

This presentation is for the facilitation of community-based action planning related to COVID-19 and vaccines

The slides to follow will lead the facilitator and participants through:

- *designing community-led risk communication and community engagement action plans*
- *give community members the learning and practice to speak with confidence about key populations at risk, protective measures and actions to protect ourselves and one another against COVID-19*
- *key messages development for dialogue about vaccines*

Embedded in these slides are training slides about:

- *Mis/disinformation - what it is and the psychology behind it*
- *About COVID-19 overall*
- *How community leaders / CHWs, etc. can respond to misinformation in communities*
- *About COVID-19 vaccines*
- *Communication in times of a crisis*

written facilitator guide



A Community-Led Approach to Risk Communication and Community Engagement

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Consultant COVID-19 Technical Response Unit
Updated July 2021



Welcome & Introductions

Insert presenter name, photo and
title

Agenda

- Welcome, introductions & objectives
- Assessment findings
- Trainings on mis/disinformation and COVID-19
- Development of community engagement plans
- Training on COVID-19 vaccines
- Messaging workshop & role play activity

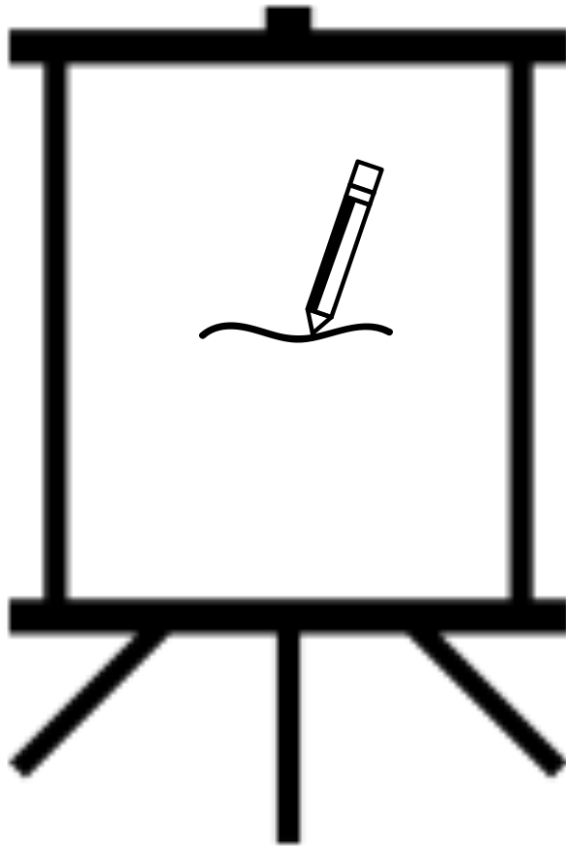
We are here to discuss:

How might we learn about the needs of our communities and share the type of information people want and need related to COVID-19 and vaccines?

Objectives

- Share the results/feedback from the surveys
- Respond to your questions from the survey
- Brainstorm ideas – how to respond in your communities

What do you want from today?

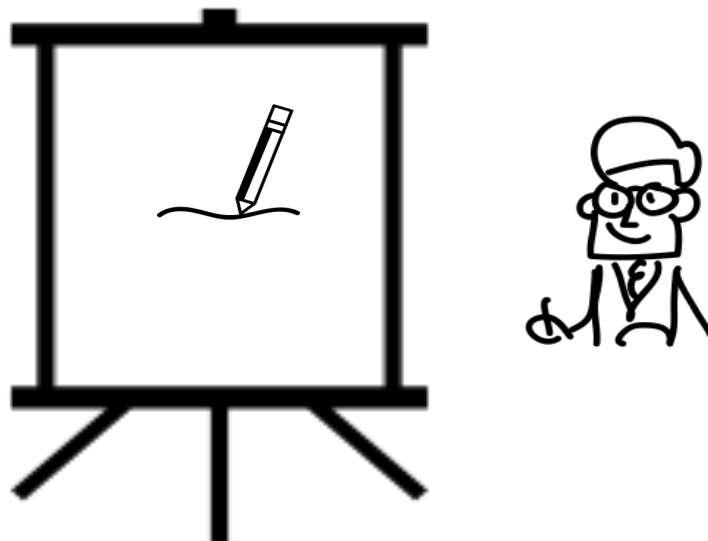


What do we need to get there?

What will help us accomplish what we want to do?

Instructions: brainstorm what will be needed from participants

- Team work
- Etc.



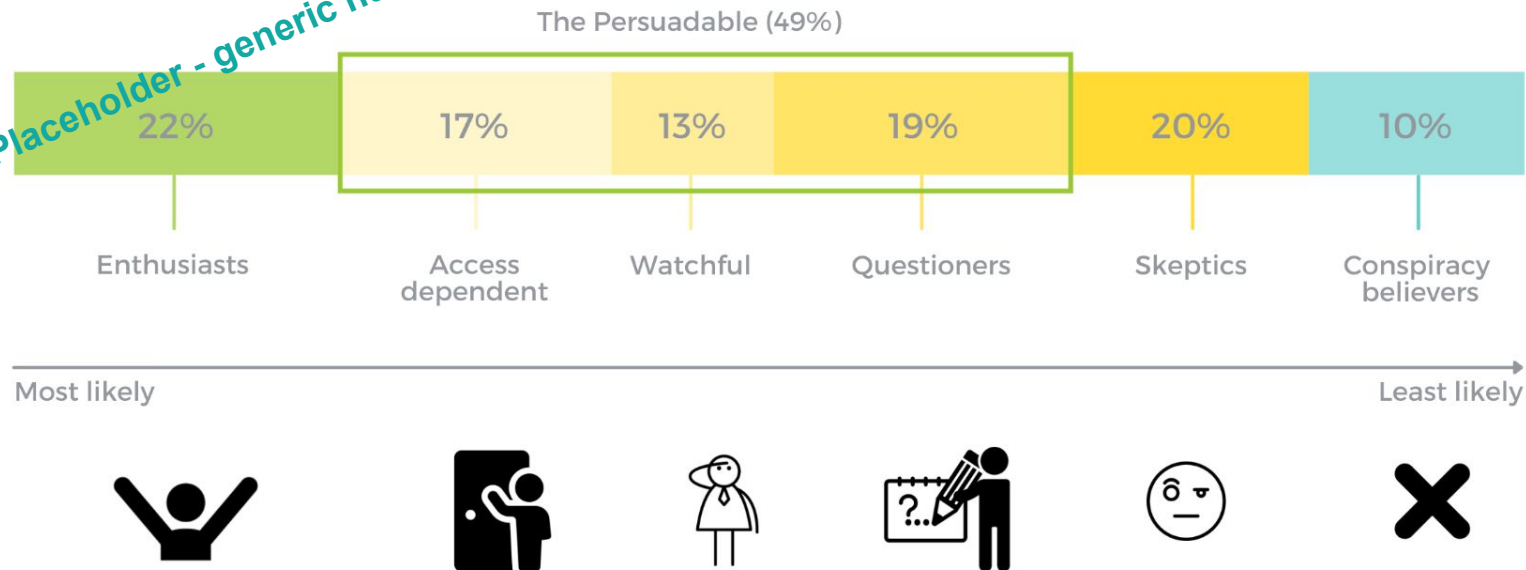
Insert state of COVID-19 in country from One World Data (link below)

FEEDBACK FROM SURVEY

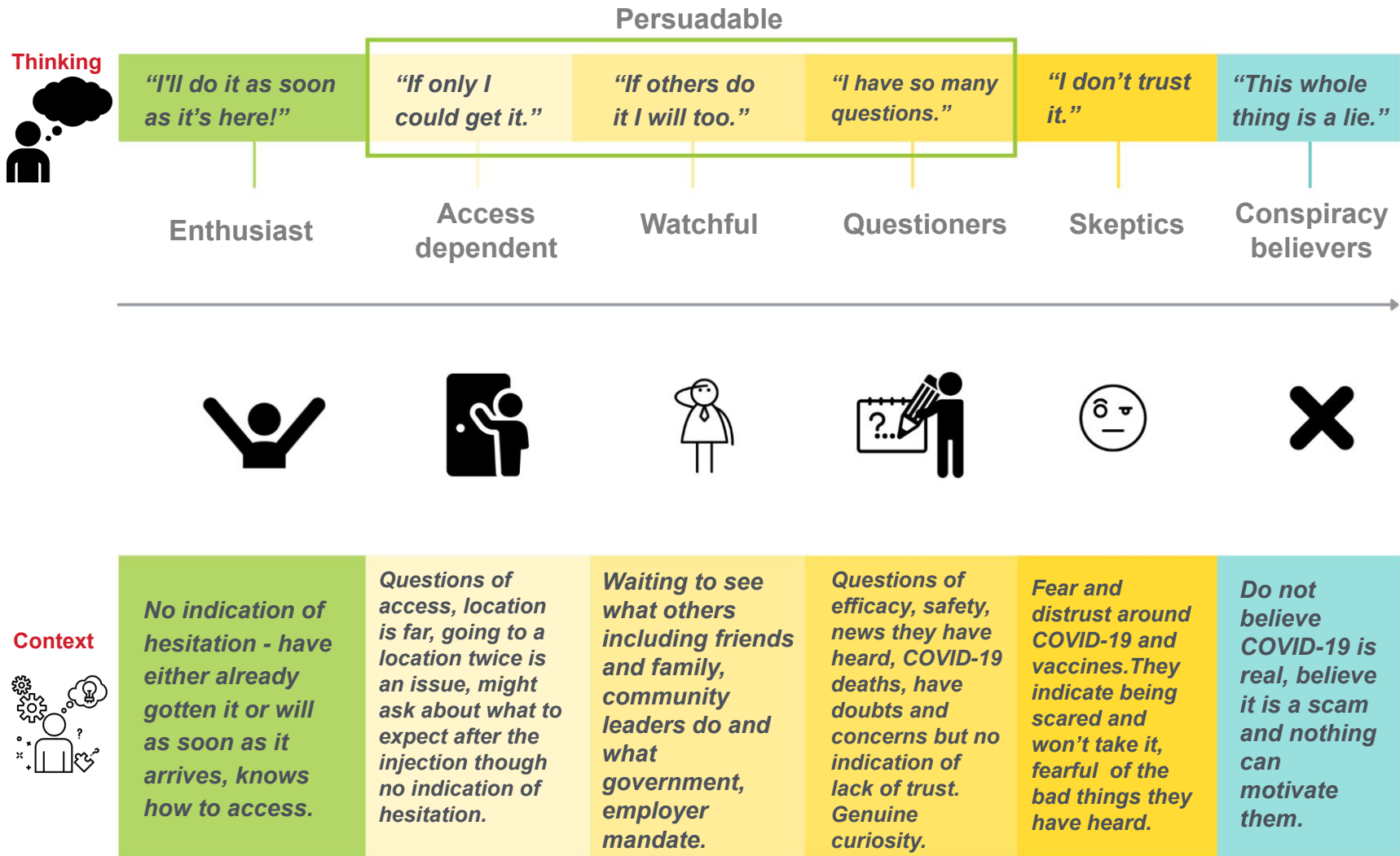
Insert slides on assessment findings

Six Vaccine Personas: Country-specific

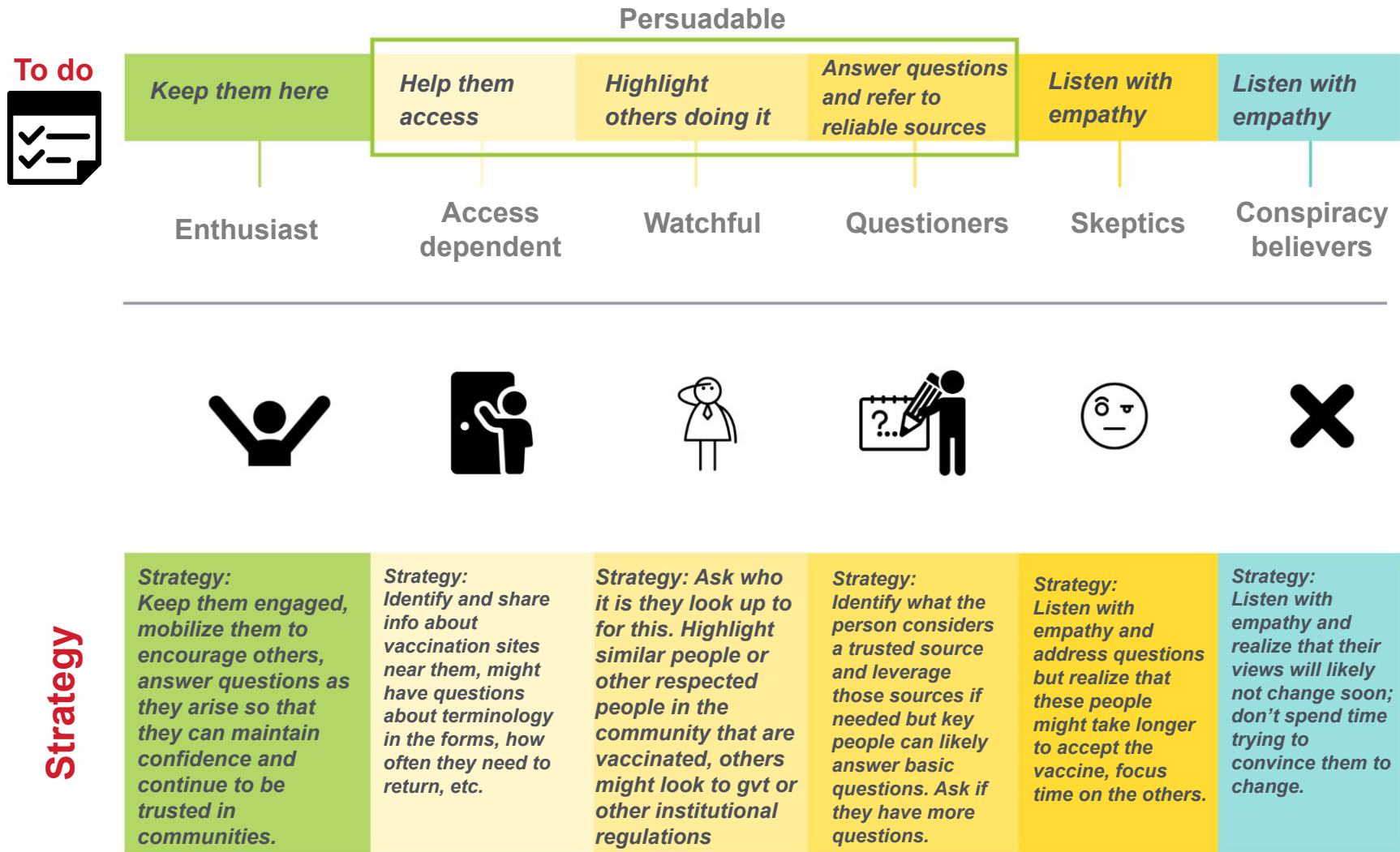
Placeholder - generic numbers



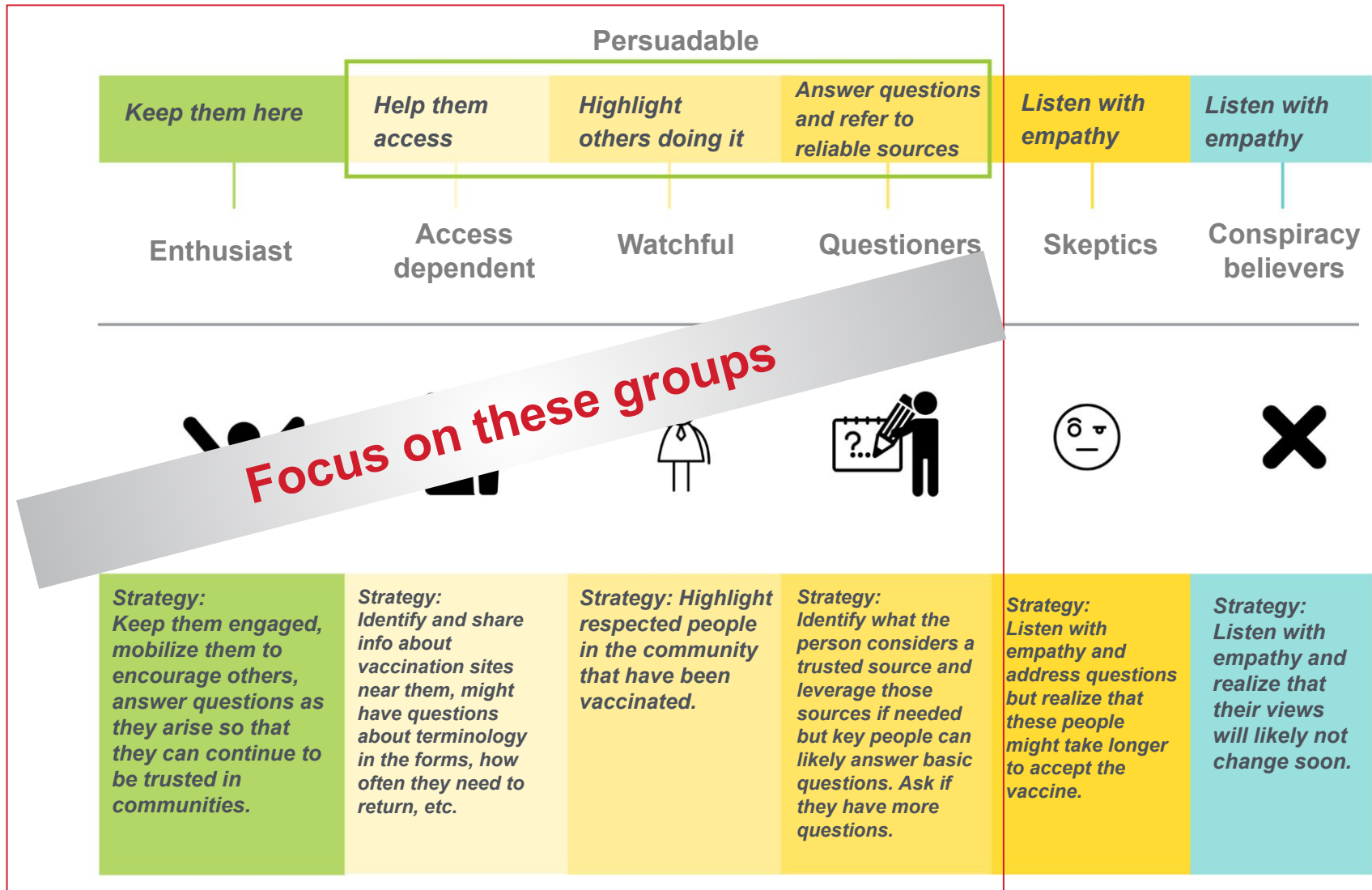
Six Vaccine Personas: Description



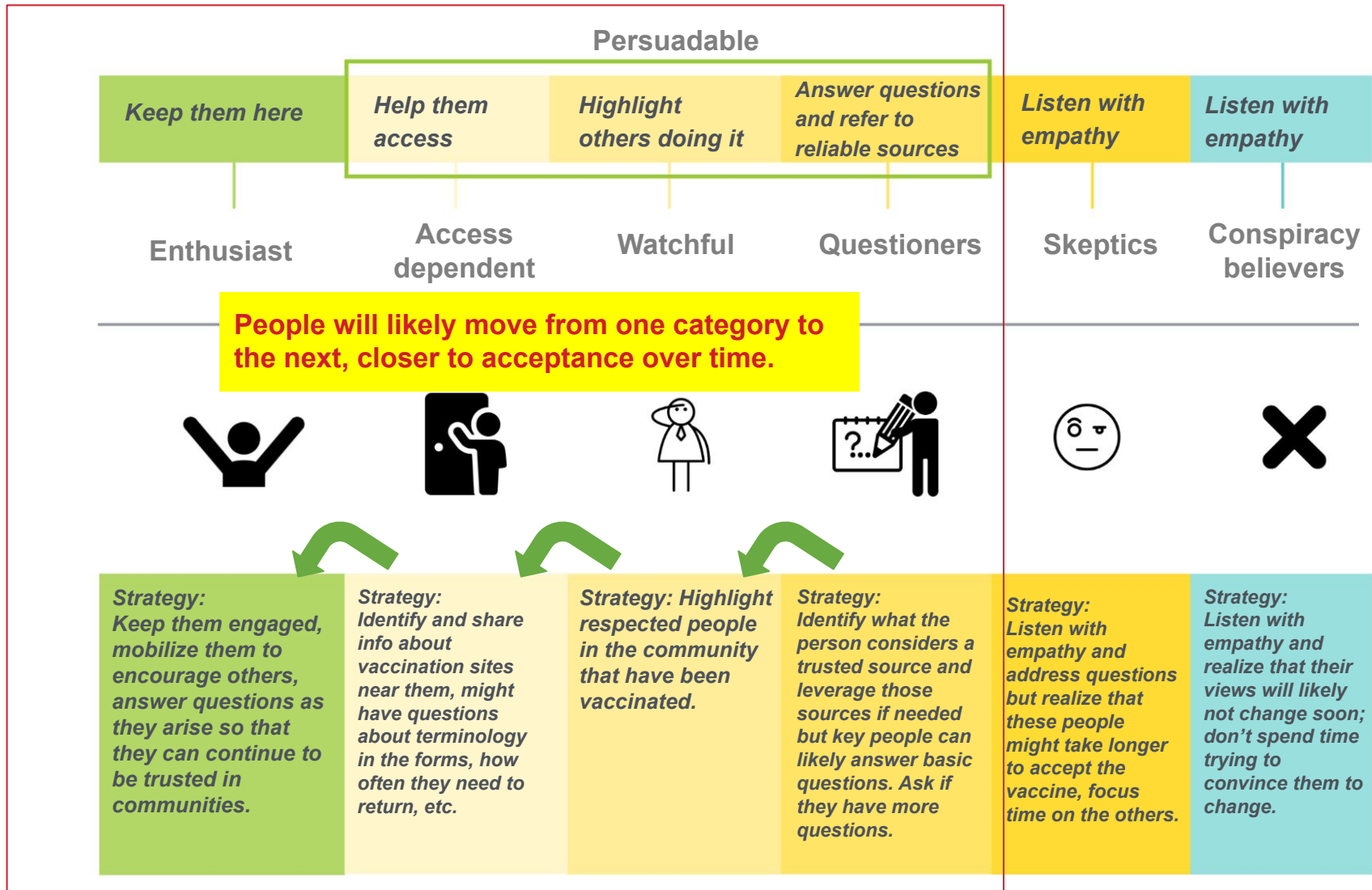
Six Vaccine Personas: Strategy



Six Vaccine Personas: Strategy



Six Vaccine Personas: Strategy



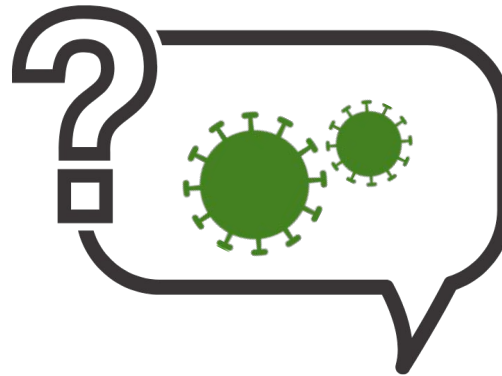
Key Questions: COVID-19 Overall

How do I take care of someone if they become sick?

Who can get infected more easily?

Who should I call in an emergency?

Where did the disease come from?



What are the most serious symptoms
When can it cause death?

How can we protect ourselves?

When should someone seek care?

When can someone get COVID again if they already had it?

Key Statements/Questions: COVID-19 Vaccines

How was it created so quickly?

We have no information about the vaccines

Does it cure someone with COVID-19?



Where are the vaccines being tested?

Where does the vaccine come from?

Key Statements/Questions: COVID-19 Vaccines

Will it have the same effect on everyone it is given to?

Is it dangerous?



Does the virus get injected into the body?

Is there harm to the body?

What we heard **you** wanted to:

- Have accurate information to share
- Carry out awareness campaigns and
- Share information with your communities

**LET'S GET
STARTED!**

Training Slides Presentation #1

Misinformation

<https://docs.google.com/presentation/d/1mKzSOCAyx0UVq-YpO4kBQcqD3DtUw7NF/edit#slide=id.p1>

This module will discuss human behavior and how it informs how information is shared and spread around the world

15-20 minutes



Sam Brash - Drawing Change Consulting
http://drawingchange.com/

Overview of Mis/Disinformation*

COVID-19 Technical Response Unit
Mercy Corps

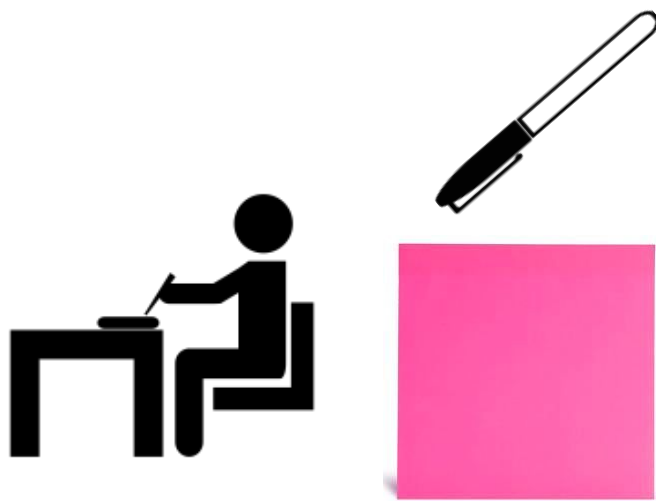
*This module is adapted from "Protection from deception" a 14 day SMS course designed by
First Draft: <https://firstdraft.arist.co/courses>



What rumors or questions do you get?

Activity: 60 seconds

The more the better!
One response per post it



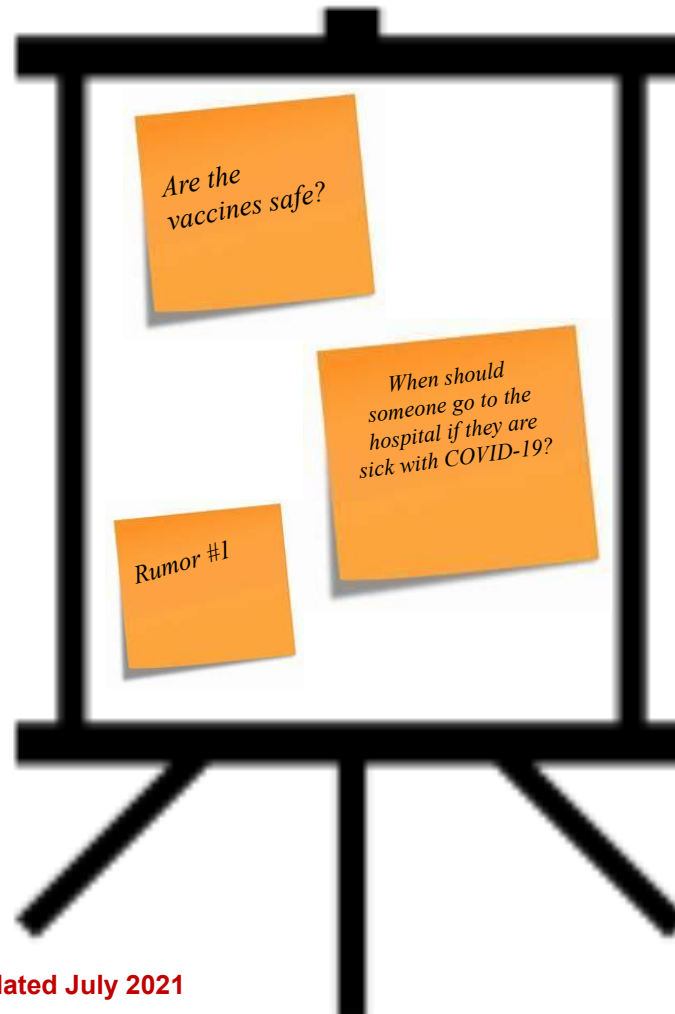
*Are the
vaccines
safe?*

Rumor #1

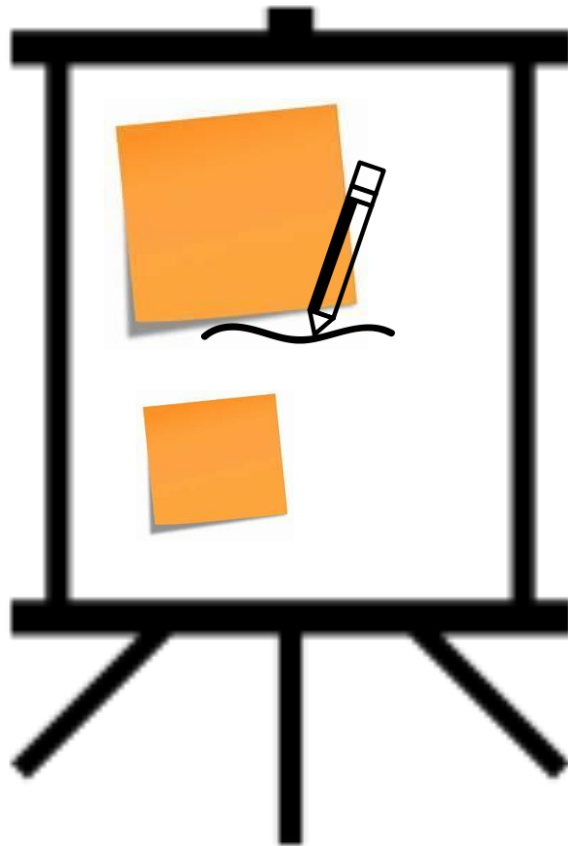
*When should
someone go to the
hospital if they are
sick with
COVID-19?*

Rumor #2

Put them on a flipchart paper nearby



Add the internet websites/social media pages that are sources of misinformation and rumors



What are your goals for yourself?

Activity: 1 minute

- Think about what your goals are for yourself/your community
- Write your **individual** goal on a piece of paper

Examples

- To be a trusted source of information..
- To be sure the vulnerable people in my community are protected (related to covid – people that are at higher risk of infection, etc.).
- To encourage others to protect their communities

Training Slides

About COVID-19

This module will discuss the basics of the COVID-19 virus and disease. This will help you have a strong background about COVID-19 and has important highlights that will help you communicate about the vaccines as well.

What are your goals for your group as leaders?

Activity: 5 minutes – Group Discussion



- As a group create 1-2 goals

Examples

- To be a trusted source of information..
- To be sure the vulnerable people in my community are protected (related to covid – people that are at higher risk of infection, etc.).
- To encourage others to protect their communities

Guiding Questions

(note: put up on a flipchart for the following activities)

1. **How do people in your community view COVID-19?**
2. **How have people's behaviors changed or not over time related to COVID-19?**
3. **What do you hear related to COVID-19?**
4. **What do you hear related to vaccines?**
5. **How do you interact with your community?**

Training Slides

Communicating to end misinformation, discrimination and instill hope

<https://docs.google.com/presentation/d/1wdZtoL6EOkUJHB7jRMGKj4ZfW2r8EpAT/edit?rtpof=true>

This module will discuss key strategies that leaders in communities can take to communicate that support ending misinformation and discrimination.

15-20 minutes

Community Engagement Planning

Activity: Developing Community Engagement Plans

Preparing the Framework:

One representative from each table bring up their table name to a blank wall.

Preferably not the wall that you are projecting onto with the projector (so that you can leave the RCCE framework up for day 2).

Tape it to the top of the wall above your head height.



Question #1

Related to your group goal - **participants answer this question** (who is your audience?)

- ***Who will you reach in your communities? / Who do you want to motivate to do things differently?***

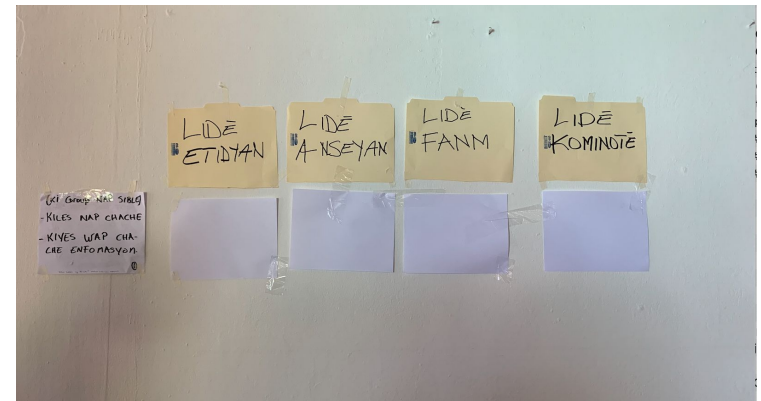
30 seconds



Question #1

Who will you reach in your communities? / Who do you want to motivate to do things differently?

Facilitator: Add the paper with the question to the wall.



Participants:
Add your response to the wall under your group.

**30 - 60
seconds**



Question #2

Related to your group goal - **participants answer this question**

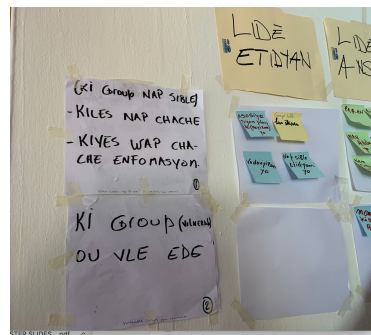
- ***Who are the vulnerable groups in your community that you want to protect or motivate to get vaccinated?***

**30 - 60
seconds**



Question #2

Facilitator: Add the question and papers to the wall.



Participants: Add your response to the wall under your group.

**30 - 60
seconds**



Question #3

Related to your group goal - **participants answer this question**

- ***What do you want people to do in your communities to protect themselves and each other related to COVID-19?***

**30 - 60
seconds**



Question #3

Facilitator: Add the question and papers to the wall.



Participants: Add your response to the wall under your group.

30 - 60
seconds



Question #4

Related to your group goal - **participants answer this question**

- ***What will you say to people to motivate them to practice the behaviors you hope they will?***

30 seconds



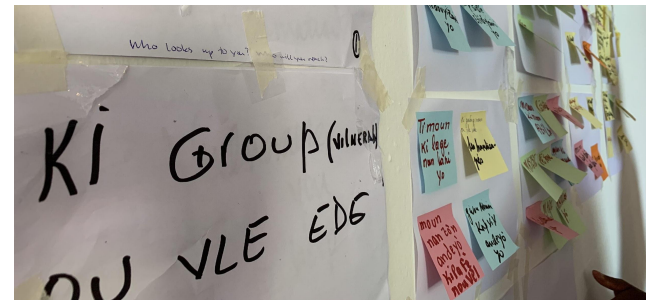
Question #4

Facilitator: Add the question and papers to the wall.



Participants: Add your response to the wall under your group.

**30 - 60
seconds**

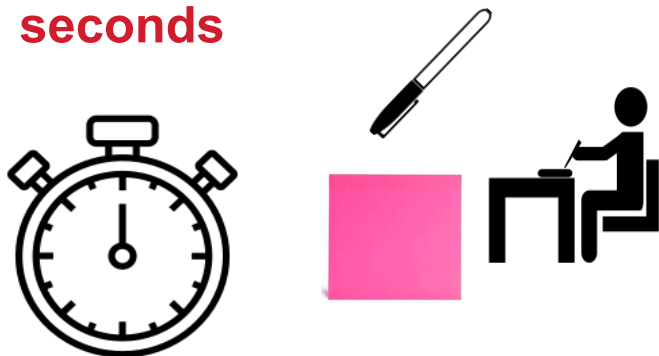


Question #5

Related to your group goal - **participants answer this question**

- ***What activities will you do?***

**30 - 60
seconds**



**30 - 60
seconds**

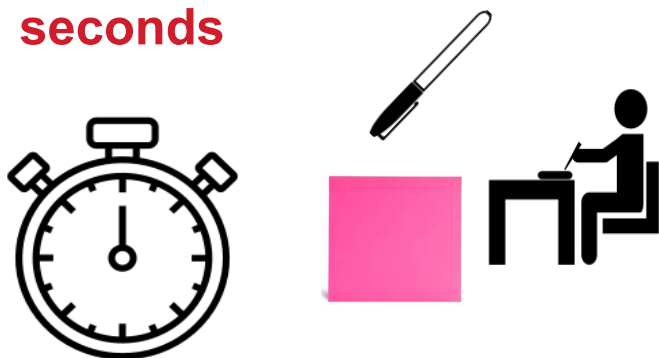


Question #6

Related to your group goal - **participants answer this question**

- ***What challenges will you have?***
- ***Resources you will need?***

**30 - 60
seconds**



**30 - 60
seconds**



Discussion

Reflections on this activity -

Questions:

- What can we learn from each other?
- Were there any big surprises?
- What have we learned along the way through this process?

Discussion - Key Questions About Vaccines

Share with us the key questions that you have about vaccines in preparation for tomorrow's workshop and training.

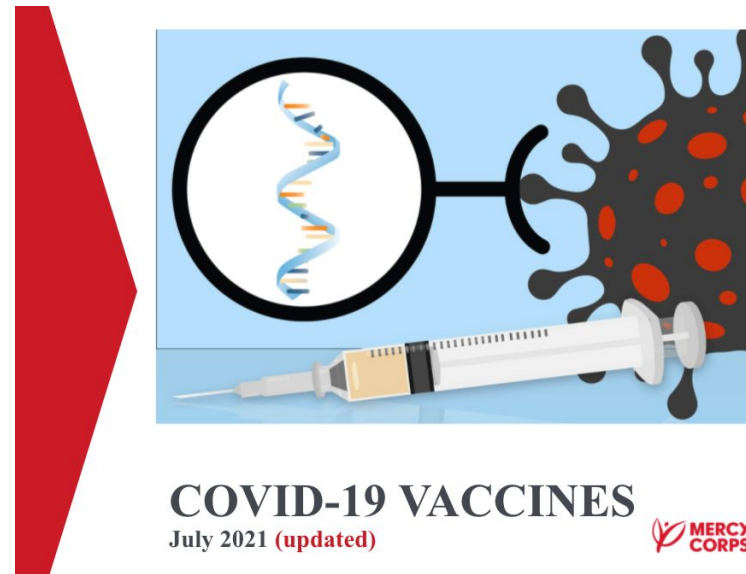
Day 2

Training Slides

About COVID-19 Vaccines

https://docs.google.com/presentation/d/15M8nsW6ajboxwIEcAdFVN_KOUTUJ-g2LObNTXbiDFOo/edit#

This module is an estimated
60 minutes



Group Goal

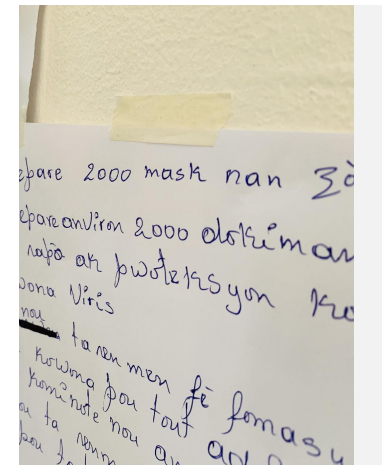
Related to vaccines - what is your goal as a group in your communities?

What do you hope to achieve?

Group Discussion

Write goal on a paper

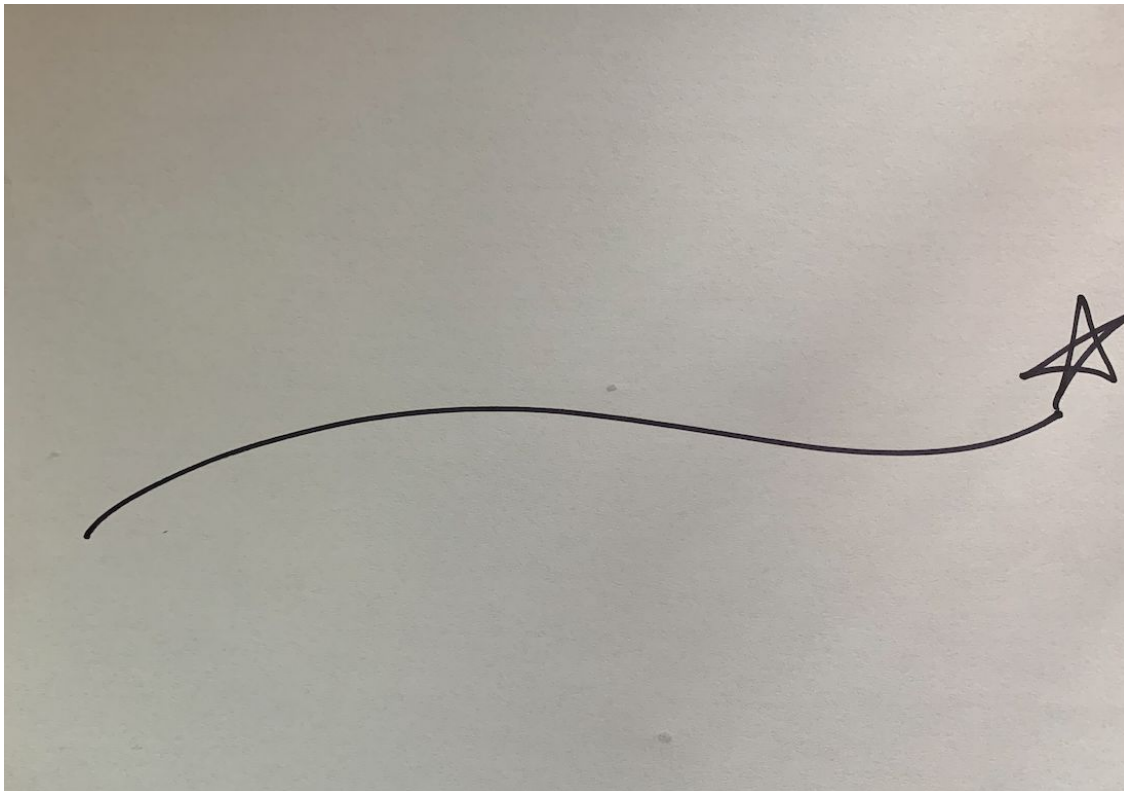
5 minutes



Journey Mapping

What will the journey to vaccine acceptance in communities look like?

Participants: Each group, put a flipchart on the table and draw a line horizontally.



Journey Mapping

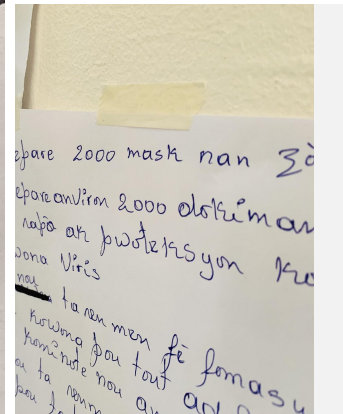
What will the journey to vaccine acceptance in communities look like?

Participants: Add your group goal

Beginning/
Now

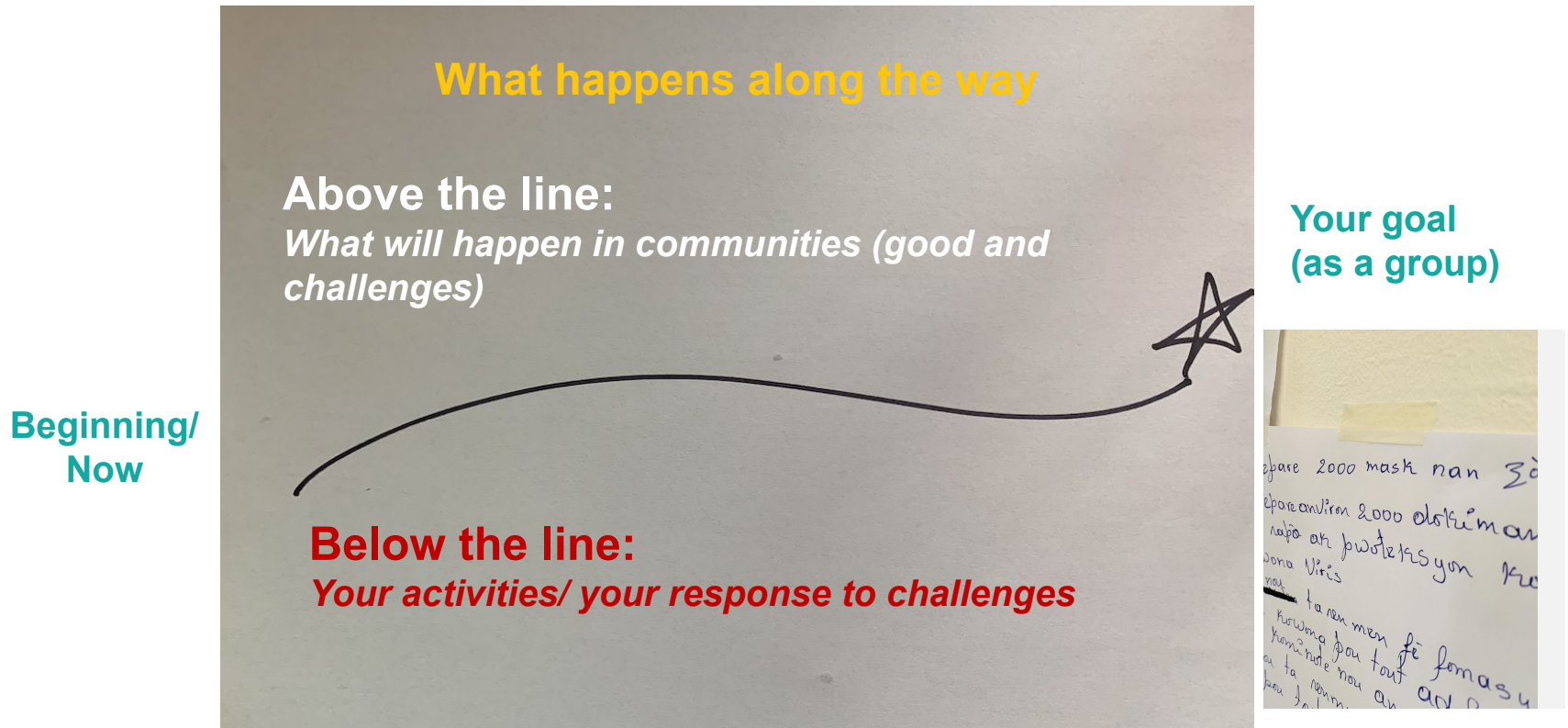
What happens along the way

Your goal
(be sure your
group name is
here!)



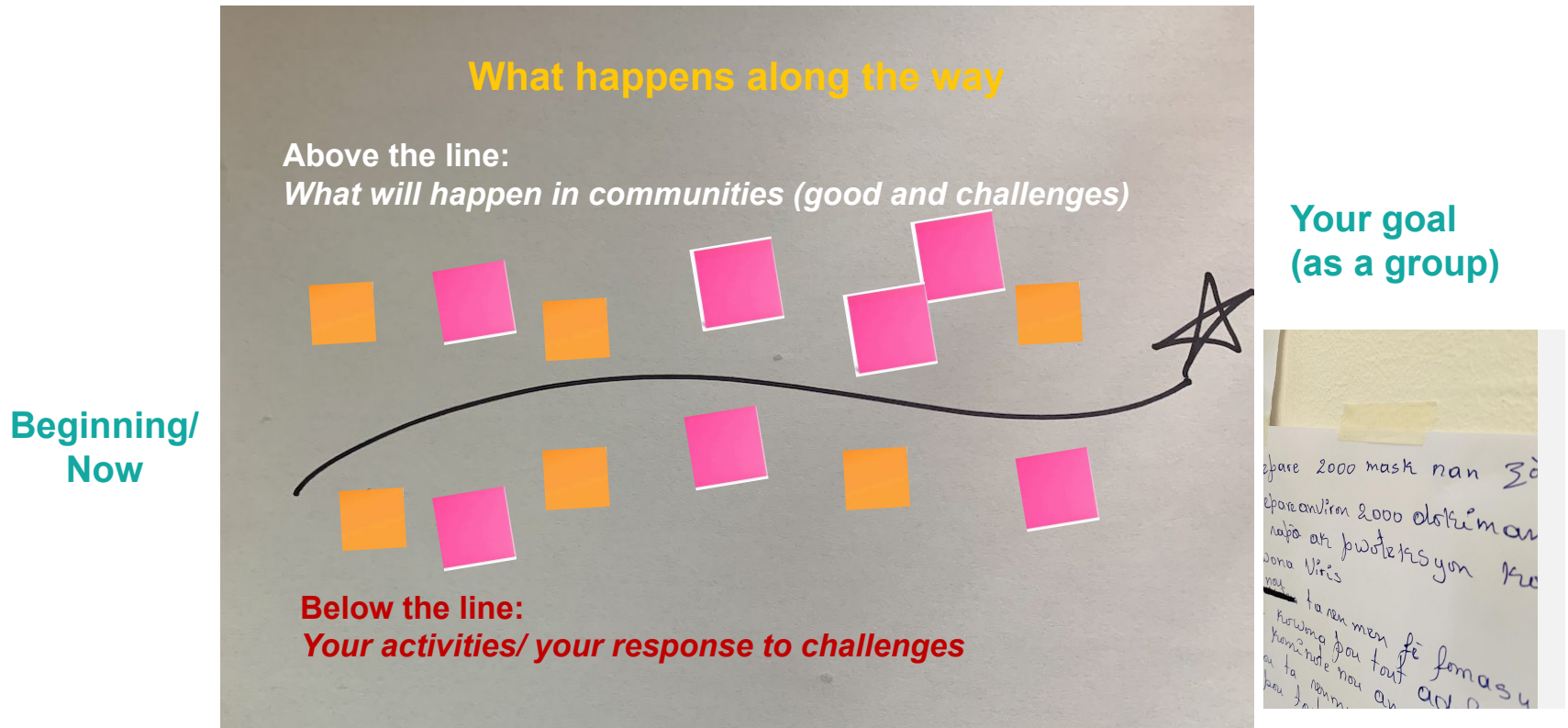
Journey Mapping

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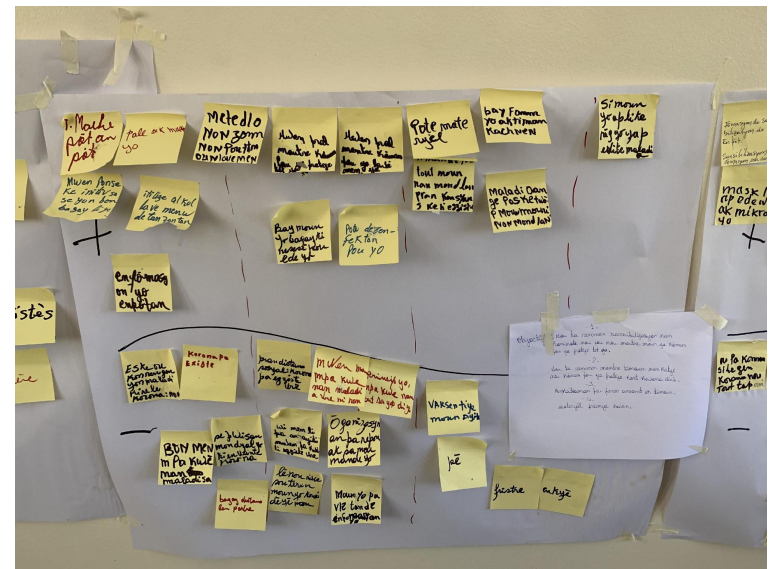


Journey Mapping

What will the journey to vaccine acceptance in communities look like?



Journey maps - some examples

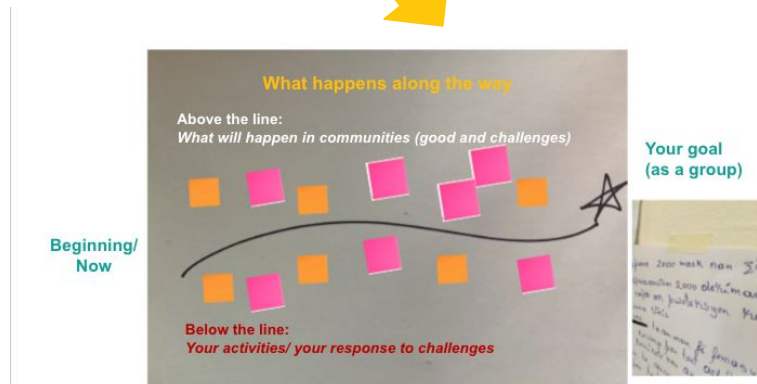


Time to Journey!

As a group



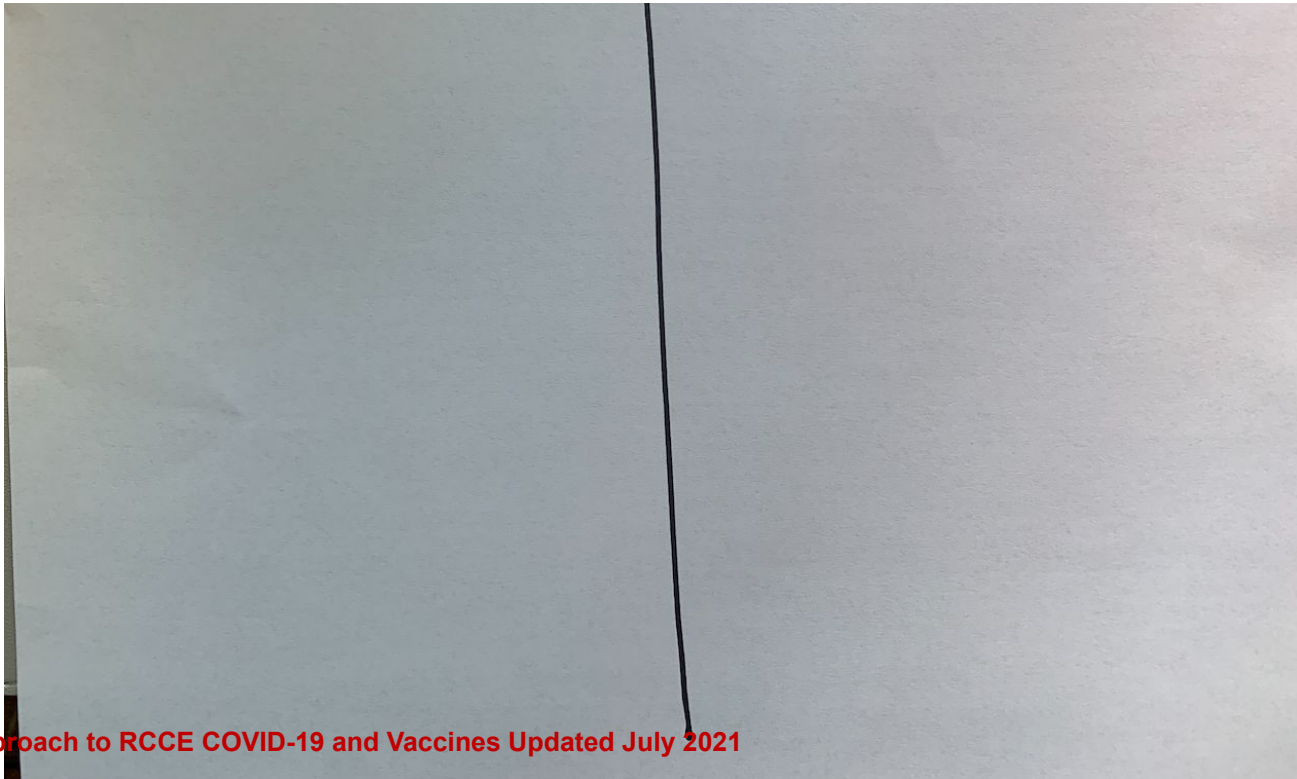
15
minutes



Messaging Workshop

Vaccine Messaging Preparation

Participants: Each group, take **three** sheets of flipchart paper and draw a line down the middle of them.



Vaccine Messaging Preparation

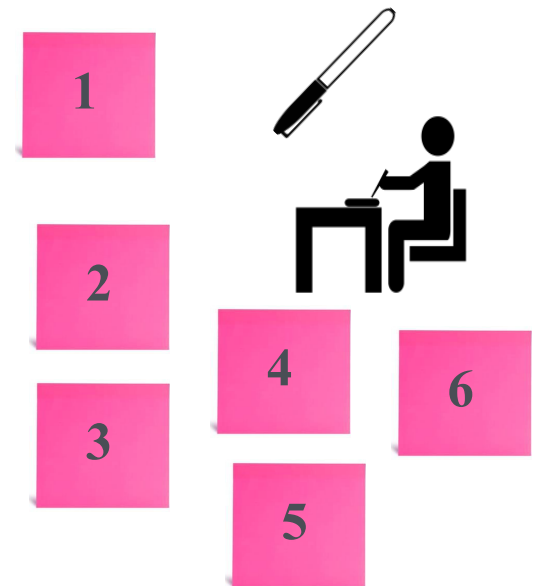
Participants: 2-3 team members:

Tape the three papers on the wall side by side so you have 6 columns



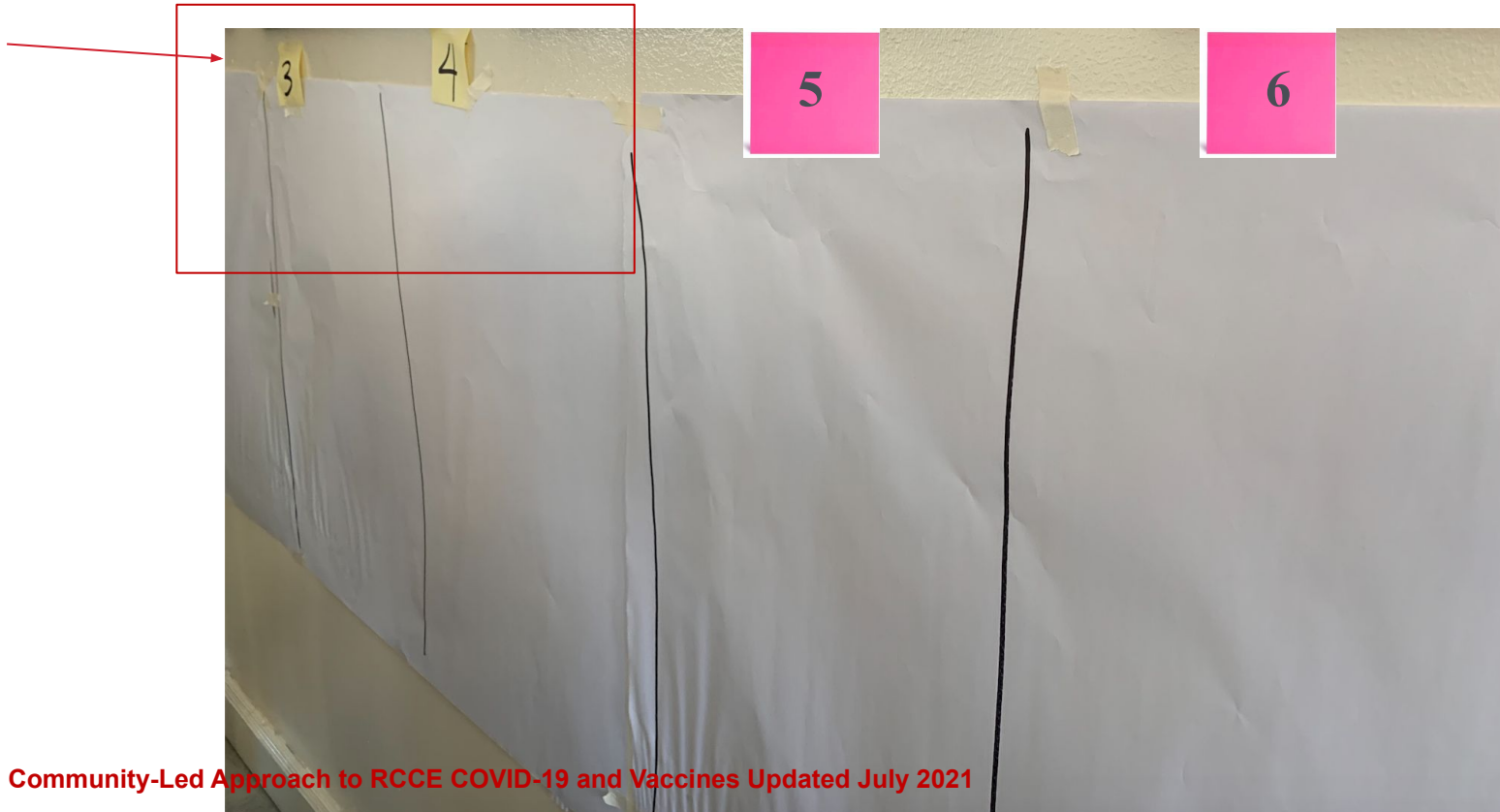
Another team member:

Write on post its:
1, 2, 3, 4, 5, 6



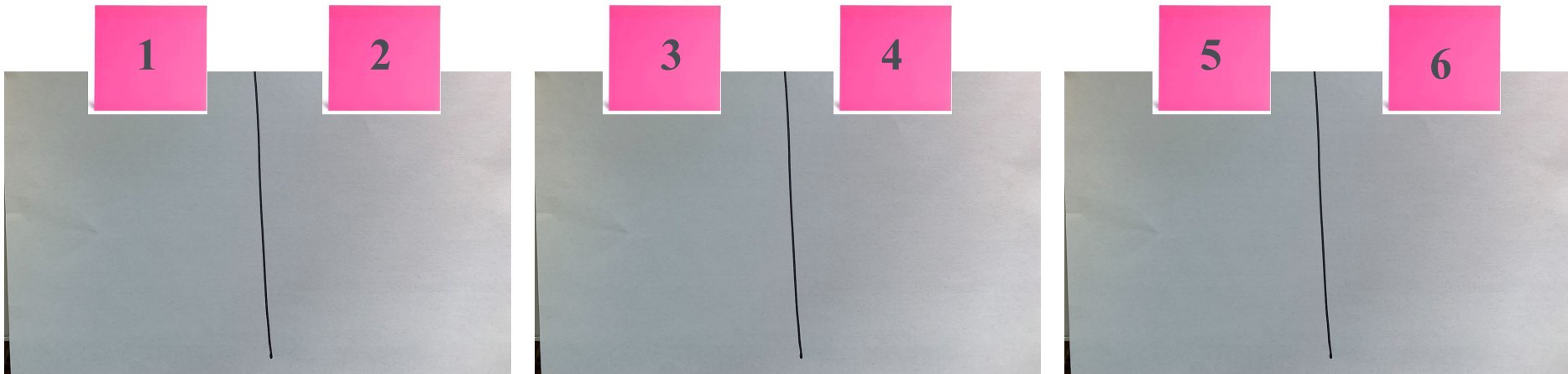
Vaccine Messaging Preparation

Participants: Add numbers 1, 2, 3, 4, 5, 6



Vaccine Messaging

Preparation the wall should look like this



Vaccine Messaging

Preparation/ Discussion

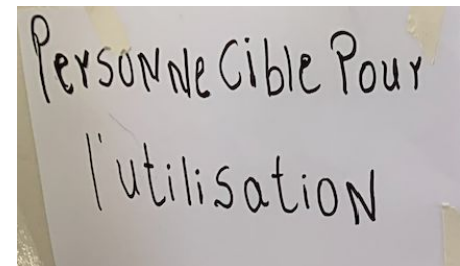
Agree as a training cohort **which of the approved vaccines** you will be discussing.

If time permits, you can repeat the exercise for other vaccines.

Vaccine Messaging Preparation #1

Participants: Will write the question on a piece of paper

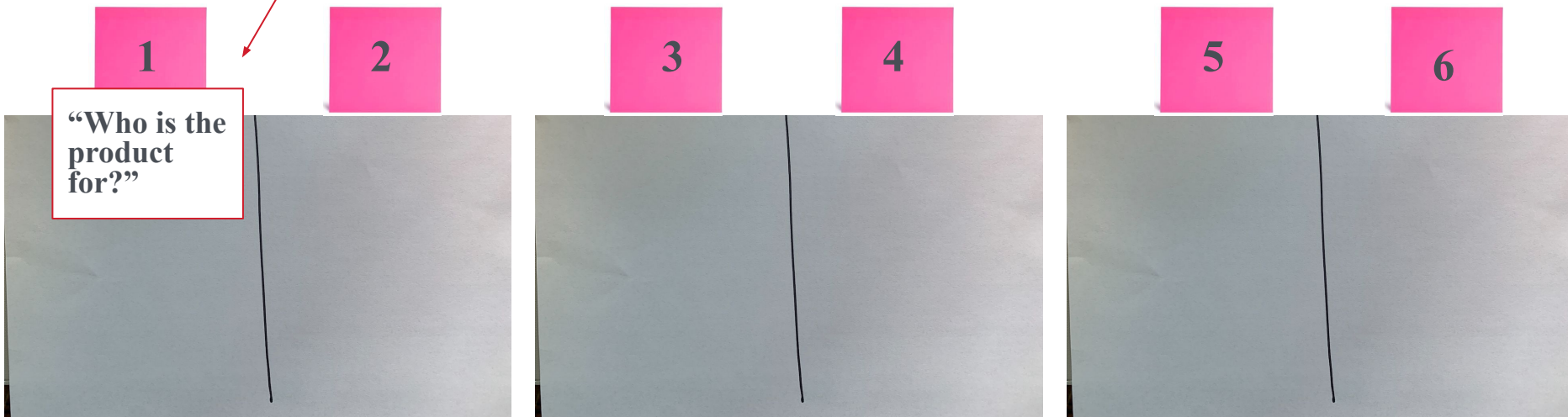
“Who can take the product” or “Who is the product for?”



Example
“Person who can use”
in French

Vaccine Messaging Question #1

Participants: Add the **first question** to the wall.



Vaccine Messaging Response #1

AstraZeneca **Viral Vector**

Clinical studies: 32,449 people in the United States of America, Peru and Chile.

Approved for use in: Ages 18 +

Efficacy: 76% against COVID-19; 100% against severe disease & hospitalization

Administration: Muscle injection 2 doses

Emergency Use Listing 

Expected side effects: pain at the injection site, fatigue, headache, chills, muscle pain, fever, joint pain, injection site swelling.

Do not use in (contraindications): Hypersensitivity to the active substance or to any of the excipients - histidine, histidine hydrochloride monohydrate, sodium chloride, magnesium chloride hexahydrate, disodium edetate (EDTA), sucrose, ethanol absolute, polysorbate 80 and water for injections.

Additional information: The European Medicines Agency (EMA) identified a small number of cases of blood clots in younger people with large veins and low platelets. However, it was determined by the EMA that the benefits of vaccination outweigh the risk


SINOPHARM **Whole Inactivated**

Clinical studies: 40,000 people in the United Arab Emirates, Bahrain Egypt and China.

Approved for use in: Ages 18 +

Efficacy: 79% against symptomatic COVID-19 and hospitalization

Administration: Muscle injection 2 doses 3-4 weeks apart

Emergency Use Listing 

Expected side effects: pain at injection site, headache, fever, fatigue, myalgia, arthralgia, cough, dyspnea, nausea, diarrhea, pruritus

Do not use in (contraindications): Known history of anaphylaxis to any component of the vaccine. Persons who developed anaphylaxis after the first dose should not receive a second dose of the Sinopharm vaccine.


Pfizer BIONTECH **mRNA**

Clinical studies: 43,448 people including 2,260 12-15 year olds in U.S.A, Europe, Turkey, South Africa and South America.

Approved for use in: Ages 12 +

Efficacy: 91.3% against COVID-19; 95% against severe infection

Administration: Muscle injection 2 doses 3 weeks apart

Emergency Use Listing 

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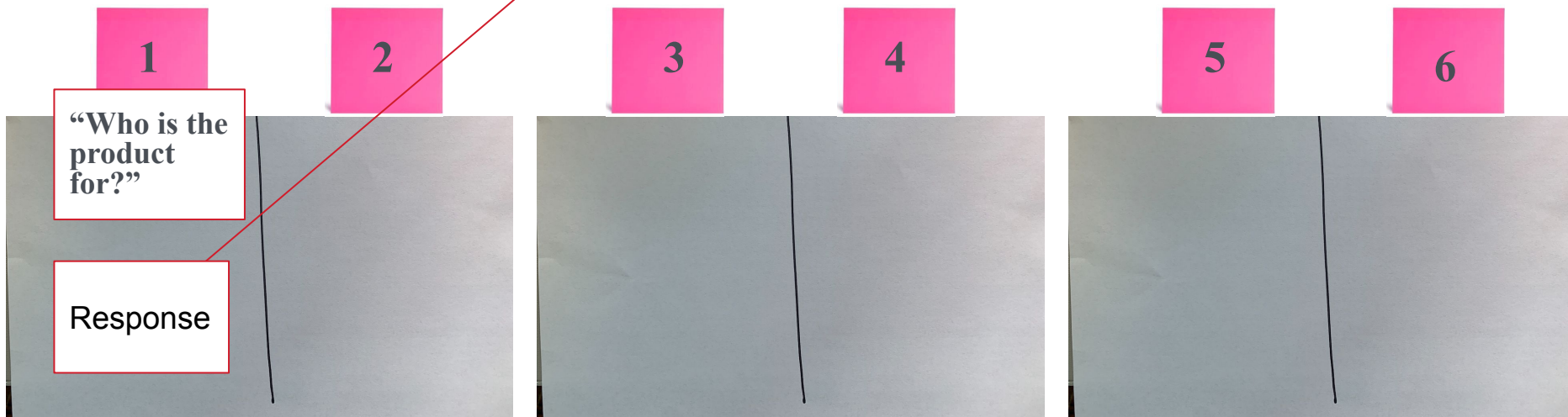
Facilitator: Show slide from Training Module #4 COVID-19 vaccines for the vaccine you have selected as a cohort for this activity.

Participants: As a group write the answer on a piece of paper and add under the question



Vaccine Messaging Response #1

Participants: Add the first **response** to the wall.



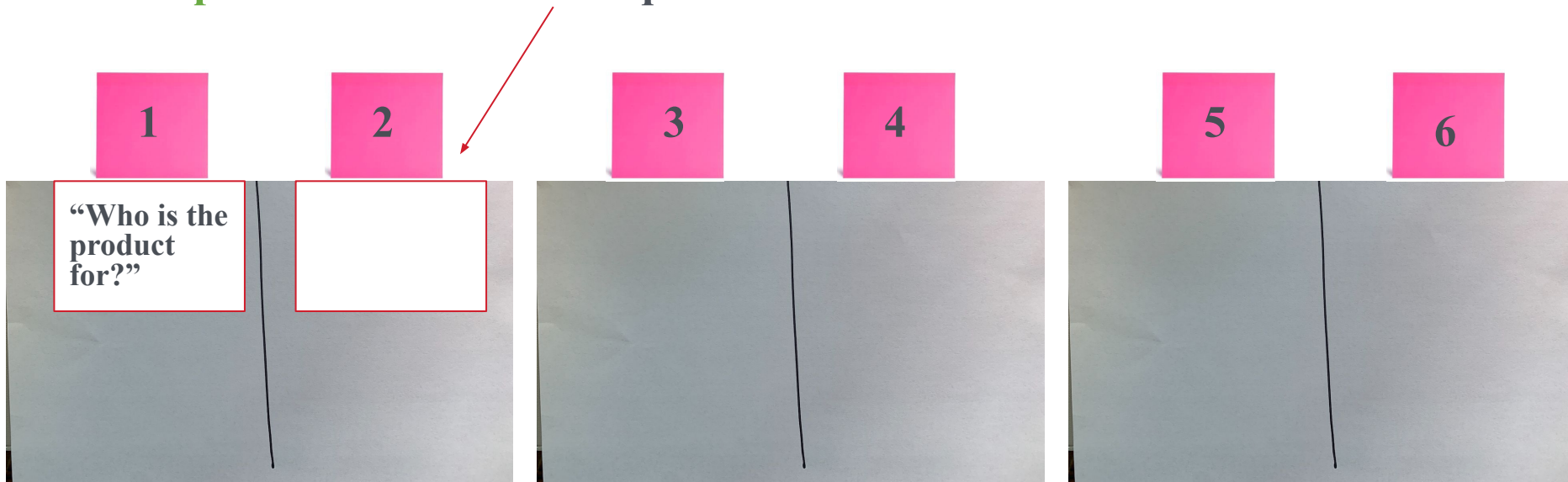
Vaccine Messaging Preparation #2

Participants: Will write the question on a piece of paper
“Why should someone take the vaccine?” /Motivation



Vaccine Messaging Question #2

Participants: Add the second question to the wall.



Vaccine Messaging Response #2


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Facilitator: Show slide from Training Module #4 COVID-19 vaccines for the vaccine you have selected as a cohort for this activity.

Participants: As a group write the answer on a piece of paper and add under the question



Vaccine Messaging Response #2

Participants: Add the **second response** to the wall.

1	2	3	4	5	6
<p>“Who is the product for?”</p>					
<p>Response</p>					

Vaccine Messaging Preparation #3

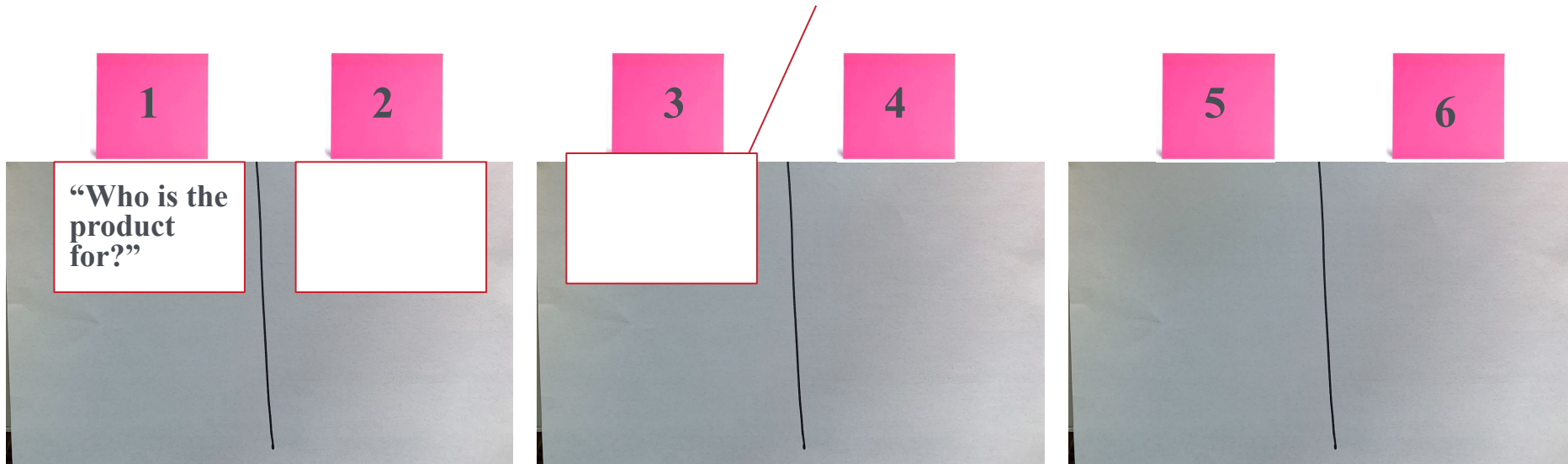
Participants: Will write the question on a piece of paper

“Who should not take the vaccine?” / Contraindications or other precautions



Vaccine Messaging Question #3

Participants: Add the question to the wall.



Vaccine Messaging Response #3

AstraZeneca **Viral Vector**

Clinical studies: 32,449 people in the United States of America, Peru and Chile.

Approved for use in: Ages 18 +

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Emergency Use Listing 

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Facilitator: Show slide from Training Module #4 COVID-19 vaccines for the vaccine you have selected as a cohort for this activity.

Participants: As a group write the answer on a piece of paper and add under the question



Vaccine Messaging Response #3

Participants: Add the **response** to the wall.

The diagram illustrates a sequence of six stations for a vaccine messaging activity. Each station is represented by a pink square with a number (1 through 6) above a grey rectangular area. Station 1 contains two white boxes: the top one with the text "Who is the product for?" and the bottom one with the text "Response". Station 3 contains two empty white boxes, with a red arrow pointing to the top one. Stations 2, 4, 5, and 6 are empty. Vertical lines separate the stations, and horizontal lines within the grey areas separate the boxes at each station.

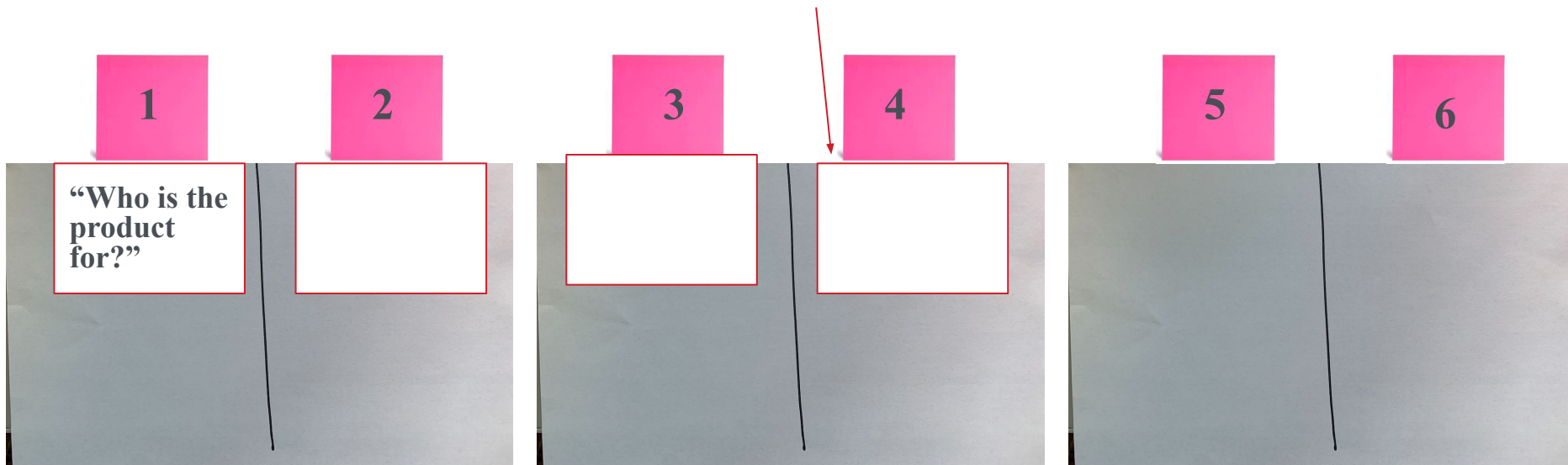
Vaccine Messaging Preparation #4

Participants: Will write the question on a piece of paper
“What is the efficacy of the vaccine?”



Vaccine Messaging Question #4

Participants: Add the question to the wall.



Vaccine Messaging Response #4

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Expected side effects: pain at the injection site, fatigue, headache, chills, muscle pain, fever, joint pain, injection site swelling.

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Additional information: The European Medicines Agency (EMA) identified a small number of cases of blood clots in younger people with large veins and low platelets. However, it was determined by the EMA that the benefits of vaccination outweigh the risk


SINOPHARM **Whole Inactivated**

Clinical studies: 40,000 people in the United Arab Emirates, Bahrain Egypt and China.

Approved for use in: Ages 18 +

Efficacy: 79% against symptomatic COVID-19 and hospitalization

Administration: Muscle injection 2 doses 3-4 weeks apart

Emergency Use Listing 

Expected side effects: pain at injection site, headache, fever, fatigue, myalgia, arthralgia, cough, dyspnea, nausea, diarrhea, pruritus

Do not use in (contraindications): Known history of anaphylaxis to any component of the vaccine. Persons who developed anaphylaxis after the first dose should not receive a second dose of the Sinopharm vaccine.


Pfizer BIONTECH **mRNA**

Clinical studies: 43,448 people including 2,260 12-15 year olds in U.S.A, Europe, Turkey, South Africa and South America.

Approved for use in: Ages 12 +

Efficacy: 91.3% against COVID-19; 95% against severe infection

Administration: Muscle injection 2 doses 3 weeks apart

Emergency Use Listing 

Expected side effects: pain at the injection site, fatigue, headache, chills, muscle pain, fever, joint pain, injection site swelling.

Do not use in (contraindications): If severe allergic reaction (e.g., anaphylaxis) after a previous dose or to a component of an mRNA COVID-19 vaccine (Moderna or Pfizer-BioNTech). Immediate allergic reaction of any severity to a previous dose or known (diagnosed) allergy to a component of the vaccine.

Facilitator: Show slide from Training Module #4 COVID-19 vaccines for the vaccine you have selected as a cohort for this activity.

Participants: As a group write the answer on a piece of paper and add under the question



Vaccine Messaging Preparation #5

Participants: Will write the question on a piece of paper
“What are the side effects of the vaccine?”



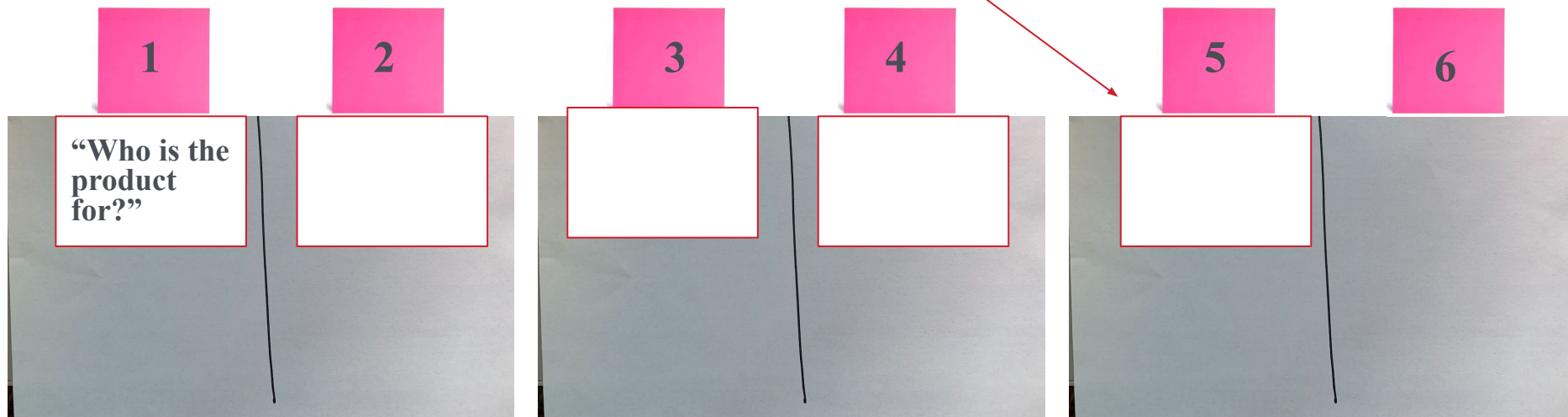
Vaccine Messaging Response #4

Participants: Add the **response** to the wall.

The diagram illustrates a sequence of six stations for a vaccine messaging activity. Each station is represented by a pink square with a number (1-6) above a grey rectangular area. Station 1 contains a white box with the question "Who is the product for?" and another white box labeled "Response". Stations 2, 3, and 4 each have two empty white boxes stacked vertically. A red arrow points to the top of the second box in station 4. Stations 5 and 6 are empty. Vertical lines separate the stations.

Vaccine Messaging Question #5

Participants: Add the question to the wall.



Vaccine Messaging Response #5

AstraZeneca **Viral Vector**

Clinical studies: 32,449 people in the United States of America, Peru and Chile.

Approved for use in: Ages 18 +

Efficacy: 76% against COVID-19; 100% against severe disease & hospitalization

Administration: Muscle injection 2 doses

Emergency Use Listing 

Expected side effects: pain at the injection site, fatigue, headache, chills, muscle pain, fever, joint pain, injection site swelling.

Do not use in (contraindications): Hypersensitivity to the active substance or to any of the excipients - histidine, histidine hydrochloride monohydrate, sodium chloride, magnesium chloride hexahydrate, disodium edetate (EDTA), sucrose, ethanol absolute, polysorbate 80 and water for injections.

Additional information: The European Medicines Agency (EMA) identified a small number of cases of blood clots in younger people with large veins and low platelets. However, it was determined by the EMA that the benefits of vaccination outweigh the risk


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Approved for use in: Ages 18 +

Efficacy: 79% against symptomatic COVID-19 and hospitalization

Administration: Muscle injection 2 doses 3-4 weeks apart

Emergency Use Listing 

Expected side effects: pain at injection site, headache, fever, fatigue, myalgia, arthralgia, cough, dyspnea, nausea, diarrhea, pruritus

Do not use in (contraindications): Known history of anaphylaxis to any component of the vaccine. Persons who developed anaphylaxis after the first dose should not receive a second dose of the Sinopharm vaccine.


Pfizer BIONTECH **mRNA**

Clinical studies: 43,448 people including 2,260 12-15 year olds in U.S.A, Europe, Turkey, South Africa and South America.

Approved for use in: Ages 12 +

Efficacy: 91.3% against COVID-19; 95% against severe infection

Administration: Muscle injection 2 doses 3 weeks apart

Emergency Use Listing 

Expected side effects: pain at the injection site, fatigue, headache, chills, muscle pain, fever, joint pain, injection site swelling.

Do not use in (contraindications): If severe allergic reaction (e.g., anaphylaxis) after a previous dose or to a component of an mRNA COVID-19 vaccine (Moderna or Pfizer-BioNTech). Immediate allergic reaction of any severity to a previous dose or known (diagnosed) allergy to a component of the vaccine.

Facilitator: Show slide from Training Module #4 COVID-19 vaccines for the vaccine you have selected as a cohort for this activity.

Participants: As a group write the answer on a piece of paper and add under the question



Vaccine Messaging Response #5

Participants: Add the **response** to the wall.

The diagram illustrates a sequence of six stations for a vaccine messaging activity. Each station is represented by a pink numbered box (1-6) above a white box with a red border. Station 1 contains the question "Who is the product for?" and a "Response" label. Stations 2 through 6 have empty boxes for questions and responses. A red arrow points from the instruction "Add the response to the wall." to the response box at station 5.

1	2	3	4	5	6
"Who is the product for?"					
Response					

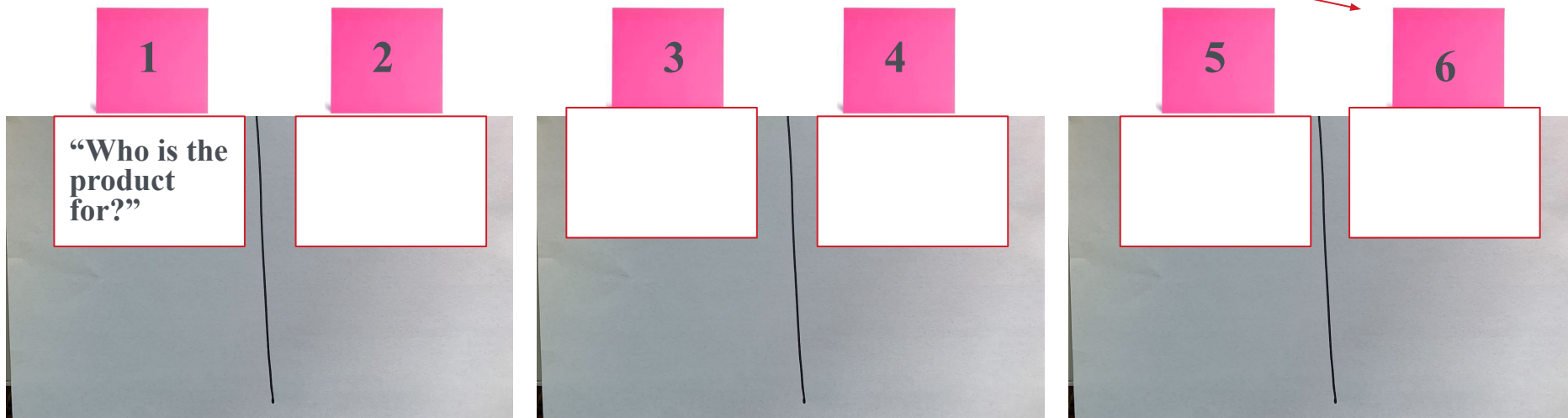
Vaccine Messaging Preparation #6

Participants: Will write the question on a piece of paper
“Insert a question that you might be asked”



Vaccine Messaging Question #6

Participants: Add the question to the wall.



Vaccine Messaging Response #6

AstraZeneca **Viral Vector**

Clinical studies: 32,449 people in the United States of America, Peru and Chile.

Approved for use in: Ages 18 +

Efficacy: 76% against COVID-19; 100% against severe disease & hospitalization

Administration: Muscle injection 2 doses

Emergency Use Listing 

Expected side effects: pain at the injection site, fatigue, headache, chills, muscle pain, fever, joint pain, injection site swelling.

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Facilitator: Show slide from Training Module #4 COVID-19 vaccines for the vaccine you have selected as a cohort for this activity.

Participants: As a group write the answer on a piece of paper and add under the question



Vaccine Messaging Response #6

Participants: Add the **response** to the wall.

1	2	3	4	5	6
“Who is the product for?”					
Response					

Training

Communicating during COVID-19

This module will talk about understanding the challenges of communicating during a public health challenge

“I don’t think we should expect people to *not* have fear and *not* have concerns. We can’t short circuit the process of winning hearts and minds. If we don’t do a good job of connecting with people and addressing their concerns and fears, we’re ultimately not going to get where we need to be.”

~Jennifer Nuzzo, DrPH
Senior Scholar, Center for Health Security
Johns Hopkins Bloomberg School of Public Health

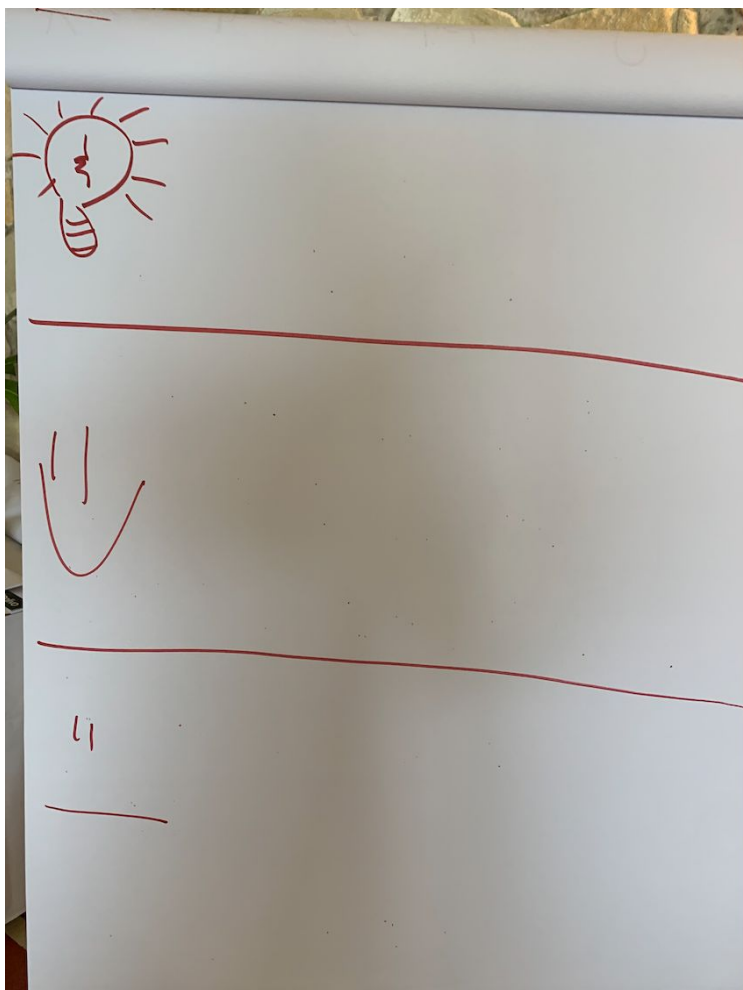
Role Play Activity

- Make teams of 2 people
- Act like you see someone in the community that will ask you questions about COVID-19 or vaccines.
- One person asks the questions - the other responds;
- Once you go through the conversation switch roles

5 minutes



Workshop Feedback



Something you
learned

Something you
enjoyed

Something we
can improve

Workshop Feedback



Something you
learned

Something you
enjoyed

Something we
can improve



Thanks!