Planning the Strategy

Developed Regional Risk Communication Strategy for COVID-19 - shared with CARPHA Member States (CMS/Regional Health Communication Network (RHCN) Focal Points

- Provided technical and risk communication support (documents and templates) to RHCN
- Developed Communications Media Plan and shared with CMS/RHCN Focal Points
- Developed CARPHA Strategy for Managing Misinformation in the Media

Educating the Public

- Media Engagement
  - Developed and disseminated Media Releases
  - Facilitated Media Briefings/Interventions
- Website as a reliable source of information
- Developed Coronavirus Disease (COVID-19) Webpage
- Provided links to websites and hotlines of CMS
- Social Media
  - Create and disseminate key messages via Facebook, Twitter, Instagram, LinkedIn, YouTube
  - Produce COVID-19 videos addressing trending topics including masks, types of transmission, COVID-19 testing process

Working with Partners to Expand Reach

- Communications Repository (RHCN)
  - Gather, store and share COVID-19 materials submitted by the RHCN including videos, posters, social media cards and country dashboards
- CARPHA as the Default Search result for COVID-19
  - Partnership with the OECs and FB to position CARPHA as the default search result when persons from select CMS search for “Coronavirus”, “COVID-19”, or any other related search terms on Facebook or Instagram
- Facilitate distribution of regional COVID-19 Public Awareness Campaigns
  - Promote COVID-19 key messages of CMS through Facebook and Instagram
- Reaching Vulnerable Communities
  - Partner with the deaf community to produce appropriate COVID-19 information videos for the deaf and other vulnerable communities

Reference:

Suggested citation: