



REDMI NOTE 9
@SAYEED

Risk Communication and Community Engagement in Tribal Community

Gita Das

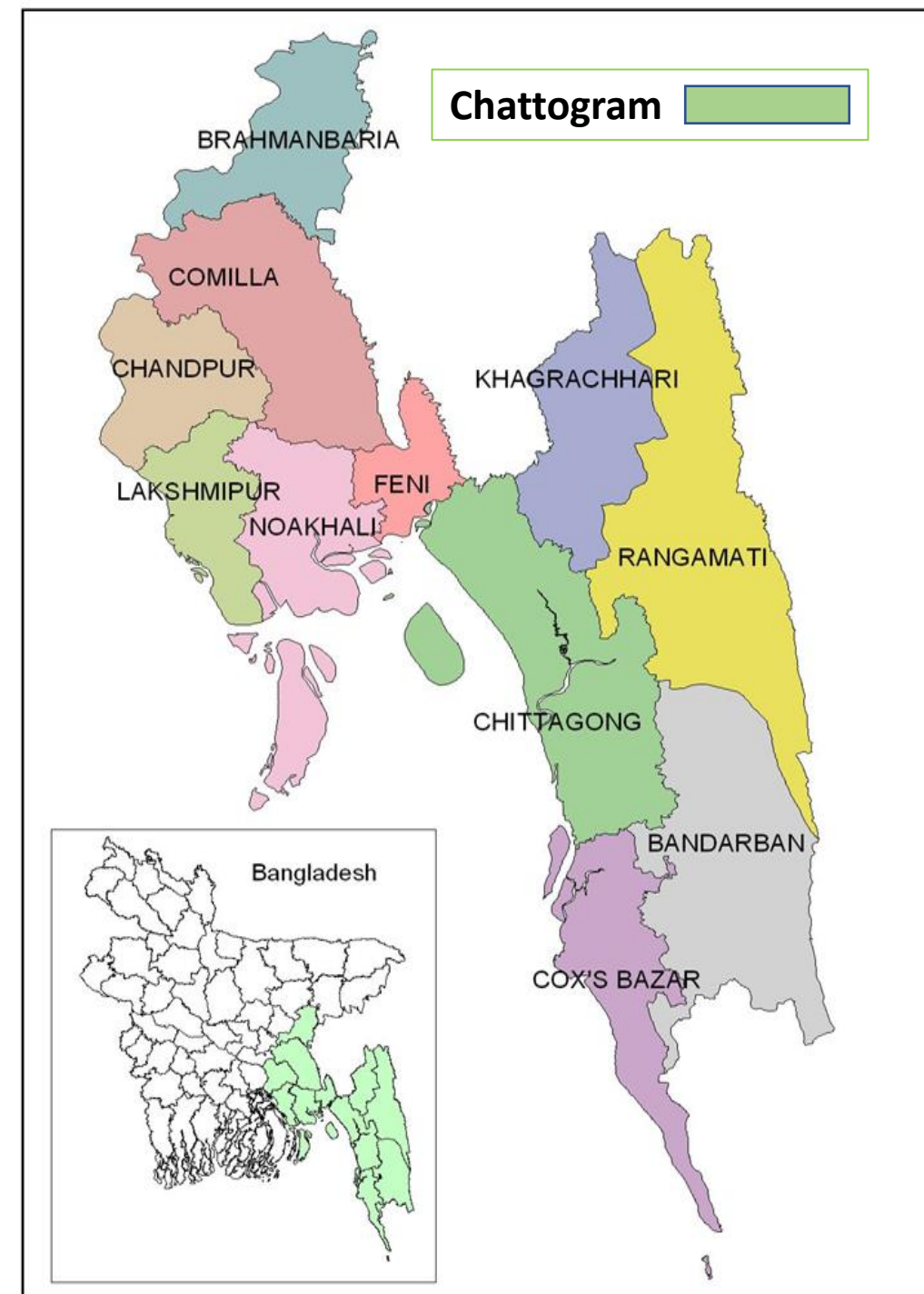
Communication for Development Officer
UNICEF Bangladesh

Background

- Chattogram was the second highest COVID-19 affected district in Bangladesh
- Region is comprised of hilly areas, costal belt/ islands/ riverine/marshy land
- Difficult to reach at hilly areas with live-saving information
- Target audience: Selected Tripura Tribal Community among diversified ethnicities

Strategy:

- Partnering with Government using community media to reach at Tripura tribal community
- Engagement of local youth volunteer group



Tripura Tribal Community

- Numerous people of Tripura community live in the Chattogram district
- Scattered in media dark areas
- Limited access to the basic social services including live-saving information
- Low literacy rate
- Speak in Kokborok, no own alphabet and the state language is Bangla
- Exist some harmful social norms and superstitions on COVID-19
- Disease outbreak is common in community



Perception/Superstitions of Tripura Community on COVID-19



‘I won't take the vaccine; it's not good. if I take the vaccine, the blood will turn into white. You please leave me; I won't take the vaccine. Don't catch us’ ‘. ----
Rushmi Tripura (35)

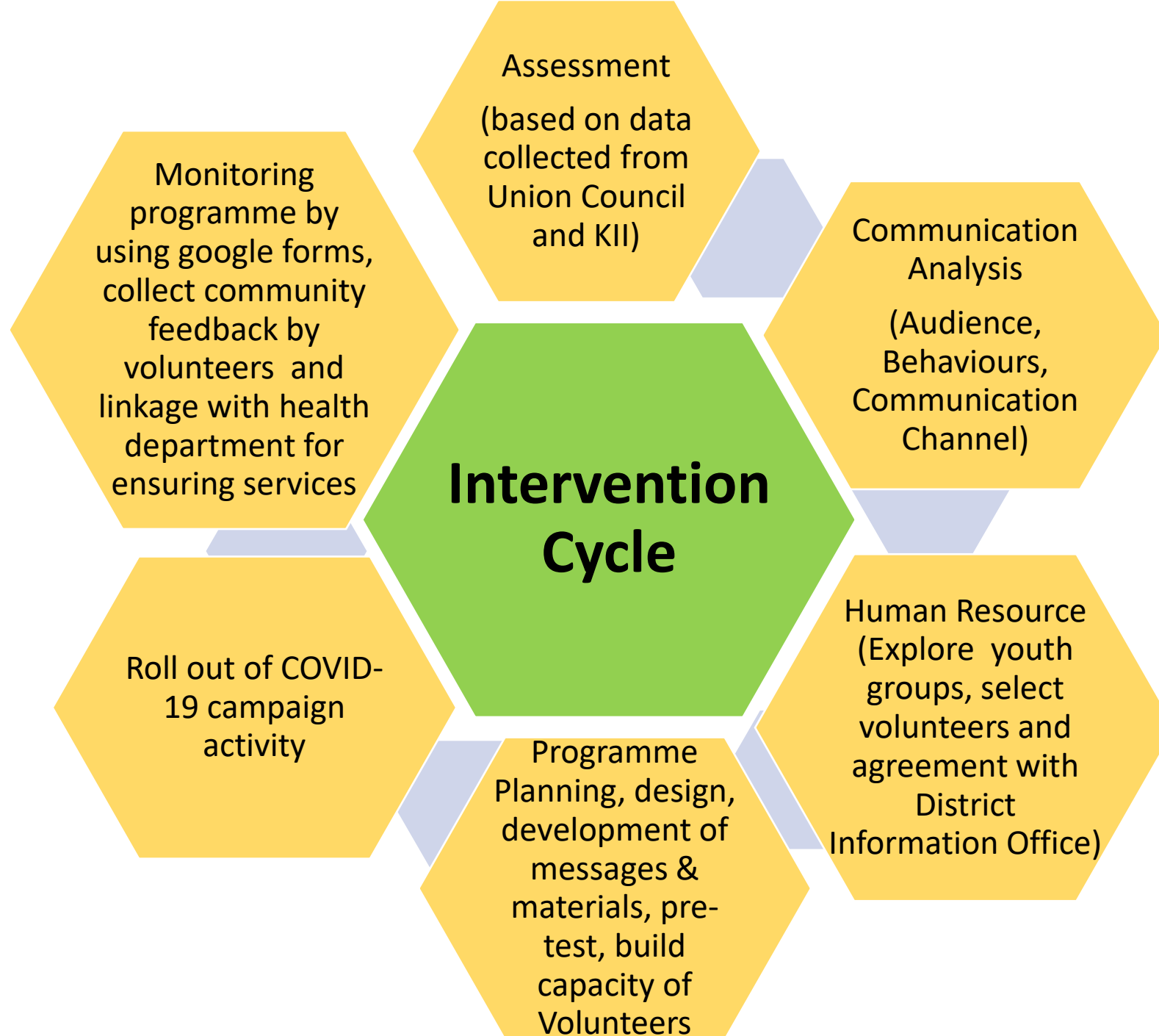
‘Corona will never be able to attack me if I stand for half an hour under the sunshine after anointing cow dung on my body’” ----
Fulki Tripura (40)



Implementation Partners



- District Information Office under the Ministry of Information and Broadcasting in Bangladesh
- A local youth voluntary group, "Vorer Alo" in Chattogram
- UNICEF



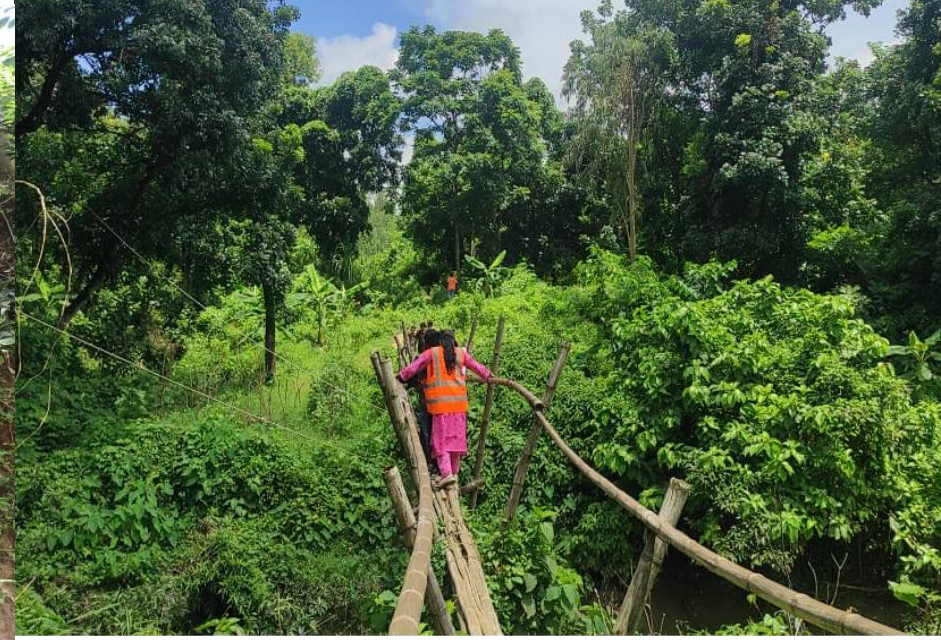
Roll out of COVID-19 Campaign Activity

- Involved representatives of local government
- Engaged community leaders to check in with the community
- Drum announcement through walking house to house/ community
- Message dissemination by using megaphone through
 - arrangement of distance gathering at court-yard
 - followed by quiz competition
 - mask distribution among quiz winners
- Displayed festoons on preventive messages and COVID-19 vaccination at public places
- Coverage: Around 10,000 population including children and adolescents were interacted



Challenges

- Language barriers as targeted community speak in Kokborok and the state language is Bangla
- Difficult to reach remote areas physically
- Acceptance of the messages/ information by community
- Mobilization of community leaders



Way Forward

- The experiences can be applied to other remote areas of Bangladesh
- Build capacity of youth volunteers from respective tribal community to build community acceptance
- Scripts can be prepared in respective tribal language
- Message dissemination by using tribal folk cultural instruments and activities
- Interactive community dialogue sessions backed by campaigns help addressing existing norms
- Need to continue the intervention in certain interval



