



नेपाल सरकार

स्वास्थ्य तथा जनसङ्ख्या मन्त्रालय

राष्ट्रिय स्वास्थ्य शिक्षा, सूचना तथा सञ्चार केन्द्र

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Objectives of the RCCE in the context of COVID-19

1. Proactive and timely communication about COVID-19 and its prevention and control through the media, social media, social mobilization, and interpersonal communication.
2. Ensure access of population and frontline health workers to key lifesaving information and dialogue to enable them to make informed decisions to protect themselves, their families, and their communities.
3. Engage in active dialogue with community influencers, networks, and stakeholders in the prevention of spread of COVID-19 through active listening to community concerns and promotion of awareness on COVID-19 and safe practices.
4. Build capacities at international, national, and sub-national levels to support effective readiness and preparedness.
5. Incorporate other pillars of the response as support for the overall preparedness strategy.

Rationale for selecting the communication channels

60%



of potential viewers have no access to TV programming



28%

of rural population use radio receivers as a source of information



Cellphone penetration is at

95%



Internet penetration at

33%



58%

Own a smart phone

Communication about COVID-19



Television Public Service
Announcement 25+ television
channels



Miking and Katuwal



Social Media



Interaction with
Religious leaders,
health workers and
private sectors

breathing
Difficult
Stay Home
Avoid
Crowd
Quarantine
Handwashing
Wear Mask
Fever
Dry Cough
At least 1
meter
distance
Cover you nose and mouth
while sneezing

Newspaper
advertisement
Posters, flyers and
banner printed
and disseminated



SMS
Caller Back Tone from
NCELL, NTC and SMART
Cell



Radio Public Service
Announcement aired
from 500+ radio stations

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Infographics

अन्य खाद्यान्न सामग्रीलाई तरकारी वा फलफुल सफा गर्नुहोस् ।

तरकारी वा फलफुललाई धुनुभन्दा पहिले कोभो हात साबुन पानीले राम्ररी सफा गर्नुहोस् ।

त्यसपछि विशेष गरी कोप्री खाइने तरकारी र फलफुललाई सफा पानीले राम्ररी पछ्याउनुहोस् ।

कोभिड-१९ बाट बच्न तरकारी र फलफुल कसरी सफा गर्ने ?



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हालसम्म विज्ञान बाट नोटबाट कोभिड-१९ सार्ने वा कुनै प्रकारको कुनै प्रमाण छैन । तर पनि सक्रिय व्यक्तिहरू सार्ने तरिको वा सार्ने व्यक्तिहरूको सान्नाहक विज्ञान बाट नोटबाट प्रभाव त्यो पुष्टित हुनसक्छ ।

पटक पटक छिट्टो बस्नु वा चिक्का वा नोट छोट्याउनु, राम्ररी साबुन पानीले हात धुनु गरिसक्नुहोस् ।

बढि तयारीले हात धुनुभएको छैन भने अर्थात् मुख वा नाक नछुनुहोस् ।

के सिक्का वा नोटबाट कोभिड-१९ को सङ्क्रमण हुन्छ?



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खाद्यान्न सामग्री किन्या कतिपया एक मिटरको दुरी कायम गर्नुहोस् र आफ्नो अर्थात् भाक र मुख नछुनुहोस् ।

सम्भव भएसम्म साथ सामग्री राख्ने बास्केटको हटाउनु, सफाईकाउनुले सफा गरिने मात्र प्रयोग गर्नुहोस् ।

घर पुगेपछि र किनेको सामग्री सफाईकाउनु राम्ररी हात धुनुहोस् ।

हालसम्म साथ सामग्रीबाट कोभिड-१९ सार्ने कुनै प्रमाण छैन ।

कोभिड-१९ को समयमा म कसरी सुरक्षित तरिकाले खाद्यान्न सामग्री किन्न सक्छु ?



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समय समयमा साबुन पानीले हात धुनुहोस् । यसो गर्नु तपाईंको स्वास्थ्य र खाद्यबस्तुहरूको सुरक्षाको लागि राम्रो हुन्छ । विशेषगरि निम्न अवस्थाहरूमा:

अघि:

- खाने वा पिउने अघि
- खाद्य सामग्री सफा गर्नु अघि

पछि:

- बारी लागेपछि
- सार्डोन्न वा कम्पार लागेपछि
- जस्तो लागेपछि



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मूट्रो तथ्यातन समाचारहरूको पछि नलाग्नुहोस् । कुनै पनि किसिमको खानेकुराले कोभिड-१९ बाट बचाउँदैन र यसको उपचार पनि हुँदैन । यसबाहेर वैज्ञानिक रूपमा पुष्टि भएको छैन ।



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Corona Capsule - Radio Programme

Every alternate day 5 mins from [Kaya Kairan 6:00 AM](#) and [Sajhakhabar 6:00 AM](#) and [7:30 PM](#), [Nepal Darpan 7:00 PM](#) (rebroadcast)

Every [Wednesday and Sunday 15 Mins](#) interview programme [6:30 AM CIN](#) and [8:20 Ujjayal](#)



COVID Kura (Maithali Language)

Every day during [8:00 PM News](#) and [7:00 AM News](#) (rebroadcast)

Every [Wednesday 22 Mins](#) interview programme at [7:30 PM](#)

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Corona Care- Television Programme in Nepal Television

Every day during **8:00 PM News and 7:00 AM News**
(rebroadcast)

Every **Wednesday 22 Mins** interview programme at **7:30 PM**

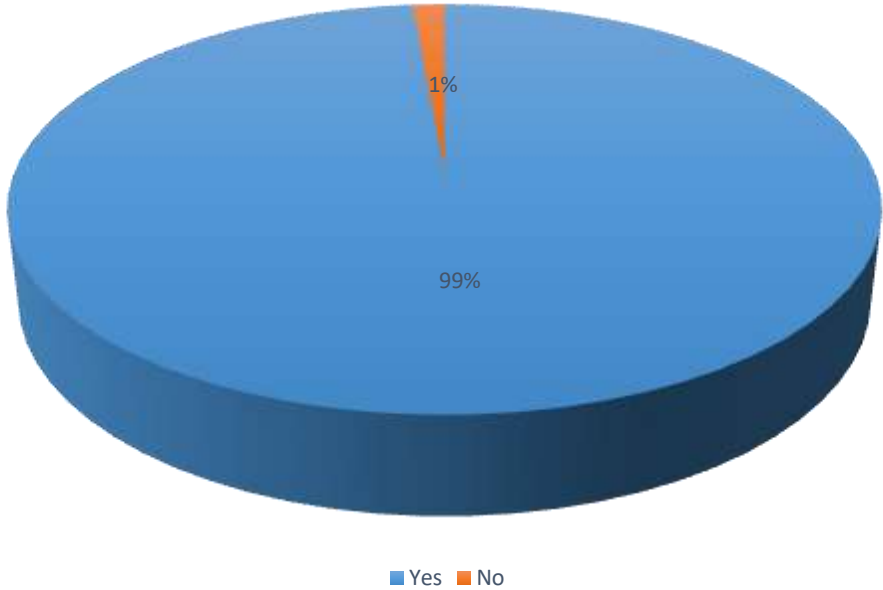
Corona Care- Dish TV

K World Channel, Cine Hits Channel, Gunjan Channel

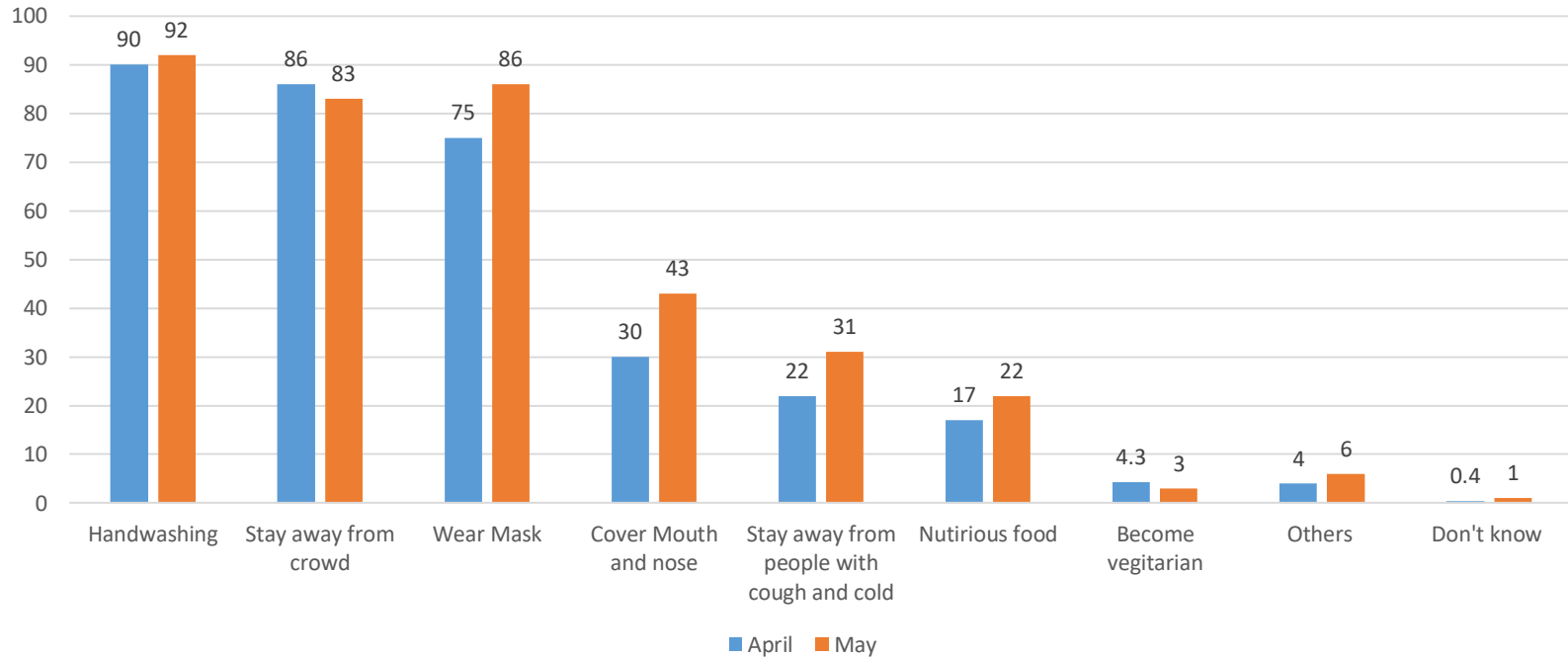
Show Case Channel : 2 spots every 2 hours

Results

Knowledge about COVID-19



Results

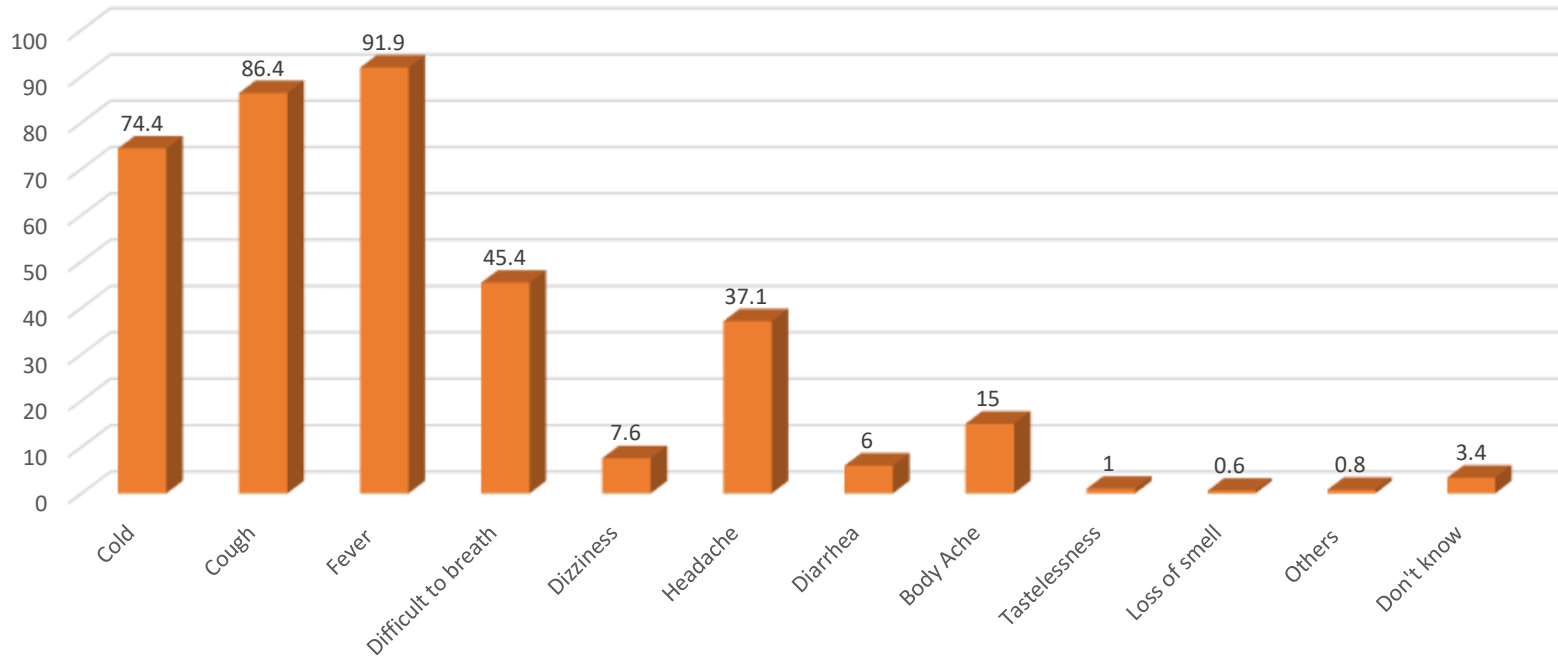


April N= 1110

May N= 2289

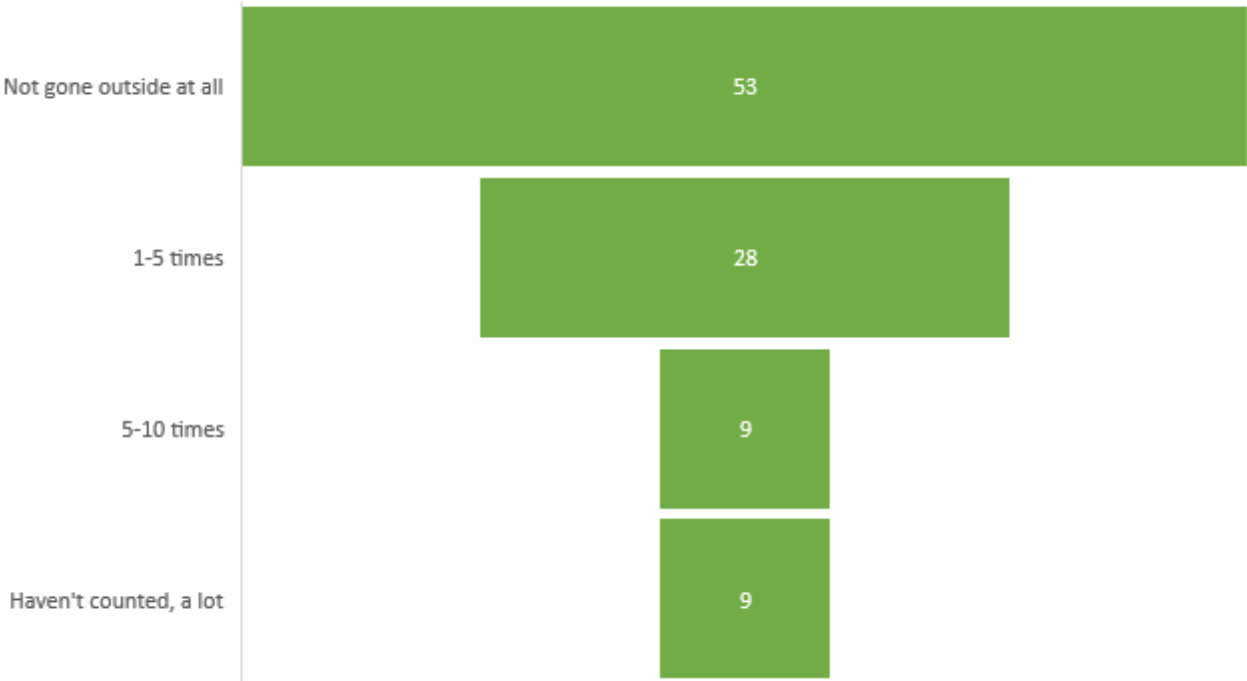
Results

Knowledge about symptoms of COVID-19

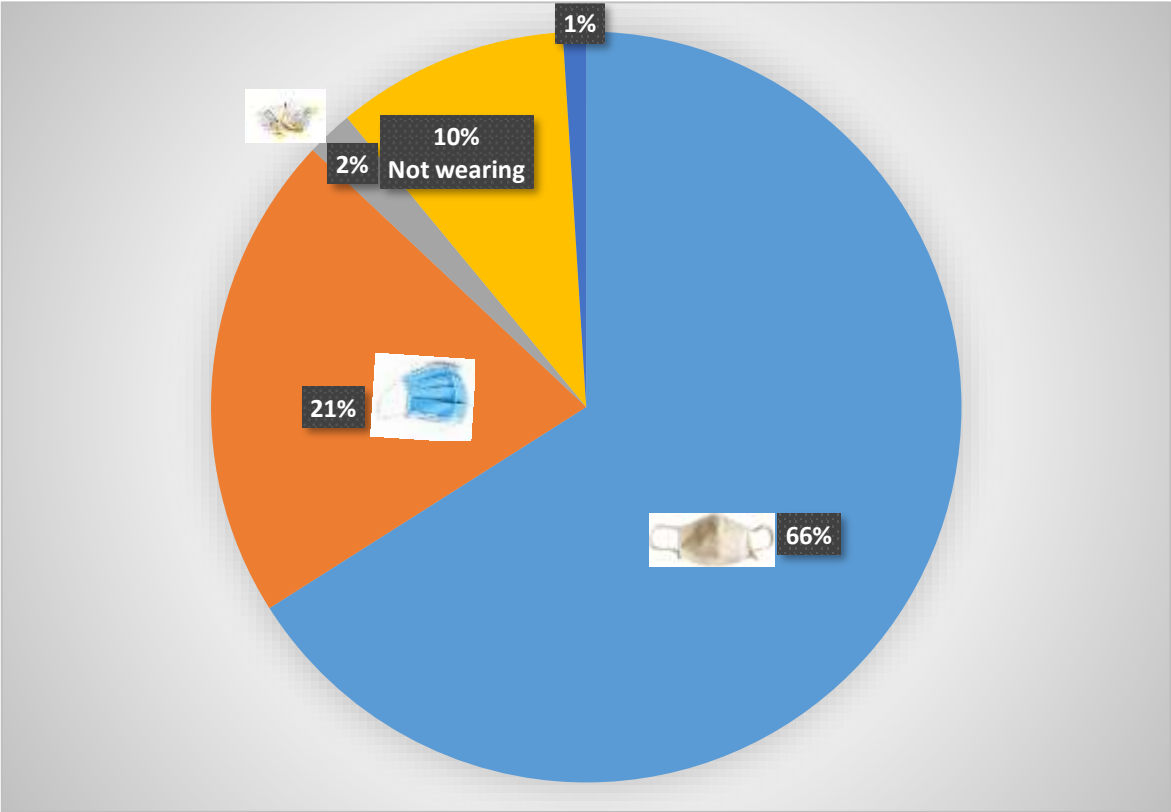


Findings: Stay Home practice (Single response)

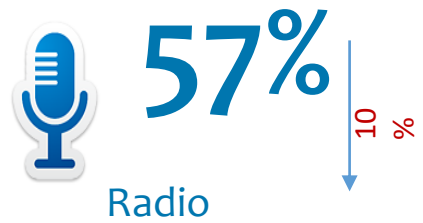
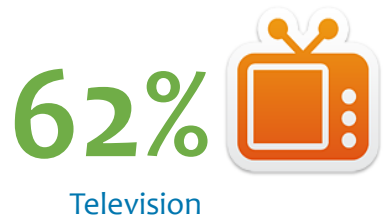
Besides buying medicines and daily essentials



Findings: Mask Use (single response)



Findings: Source of information (multiple response)



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