and information leaflets to over 8,000 households in the M'gona area to share messages on how the families can protect themselves from Covid-19 while incorporating gender equality messaging and protection from GBV, reaching approximately 36,461 people. • In Mangochi, 6 villages have been mobilised and triggered to make Community Led Action plans following the approach used by GOAL and we have reached 2,900 individuals to date. The DHO has decided to scale up the approach in Mangochi. • In Phalombe, 86 neighbourhood units in the three GVHs –Sakhome, Nalingula and Bwanaisa- in Traditional Authority Mkhumba have been supported to develop Community Led Action plans following the approach used by GOAL. • 2,900 members of school structures, for example Mother Groups, School Management Committees and Parents Teacher Associations, were trained on COVID-19 prevention measures in Phalombe District ahead of the reopening of the schools scheduled for mid-July. • Produced print IEC materials with gender messages and with GBV messages in formats such as banners, posters, flyers and infographics. Materials were also disseminated with partners (presented at C4D on 14 July). • An article on Concern's work in Nsanje was published in the paper and also online here. • Concern's work on COVID-19 prevention in Nsanje was highlighted on a local radio programme
Oxfam	<ul style="list-style-type: none"> • Oxfam, Girls Empowerment Network (GENET) and Centre for Alternatives for Victimized Women and Children (CAVWOC) held trainings for community-based structures in gender-based violence response during the COVID-19 pandemic, together with Balaka and Dowa district health personnel, district gender officer and the police. The community structures from traditional authorities (TAs) Kayembe and Chakhadza in Dowa and TAs Amidu and Kalembo in Balaka, included health personnel from 9 local health facilities, 30 mother groups, 20 human rights defenders, 16 community rights committee members and 4 child protection workers. Oxfam and partners also

	<p>distributed 100 hygiene kits and 500 posters on GBV and COVID-19 to community structures. This COVID-19 gender response is expected to benefit 15,000 people across the two districts.</p> <ul style="list-style-type: none"> • 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. • Ongoing awareness raising of COVID-19 on social media.
UNFPA	<ul style="list-style-type: none"> • The country continues to support MNH services in collaboration with RHD. The CO office has supported the development of guidelines for the provision of Maternal and Newborn Health services which is now in circulation for use by service providers. In collaboration with WHO using the maternal health trust funds, virtual trainings will commence while other documents will be printed for distribution. • UNFPA through the 2gether 4 SRHR program worked with FPAM to develop messages on the continuing of sexual reproductive health and rights (SRHR) services in health facilities and COVID-19 prevention with focus on the youth. The messages are being aired as jingles on community radio in Nkhata bay. The messages aim at encouraging youth to remain safe and know what to do when accessing service in the facilities. In addition, the 2gther 4SRHR has distributed hand washing facilities in the three districts of Mangochi, Nkhata bay and Mulanje to strengthen the fight against COVID-19 local transmission. • Support towards awareness through the national help line, sms messages and radio programmes continued through linkage with YONECO. A total of 298 gender-based violence issues were reported through the Tithandizane Helpline Services, the reporting clients and survivors were provided psychosocial support and supported to access protection services including health, safety and security, justice and linked to further support. YONECO further, reached 10,000 people on regular SMS broadcasting. The mass media communication through YONECO FM and other Community Radio Station (Gaka FM, Love FM, Mzimba, Dzimwe and Mzati) continued in the course of the week, reaching out to a wider audience with GBV and COVID 19 messages.
Art and Global Health Centre Africa (ArtGlo)	<p>COVID-19 Community Engagement Interventions (Second update)</p> <ul style="list-style-type: none"> • From the 1st of July to the 15th of July 2020, ArtGlo, using participatory methods, continued supporting Health Surveillance Assistant engagement sessions with community members in the district of Phalombe. A total of 207 people have been reached in the past two weeks, raising the total number reached to 609. • Two (2) more episodes of the radio play translating issues raised through HAS engagement sessions to a dramatic format have been produced and are awaiting approval for airing. • Vendors, shop owners and small-scale farmers were part of recent engagements and the following themes came up on misconceptions: <ul style="list-style-type: none"> ➢ There is exaggeration of numbers of recent cases and deaths so as to scare the public into buying hand sanitizers, soaps and other goods. The increase in sales will make a select few people benefit financially from the pandemic. ➢ There is no Covid-19 in Malawi. It is only a hoax used to fuel the organ trade in Malawi. The deceased are not being buried in the presence of family because they are being cut up and their body parts being sold for money. ➢ Coronavirus is a kind of flu that has always been there but has been amplified by scientists so that it should be called COVID-19. • On the other hand, with the rise in cases, the HSAs are noting an increase in how seriously people are taking the pandemic. This is translating to an increase in people taking precaution like mask-wearing.

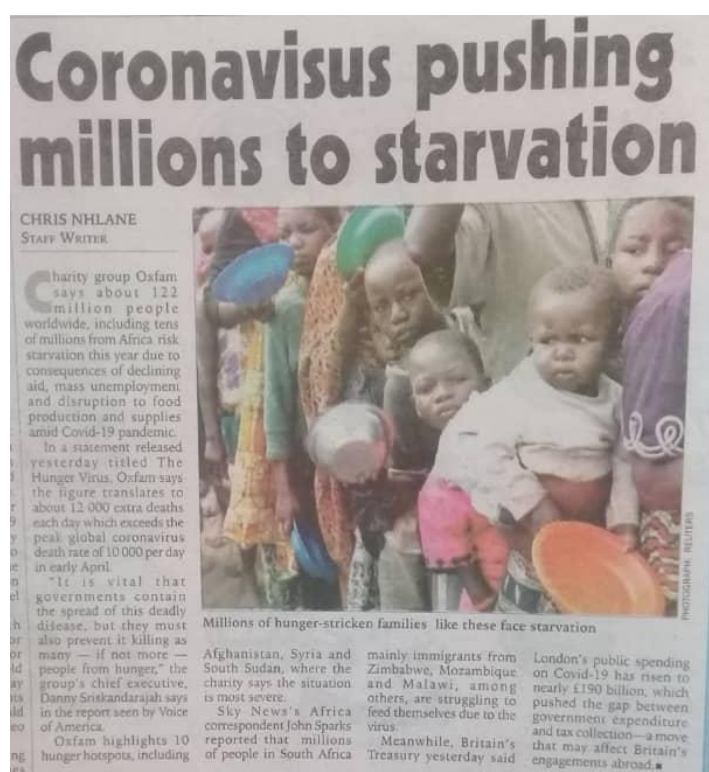
2. Digital Outreach

<p>UN Malawi 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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Development Communication Trust https://dctmw.org/engagement-of-traditional-healers-key-to-fighting-covid-19/ https://web.facebook.com/DevelopmentCommunicationsTrust https://dctmw.org/	Local Government Accountability and Performance (LGAP) Facebook: www.facebook.com/lgapmalawi Twitter: www.twitter.com/lgapmalawi integration portal/website: https://integrationpoint.mw/

3. 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.



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