

OneWorld-UNDP Webinar on Building Capacity of Community Radio Stations to Fight COVID-19



COVID-19

Awareness, Behavior Change and Vaccine, Issues and Challenges

Dr M. A. Arif, MD, MPH

Consultant (Preventive medicine and public health)

What is in store?

Issues and Challenges

- Creating awareness
- Covid appropriate behaviour
- Vaccine hesitancy

Creating awareness

Why create awareness?

- to inform about the facts of the disease
- to motivate individuals to come forward,
- to motivate individuals and the community to participate
- to motivate each other
- etc.

In the case of COVID-19, the aim is to **change behavior** and **form habits**

Issues: IEC/BCC

- Too technical: difficult to explain, viral, swelling in lungs, dyspnoea
- How it spreads: mouth to mouth, airborne, touch, fomites etc.
- About vaccine, rumours, effectiveness, accessibility
- How severe the disease is? Deaths and recoveries
- Consequences? Post covid, post vaccine

Issues: Covid Appropriate Behaviour

- In the case of COVID, these are habits that need to be changed
 - wearing a mask: no habit, suffocation, quality,
 - washing hands: how many times, how long, where, when
 - ?social distance/physical distance, how to maintain?

Issues: Vaccine hesitancy

- Extra burden on individuals and family
- No guarantee
- Rumours, no clarity on usefulness
- Accessibility (Where? Availability? Costs, Side effects?)

Correct message, it increases body resistance





**Thanks
for your
patient listening!!!**