



NEGLECTED TROPICAL DISEASE
NGO NETWORK

A global forum for nongovernmental organizations
working together on NTDs

Accelerating to 2030:

Building Resilient NTD
Programmes in a
Changing World

With thanks to our sponsors



Virtual
Event

8th – 10th September
2020

Billy Weeks (2016, Chikwawa, Malawi)



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Welcome to the NNN Conference 2020!



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Meet the Team Today



Heather Burgess



Dr Joy Shu'Aibu



*David
Agyemang*



*Leah
Wohlgemuth*



*Becks
Hill*



*Geordie
Woods*



*Andy
Wright*



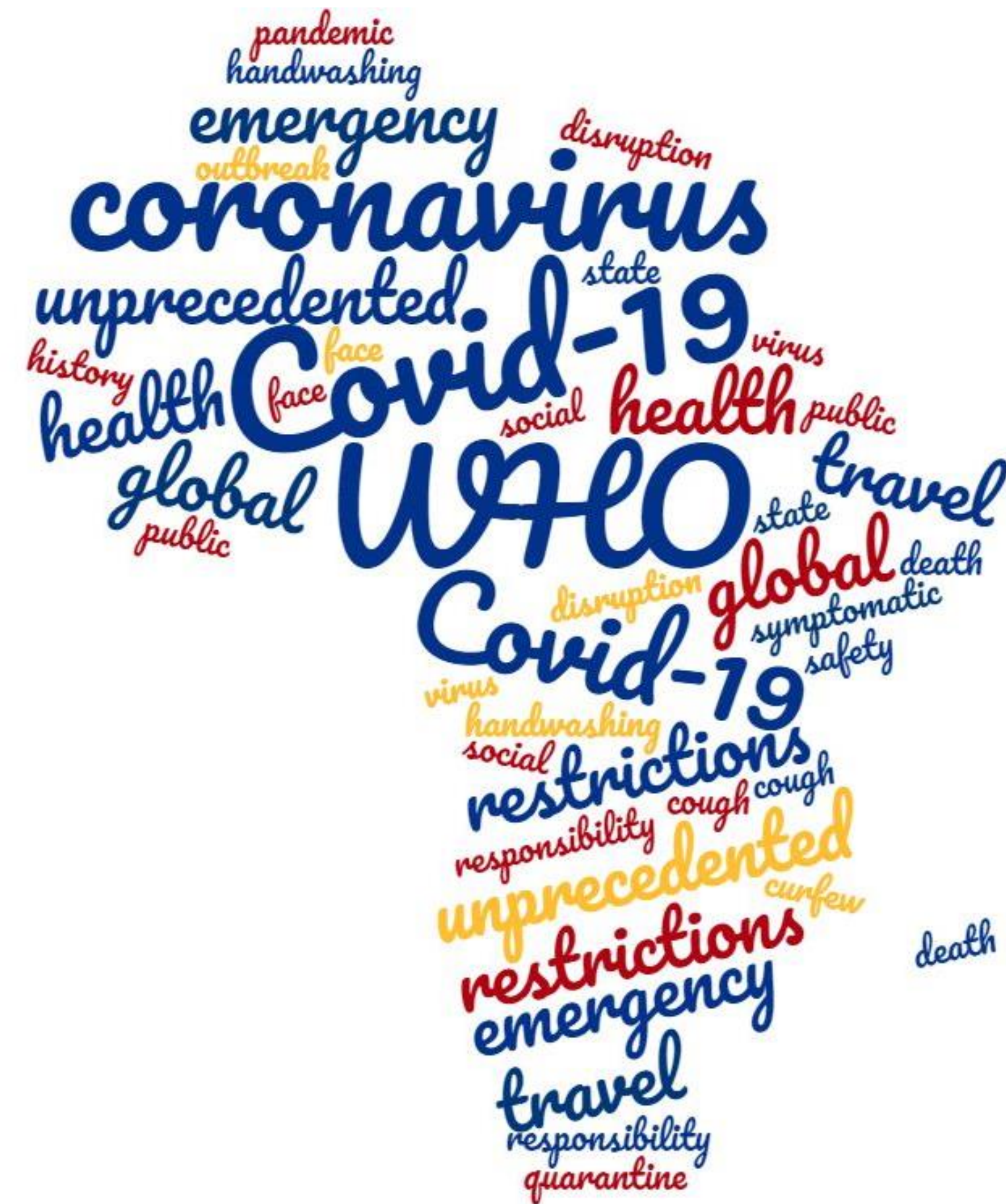
Who do we have in the room today?

- Go to sli.do
- Enter event code #NNN

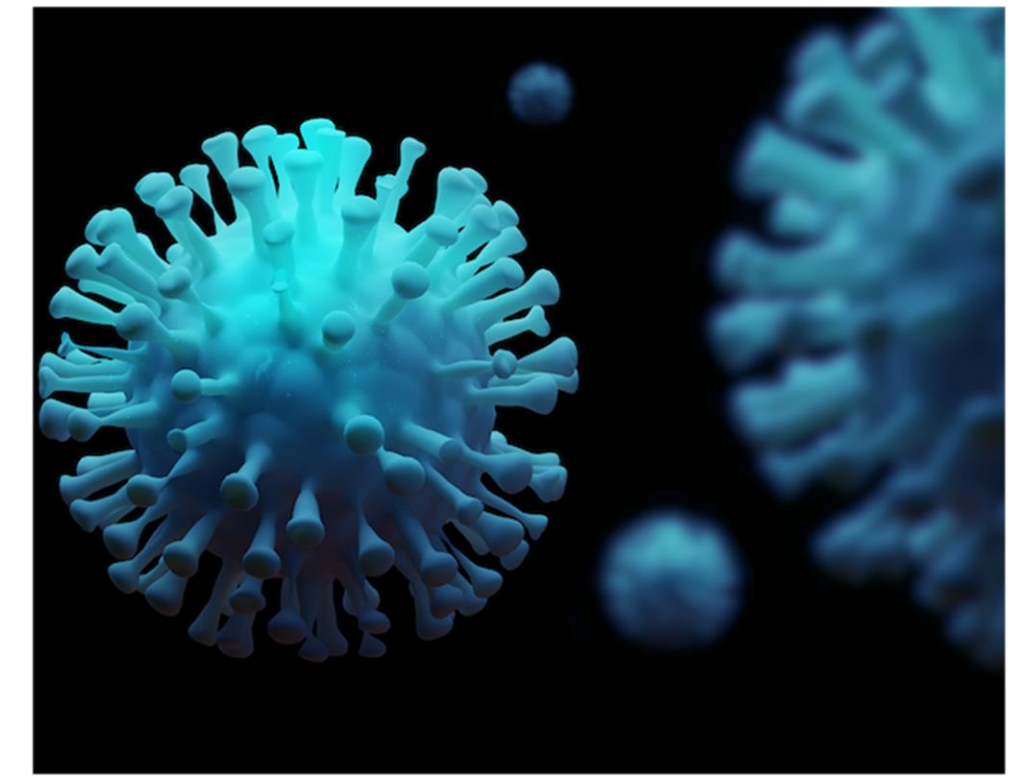


Collective Action in the face of COVID-19

- 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

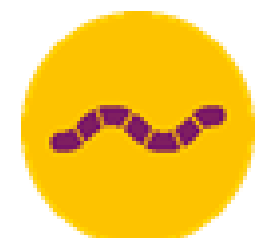


- To understand how Ascend West responded to COVID-19
- To provide insight into the creative development processes involved in mass media campaigns
- To illustrate and showcase the work conducted in Ghana and Nigeria
- To reflect on lessons learnt from the COVID-19 pandemic and how we can take these 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



Ascend
West and Central Africa



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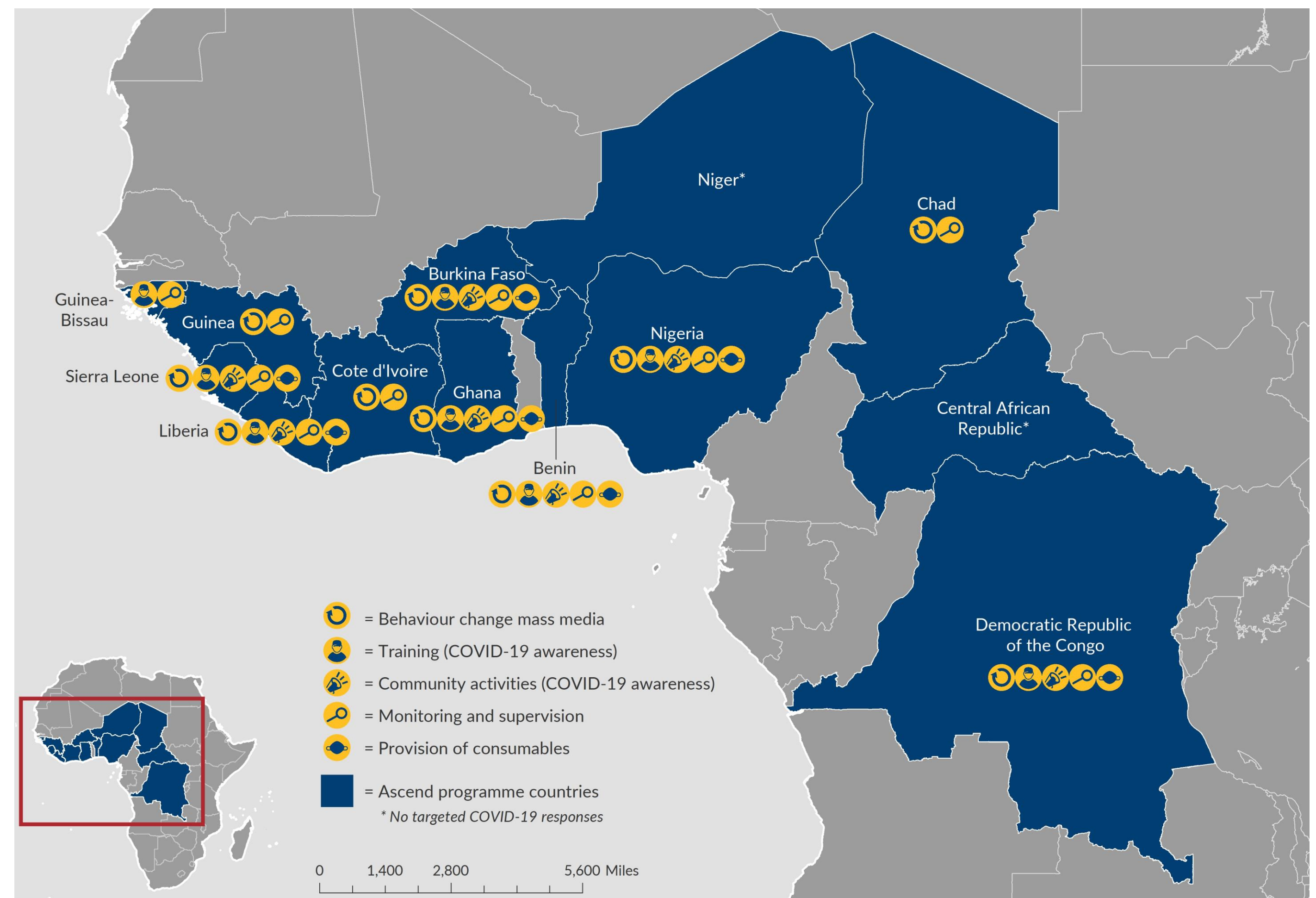


Collective Action in the face of COVID-19



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

**Ghana
600 health
workers trained**

**Benin FGDs in
12 depts across
Benin-2400
participants**

**9 BCC country
strategies developed –
reaching over
100 million people**

**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



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**COMMERCIAL
SECTOR BEST
PRACTISE
COMMS**

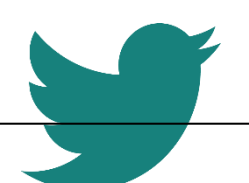
**DEVELOPMENT
SECTOR
KNOWLEDGE,
UNDERSTANDING,
PARTNERSHIPS**



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Adapting to COVID



Behaviours



La distance sociale

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

Merci de votre compréhension.

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

**ПРОФИЛАКТИКА
КОРОНАВИРУСА 2019-nCoV**

Пользуйтесь защитной маской

Мойте руки с мылом

Прикрывайте рот и нос во время кашля и чихания

Не прикасайтесь к глазам, носу и рту

Избегайте людных мест и заболевших людей

Оставайтесь дома в период массовых заболеваний

COVID-19

Coronavirus Disease 2019

COVER YOUR COUGH

PREVENT PEOPLE AROUND YOU FROM GETTING SICK

Cover your mouth and nose with a tissue when coughing or sneezing. Put your used tissue in a waste basket and wash your hands or use an alcohol-based gel.

If you don't have a tissue, cough or sneeze into your upper sleeve, not your hands.

If you are sick and face masks are available, use one to protect others.

PAHO Pan American Health Organization

BE AWARE. PREVENT.

CORONAVIRUS (COVID-19)

WHEN TO SEEK CARE

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

STAY HOME
If you are worried, but well, please stay home.
Going to a hospital or doctor's office when well adds a higher number of people and can overwhelm medical staff.

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

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

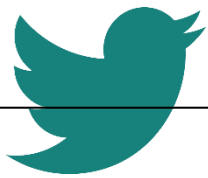
CORONAVIRUS 2019-nCoV SYMPTOMS

HEADACHE

FEVER

SHORTNESS OF BREATH

ID 180018914 © Mariabo2015



Contexts

NIGERIA

GHANA

LIBERIA

SIERRA LEONE

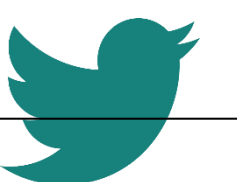
BURKINA FASO

DRC

CHAD

GUINEA

BENIN



Governments: advise the masses

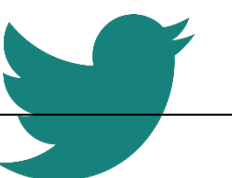


Our role:

**REACHING THOSE WHO ARE
HARDEST TO REACH**



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What rarely works:



HIGH TEMPERATURE



NEW PERSISTENT COUGH



LOSS OF SMELL



LOSS OF TASTE

La distance sociale

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

COVID-19 (Coronavirus)

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ПРОФИЛАКТИКА КОРОНАВИРУСА 2019-nCoV



Пользуйтесь защитной маской



Мойте руки с мылом



Прикрывайте рот и нос во время кашля и чихания



Не прикасайтесь к глазам, носу и рту



Избегайте людных мест и заболевших людей



Оставайтесь дома в период массовых заболеваний

DO ALL THESE THINGS!

COVID-19 (Coronavirus) SYMPTOMS



HEADACHE



FEVER



SHORTNESS OF BREATH

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SEEK CARE

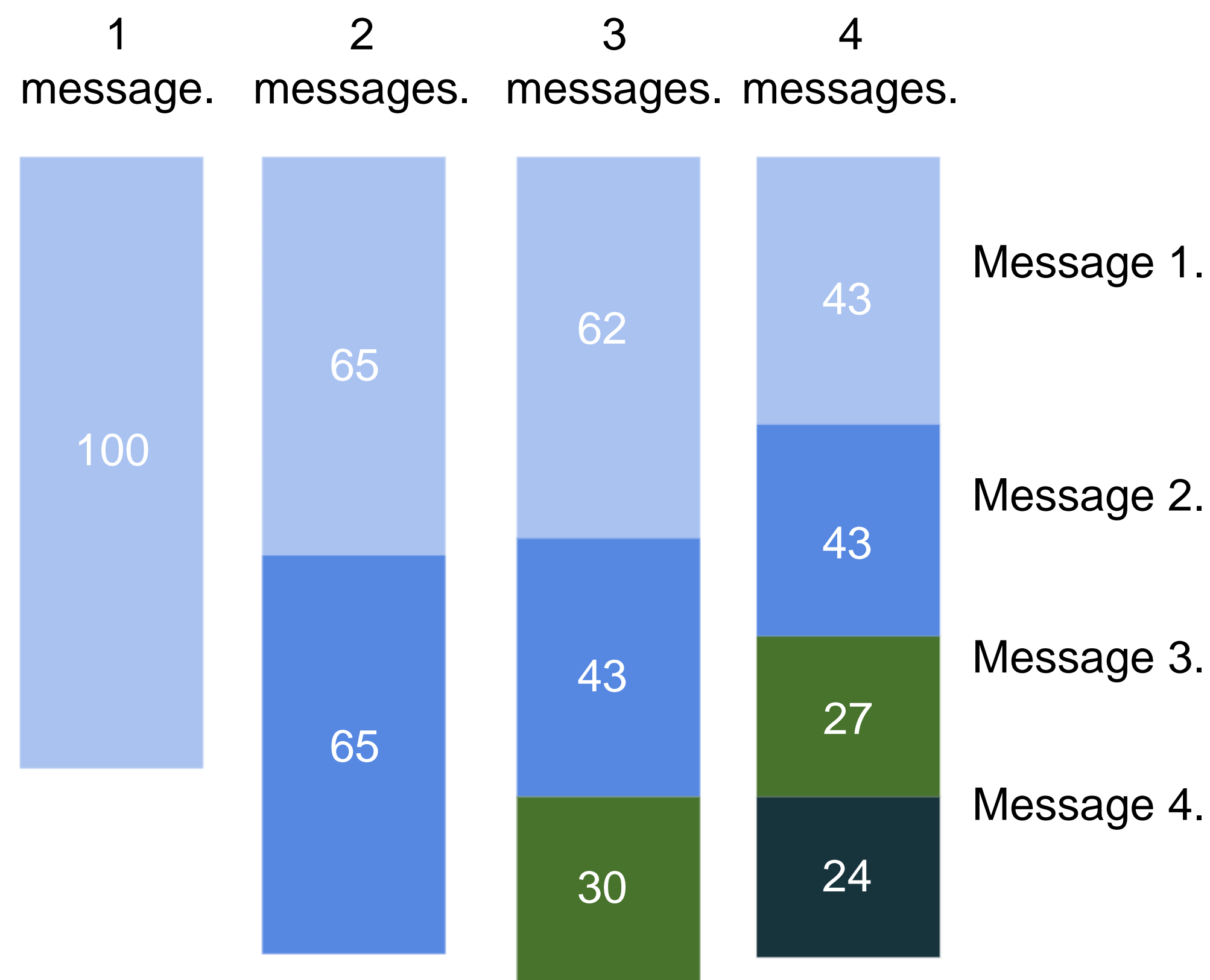
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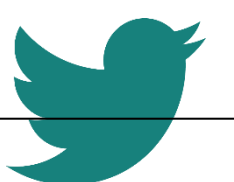
ID 180018914 © Mariabo2015



Simplicity:



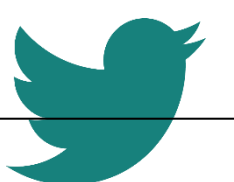
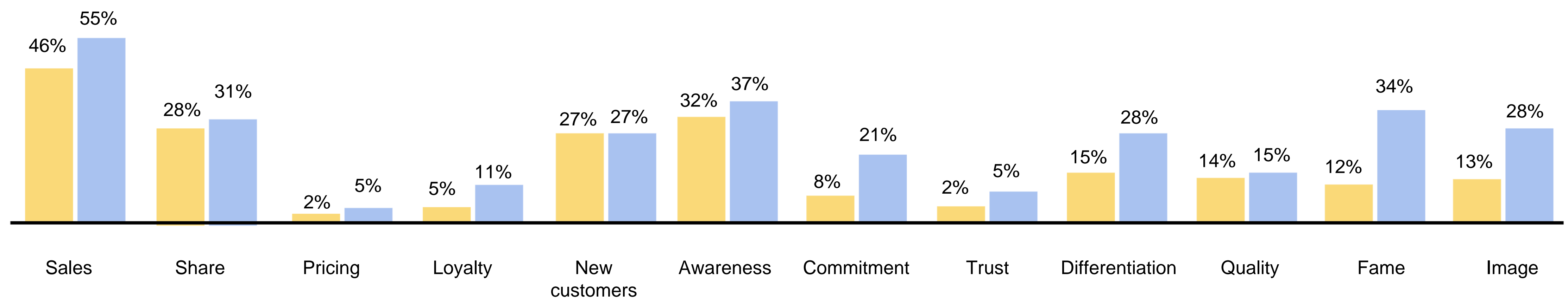
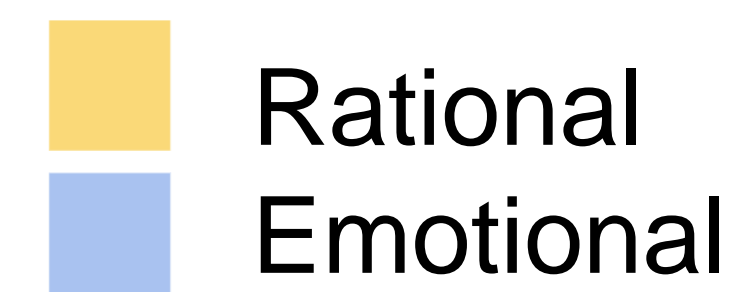
The LINK database shows that the more messages an ad attempts to communicate the lower the likelihood of any single message actually being communicated.



Emotion:

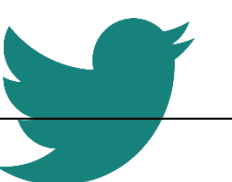
% Reporting very large
EFFECTS on business
metrics:

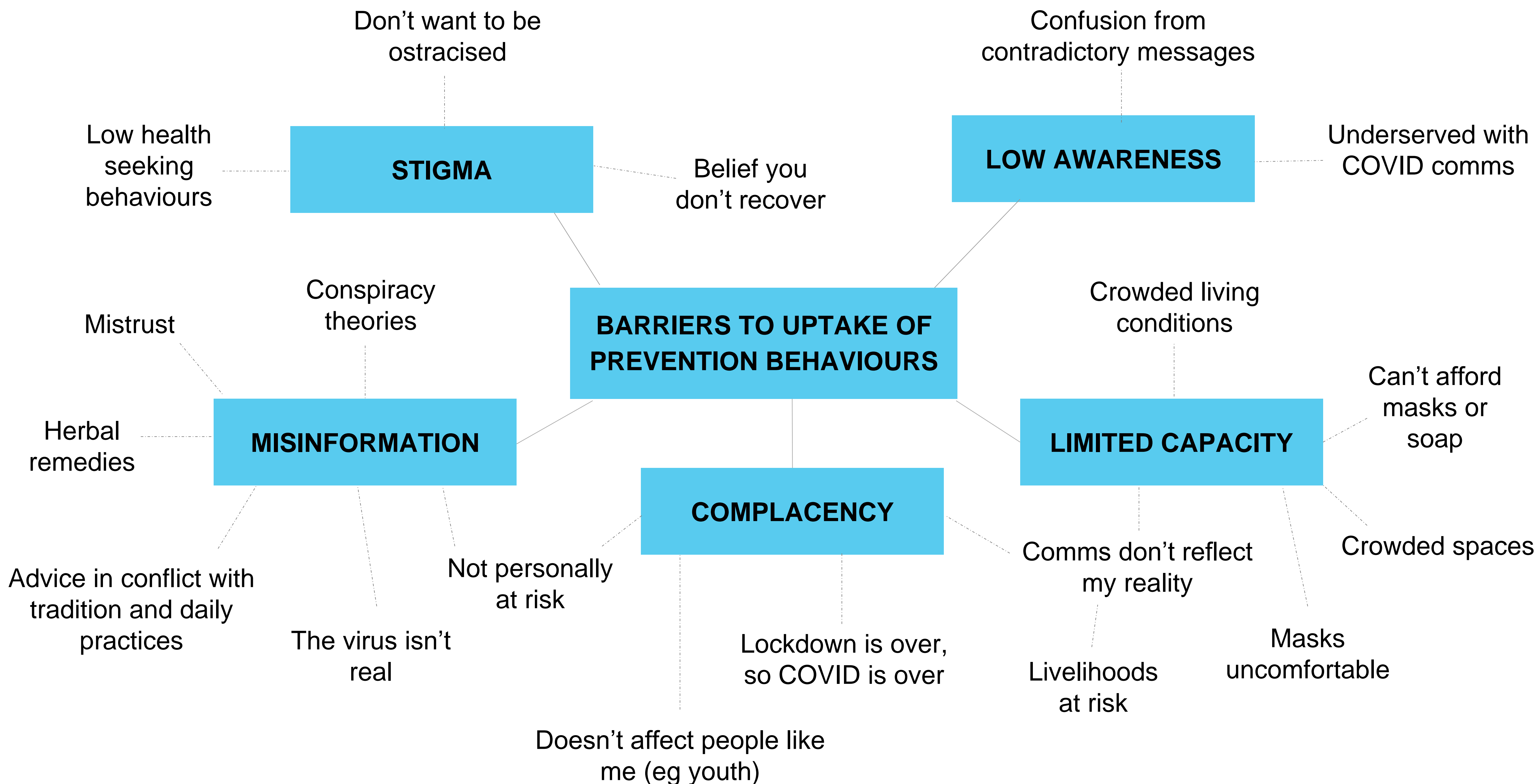
For campaigns that are:



Motivation

WHY > WHAT





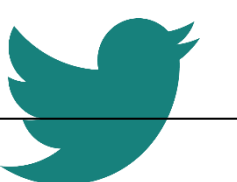
Our approach:

AN OVERARCHING THEME

That is simple, emotional and flexible.
And which speaks to the 'why'



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AN OVERARCHING THEME

That is simple, emotional and flexible.
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KEY BEHAVIOUR

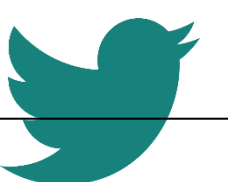
That is connected to the
theme and clearly lands
the 'what'

KEY BEHAVIOUR

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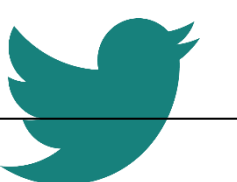
That is connected to the
theme and clearly lands
the 'what'



NIGERIA.



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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

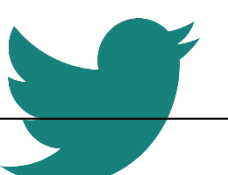
The virus is real, wear a facemask

KEY BEHAVIOUR

It's not a 'white man's virus' – keep your distance.

KEY BEHAVIOUR

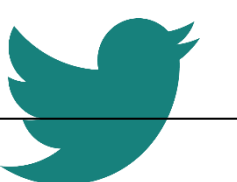
Herbs won't protect you, wash your hands with soap.



GHANA.



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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

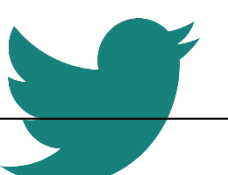
Play your part by avoiding going out.

KEY BEHAVIOUR

Play your part by washing your hands with soap

KEY BEHAVIOUR

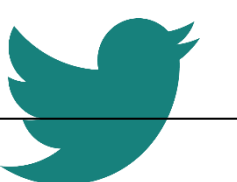
Play your part by wearing a facemask



THANK YOU.



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Overview of COVID-19 Response Efforts in Ghana

David Agyemang



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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

“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”

Lessons Learnt

New opportunities for partnership

Remote monitoring.

Adaption of NTD systems.



Challenges

New partnerships

Remote monitoring

Protection against COVID 19

Dr Ben Marfo, Ghana NTD
Programme Manager



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Overview of COVID-19 Response Efforts in Nigeria

Dr Joy Shu'aibu



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COVID-19 Response in Nigeria

Planned activities.

Procurement of Consumables

Planning meeting - country level

Coordination and planning meeting

Develop BCC Messages in English and Hausa
(Jingles, posters, pamphlets, billboards, TV, social media Messages)

Printing of BCC materials in English and local languages
(pamphlets, posters, flyers, billboards)

Promotion of key messaging on social and digital media

Training
1.State level training
2. Training of CDDs

CDDs and Town announcers to disseminate behaviour change promotion messages in various communities

Identify and engage influential leaders as ambassadors/champions to disseminate Covid-19 preventive messages

Monitoring of interventions by State and LGA teams



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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