Covid-19 Response: Communicating with communities

Webinar with diaspora actors – Monday 30 March 2020 at 13:00 CEST
Diaspora Emergency Action & Coordination – Danish Refugee Council
1. Communication is Aid

Importance of communication and information during a crisis

Stijn Aelbers, Senior Humanitarian Advisor, Internews Myanmar
Communication is aid

1. Provide information
2. Collect information
3. Community Engagement
Example 1

In Uganda, more five new cases of Covid-19 were confirmed bringing the total so far to 23.

But many Ugandans seem to be running crazy. Shortly after the health ministry announced the new cases, residents in my town mobilised and embarked on a door to door campaign waking up whoever was asleep to take hot tea mixed with 2 spoons of salt a mixture they said makes on immune to Coronavirus.

On Thursday, there were rumors circulating on social media and in villages that a newly born baby immediately after birth spoke about the cure to Covid-19.

People made distant calls inquiring about the cure the baby had mentioned.
Misinformation & rumours

The opposite of fake (news) is...

Trust
Facts + Reality

Trust

(Self-) interest
What you can do

Facts
Check your sources
#nosourcenoforward
Don’t judge

Reality
Listen first
Translate/adapt
News you can use
we are fighting at the same time two different pandemic diseases.... the COVID-19 and the stupidity of the people that act like nothing is happening. It’s time for all of us to be social responsible.

#staythefuckhome if you can do it!

1:23 AM · Mar 28, 2020 · Twitter for iPhone

(Self-) interest
Managing Misinformation in a Humanitarian Context

For more information:

https://humanitarian.internews.org/

Or talk to me:

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