

9 DECEMBER 2021



SOUTH ASIA SBCC CONVERSATION

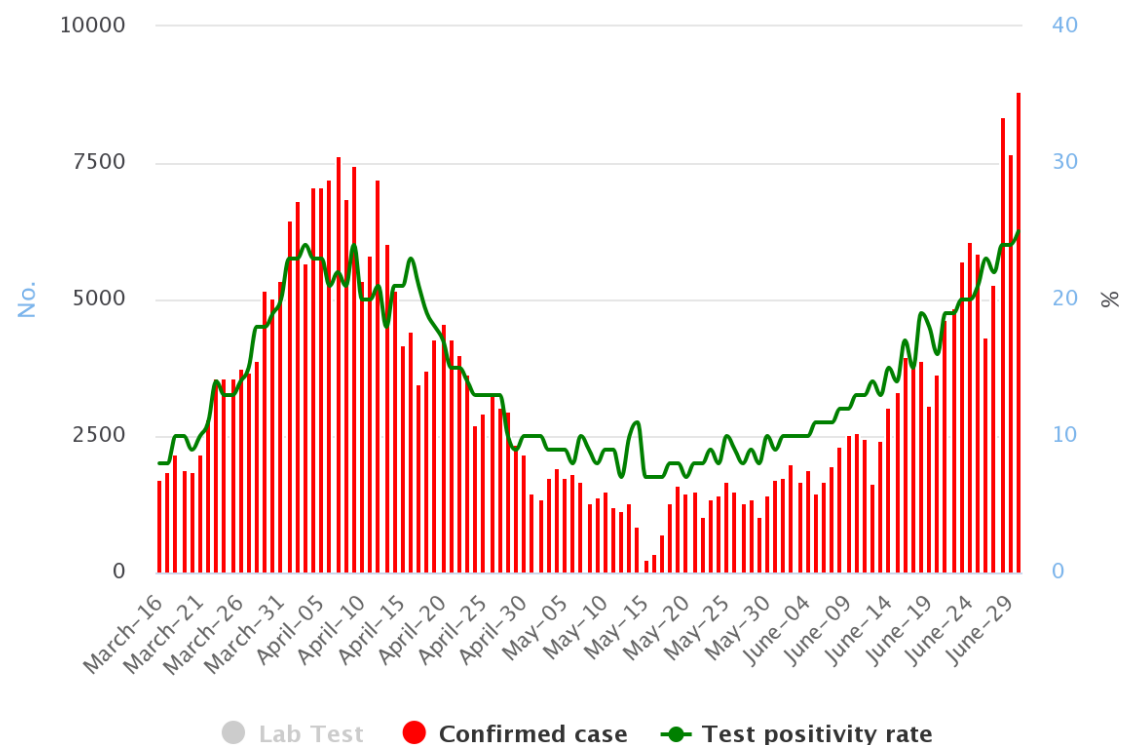


Special Risk Communication and Community Engagement efforts to combat COVID-19 in border adjacent communities in Southern Bangladesh

Umme Halima

Background

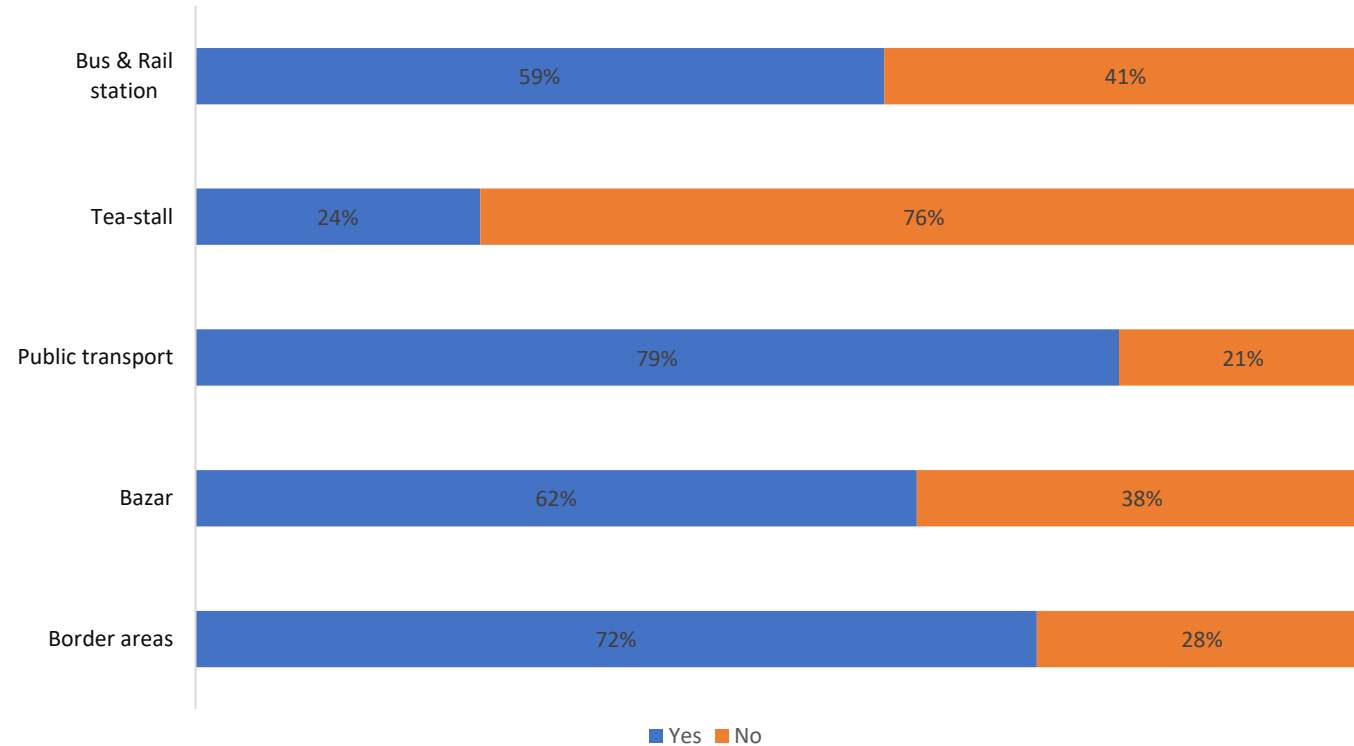
- Significant increasing trend of COVID-19 patient during 2nd wave of COVID-19 in April 2021 in border districts
- Mass movement during Eid festival
- Cross-border trade and transport
- Overcrowded business transactions at local markets
- Several land ports were open
- Reluctance in mask wearing and other COVID-19 protective behaviours



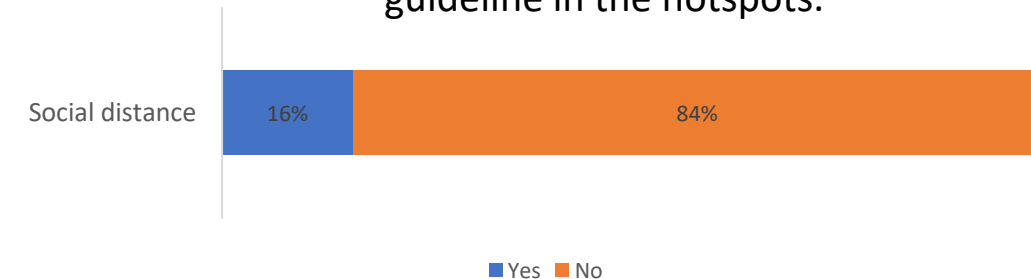
DHIS2: Sathkira: Border adjacent district COVID-19 confirmed case from Mid Mar-June 2021

COVID-19 Behavioral Assessment Findings in Border Districts: May 2021

Mask use rate in the different hotspots and border areas



People's compliances with social distancing guideline in the hotspots.



Key findings from the observational study on Mask Wearing and Physical distancing:

- 2 of every 3 people wear masks. However, a substantial differences in mask wearing observed in border adjacent hotspot areas.
- People wear mask the highest (79%) in the public transport while the lowest (only 24%) in the tea-stall
- The rates of wearing masks by the people are 59%, 62% and 72% in the bus & rail-stations, bazar and public places in the border areas, respectively.
- 16% Poor maintenance of physical distancing in border hotspot areas

KII findings: Non-Compliance of using Mask:

- one-third of the key informants, opined that breathing induced irritation with masks, lack of habituation, submission to the fate and superstition are the major barriers to wear masks.

Recommended messaging channels:

- Locally socially influential, respectable people to promote health safety measures
- Street miking, drama, distribute leaflets, poster, miking, public lectures and other available means could boost people's awareness toward the importance of maintaining health safety measures.

RCCE Localized Strategies



Evidence Generation:

Behavioral assessment and sharing findings with all relevant stakeholders for collective actions

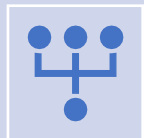


Social Mobilization and Multi-stakeholders Engagement:

For continuous coordination and collaboration with local partners and stakeholders in RCCE initiatives



Community Engagement, Consultation and Feedback: To promote protective Behaviour and to readjust localized community engagement and messaging



Tailor made messaging and channels: To ensure messages and materials are contextualized for the communities and relevant partners

Tailor made RCCE messages and materials



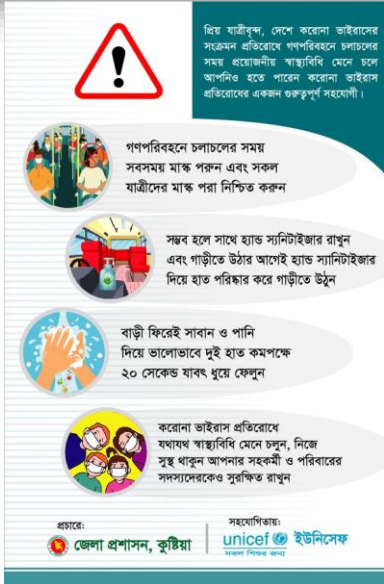
PSA_Population living in Border area



PSA_2 Mobile population intercity



PSA_Hotspot areas_local market_k



Stakeholders Analysis in Border areas

Tertiary

District administration, Border Guards, Health Department officials, Law enforcement team, District level corona management committee members etc

Secondary

Upazila Administration, Local market management committees, transport management owners, mosque management committees, local elected leaders, Imams, LGI representatives etc

Primary

Border adjacent communities, businessmen and customers in local marketplaces, transport drivers and assistants coming from neighboring country, inter-city transport workers etc

Multi-stakeholders Engagement



District Administration advocacy meeting with BGB, Transportation Owners, Religious Institutions



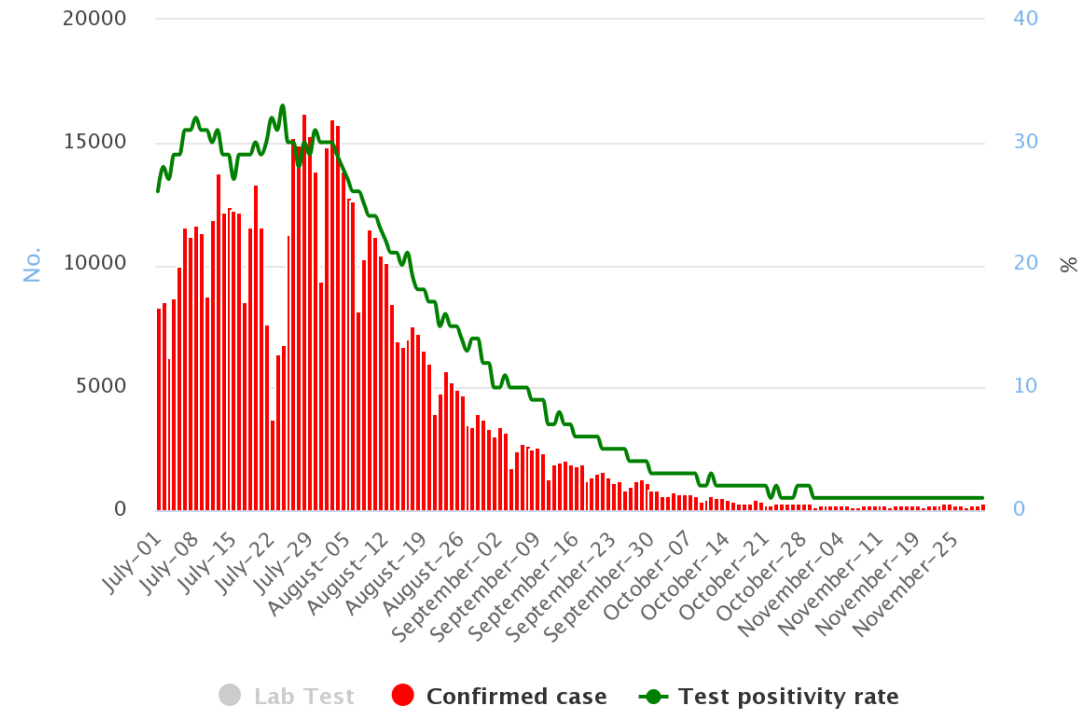
Upazila Administration advocacy meeting with Market management committees, Religious leaders, LGI representations



Sensitization Meeting with Transportation Workers

Key Result

- District and Upazila Administration with Local Government institutions played key role
- Border guard, inter city transportation owners, Market management committees, Mosque management committees have been advocated to reinforce the protective behavioral messages
- Border guards mobilized to reinforce proper use of mask in marketplaces and local hat bazars in border areas
- Bus drivers and helpers sensitized on protective behaviours and on interpersonal communication to encourage people to wear mask in mass transportation and to maintain physical distancing and hand washing
- local market owners and Local Government Institutions mobilized communities to continue messaging from strategic locations in border and hotspot areas



DHIS 2 data showed significant decrease of COVID-19 cases in intervention areas from Aug-Nov 2021

Discussion

