PITCHING IT RIGHT

bringing communication and health expertise together to support Rohingya refugees through the Covid-19 pandemic
• Supporting other organisations – content, tools, training, analysis
• Carry out cross-response analysis of community feedback – What Matters
• Production of appropriate communication tools for wide use, in response to sector and agency requests
• Responding to bilateral requests for technical guidance on programming and approaches
• Make sure our products are accessible to a wide range of humanitarian practitioners – Shongjog
Two thirds of people in the Rohingya communities feel well informed about Covid-19, despite getting their information from different sources.

60% of the Rohingya Community feel well informed, with 54.2% being women and 45.8% being men.
Majority people know about Covid-19 symptoms
Common Service made difference

47%  31%  72%  49%
People who live close to a mosque are 3.2 times as likely to have high knowledge about Covid-19 as those who do not.
How is Covid-19 information reaching Rohingya communities and leading to action?
Through **creating and disseminating** audio and visual content which is easy for Rohingya people to understand, and the data suggests has contributed to improving their knowledge about Covid-19.

Through working in **partnership with humanitarian agencies** to adapt communication strategies and make sure information is reaching people in spite of Covid-19 restrictions being in place.

Through **helping organisations understand how to communicate** effectively with communities through language training, sharing research in What Matters? and providing advice to practitioners.
Implication for the field

✔ Continue to support face to face communication, paying particular attention to targeting older people

✔ Make sure men aren’t missing out

✔ Make feedback mechanisms more accessible for women and people with disabilities

✔ Support partners to continue collecting and sharing feedback with the collective feedback mechanism

✔ Continue to work with partners to adapt communication approaches based on the changing situation
Link to full report –
https://www.bbc.co.uk/mediaaction/publications-and-resources/research/reports/asia/bangladesh/rohingya-cs-evaluation-4/

To Know more about our work –
https://www.bbc.co.uk/mediaaction/publications-and-resources/research/reports/asia/bangladesh/rohingya-common-service-insights/

http://www.shongjog.org.bd/news/i/?id=d6ea30a3-be19-4747-bb90-64fdf255ef97