



This activity involves working with coronavirus survivors in your community. Document their stories and experiences of contracting a disease and then share this with other people in the community via video, radio or social media.

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Objectives:

- Help people to understand coronavirus without creating fear.
- Help populations appreciate the full range of consequences that can occur if they or a family member gets sick, but also that you can recover fully.
- Share hygiene tips that come from people with direct personal experience and a local perspective

Suitable for:

- Countries where coronavirus cases have already been detected

What you need:

- A video or audio recorder
- A way of sharing the stories - this could be via a) the local radio or TV channel, b) setting up a 'cinema' with a sheet and a projector, c) installing the videos on a tablet or phone that hygiene promoters can then take house-to-house or d) sharing them on social media.

How to do it:

Step 1: Decide whether you will use videos or audio recordings, or both.

Step 2: Identify families who are survivors—meaning that someone in the family recently had COVID-19 and has now recovered. To do this in a safe and harmonised way work with your national health system to identify possible individuals.

Step 3: Ask if the individuals are willing to become 'hygiene ambassadors' and contribute to stopping the spread of COVID-19. Explain that this would involve a short interview. Also explain how you plan to use their story and share it with others.

Step 4: If they agree, conduct a recorded interview with them. Ask them to describe the following:

What happened when they got sick?

- How did they feel at this time?
- How did getting sick affect their social, work, and family life?
- How did it affect their productivity or income?
- What did they learn from the experience?

- What are they doing differently now to prevent anyone else in their family getting sick and to prevent the virus from spreading?
- How has their handwashing behaviour changed?

Step 5: Depending on the interview you may need to edit it to make it shorter. Final versions shouldn't be longer than 3 minutes.

Step 6: When sharing the stories, make sure to explain to viewers that these are people like them who are a part of their community. For example: 'At one point they each thought COVID-19 wouldn't seriously affect them or their families. They thought they were protecting their family as best as they could, but the experience has taught them that they could do more. And so now they make sure they always wash their hands with soap and encourage others to do the same'.

Tips

Avoid creating fear

These videos or audio recordings are not designed to create fear but to help people understand the lived experiences of coronavirus and to understand how it can be prevented. Fear has been found to increase handwashing behaviour in the short term, but behaviour reverts as fear decreases. Fear can also have negative, unintended consequences on behaviour.

Highlight positive actions

It is important that these stories don't accidentally create stigma around the individual or the family. Make sure that the individuals are framed as people that the community should look up to and admire because they are now taking action to prevent further illness. Where possible, make sure that specific examples of positive actions are given.


