

Risk Communication during Pandemic



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Ministry of Health and Population
Government of Nepal

Jestha 15 2077 (May 28, 2020)

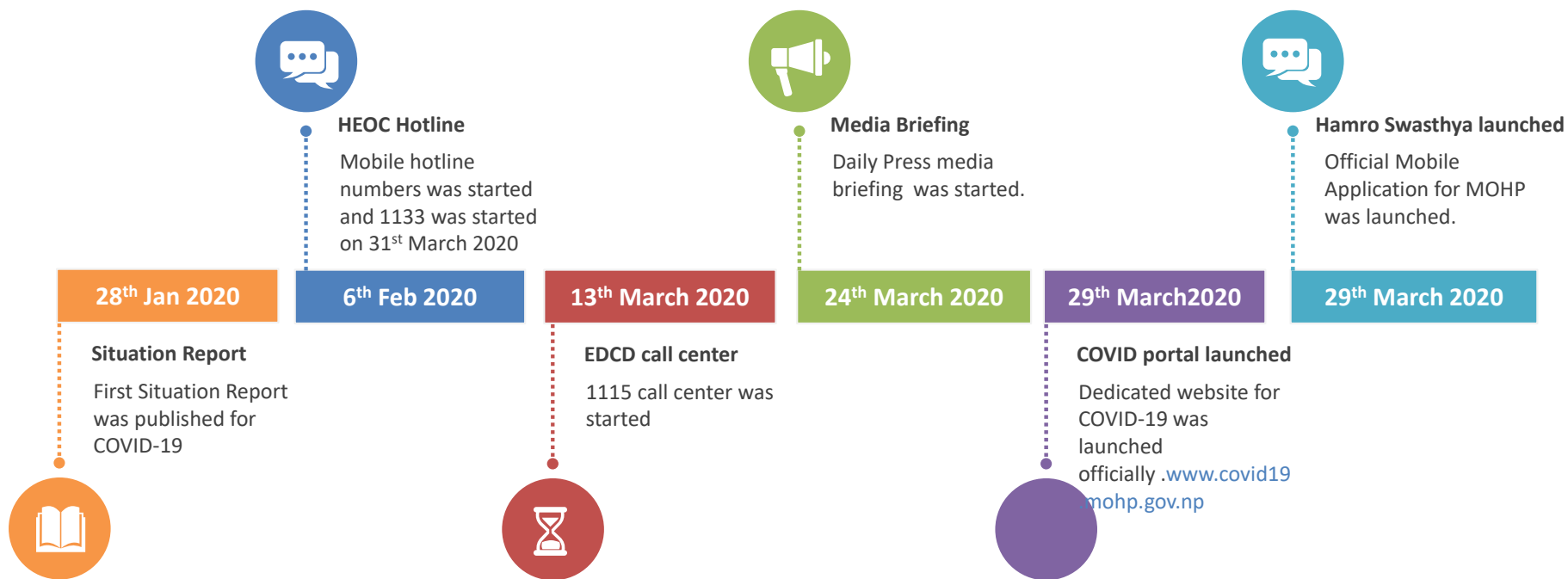


Overview

1. Timeline
2. Epidemiology and Disease Control Division
3. National Health Education Information Communication Centre
4. Health Emergency Operation Centre
5. Ministry of Health and Population
6. Rumor Tracking Mechanism
7. Challenges



Timeline





Epidemiology and Disease Control Division (EDCD)

Point of Entry: International Travel Arrangement TIA

- Standee developed and displayed (Contains message in English and Chinese language)
- Inflight Announcement (Chinese, English and Nepali)

Points of Entry: Ground Crossings

Dissemination of FAQ, IEC materials on COVID-19

If you have symptoms as below, please visit our health desk
 如果您有下列症状, 请尽快到我们的健康咨询服务处

Please follow the steps for prevention
 请遵照下列预防步骤

Ministry of Health and Population (中华人民共和国)
 Department of Health Services (健康服务司)
 Epidemiology and Disease Control Division (流行病预防控制司)
 Phone (电话): +977-1-4255796
 Email: ewarsedcd@gmail.com
 Facebook.com/edcdnepal

NOVEL CORONA VIRUS (nCoV)
 सर्वसाधारणका लागि जनचेतनामुलक संदेश

नोबेल कोरोना भाइरसका मुख्य लक्षणहरू
 उच्च बुखार (High fever), धास प्रधासमा आत्यधिक समस्या (Headache), रुघा र खोकी (Cough/Sore throat)

-कोरोना भाइरस प्रभावित देशहरूबाट आउने भविसरूमा दुई हप्ता भित्र रुघाखोकी लागेमा, ज्वरो आएमा, घट्टी/टाउको दुबेमा, छास/धासमा आत्यधिक समस्या भएमा तुरुन्त जविकको स्वास्थ्य संस्थामा सम्पर्क गर्नु।-

नोबेल कोरोना भाइरसबाट कसरी आफू र अरूलाई बचाउने?

नियमित रूपमा साबुन-पानीले हात धुने	खोकदा र हाछ्नु गर्दा नाक र मुख छुल्ने
यदि फ्लू जस्तो लक्षण (Flu-like symptoms) देखिएमा चिकित्सकसंग परामर्श लिने	फ्लू जस्तो लक्षण देखाउने जो कोहीको सम्पर्कबाट टाढा रहने
जंगली तथा घरैतु पशुपन्छी हरूसँग असुरक्षित सम्पर्कबाट टाढा रहने	पशुजन्य मासु/अन्डा राम्रोसंग पाकेको मात्र खाने

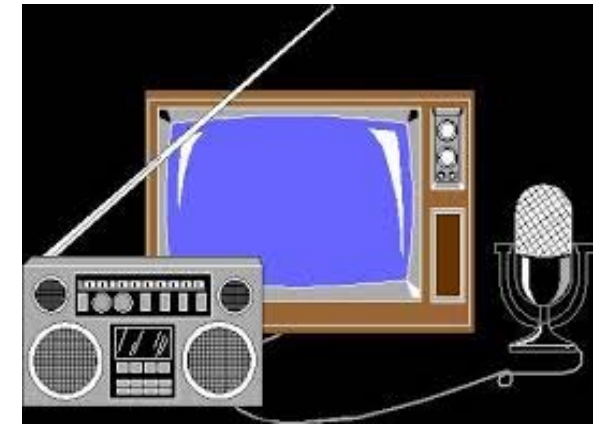
नेपाल सरकार
 स्वास्थ्य तथा जनसंख्या मन्त्रालय
 स्वास्थ्य सेवा विभाग
 इपिडियोलोजी तथा रोग नियन्त्रण महासंस्था





National Health Education Information Communication Centre (NHEICC)

- Focal Point for National Risk Communication and Community Engagement (RCCCE) activities
- Regular RCCE partners meeting held to discuss on issues and key priority messages.
- Orientation to religious leaders with support from partner organization (n=80)
- Validation of rumors tracked and sharing with MOHP for media briefing
- WHO risk communication (RC) materials adapted and shared with concerned authorities (EDCD and HEOC) for wider circulation in both Nepali and English language via NHEICC Web portal
- COVID-19 related IEC, BCC and training materials distributed in key locations via stakeholders
- Collaborative work with partner agency and mobile networks (Ncell, NTC) for pushing the COVID-19 awareness messages.




- Awareness Message - notifications spread via **radio** and **television** up to **Federal, Province** and **Local Level** on a regular basis



Health Emergency Operations Center (HEOC)







PRESS RELEASE

- Designated focal points for managing the information dissemination via
- Regular Press Release as and when required through MOHP

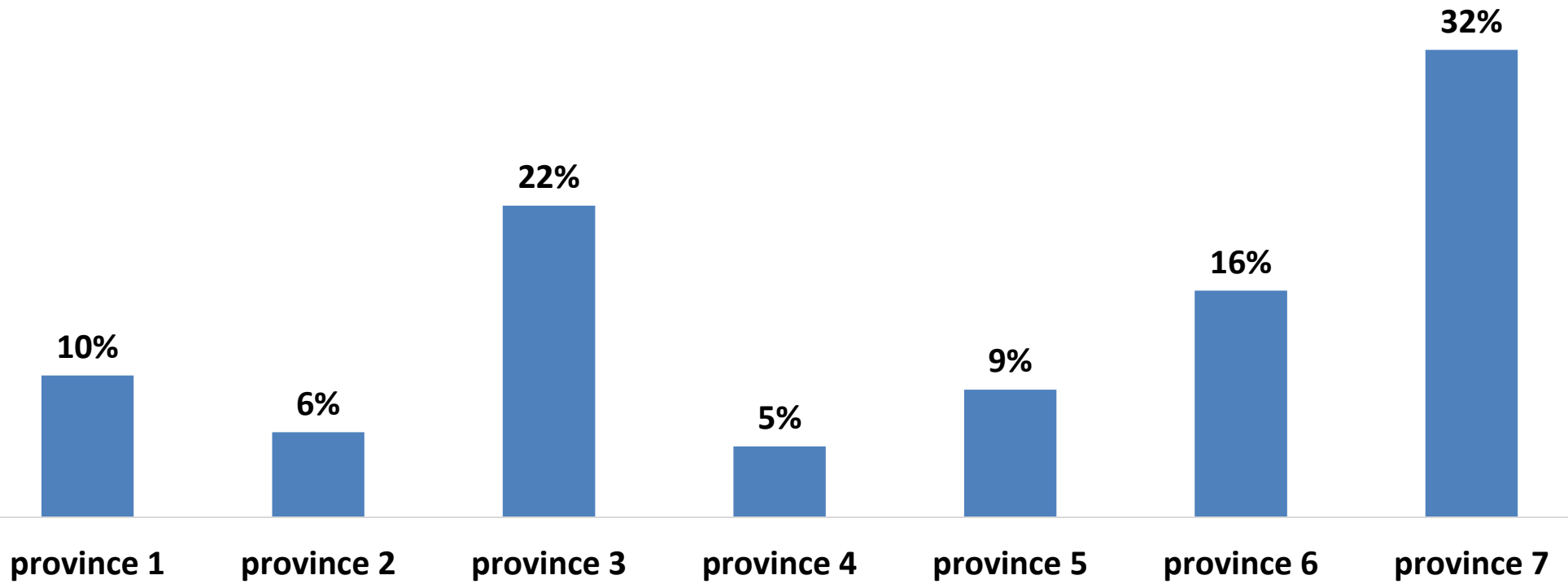


- **Hotline Numbers (1155) and 3 mobile number** designated to provide information on COVID-19 to general public from **8:00AM to 20:00 PM**

Sharing of published materials jointly by EDCD and HEOC (e.g. press releases, situation reports)



Province wise Caller %





Ministry of Health and Population (MoHP)

- Daily national live press briefing
- Orientation to Media on COVID-19
- Crash course on Risk communication to MOHP officials

Social Media

- COVID-19 web portal
- Hamro Swasthya Application
- Ministry of Health and Population-Nepal Facebook page
- Official Viber Community

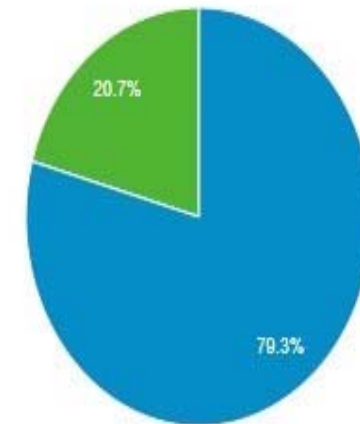




COVID-19 web portal(www.covid19.mohp.gov.np)



■ New Visitor ■ Returning Visitor





Facebook: Ministry of Health and Population-Nepal (Active likes:196758)

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/27/2020 6:31 PM	Situation update report #108 as of 27 May 2020 (Nepali and English)	📄	🌐	84.5K	6.5K 1.5K	Boost Post
05/27/2020 3:52 PM	Novel Coronavirus (COVID-19) Media Briefing 2077.02.14 #COVID-	📺	🌐	275.1K	37.6K 6.8K	Boost Post
05/26/2020 8:28 PM	Situation update report #107 as of 26 May 2020 (Nepali and English)	📄	🌐	157.1K	13.3K 2.8K	Boost Post
05/26/2020 3:40 PM	Novel Coronavirus (COVID-19) Media Briefing 2077.02.13 #COVID-	📺	🌐	260.7K	38K 5.8K	Boost Post
05/26/2020 3:12 PM		📄	🌐	222K	27.2K 8K	Boost Post
05/25/2020 6:01 PM	Situation update report #106 as of 25 May 2020 (Nepali and English)	📄	🌐	145.7K	13K 2.7K	Boost Post
05/25/2020 3:51 PM	Novel Coronavirus (COVID-19) Media Briefing 2077.02.12 #COVID-	📺	🌐	676.2K	50.2K 10.6K	Boost Post
05/25/2020 10:58 AM	Ministry of Health and Population-Nepal is sharing a COVID-19	📄	🌐	322.1K	31.4K 10.1K	Boost Post
05/24/2020 6:35 PM	Situation update report #105 as of 24 May 2020 (Nepali and English)	📄	🌐	145.2K	13.3K 2.6K	Boost Post
05/24/2020 4:17 PM	Ministry of Health and Population-Nepal	📺	🌐	131.7K	10.4K 1.9K	Boost Post
05/24/2020 3:46 PM	Novel Coronavirus (COVID-19) Media Briefing 2077.02.11 #COVID-	📺	🌐	877.6K	61K 11.9K	Boost Post

Page Summary Last 28 days ↕

Export Data ↓

Results from Apr 29, 2020 - May 26, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page ⓘ

April 29 - May 26

5,750

Total Actions on Page ▲57%



Page Views ⓘ

April 29 - May 26

1,198,590

Total Page Views ▲152%



Page Previews ⓘ

April 29 - May 26

7,586

Page Previews ▲43%



Page Likes ⓘ

April 29 - May 26

81,452

Page Likes ▼14%

Post Reach ⓘ

April 29 - May 26

4,890,406

People Reached ▼19%

Story Reach ⓘ

April 29 - May 26

Get Story Insights

See stats on how your Page's recent stories have performed.



Hamro Swasthya Application and Viber Community

- Total Download: 1,32,730
- Active users: 87001



MoHP Nepal COVID-19
343,070 members



MoHP

EDCD

NHEICC

HEOC (1133)

NPHL

Call Center 1115
(Supported by WHO)

Case Investigation & Contact Tracing

Quarantine, Isolation, Treatment & Follow up

Collection of Rumor & questions from 1115 & 1113

Send the Rumor & Question to the NHEICC

Send the Data to MoHP

RDT & PCR

Call Response by Agent

IVR

Rumor & Concern Question Record

Develop & Dissemination of IEC/BCC Materials

Send Report to the EDCD

Send Report to the MoHP

Daily Response of Rumor & Question by WHO and

Update on Website & Social Media

Send to NHEICC

Send to Call Center for Call Response

Develop & Customize IEC/BCC Materials

Send to MoHP

Update on Website & Social Media

Media Briefing & Public Awareness

Update on Website & Social Media

Coordination & Mobilization of All Agencies



Challenges

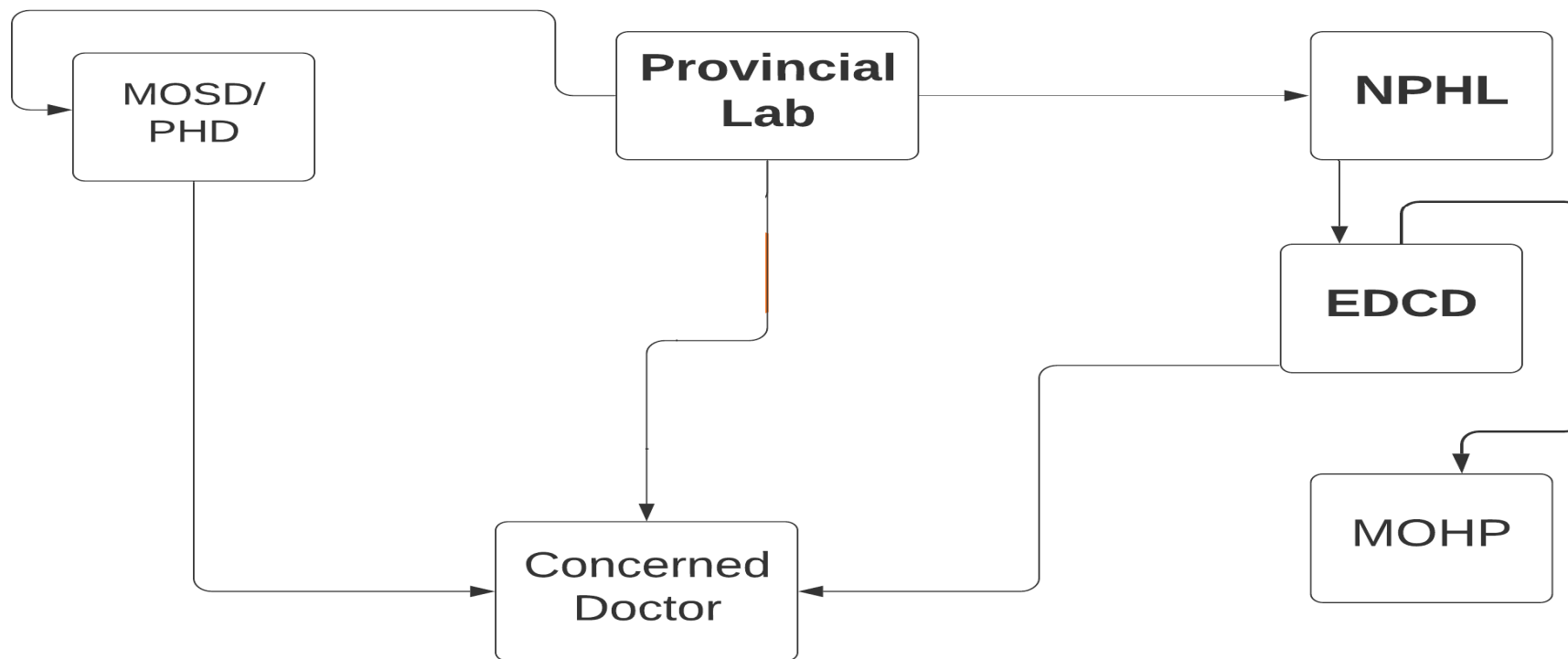
- **Fake news and rumors**
- Mistrust from public due to COVID-19 **being a new disease, continuous change in evidence** from ongoing researches leading to new policies.
- **Handling media and journalists**
- **Information generation and channel of dissemination**
- **Designated and dedicated focal person**



Recommendations

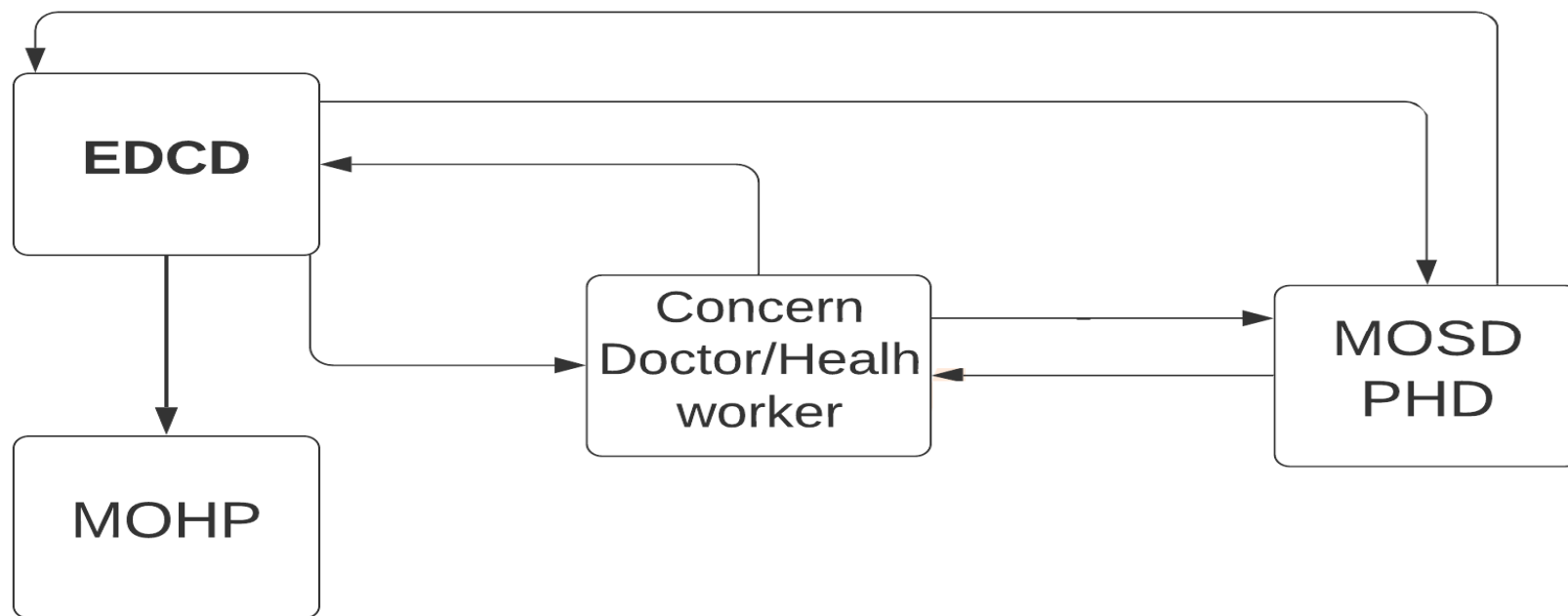


Lab Report





Contact Tracing





- Spokesperson should be identified in each province who will be overall responsible to communicate with MOHP
- Identified hotspot vs. Provincial targeted intervention
- Serious issues vs. Provincial targeted intervention



Discussions



Thank You !