

Breakthrough ACTION Guinea

# Advancing community leadership in the fight against COVID-19:

*Breakthrough ACTION's outreach campaign that helped communities face their fears head-on*

Breakthrough ACTION Guinea  
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# AGENDA

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## PAST WORK & COLLABORATION

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- Groundwork laid with One Health actors
- Overview of COVID-19 achievements

## COVID RESPONSE

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- Areas of intervention
- Impact on JEE score and WHO RC Benchmarks

## COMMUNITY ACTIVITY

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- Collaborators
- Who, Where, What, How
- Reactions from community members
- JEE indicators & WHO Benchmarks

## FUTURE ACTIVITIES

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- Strengthened Capacity for future BA Guinea activities



Breakthrough ACTION was well positioned to respond immediately to the pandemic due to previous activities focusing on R 5.1 (Risk Communication Systems) and R 5.2 (Internal and Partner Communication and Coordination). The project's technical leadership as well as strong partnerships with government entities, local partners, CSOs, and local RCCE and One Health partners, and the wealth of resources for COVID-19 response at the global project level gave Breakthrough ACTION Guinea a strong foundation for immediate response.

# CAPITALIZING ON GROUNDWORK LAID BY GHSA

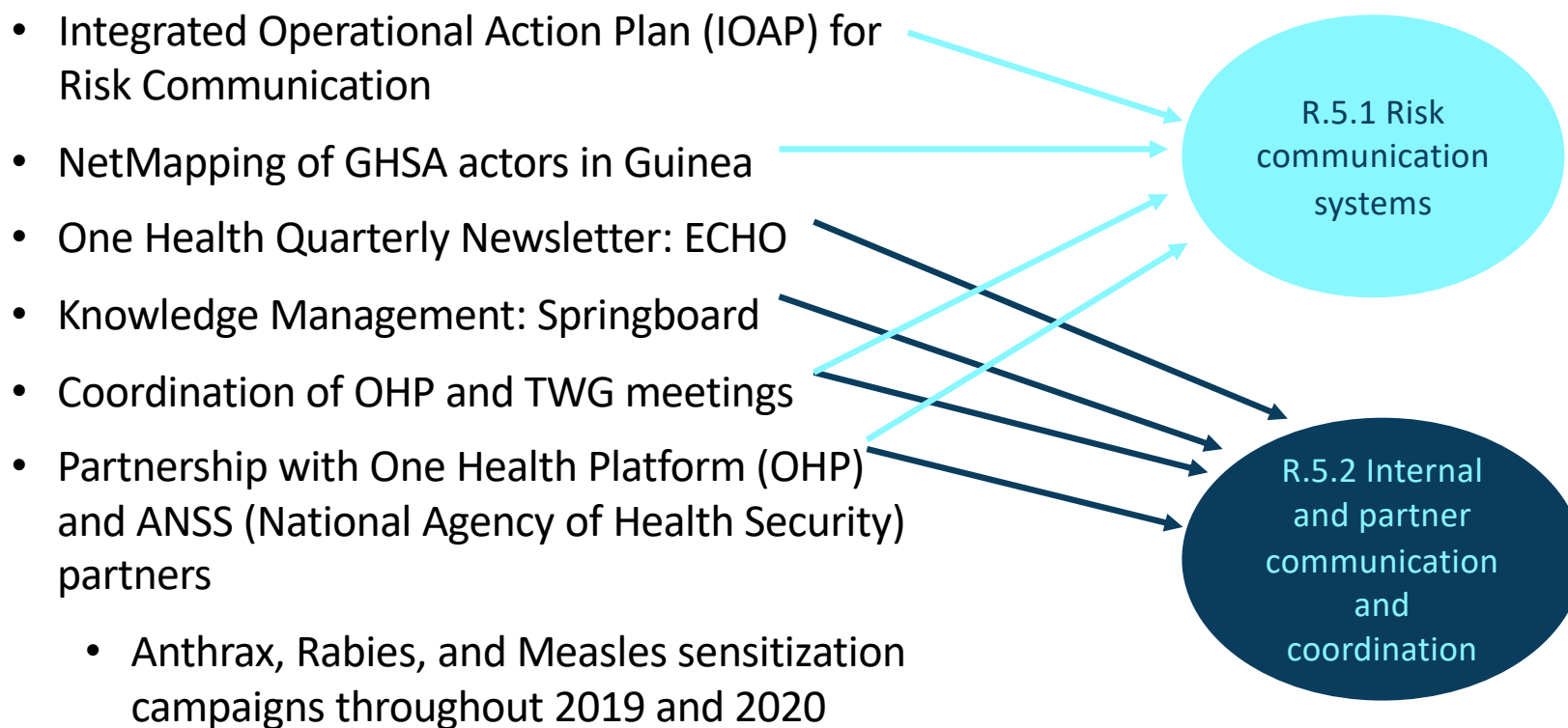
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- Integrated Operational Action Plan (IOAP) for Risk Communication
- NetMapping of GHSA actors in Guinea
- One Health Quarterly Newsletter: ECHO
- Knowledge Management: Springboard
- Coordination of OHP and TWG meetings
- Partnership with One Health Platform (OHP) and ANSS (National Agency of Health Security) partners
  - Anthrax, Rabies, and Measles sensitization campaigns throughout 2019 and 2020



# CAPITALIZING ON GROUNDWORK LAID BY GHSA

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# COVID-19 RESPONSE & CONTRIBUTION TO GHSA WORK

Response Activity	WHO Benchmark Actions
<b>Internal and Partner Coordination</b>	<p><b>15.1 (level 2)</b></p> <ul style="list-style-type: none"><li>• Identify people or units responsible for risk communication within each relevant ministry and relevant sectors</li><li>• Establish a list of key stakeholders in government ministries and among implementing partners.</li><li>• Identify points of contact for communication including different means for internal information sharing</li></ul> <p><b>15.2 (levels 2 and 3)</b></p> <ul style="list-style-type: none"><li>• Identify ministries, organizations and key stakeholders involved in risk communication and community engagement.</li><li>• Develop a platform or mechanism for regular information sharing with relevant sectors including ministries, partners and other stakeholders.</li><li>• Establish a regular risk communication coordination mechanism between relevant key stakeholders at national and subnational levels.</li></ul> <p><b>15.3 (level 2)</b></p> <ul style="list-style-type: none"><li>• Establish a list of key stakeholders – civil society groups, key nongovernmental organizations, key religious and traditional leaders – at the national level.</li><li>• Identify key internal resources within all relevant ministries to help engage with key stakeholders at the national level.</li><li>• Develop a plan to engage key stakeholders at the national level.</li></ul>

# COVID-19 RESPONSE & CONTRIBUTION TO GHSA WORK

Response Activity	WHO Benchmark Actions
<p><b>Journalism Training</b></p>	<p><b>15. 1. (level 3):</b> Develop risk communication capacities through cascade training and/or mentorship at the subnational level on information sharing among key stakeholders, including the media, social media, and direct interaction with affected communities.</p> <p><b>15.2 (level 3):</b> Develop appropriate action plans that identify priority intervention, language, and communication preferences.</p>
<p><b>Visuals, audio, TV, radio, IVR :</b></p>	<p><b>15.1 (level 3) :</b> Communicate in local languages and use appropriate technology for information exchange (dissemination and receiving feedback from the public).</p> <p><b>15.3 (level 2):</b> Develop appropriate action plans that identify priority interventions, languages and communication of preference to key populations at risk.</p>
<p><b>Community Sensitization &amp; Handwashing Kit Distribution</b></p>	<p><b>15.3 (levels 2 and 3)</b></p> <ul style="list-style-type: none"> <li>• Identify focal points for community engagement at the national and subnational levels.</li> <li>• Identify trusted community leaders and champions at the subnational level to support community engagement (such as religious leaders, traditional healers, community networks)</li> <li>• Identify focal points from the ministry and partners for community engagement at the subnational level.</li> <li>• Identify and train community outreach groups, including volunteers.</li> </ul>



Community awareness building and handwashing kit distribution



# UNIQUE COLLABORATION

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- The majority of Breakthrough ACTION Guinea's GHSA work has been in partnership with the Government of Guinea, specifically the One Health Platform and the ANSS (National Health Security Agency).
- #CoronaNtondi is a citizen awareness and information campaign on COVID-19 comprised of three structures Monarch Conakry, Apprenti Citoyen, and the Association of Young Intellectuals of Guinea
- **"Corona Ntondi"** means **"Corona, I refuse"** in Soussou, one of the most prominent languages in Guinea



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# WHO & WHERE | *Heart of the Community*

## Neighborhoods

Conakry, Coyah, and Dubreka



## Households

Handwashing Kits for All



## Markets

Marché Niger, Conakry



# WHAT | *Education & Delivery*

## Awareness Raising

### **Adapted & Targeted**

*We continuously tested and adapted messages and materials. The team listened to and addressed the concerns of community members in vulnerable neighborhoods.*



## Distribution



### **Local Supplier**

*Procurement is never an easy feat, especially when you're working against the clock during a public health crisis.*

## Practice

### **Handwashing**

*The team worked with members of the community (from young to old) and observed/corrected their handwashing practices.*



# HOW | *Collaboration*

## PREPARATION



### **Team of Volunteers**

*Youth from Corona Ntondi, Breakthrough ACTION, and local members from the communities appointed by local authorities came together to form “une belle équipe.”*



### **Coordination**

*The market and neighborhoods chosen for this activity were based on recommendations from the MOH and the ANSS.*



### **Local Authorities**

*First step is to visit local authorities and opinion leaders to discuss attitudes and behaviors in the community.*



*“Thanks to your visit this morning, I've come to understand that Covid-19 is a reality. It is true that we were reticent because in this country everything is political. But I promise to bring my family and my neighbors back to their senses for the respect of the wearing of masks and handwashing especially.”*

*-Head of Household in*

*“We have received several missions here for distribution, but this is the first organization that not only brings quality kits but also takes the time to exchange with the communities, understand their concerns and answer their questions. We salute your support and promise to take care of them but also to convey these messages in other neighborhoods.”*

*-Chief of Bonfi Neighborhood*

# JEE and WHO | *Indicators and Benchmarks*

<b>Communication sur les risques</b>	R.5.3 Communication publique.	<b>1</b>
	R.5.4 Communication pour faire participer les communautés touchées.	<b>2</b>



# STRENGTHENED CAPACITY FOR FUTURE ACTIVITIES

- Internal Mid-Term JEE Assessment
- RCCE capacity and needs assessment report with training plan
- Standard Operating Procedures (SOP) Manual
- One Health Platform Virtual Knowledge Exchanges
- Simulation exercise with key actors

JEE INDICATORS	2017	2020
R.5.1 Risk communication systems for unusual/ unexpected events and emergencies	1	2
R.5.2 Internal and partner coordination for emergency risk communication	2	2
R.5.3 Public communication for emergencies	1	3
R.5.4 Communication engagement with affected communities	2	2
R.5.5 Addressing perceptions, risky behaviors and misinformation	2	2





Thank you!!