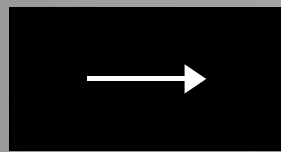




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PITCHING IT RIGHT



**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

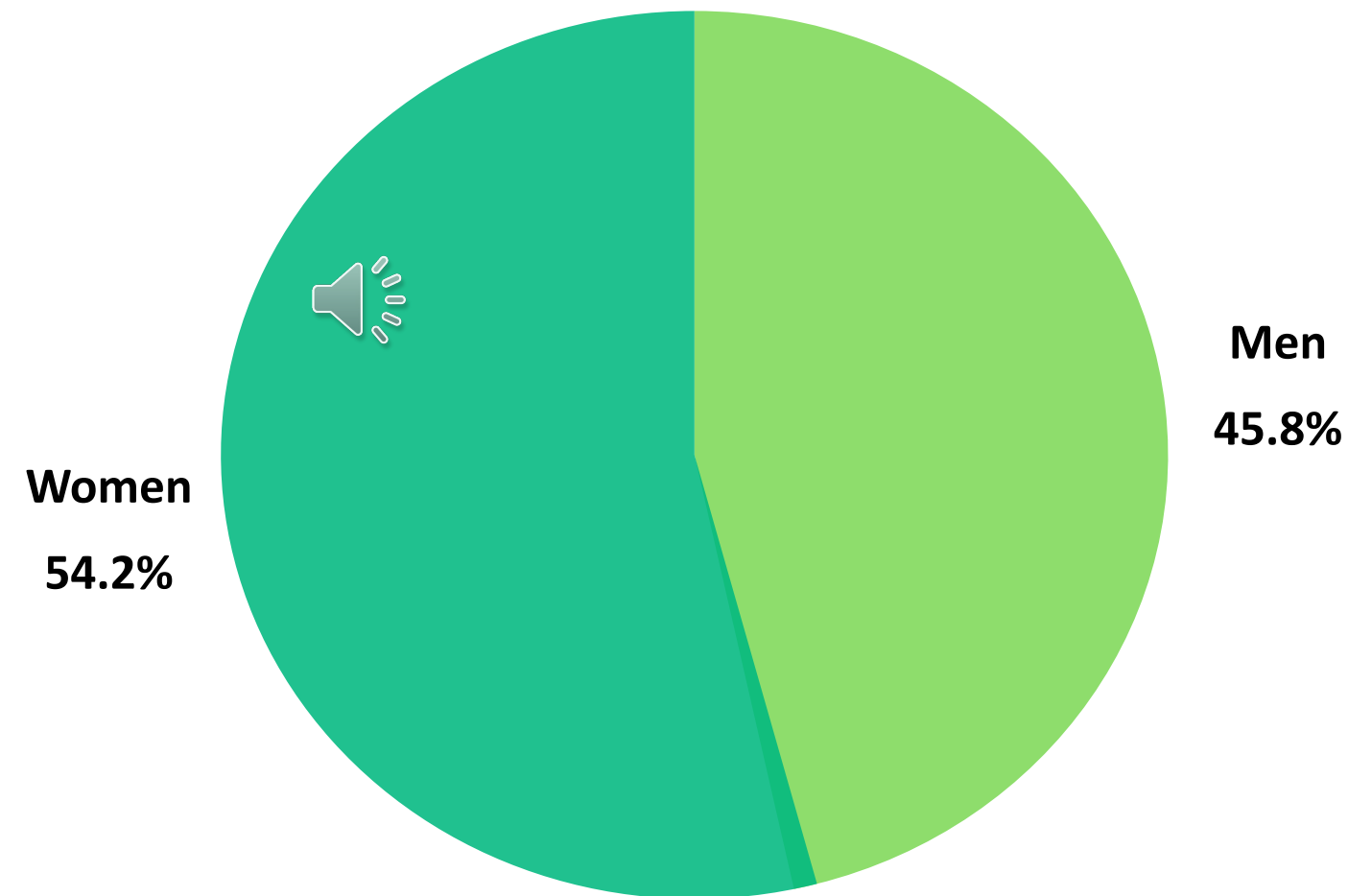
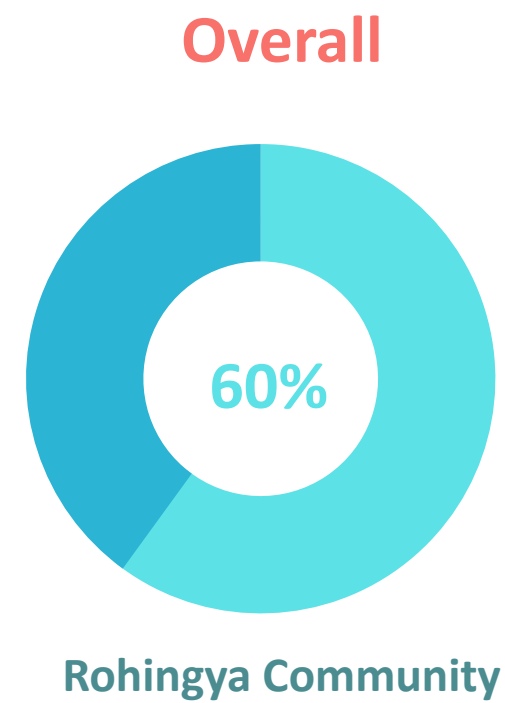


Two thirds of people in the Rohingya communities feel well informed about Covid-19, despite getting their information



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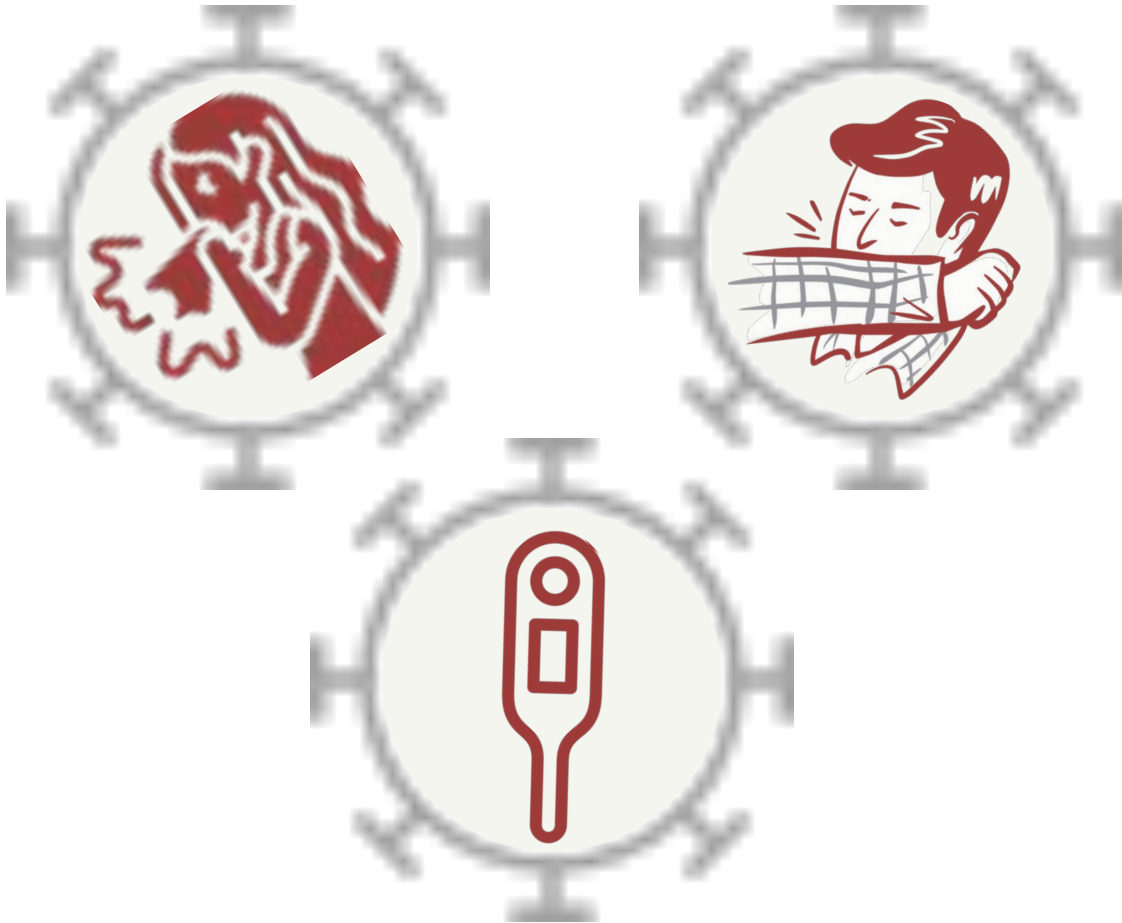
from different sources



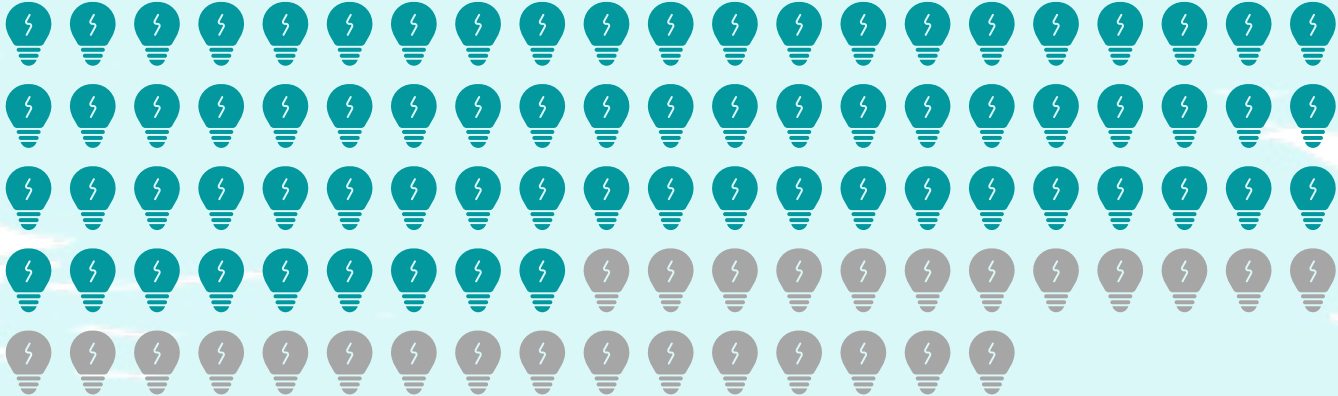
Majority people know about Covid- 19 symptoms



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72 %





Common Service made difference



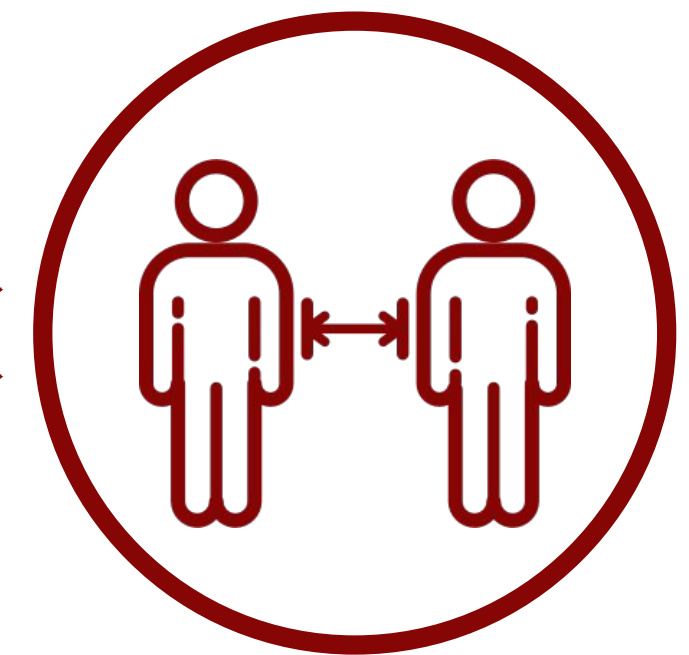
47%

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.

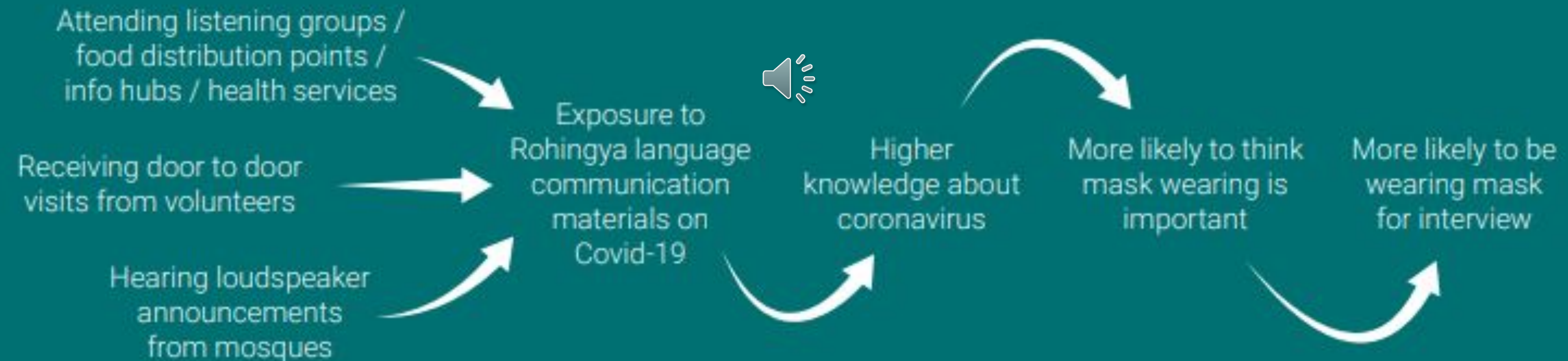


How is Covid-19 information reaching Rohingya communities and leading to action?




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How is Covid-19 information reaching the Rohingya community 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



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- ✓ 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





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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/>

What Matters? Humanitarian Feedback Bulletin –

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