Accelerating to 2030: Building Resilient NTD Programmes in a Changing World

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Virtual Event
8th – 10th September 2020
Billy Weeks (2016, Chikwawa, Malawi)
Welcome to the NNN Conference 2020!
Meet the Team Today

Heather Burgess
Dr Joy Shu’Aibu
David Agyemang
Leah Wohlgemuth
Becks Hill
Geordie Woods
Andy Wright
Who do we have in the room today?

- Go to sli.do
- Enter event code #NNN
Collective Action in the face of COVID-19

- Overview of Ascend West and Central Africa COVID response (Becks Hill)
- Overview of M&C Saatchi World Services (Andy Wright)
- COVID-19 Response in Ghana (David Agyemang)
- COVID-19 Response in Nigeria (Dr Joy Shu’aibu)
- Breakout rooms
- Re-group
Objectives

• To understand how Ascend West responded to COVID-19

• To provide insight into the creative development processes involved in mass media campaigns

• To illustrate and showcase the work conducted in Ghana and Nigeria

• To reflect on lessons learnt from the COVID-19 pandemic and how we can take these forward in our NTD programmes
Overview of Ascend West and Central Africa

- Part of UK Aid flagship NTD project
- Health System Strengthening
- Mass drug administration
- Surgeries (LF and TT)
- WASH
- Leave No One Behind
- Behavior Change Communication

Work in 13 countries
Treat five NTDs
Collective Action in the face of COVID-19

31st March
DFID directive flex
Ascend funding

End of April
11 proposals within a 10-day period

May 15th
10 proposals approved

June
Implementation

Nov
End of project

ntd-ngonetwork.org
Ascend West Flexing funds for COVID-19 Responses

- 11 country responses
- 9 countries supported by M&C Saatchi
- Contact tracing
- Training of health workers, teachers, community volunteers
- Provision of sanitary supplies
- Mass media campaigns
Snapshots of success

- Benin FGDs in 12 depts across Benin - 2400 participants
- 9 BCC country strategies developed – reaching over 100 million people
- Ghana - 600 health workers trained
- Sierra Leone trained 2,400 CDD's from 24 cross border chiefdoms in 8 districts
Key Lessons Learnt

• Shifting from business as usual to emergency response

• Working with Behaviour Change Experts and understanding the context

• Building new relationships at country level
Overview of M&C Saatchi World Services’ Communications work.

Andy Wright
COMMERCIAL SECTOR BEST PRACTISE COMMS

DEVELOPMENT SECTOR KNOWLEDGE, UNDERSTANDING, PARTNERSHIPS
Adapting to COVID
Behaviours

La distance sociale
S'il vous plaît, gardez une distance d'au moins 2 mètres où possible.

COVID-19 (Coronavirus)

PREVENTION
- Wash hands often with soap
- Avoid touching your face
- Disinfect objects and surfaces
- Wear a mask if you have cough or running nose
- Avoid close contact with people
- Stay home
- Avoid travel to other countries
- Avoid contact with sick people

CORONAVIRUS 2019-nCOV SYMPTOMS
- HEADACHE
- FEVER
- SHORTNESS OF BREATH

CORONAVIRUS (COVID-19) WHEN TO SEEK CARE

Please follow the guidelines below when considering whether or not to seek medical care if you are experiencing symptoms similar to symptoms associated with COVID-19.

STAY HOME
If you are well, but well, please stay home.

CALL FOR ADVICE
If you are sick and think you have been exposed to COVID-19, call your health care provider or 1-877-368-3685 to discuss your exposure.

SEEK CARE
If you are sick and feel you have an emergency, call your provider's office or hospital before you go, especially if you're symptomatic.
Contexts

NIGERIA  DRC
GHANA    CHAD
LIBERIA  GUINEA
SIERRA LEONE  BENIN
BURKINA FASO
Governments: advise the masses
Our role:

REACHING THOSE WHO ARE HARDEST TO REACH
What rarely works:

**DO ALL THESE THINGS!**

- HIGH TEMPERATURE
- NEW PERSISTENT COUGH
- LOSS OF SMELL
- LOSS OF TASTE

**La distance sociale**

S'il vous plaît, gardez une distance d'au moins

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**COVID-19 (Coronavirus)**

- Wash hands with soap
- Avoid touching your face
- Disinfect objects and surfaces
- Wear a mask if you have cough or running nose
- Be contact people
- Stay home
- Avoid travel to other countries
- Avoid contact with sick people

**VIRUS 2019-nCOV SYMPTOMS**

- HEADACHE
- FEVER
- SHORTNESS OF BREATH

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ntd-ngo-network.org
The LINK database shows that the more messages an ad attempts to communicate the lower the likelihood of any single message actually being communicated.
Emotion:

% Reporting very large EFFECTS on business metrics:

For campaigns that are:

- Rational
- Emotional
Motivation

WHY > WHAT
MISINFORMATION
- Low health seeking behaviours
- Herbal remedies
- Advice in conflict with tradition and daily practices
- The virus isn’t real
- Conspiracies theories
- Don’t want to be ostracised

STIGMA
- Belief you don’t recover

LOW AWARENESS
- Confusion from contradictory messages
- Underserved with COVID comms
- Low health seeking behaviours
- Belief you don’t recover

BARRIERS TO UPTAKE OF PREVENTION BEHAVIOURS
- Crowd living conditions
- Comms don’t reflect my reality
- Crowd living spaces
- Can’t afford masks or soap

COMPLACENCY
- The virus isn’t real
- Not personally at risk
- Lockdown is over, so COVID is over
- Doesn’t affect people like me (eg youth)

LIMITED CAPACITY
- Livelihoods at risk
- Masks uncomfortable
- Crowd living conditions
Our approach:

**AN OVERARCHING THEME**
That is simple, emotional and flexible.
And which speaks to the ‘why’
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That is simple, emotional and flexible.
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KEY BEHAVIOUR
That is connected to the theme and clearly lands the ‘what’

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NIGERIA.
MISINFORMATION AND MISTRUST
Misinformation is undermining motivation to follow health advice and is affecting uptake of all behaviours

SPREAD THE TRUTH, NOT THE VIRUS
We show that the truth as our first defence against the virus, Trusted messengers debunk myths and promote good behaviours

**KEY BEHAVIOUR**
The virus is real, wear a facemask

**KEY BEHAVIOUR**
It’s not a ‘white man’s virus’ – keep your distance.

**KEY BEHAVIOUR**
Herbs won’t protect you, wash your hands with soap.
GHANA.
COMPLACENCY AND SELFISHNESS
Many people are ignoring health advice, they do not realise their actions affect others as well as themselves.

PLAY YOUR PART
We encourage collectivist values. Encouraging people do their bit to stop the spread of COVID-19 role modelling those who adapt well to the ‘new normal’

KEY BEHAVIOUR
Play your part by avoiding going out.

KEY BEHAVIOUR
Play your part by washing your hands with soap

KEY BEHAVIOUR
Play your part by wearing a facemask
THANK YOU.
Overview of COVID-19 Response Efforts in Ghana

David Agyemang
Objectives:

To train 800 health workers and 200 teachers to support covid19 interventions in 13 NTD endemic districts on the Ghana-Togo border

To reach over 10 million people with SBCC messages against covid-19 using mass media, social media and community education channels

Nature of Training

Number of Participants

- 200 health education officers
- 800 Health workers

Cadre of Participants

- Community Health Nurses,
- Physician Assistants,
- District directors of Health Services,
- Midwives,
- Enrolled nurses,
- Laboratory technicians,
- Public Health Nurses,
- Port Health Officers,
- Disease Control Officers
- Health Promotion Officers

Content of training

- Integrated Disease Surveillance and response
- Risk communication
- Infection Prevention and Control
Achievements

690 health workers, 200 teachers trained
Expansion of NTD network.
Coordination mechanism for improved IDSR

Lessons Learnt

New opportunities for partnership
Remote monitoring.
Adaption of NTD systems.

Challenges

New partnerships
Remote monitoring
Protection against COVID 19

“The COVID 19 training has created visibility and recognition for NTD among these health workers who are traditionally not part of our network. This recognition is important for integration and ownership of the programme by the Health Service in the long term. We need to build on the interest and the rapport generated”

Dr Ben Marfo, Ghana NTD Programme Manager
Overview of COVID-19 Response Efforts in Nigeria

Dr Joy Shu'aibu
## COVID-19 Response in Nigeria

### Planned activities.

<table>
<thead>
<tr>
<th>Procurement of Consumables</th>
<th>Planning meeting - country level</th>
<th>Coordination and planning meeting</th>
<th>Develop BCC Messages in English and Hausa (Jingles, posters, pamphlets, billboards, TV, social media Messages)</th>
<th>Printing of BCC materials in English and local languages (pamphlets, posters, flyers, billboards)</th>
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</thead>
<tbody>
<tr>
<td>Promotion of key messaging on social and digital media</td>
<td>Training</td>
<td>CDDs and Town announcers to disseminate behaviour change promotion messages in various communities</td>
<td>Identify and engage influential leaders as ambassadors/champions to disseminate Covid-19 preventive messages</td>
<td>Monitoring of interventions by State and LGA teams</td>
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<tr>
<td>1. State level training</td>
<td>2. Training of CDDs</td>
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COVID-19 Response in Nigeria

Achievements so far

**Contract amendment**
Signed for the 3 project states

**Four influencers identified.**
Kaduna: Emir of Zaria and Chief of Kagoro
Kano: Imam Muhammad Nasir Adam
Sokoto: Dr. Mustapha Sidi Attahiru

**Planning meetings**
Country level – with Nigeria team, HANDS, HH and M&C Saatchi
State level - with state NTD to make state specific plans

**Funds**
State specific budgets developed
Funds request made
Funds received for the project

**Coordination meetings**
Coordination meetings held across all states

**Follow-up meeting with the state Risk Communication pillar committee**
Done in Kaduna state with members of the State COVID-19 response Taskforce
Kano state - nomination and formation of a Coordination Team

**BCC materials**
Final English language leaflets and posters now supplied ready for printing and Billboards also ready to be mounted.
Effort ongoing to finalize content of radio, TV and social media assets, training video and other Hausa language materials.

**Procurement of Consumables**
All consumables now procured and delivered to all 3 states
Major Takeaways and Learnings

• Engaging relevant committees increases visibility and acceptability of our supported projects

• Early planning meetings

• Alignment of activities with current needs

• Communications

• Leave no one behind in emergency programming

• Maintaining a participatory process in creative development
Group Work

• Group 1- Andy- Behaviour change

• Group 2- David- Project monitoring during COVID-19

• Group 3- Joy- Effective collaboration

• Group 4- Heather- Broader health messaging beyond COVID-19
Report back and Q&A
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