



Food Security COVID-19 Learning Event

Navigating new possibilities in a rapidly changing world

June 21 – 24, 2021 | Online

Malawi Radio (RCCE) Show

Initiating Discussions and Addressing Misinformation about the COVID-19 Vaccine

Arthur Nkosi, *The Movement for Community-led Development Malawi Chapter*

IVR For Empowered and Informed Decisions

Juanita Sackey and Gregory Makabila, CRS Ethiopia DFSA

Everyone must select a language!

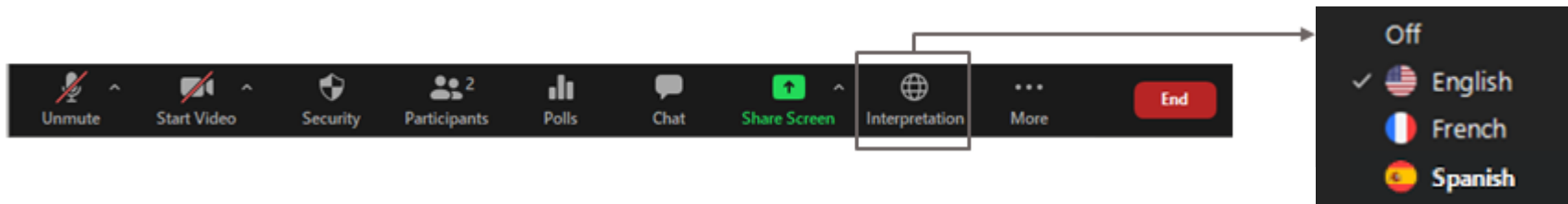
- Click “interpretation” at the bottom of your Zoom window
- Select the language that you would like to hear: English, French or Spanish
- Please note that this feature is not available during breakout rooms

Chacun doit choisir une langue !

- Cliquez sur « interprétation » au bas de votre écran Zoom
- Sélectionnez la langue de votre choix : anglais, français ou espagnol
- Notez que cette fonction n’est pas disponible dans les groupes de discussion “breakout rooms”

¡Todos deben seleccionar un idioma!

- Clique "interpretación" en la parte de abajo de su pantalla Zoom
- Seleccione el idioma que prefiera : inglés, francés o español
- Por favor notar que esta función no es disponible en los grupos de discusión “breakout rooms”





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the COVID-19 Vaccine

Arthur Nkosi, *The Movement for Community-led
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COVID-19 in Malawi

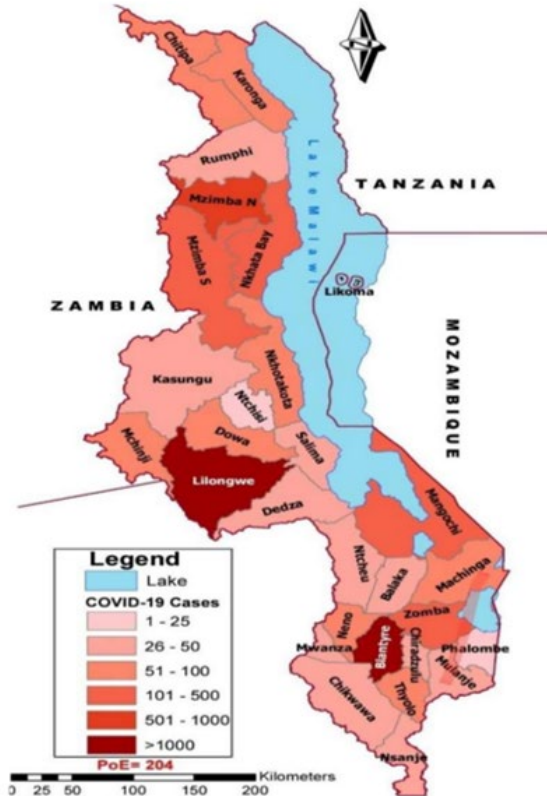


Figure 1: Map of Malawi showing distribution of COVID-19 cases:

- End of May: 34,304 cases
- First round of vaccines (Astra Zeneca) arrived in March
- Map statistics are from February

Map Credit: UNICEF, Malawi COVID-19 Situation Report

<https://www.unicef.org/media/92286/file/UNICEF-Malawi-COVID-19-Situation-Report-For-15-31-January-2021.pdf>

Further COVID-19 Impact on Malawi's Food Security

- Malawi is an agriculturally-based country
- If we are going to be able to achieve food security, farmers need to be able to farm, markets need to function. This is the only way that we can become food secure. But they can't do any of that until the pandemic is over, and the pandemic is not going to be over until they are vaccinated.



The Movement for Community-led Development



Launched in 2015



1500+ local CSOs



72 INGOs



National Chapters AND
Working Groups

Session Goals

By the end of this session you will have:


- Heard an example of how to organize a bottom-up community response to COVID-19 with broad reach and a community feedback loop
- Heard lessons learned from organizing a dialogue with the community

MALAWI COVID-19 VACCINE



Panel Discussion on mbc TV


5:30pm - Tue 02\03\21



Prof. A. Muula
Public Health & Epidemiology
College of Medicine

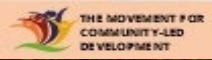


Dr. E. Chirwa
Vaccinologist
Chitipa District Hospital



Dr. M. Chisema
Deputy Director Preventive
Health Services
EPI Program Manager

Details:
Arthur: 099 998 6900
Gertrude: 088 956 7064



The Malawi Radio Advert



*Covid Vaccine
Awareness Program
with Times*

*On Times Radion from 4:30pm
Thursday, March 18
Friday, March 19*

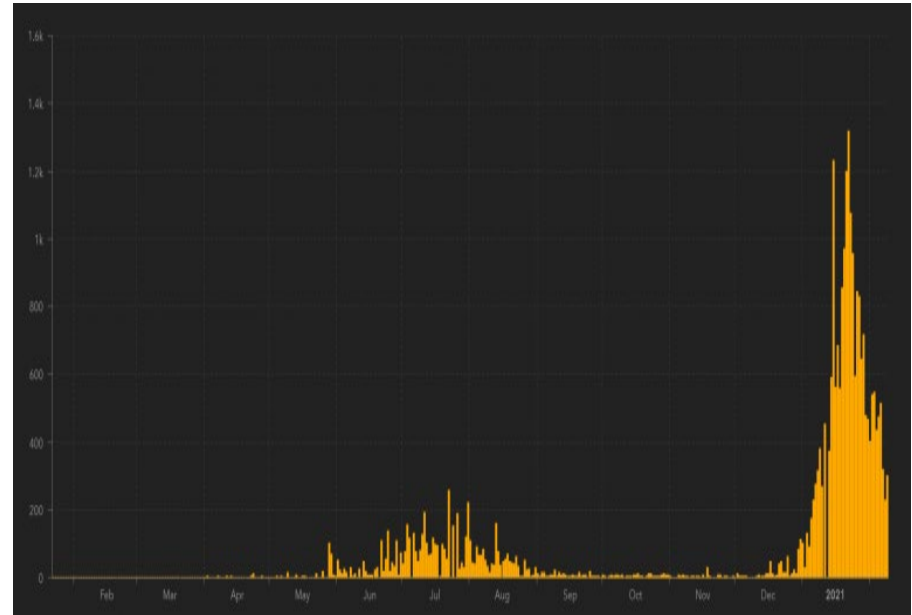
*TV
Saturday, March 20, 4:30pm
Sunday, March 21, 3:30pm*



The Malawi Radio and TV Advert

The Need

- December 2020: second wave of COVID 19 hit Malawi, and our country lost several leaders.
- Fear, misconceptions, and widespread misconceptions set in
- A gap, an opportunity: we wanted to make sure that information about food security, poverty, and the vaccine were all being addressed accurately. We needed to overcome challenges with communication barriers and data collection. We mobilized our own resources to bridge the information gap that was causing citizens to resist the COVID vaccine.
- Response: A radio program in Chichewa - that's our national language - on the Malawi Broadcasting Corporation (MBC Radio 1) and Times Radio stations.



Graph from UNC Institute for Global Health and Infectious Diseases Report, February 10, 2021 <https://globalhealth.unc.edu/2021/02/report-from-malawi-weathering-a-second-wave-or-tsunami-of-covid-19/>

Logistics

- Broadcasted five different hour-long programs to audiences from 27 of the 28 districts of the country.
- Community members submitted questions via phone call-in, SMS and WhatsApp messages. We received about 200 questions based on rumors and social media.
- *How could we, people who were not vaccine experts, help convince Malawians of its safety?*
 - Partnered with government, who connected us to experts
 - *We created a communication cycle that started with communities and included experts and eventually the government.*



Diminish disinformation and misinformation. A population that has accurate knowledge is more likely to be receptive to vaccination.



Leverage Resources. Using radio as a communication tool to disseminate information to hundreds of thousands of people across Malawi with each broadcast.



Forge Partnerships. Effectively engaging government and health experts is critical to sustainable awareness campaigns.

Outreach

- Based on feedback from local communities, the radio show broadcasts were highly successful in changing local community members' perceptions of the COVID vaccine.
- 5 broadcasts
 - 6 am and 6 pm
- We still continue to respond to WhatsApp and SMS questions
- Malawi has a population of 19 million people in 28 districts. Our goal as Malawi Chapter of MCLD is to reach out to 95% of the districts through the radio and TV talk show, where 8/10 radio stations would collaborate with the Malawi MCLD Chapter.
- Based on feedback from the program, the Malawi government has engaged with the Malawi Chapter to incorporate the radio programs into their COVID-19 awareness program
- Only 1% of Malawi's population has been vaccinated. People need more information, we are still working with the Malawi government to assess how the radio station has impacted vaccine uptake.

We have identified 13 community radios that we hope to partner with.

- The right information needs to be continuously shared
- We have the potential to reach 13 million Malawians

NO.	Radio Station	District	Coverage/ Reach
1	Gaka	Nsanje	Nsanje, Chikwawa, Thyolo, Mwanza, Neno
2	Chanco Radio	Zomba	Zomba, Machinga, Mulanje, Phalombe, Chiradzulu
3	Dzimwe & Likanguka	Mangochi	Mangochi, Salima, Dedza, Balaka
4	Bembeke	Dedza	Dedza, Ntcheu, Neno, Lilongwe
5	Chisomo	Salima	Dowa, Nkhotakota, Salima, Dedza
6	Nkhotakota	Nkhotakota	Nkhotakota, Dwangwa, Salima, Dowa, Kasungu
7	Chilundu	Nkhatabay	Nkhatabay, Nkhotakota, Mzimba
8	Likoma	Likoma	Likoma, Chizumulo
9	Mzimba	Mzimba	Mzimba, Rumphi, Karonga, Kasungu
10	Tumtufye	Karonga	Livingstonia, Rumphi, Karonga, Chitipa
11	Nthalire	Chitipa	Chitipa, Karonga
12	Kasungu	Kasungu	Mchinji, Kasungu, Ntchisi, Dowa, Lilongwe
13	Mudziwathu	Mchinji	Mchinji, Lilongwe, Dowa, Kasungu

In Summary

- Heard an example of how to organize a bottom-up community response to COVID-19 with broad reach and a community feedback loop
- Heard lessons learned from organizing a dialogue with the community



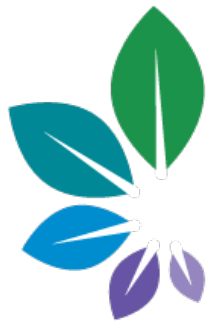
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Thank you for your attention!

Visit mcl.d.org or email ankosi@corpsafrica.org for more information

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IVR For Empowered and Informed Decisions

**Juanita and Greg from CRS
Ethiopia DFSA**



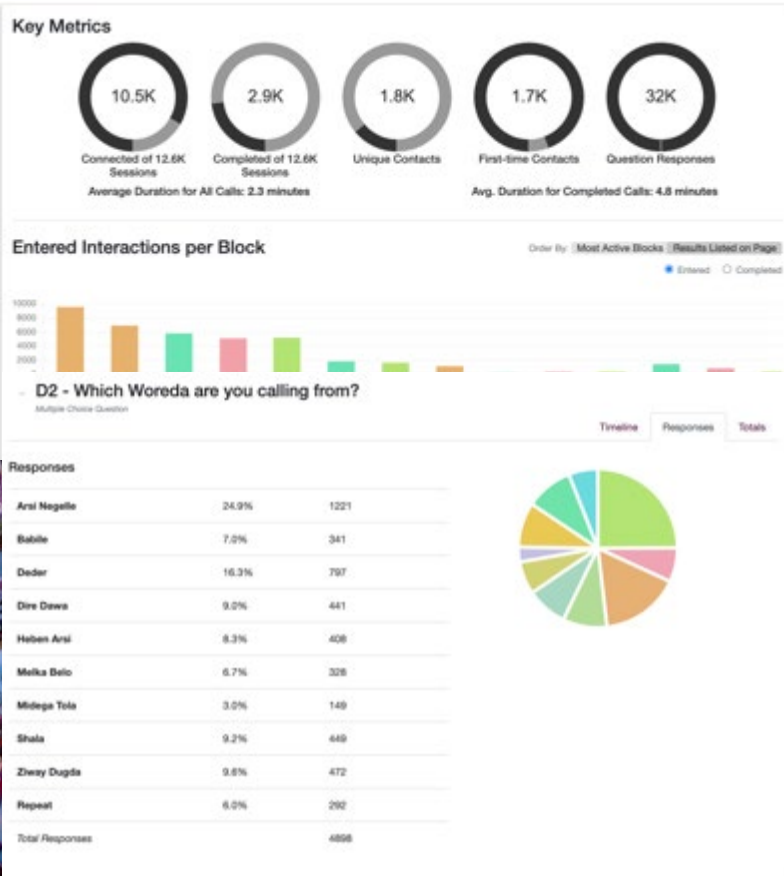
The Challenge of Reaching Rural Poor



1. Rising Covid-infections in Ethiopia
2. Promoted channels included social media, and radio.
3. Low literacy and weak internet limited access to Covid- messages.
4. Inaccurate and inadequate information affected perception of our clients about Covid-19.
5. Internal reflection and analysis led us to select IVR reach our clients.



IVR to Empower and Inform



1. Deployed in one week
2. Phase 1: Used 6 standard covid-19 messages on IVR
3. Phase 2: added SMS and additional IVR messages
4. Measured access and understanding of messages
5. Dashboard for reporting and adaptive management

The Solution - Process

1. IVR vs SMS
2. Content design for roll-out
3. Hotline design and promotion
4. Hotline live duration
5. Data management
6. Content update for phase 2 and SMS
7. Measuring results of messages





Lessons Learnt and Practical Implications



1. Reflect to learn (adaptive management toolkit)
2. Leverage on existing resources
3. Train clients on use of technology
4. Consult users to further adapt the the technology
5. Monitor and act when needed
6. Appreciate and learn from your failures



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Thank You

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