

A hand with fingers spread against a warm orange background. A circular graphic overlay consists of a thin yellow outer ring and a thicker orange inner ring. The text 'TONSEMBERERA' is written in a white, brush-stroke font across the center of the hand.

TONSEMBERERA

#Keep a distance

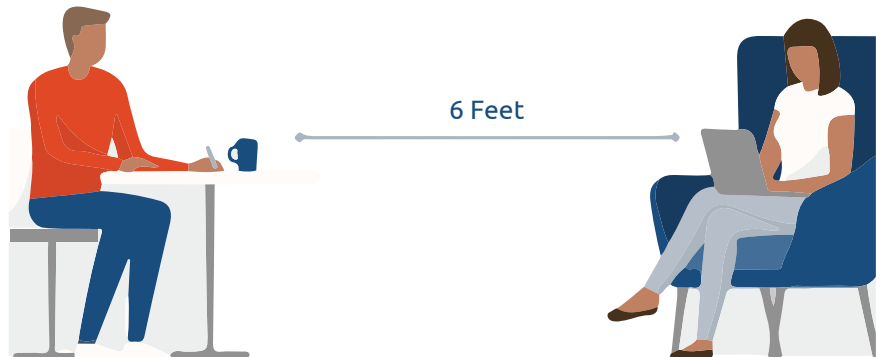
# NEW EPIDEMICS, NEW MOVES: TENSION IN THE PUBLIC SQUARE

**A**s Ugandans watched a new disease cause powerful nations to shut down operations, tense discussions in the public square and across all social media were rife. Before the outbreak, African Society for Behaviour Change (AS-SBC) members had formed an active whassup group branded the Next Big Thing. The group organically morphed into a source point for real time COVID-19 idea sharing and support with members across the world. Building on this momentum SBC experts on the group volunteered to work with the Ministry of Health to design a context accurate, easy to implement campaign.”



## “TONSEMBERERA” KEEP A DISTANCE CAMPAIGN

The campaign slogan “Tonseemberera” translates as Keep a Distance and was selected based on the key insight that social distancing is a key behaviour in the fight against COVID-19. “Tonseemberera” embodies social and physical distancing from people but also insinuates distancing from the virus by following the actions promoted by the “COVID-19 Challenge” communication campaign. This however doesn’t in any way downplay the role of other behaviours.



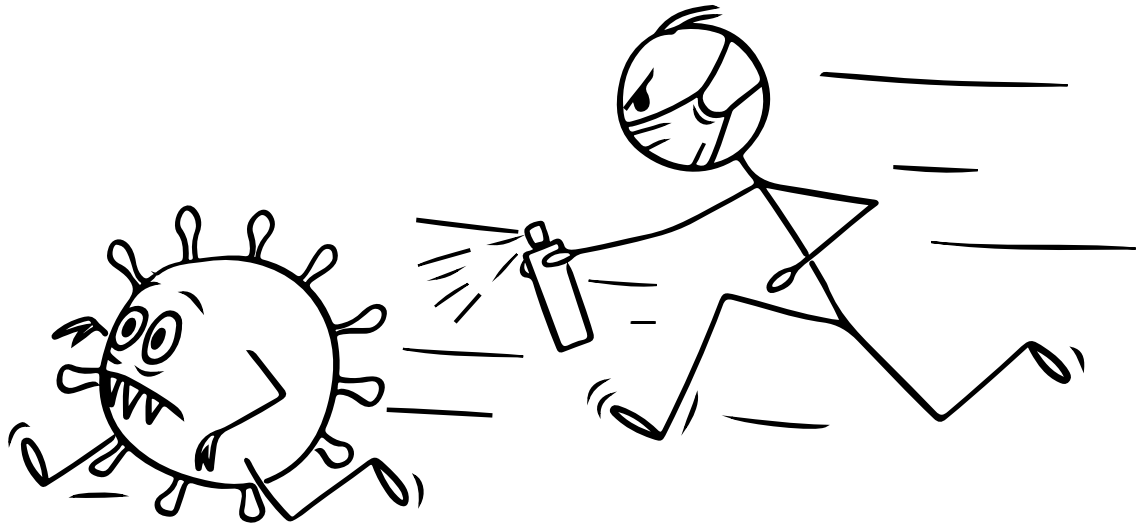
# IDEATING ON THE GO: NEW EPIDEMICS, NEW MOVES

## CREATE A CHALLENGE TO AGITATE QUICK ADAPTATION

The Big Idea “COVID-19 Challenge” and the campaign slogan “Tonsemerera” “Keep a distance” emerged to trigger audience participation and action.

### IN ACTION:

The campaign sought to create space for people to proudly share what they are doing to defeat COVID-19 inspire and challenge others to do the same.



# 3 THINGS

4

## CAMPAIGN OBJECTIVES

1

### PROVIDE KNOWLEDGE & AWARENESS ON COVID-19

Motivate and encourage audience to adopt and sustain desired behaviours and practices for prevention and management of COVID-19

Create calm and reassure the public – “Comic relief” from fear, anxiety, desperation, hopelessness.

2

### TARGET THE AUDIENCE BUCKETS

The campaign centered around key opinion leaders and influencers sharing personal experiences of what they are doing to STOP COVID-19 and encouraging/challenging their peers and followers to do the same and join the fight.

#### IN ACTION:

Audience Buckets included:

- Community/general public; men, women, household heads
- Young people 15-34 years and children under 15 years
- Health service providers
- Programmers
- Ministry of Health, Donors, Implementing Partners, Security Agencies, Leaders
- Business Owners
- Workplaces

Media and social influencers Key messages and actions

# 3

## STEP FROM CLARITY

The market was flooded with mixed messages and heightened worry about the right steps to take. We were intentional about crafting clear easy actions.

### KEY MESSAGES & ACTIONS:

- What COVID-19 is, signs and symptoms and how it is spread?
- How to prevent the spread of COVID-19, staying home, social/physical distancing, proper hand cleaning, proper coughing and sneezing etiquette.
- Coping with staying at home and welfare during lockdowns.
- What to do in case of illness.
- Appreciation and reassurance.

The campaign slogan provided the overriding theme of the campaign and was translated into all local languages in Uganda as advised by the Ministry of Health

# 4

## CHANNELS FOR IMPACT

### IN ACTION:

The campaign was multi-faceted riding on community-level communication platforms, mass media and social media. Messages included creative challenge videos, photos and stories shared on various communication platforms. However a central booklet was created.

## MAJOR CAMPAIGN APPROACHES:



### MASS MEDIA

Gives a broader reach and repetition necessary for saturation

Includes both radio, TV (spots and DJ mentions).



### PRINT MEDIA

Helps to visualize and simplify concepts.

Includes: electronic and hard copy job aides e.g. Fact sheets, risk assessment tool, implementation guides, posters.



### SOCIAL MEDIA

Gives a broader reach and repetition necessary for saturation.

Includes platform such as: Facebook, Twitter, WhatsApp, Instagram and hotlines.

Reaches people personally to provide greater depth of information in an interactive way.



### VHTs

These will conduct cautious community activities including:

- Use of megaphones to sensitize communities.
- Demonstrate social distancing at communal places (boreholes/markets).
- Disseminate SBC tools.

A strong advocacy approach was used to empower key media influencers to provide correct information per the campaign through their respective channels and existing programs.



### \*\*\*\* CONSIDER A CENTRAL KNOWLEDGE/INFORMATION ASSET- COVID-19 FACTS BOOKLET

Given the need to ensure availability of correct and consistent information, the “COVID-19 Facts Booklet” were developed to serve as the main Information source document.

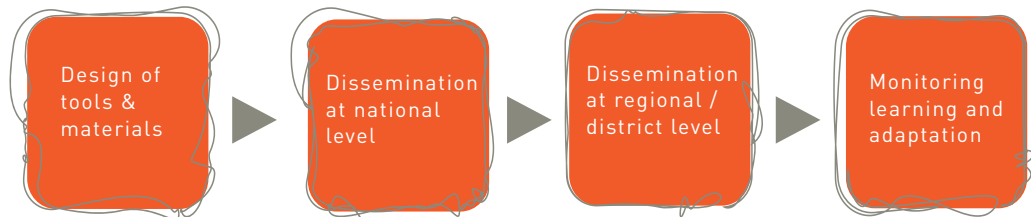
### IN ACTION:

- All materials developed for the campaign are linked to the “COVID-19 Facts Booklet”.
- The booklet is a living document that will be updated with up to the minute information on a weekly basis.
- The booklet should be disseminated electronically to all stakeholders; MOH, donors, local governments, leaders, media, IPs.
- The booklet just like all campaign materials are available on the Ministry of Health website.
- A summary implementation plan of the campaign is also available in Ms word & PPT.

## 6

### STEP BY STEP-IMPLEMENTING THE PLAN

#### ROLLOUT PLAN:



## 7

### TOLL FREE HOTLINES

COVID-19 response toll free hotlines were positioned as one of the key sources of information and referral and to provide appreciation and reassuring messages to the public. Services were provided free, with confidentiality by well trained counsellors equipped with informational guides.

what is the next

**BIG  
THING**

TONSEMBERERA”

COVID-19 COUNTRYWIDE CAMPAIGN OF CHOICE

10+ PROJECTS ADAPTED

14+ LANGUAGES

MINISTRY OF HEALTH APPROVED AND LED, MULTI MEDIA CAMPAIGN

**as-sbc**

African Society for  
Social & Behavior Change