



International Federation of Red Cross and Red Crescent Societies (IFRC)

# New Coronavirus Risk Communication and Community Engagement Strategy

Africa

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## What is risk communication and community engagement?

Risk communication and community engagement (RCCE) has been identified as one of the key pillars of the response within the IFRC Africa Regional Emergency Plan of Action (EPoA) for the new coronavirus (COVID-19) outbreak within Africa.

RCCE refers to the processes and approaches to systematically engage and communicate with people and communities to encourage and enable them to adopt healthy behaviours and prevent the spread of infectious diseases during public health events, like the current new coronavirus outbreak. This includes:

- Collecting and using community feedback and suggestions to guide the response
- Addressing community concerns, fears, beliefs, questions and rumours
- Sharing timely, actionable health advice through trusted channels to support people to adopt safe health practices that limit the spread of infection.

The IFRC has identified three key phases of epidemic response for new coronavirus and RCCE plays a critical role within each one:

1. **Preparedness:** help communities not yet affected to prepare for rapid response should a case be detected.
2. **Containment:** once a case has been detected, activities to stop the transmission of the virus into the general population through rapidly detecting and isolating cases.
3. **Mitigation:** Limit the impacts of the outbreak once there are many cases within the general population.

This strategy outlines the importance and priorities of RCCE in the response to new coronavirus in Africa, including suggested RCCE activities throughout the different phases of preparedness, containment and response, with supporting tools to help deliver these. It serves as a template for African National Societies to develop their own RCCE strategy based on their local context and capacities and can support with the development of preparedness, contingency and response plans.



## The importance of risk communication and community engagement within the new coronavirus response

Community trust in humanitarian responders is key to ending an epidemic, but trust is not easily earned. If communities do not trust humanitarian responders, they will not listen and act on life-saving advice. Communities who do not understand or accept health interventions, or perceive them as a threat, have also been known to turn to violence, as demonstrated during the current Ebola outbreak in the Democratic Republic of Congo (DRC). This lack of trust limits community involvement and people may not cooperate in activities designed to halt the spread of infection, such as rapid reporting and isolation of cases. While the Red Cross Red Crescent can try to provide solutions, an epidemic will only end when community members take an active role in preventing the further spread of new coronavirus.

To build trust it is key to understand how communities perceive the disease and the response, as well as their questions, suggestions and capacities. To maintain trust, we must listen, respond and act on what communities are telling us. If health and risk communication information and approaches remain static and are not updated to reflect the changing concerns, questions and suggestions from communities, they will not remain relevant or trusted by people and the epidemic response will fail.

The novelty of the virus and the overabundance of information circulating in traditional media and social media, has contributed to an 'infodemic', which make it hard for people to identify which information is reliable and trustworthy. Rumours and misinformation travel fast, which can undermine risk communication efforts and prevent people from adopting preventive measures that could keep them safe. At the same time, rumours can also lead individuals to adopt ineffective prevention measures, which can further increase their risk of infection. There is also a risk of the Asian population in Africa being stigmatised and marginalised. There is an urgent need to reach communities across Africa with timely, accurate information through trusted channels, to address fears and rumours and support them to adopt safe practices that reduce the risk of infection.

### Current context in Africa

The majority of National Societies within the Africa Region remain within the preparedness phase. As of 04 March 2020, there have been confirmed cases of the new coronavirus in Nigeria, Senegal and South Africa, imported by people travelling to the country or returning from trips abroad. It is probably safe to assume more countries in Africa will be affected. Initially the main risk was perceived to be the importation of cases from China, however with the global spread of the disease to new countries in Asia, Europe and the Americas, cases could in theory be imported from anywhere. The current IFRC risk assessment for Africa has categorized countries as per the following:

Priority-Level	Countries
1	Nigeria, Ethiopia, Mauritius, Kenya, Tanzania, Angola, South Africa, Democratic Republic of Congo (DRC), Zambia, Sudan, Ghana, Uganda, Senegal
2	Madagascar, Mozambique, Guinea Conakry, Cameroon, Zimbabwe, Côte d'Ivoire, Namibia, Chad, Botswana, Seychelles, Rwanda, Gabon, Equatorial Guinea (13)
3	Remaining countries in Africa

### National Society capacity

RCCE capacity across African National Societies is relatively high. To date, 80% of African National Societies have attended a community engagement and accountability (CEA) training course and 45% have delivered the 3-day CEA training course within their own organization to staff and volunteers. Most National Societies have experience of social mobilization approaches in response to epidemics. However, due to the high number of epidemics, disasters and ongoing crisis within Africa (Ebola, locusts, floods, drought) most National Society response capacities are already stretched. As there is limited funding available for preparedness, RCCE activities for the new coronavirus will need to build on existing activities or have limited cost implications.

### Red Cross Red Crescent Movement

RCCE support for the new coronavirus will be provided to National Societies through IFRC community engagement and accountability (CEA) specialists, based within four of the six clusters (East, Southern, Central and West Coast) and at regional level, with the addition of one short-term rapid response RCCE coordination position. These positions are part of overall IFRC new coronavirus coordination structures.

RCCE support at the regional level covers;

- Mapping National Society capacity in RCCE and identifying gaps
- Developing a regional strategy for RCCE for the new coronavirus
- Preparing and adapting RCCE materials and tools for Africa, including approaches to collecting, analysing and acting on community feedback
- Coordinating approaches to RCCE activities for the new coronavirus and sharing information with National Societies, IFRC, ICRC and partner National Societies
- Inter-agency coordination with external partners and stakeholders, such as UNICEF, WHO, OCHA and other NGOs.

RCCE support to National Societies is also provided through partner National Societies bilateral programmes and the Community Epidemic and Pandemic Preparedness Program (CP3), which is currently active in seven countries. IFRC or Partner National Societies supporting RCCE work within African National Societies are detailed in the table below;

WHO risk ranking	National Societies receiving RCCE support from partners or other programmes	Countries not receiving RCCE support from partners or other programmes
1	Ethiopia (Austrian Red Cross), Kenya (IFRC CP3), Uganda (IFRC CP3), Ghana (Swiss Red Cross), Nigeria (IFRC operations) and Democratic Republic of Congo (Ebola operation),	South Africa, Mauritius, Zambia, Tanzania, Angola, Sudan and Senegal
2	Rwanda (IFRC CEA), Mozambique (Cyclone Idai operation), Guinea Conakry (IFRC CP3), Côte d'Ivoire (through Swedish and Netherlands Red Cross)	Madagascar, Zimbabwe, Seychelles, Equatorial Guinea, Gabon and Mauritania
3	Remaining countries in Africa Burundi (IFRC CP3), Sierra Leone (IFRC CP3), Cameroon (IFRC CP3, Swedish Red Cross), Mali (IFRC CP3), South Sudan (Swedish Red Cross)	All others



### **Overview of non-Red Cross Red Crescent actors**

Globally and within Africa, the World Health Organization is leading the response at the regional level and supporting Governments to lead at the country-level. The RCCE pillar in Africa is currently being informally led by United Nations Children's Fund (UNICEF), IFRC and WHO while formal arrangements for coordination are being finalised. All three organisations are active at the global, regional, and country levels. WHO, along with UNICEF, is supporting National Governments to develop RCCE strategies as part of their preparedness and response. WHO is producing key updates, health protection recommendations, questions and answers and tracking and addressing myths and rumours circulating on social media, with all information shared through their [website](#). UNICEF is creating community appropriate materials, from WHO key messages and materials, such as flip books, radio scripts, and is leading on social science research and data collection. IFRC and National Societies bring expertise in collection of community feedback and encouraging community ownership. Within some countries, systems have been established to monitor rumours on social media through Government-led coordination platforms, for example in Nigeria.

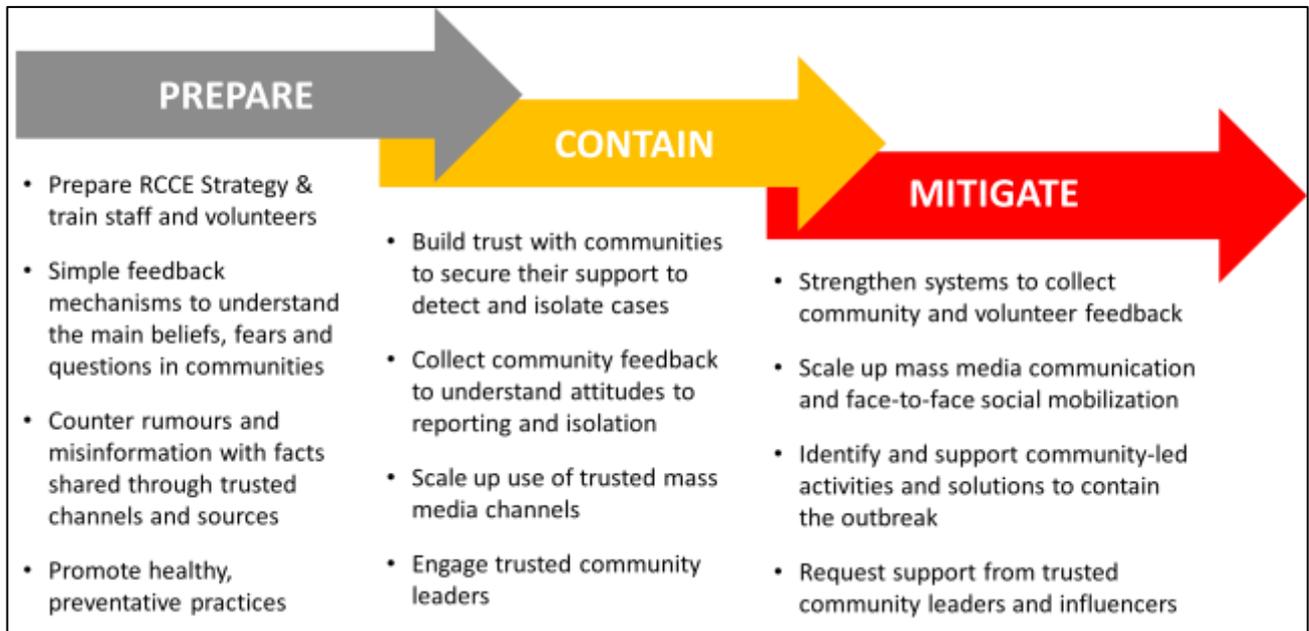
### **Risk communication and community engagement within the new coronavirus response**

RCCE is a key pillar of the Red Cross Red Crescent response to the new coronavirus in Africa and will contribute to the overall goal of supporting African National Societies to prepare for, contain and mitigate outbreaks of new coronavirus. RCCE approaches will be mainstreamed and coordinated with health and psycho-social support activities.

The priority of RCCE approaches will be to;

1. Understand the beliefs, fears, rumours, questions and suggestions circulating in communities about the new coronavirus & use this to inform the response.
2. Reduce community fear, stigma and misinformation.
3. Build trust in the response and the health advice shared.
4. Share timely, accurate information about the new coronavirus through the most trusted channels, to support people to adopt safe health practices and reduce the risk of the spread of infection.
5. Identify and support community-led solutions for preventing the spread of infection and bringing the outbreak under control, ensuring people's active participation in the response
6. All of the above approaches will ensure the most vulnerable groups are included and their needs, feedback and preferred and trusted communication channels considered.

Key actions across the response phases include;





## Risk Communication and Community Engagement Operational Plan

### PREPAREDNESS

During this phase, the focus should be on preparing the National Society and communities for potential cases of the new coronavirus and promoting healthy behaviours and addressing misinformation and rumours within communities. As there is limited funding available for preparedness, RCCE activities for the new coronavirus should build on existing activities or have limited cost implications. The following RCCE activities will allow the National Society to gain an understanding of the main community perceptions of the new coronavirus, share useful, practical information with the public, address rumours and misinformation and prepare staff and volunteers for potential cases. Infection prevention practices should be implemented in all community interactions.

Outcome	Activities	Resources / Funding needs
<p><b>National Society staff and volunteers are prepared for new coronavirus RCCE preparedness and response.</b></p> <p><b>Indicators</b>  <b>IFRC Regional</b>            # of National Societies with an RCCE plan or strategy in place for the new coronavirus</p>	<p>Ensure all staff and volunteers can communicate accurate information about the new coronavirus by providing face-to-face briefings and sharing new coronavirus key tips and discussion points with everyone. Allow staff to ask questions and share the information they have been hearing at the community level. Staff and volunteers are our biggest asset and will not be able to communicate effectively with the public if they are not equipped with the right information and support. Therefore, share regular information and updates with staff and volunteers.</p>	<p>New Coronavirus Outbreak Guidance for IFRC and National Societies</p> <p>New coronavirus key tips and discussion points</p> <p>New coronavirus stigma guide</p>
	<p>Review past assessment and evaluations, particularly those for programmes addressing respiratory infections, to gather insights on cultural and contextual factors (local cultures and languages, customs, concerns and risky behaviours and practices of communities, preferred/trusted channels of engagement) that could help or hinder an effective response. This information should guide health information and activities.</p>	<p>Previous assessments and evaluations</p>



<p><b>National Society</b> # of staff and volunteers briefed on the new coronavirus and RCCE approaches</p>	<p>Participate in RCCE coordination structures to find out how other humanitarian actors are responding and share information about how the National Society is responding. If no coordination meetings are taking place yet, discuss with Ministry of Health, UNICEF and WHO. This avoids duplication of activities and ensures consistent information is shared with communities.</p>	
<p># of adapted tools and documents available in local languages</p>	<p>Develop an RCCE strategy for the National Society covering preparedness, containment and mitigation, based on the strengths, capacities and available resources of the National Society.</p>	<p>The Africa Region RCCE strategy (this document)</p>
	<p>Prepare and deliver RCCE trainings on new coronavirus, covering information sharing, collection and use of community feedback and addressing stigma and rumours. For National Societies with limited CEA experience, it may be necessary to also provide a broader briefing on CEA. If necessary support may need to be provided from IFRC or surge support to implement this activity.</p>	<p>RCCE training materials Funding for training courses Funding for technical support.</p>
	<p>Adapt and translate new coronavirus RCCE messages, materials and tools for the local context and languages and establish a streamlined process for message revision and approval to allow for fast response to rumours, misinformation and questions arising from communities.</p>	<p>New Coronavirus Outbreak Guidance for IFRC and National Societies New coronavirus key tips and discussion points New coronavirus stigma guide Funding for translation Annexes to this document</p>



<p><b>Understand the main beliefs, fears and questions in communities about the new coronavirus.</b></p> <p>*These activities are also an opportunity to provide accurate information about the new coronavirus with the public.</p> <p><b>Indicators</b>  <b>IFRC Regional</b>          # of National Societies collecting community feedback</p>	<p>Hold focus group discussions (FGDs) with community volunteers to find out what people are saying about the new coronavirus in communities and the kind of questions volunteers are being asked. FGDs can be carried out during regular volunteer meetings. FGDs can be carried out by branch managers, CEA focal points or any branch staff experienced in running FGDs. Following the FGD, the key findings should be summarised into a report and shared with the National Society health manager and CEA focal point. Use the opportunity to also provide key information about new coronavirus to volunteers.</p>	<p>Focus Group Discussion guide and questions for community volunteers</p> <p>Feedback log sheet</p> <p>new coronavirus key tips and discussion points</p> <p>Vehicle / transport costs and per diem</p>
	<p>Hold focus group discussions (FGDs) with community members to find out peoples' perceptions, questions, suggestions, information gaps and the common myths within the community about the new coronavirus. This can include questions about current health practices to identify key transmission risks. FGDs should be organized separately with men, women, youth, people living with disability or minority groups to understand if perceptions differ across different groups. FGDs can be carried out by branch managers, CEA focal points or any branch staff experienced in running FGDs. Following the FGD, the key findings should be summarised in a report and shared with the National Society health manager and CEA focal point. Use the opportunity to also provide key information about new coronavirus.</p>	<p>Focus Group Discussion guide and questions for community members</p> <p>Feedback log sheet</p> <p>New coronavirus key tips and discussion points</p> <p>Vehicle / transport costs and per diem</p>

<p><b>National Society</b> # of channels in place to receive community feedback related to the new coronavirus</p> <p># of operational decisions made based on community feedback</p>	<p>Create a WhatsApp group with staff and volunteers and ask them to report rumours, questions, misperceptions or suggestions they hear about the new coronavirus from community members, family and friends. Other platforms such as a Facebook closed group or Slack could also work for this purpose. If a question, suggestion or rumour appears multiple times a response to address it should be incorporated into information being shared with communities. Answer questions and address rumours in the WhatsApp group with accurate information.</p>	<p>Focus Group Discussion guide and questions for community volunteers</p> <p>Feedback log sheet</p> <p>New coronavirus key tips and discussion points</p> <p>New coronavirus stigma guide</p>
	<p>Use social media, such as the National Society Facebook or Twitter, to carry out surveys with the public asking key questions such as ‘what have you heard about the new coronavirus?’ Responses should be monitored and a report summarising findings shared with the National Society health manager and CEA focal point. Once the survey is over, provide the correct answer to the question being asked.</p>	<p>Tips for using social media guide</p> <p>Feedback log sheet</p> <p>New coronavirus key tips and discussion points</p> <p>New coronavirus stigma guide</p>
	<p>Carry out key informant interviews with key influencers in the community, including religious leaders, community leaders, youth and women’s group leaders, health practitioners and traditional healers, to find out their main perceptions, questions, suggestions, information gaps and common myths within their community groups. Key findings should be summarised in a report and shared with the National Society health manager and CEA focal point. Use the opportunity to also provide key information about new coronavirus with leaders and influencers.</p>	<p>New coronavirus key tips and discussion points</p> <p>Focus Group Discussion guide and questions for community members</p> <p>Feedback log sheet</p> <p>Transport costs and per diem.</p>

	<p>Use ongoing community meetings held with community committees as part of an existing programme or operation to discuss the new coronavirus with communities. Also use existing clubs (mothers, youth, school, hygiene etc). Ask about their knowledge, beliefs, questions and suggestions in relation to the new coronavirus. Key findings should be summarised in a report and shared with the National Society health manager and CEA focal point. Use the opportunity to also provide accurate information about the new coronavirus.</p>	<p>New coronavirus key tips and discussion points</p> <p>Focus Group Discussion guide and questions for community members</p> <p>Feedback log sheet</p>
	<p>If a feedback and complaints mechanism already exists within the National Society, start capturing all feedback related to the new coronavirus. Share this feedback with the health manager and CEA focal point so it can be used to refine health information and activities. If possible and depending on how the feedback mechanism works, accurate information should be provided to people calling in with questions or feedback related to the new coronavirus.</p>	<p>New coronavirus key tips and discussion points</p> <p>New coronavirus stigma guide</p> <p>Existing feedback mechanism</p>
	<p>If budget permits, carry out a rapid knowledge, attitudes and practices survey to understand community perceptions, health behaviours and knowledge of the new coronavirus.</p>	<p>New coronavirus knowledge, attitudes and practices survey</p>
<p><b>Communities have access to timely, accurate information about the new coronavirus through the most appropriate and trusted channels, to allow them to adopt healthy, safe and preventative practices</b></p>	<p>Adapt health information and activities based on feedback collected from communities through the above approaches. Health messages and activities should reflect and respond to the needs and beliefs in the community.</p>	<p>RCCE guidance note for the National Society &amp; IFRC response teams</p> <p>New coronavirus key tips and discussion points</p>
	<p>Update the the new coronavirus key tips and discussion points to address emerging questions, rumours, information gaps and misinformation circulating in the community.</p>	<p>New coronavirus key tips and discussion points</p> <p>New coronavirus stigma guide</p>

<p><b>and reduce community fear, stigma and misinformation.</b></p>	<p>Use existing programmes and clubs (hygiene, youth, schools, mothers etc) to share accurate information about the new coronavirus and answer questions.</p>	<p>New coronavirus key tips and discussion points</p> <p>New coronavirus stigma guide</p>
<p><b>Indicators</b></p> <p><b>IFRC Regional</b></p> <p># of National Societies sharing information with communities about the new coronavirus</p> <p><b>National Society</b></p> <p># of people reached with information about the new coronavirus</p>	<p>Use National Society social media platforms (Facebook, Twitter, WhatsApp, Instagram) to share accurate information about the new coronavirus and address questions and rumours.</p>	<p>Tips for using social media guide</p> <p>Social media assets for new coronavirus</p> <p>new coronavirus stigma guide</p>
<p># of community leaders and influencers sharing information on the new coronavirus</p>	<p>If social mobilization is already happening for another programme or operation or as part of dissemination activities, include information about the new coronavirus during these activities.</p>	<p>new coronavirus key tips and discussion points</p>
<p># of community leaders and influencers sharing information on the new coronavirus</p>	<p>If the National Society already runs regular mobile cinemas in communities, run a session focusing on the new coronavirus to share accurate information with communities, answer questions and collect feedback on beliefs, rumours and misinformation circulating in communities.</p>	<p>New coronavirus mobile cinema guide and running order</p> <p>Mobile cinema equipment and experience</p>
	<p>Mobilize trusted community leaders and influencers, such as religious leaders and leaders of local associations and groups, to share accurate information with communities about the new coronavirus, including addressing stigma, during their meetings and events. As these people are already trusted in the community, the information they share with their community members may have more impact and extend the reach of the National Society.</p>	<p>New coronavirus key tips and discussion points</p> <p>New coronavirus stigma guide</p> <p>Funds for briefing with leaders</p>

	<p>If the National Society already runs a regular radio show, dedicate a show(s) to discussing the new coronavirus. The radio show should include an interview with a health expert, from the National Society or the Ministry of Health, and questions from the public, either live or pre-recorded. Questions raised by the public should be used to inform health information and activities.</p>	<p>New coronavirus radio show guide and running order</p> <p>Ongoing National Society radio show and experience</p>
	<p>Record radio or TV spots providing key information about the new coronavirus and countering common misperceptions and rumours. Broadcast these on popular trusted television and radio stations.</p>	<p>New coronavirus radio show guide and running order</p> <p>New coronavirus key tips and discussion points</p> <p>Funding to produce and air spots</p>
	<p>If communications support exists, organize a briefing session for journalists on the new coronavirus to share accurate information about the disease and ask for their support to inform the public and counter rumours and misinformation. In countries where Lifeline Platforms exist to share information between journalists, Ministries, humanitarian agencies and civil protection, these can also be used to share information about the new coronavirus.</p>	<p>new coronavirus key tips and discussion points</p> <p>New coronavirus stigma guide</p> <p>Funding for briefing session and per diem/transport for journalists</p>



## CONTAINMENT

During this phase, RCCE activities should be scaled up to reduce the risk of wider transmission and contain the outbreak. Focus should be on encouraging safe practices that help contain the infection and reduce the risk of the spread of infection, such as rapid detection and isolation of cases and frequent hand washing. Efforts should be made to build trust with communities to secure their acceptance and participation for measures to stop the transmission of the virus into the wider population.

Outcome	Activities	Resources / Funding needs
<p><b>People actively participate in containing the virus by adopting safe health practices, such as reporting and isolating cases.</b></p> <p><b>Indicators</b></p> <p><b>IFRC Regional</b></p> <p># of National Societies sharing information with communities about the new coronavirus</p> <p># of National Societies collecting community feedback</p>	<p>Increase the frequency of community feedback mechanisms established during preparedness (FGDs with community members and volunteers, staff and volunteers WhatsApp group, key informant interviews with community leaders and influencers, social media surveys, ongoing community meetings) to collect feedback from communities specifically around their beliefs, fears, questions, knowledge gaps, risky behaviours and suggestions on containing the outbreak, including isolation measures. Track popular social networking sites like Facebook and Twitter to understand common myths and information circulating. Use this information to plan and improve approaches to containment.</p> <p>Coordinate with Government and other agencies and share community feedback data, advocating for changes to be made to containment approaches based on this feedback. For example, by updating messages to better address current fears, rumours and information gaps or changing approaches to contact tracing, quarantine measures or treatment services to be more accepted by the community.</p>	<p>Focus Group Discussion guide and questions for community volunteers &amp; community members</p> <p>Feedback log sheet</p> <p>Tips for using social media guide</p> <p>Feedback log sheet</p>

<p><b>National Society</b> # of community feedback comments recorded</p> <p># of operational decisions made based on community feedback</p>	<p>Scale up the use of trusted mass media channels to reach more people, more quickly with guidance on how to prevent the spread of the virus and what to do in the event of a suspected case. Also, to respond rapidly to counter fear, rumours and misinformation circulating in communities and identified through the feedback systems. For example, through increased frequency of radio and television shows and spots, and messaging through social media platforms with a large audience. Information should focus on importance of rapid detection, reporting and isolation of cases, social distancing and no touch behaviours, avoiding large gatherings and frequent hand washing.</p>	<p>New coronavirus radio show guide and running order</p> <p>Tips for using social media guide</p> <p>Social media assets for new coronavirus</p> <p>Funding for radio/TV airtime</p>
<p># of people reached with information about the new coronavirus</p>	<p>Train volunteers in RCCE approaches (if not done already) for the new coronavirus in order to scale up face to face social mobilization to engage communities in preventing the spread of the virus.</p>	<p>RCCE training materials</p> <p>Funding for training courses</p>
<p># of staff and volunteers trained on the new coronavirus and RCCE approaches</p>	<p>Scale up face to face social mobilization through door to door visits or activities in public places, with a focus on explaining infection prevention practices and the importance of rapid detection and isolation of cases.</p>	<p>New coronavirus key tips and discussion points</p> <p>Volunteer per diems</p>
	<p>Request support from trusted community leaders, influencers and health experts, such as religious leaders and leaders of local associations and groups, to share key infection prevention information with their communities and explain the importance of rapid detection and isolation of cases. Work with special interest groups, for instance for the disabled, elderly and women’s groups to ensure that these vulnerable groups receive relevant information.</p>	<p>New coronavirus key tips and discussion points</p>
	<p>Organize a press conference for media on new coronavirus to share accurate information on the outbreak and how people can reduce the spread of infection and why cases should be reported and isolated.</p>	<p>New coronavirus Outbreak Guidance for IFRC and National Societies</p> <p>New coronavirus key tips and discussion points</p>



## MITIGATION

During this phase, the new coronavirus cases are widespread in the community and RCCE activities should focus on encouraging safe practices that limit the spread of infection and help people stay safe, identifying and supporting community-led solutions and addressing fear, stigma and misinformation. It is important trust is built with communities by responding to and acting on their concerns and suggestions, in order to secure their active participation in measures to bring the outbreak under control.

Outcome	Activities	Resources / Funding needs
<p><b>Community fear, stigma and misinformation in relation to the new coronavirus is understood and reduced through RCCE approaches.</b></p> <p><b>Indicators</b></p> <p><b>IFRC Regional</b> # of National Societies collecting community feedback</p> <p><b>National Society</b> # of community feedback comments recorded</p>	<p>Strengthen and scale up systems to systematically and regularly collect community feedback to better understand people’s fears, beliefs, questions and suggestions for ending the outbreak. For example, through increasing the number of FGDs held with community members, by training social mobilizers to collect feedback from communities during their face to face activities or meeting more regularly with key informants in the community. Use this information to plan and improve health and RCCE approaches.</p>	<p>Focus Group Discussion guide and questions for community volunteers &amp; community members</p> <p>Tips for using social media guide</p> <p>IFRC Feedback Starter kit</p> <p>Feedback tools from the DRC Ebola operation (database, collection form, training tools)</p> <p>Funding for training and volunteer per diems</p> <p>Information management support</p>

<p># of operational decisions made based on community feedback</p>	<p>Scale up the use of National Society social media platforms as a means of collecting feedback from the population on current fears, rumours, questions and suggestions. Use this information to plan and improve health and RCCE approaches.</p>	<p>Tips for using social media guide Feedback log sheet</p>
	<p>Meet regularly with community volunteers and ask them to report the common fears, misperceptions, questions and concerns circulating in communities about the new coronavirus. Use this information to plan and improve health and RCCE approaches.</p>	<p>Focus Group Discussion guide and questions for community volunteers Feedback log sheet</p>
	<p>Continue to use or create a WhatsApp group with staff and volunteers and ask them to report rumours, questions, misperceptions or suggestions they hear about the new coronavirus from community members, family and friends. Other platforms such as a Facebook closed group or Slack could also work for this purpose. If a question, suggestion or rumour appears multiple times a response to address it should be incorporated into information being shared with communities. Answer questions and address rumours in the WhatsApp group with accurate information.</p>	<p>Focus Group Discussion guide and questions for community volunteers Feedback log sheet New coronavirus key tips and discussion points</p>
	<p>Regularly review any research and social science data being produced by other agencies to help identify community perceptions to the new coronavirus, knowledge gaps and risky practices. Use this data to plan health and RCCE approaches.</p>	
	<p>Conduct research in priority areas to track understanding and acceptance of promoted health practices, beliefs, knowledge gaps and trust in humanitarian responders. Use this data to plan health and RCCE approaches.</p>	
	<p>Share community feedback data collected with Government and other agencies responding and advocate for changes to be made to response approaches based on this feedback. For example, by updating messages to better address current fears, rumours and information gaps or changing approaches to treatment and home care.</p>	<p>Feedback log sheet</p>

	Reduce social stigma and promote social cohesion by directly addressing community fears of people with respiratory infections, those of Asian descent, people who have been sick with the new coronavirus and people seeking healthcare in general through RCCE approaches. For example, sharing positive stories of people who have had the new coronavirus and recovered.	New coronavirus stigma guide
<b>People actively participate in containing the virus by adopting safe health practices, promoting health seeking behaviours and community action and support for the most vulnerable (elderly and people with existing health issues).</b>	Scale up the use of trusted mass media channels to reach more people, more quickly with key health information on how to reduce the risk of catching the virus (social distancing, avoid public gatherings, self-initiated isolation if sick). Also, to build community trust in the response and health advice shared by addressing the current fears, rumours, beliefs and questions circulating in communities (collected through the feedback methods above) about new coronavirus. For example, through increased frequency of radio and television shows and spots, and messaging through social media platforms with a large audience.	New coronavirus radio show guide and running order Tips for using social media guide Social media assets for new coronavirus Funding for radio/TV airtime
<b>Indicators</b> <b>IFRC Regional</b> # of National Societies sharing information with communities about the new coronavirus	Train volunteers in RCCE approaches (if not done already) for the new coronavirus in order to scale up face to face social mobilization to engage communities in preventing the spread of the virus through community actions, such as social distancing, avoiding public gatherings and healthy behaviours.	RCCE training materials Funding for training courses
	Scale up face to face social mobilization through door to door visits or activities in public places, with a focus on explaining infection prevention practices and the importance of rapid detection and isolation of cases.	New coronavirus key tips and discussion points Volunteer per diems



<p><b>National Society</b> # of people reached with information about the new coronavirus</p>	<p>Organize a press conference for media on new coronavirus to share accurate information on the outbreak and how people can reduce the spread of infection. This is also an opportunity to address current fears, stigma and rumours.</p>	<p>new coronavirus Outbreak Guidance for IFRC and National Societies  new coronavirus key tips and discussion points</p>
<p><b>Community-led solutions to tackling the new coronavirus are identified and supported.</b></p> <p><b>Indicators</b> <b>IFRC Regional</b> # of National Societies supporting community-led solutions</p>	<p>Ensure people are aware of support services available and how these can be accessed, for example access to health care, psychosocial support, etc.</p> <p>Request support from trusted community leaders and influencers, such as religious leaders and leaders of local associations and groups, to share key infection prevention information with their communities and explain the importance of rapid detection and isolation of cases.</p>	<p>New coronavirus key tips and discussion points</p>



<p><b>National Society</b> # of communities supported to implement their own solutions</p> <p># of community leaders and influencers sharing information on the new coronavirus</p>	<p>Identify and support community-led activities and solutions to contain the outbreak. These could be suggestions collected through feedback mechanisms, from community leaders or through community volunteers.</p>	
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## Resources and annexes

### Resources

For the most up to date versions of all these resources, please visit the IFRC Go Platform:

<https://go.ifrc.org/emergencies/3972#additional-info>

1. Coronavirus Disease (new coronavirus) Outbreak Guidance for IFRC and National Societies
  - a. Version 4 – 28 Feb 2020 - [EN](#)
  - b. Version 3 – 7 Feb 2020 - [EN](#) [FR](#) [ES](#) [AR](#) [RU](#) [PT](#)
2. Risk communication and community engagement: Guidance note (2 Feb 2020) - [EN](#) [FR](#) [ES](#) [AR](#) [RU](#) [PT](#)
3. Key tips and discussion points for community workers, volunteers and community networks (23 February 2020) - [EN](#)
4. Social Stigma associated with new coronavirus (20 Feb 2020) - [EN](#)
5. Social media assets - [EN](#)
6. Effective Risk communication and community engagement in Epidemics, Presentation for NS leadership (ppt, 11 Feb 2020) - [EN](#)
7. Guide for National Society teams including health coordinators, supervisors, branch officers & volunteers: Rapid training for community response to the new coronavirus outbreak (23 Feb 2020) - [EN](#)
8. COVID19-signs and symptoms, transmission of disease (ppt, 17 Feb 2020) - [EN](#)
9. RCRC Prevention and key messages and Risk Communication and Community Engagement (19 Feb 2020) - [EN](#)
10. new coronavirus: Risk register (24 Feb 2020) - [EN](#)
11. [IFRC Feedback Starter kit](#)
12. Frequently-asked questions, up to date key health messages and myth buster information can be accessed on the WHO website:  
<https://www.who.int/emergencies/diseases/novel-coronavirus-2019>

### Annexes

1. Focus Group Discussion guide and questions for community volunteers
2. Focus Group Discussion guide and questions for community members
3. Tips for using social media guide
4. Feedback tools from the DRC Ebola operation (database, collection form, training tools)
5. new coronavirus radio show guide and running order
6. new coronavirus mobile cinema guide and running order.