

Report on media campaign of Fear and Stigma related to COVID 19

Recently, Bangladesh Health Watch (BHW) has carried out a rapid study to assess the situation of fear and stigma regarding COVID-19. This assessment observed that due to fear and stigma people are hiding their corona symptoms, getting hostile with their neighbors, stigmatizing migrant returnees, attacking households of infected people and their relatives even protesting in burial. The study recommends that, in order to mitigate fear and stigma in the context of a pandemic, targeted mass media and other forms of messaging and behavioral campaign from individual to structural need to be carried out. With rising reporting of stigma and fear related incidences and no organized campaign to address fear and stigma, BHW, as part of its advocacy efforts intended to carry out a well-designed online based communication campaign that would helpful to reduce this fear and stigma.

It was a series of online based campaign programme. This online campaign was designed in two phases. The second phase will be based on learning and analyzing impact of 1st phase. In the first phase the target of the campaign were infected people; risk groups (RMG) and other industrial workers, urban slum dwellers and house-owners, employers and local influential people. To disseminate the message more effectively to the campaign, BHW has decided to hire a professional media house and about celebrity endorsement to attract target audiences on campaign messages to remove fear and stigma among the target audiences.

Accomplished activities

Two videos were made by the professional agency. First one was with the celebrity endorsement named *Jeete Jabo Amra* which was posted on BHW Facebook page on 12 June 2020.

Impact on the first video (Jeete Jabo Amra-1 with celebrity endorsement):

After posting the video on the BHW Facebook page the post has been reached to the 5,811 people and shared by 83 people from BHW Facebook page. Due to the strict FB policy, the boosting is closed for the time being. Given that, it was decided to share the message manually in different connections including Government who are working to mitigate the misinformation, fake news, and stigma related issue associated with the C-19. The video was also posted on BHW YouTube channel on 22 June 2020 and till today 37 views has been recorded. It is mentioned that this post may have shared/ viewed from others' FB pages as videos were posted in many different groups' page manually. However, due to the system barrier the impact analysis was not possible from other pages.



Jeete jabo amra-1

<https://www.youtube.com/watch?v=ANcZYaQvDss>

Impact on the 2nd video (*Jeete Jabo Amra-2* without celebrity endorsement):



Jeete Jabo Amra-2:

<https://www.youtube.com/watch?v=kuGWEH9la3g>

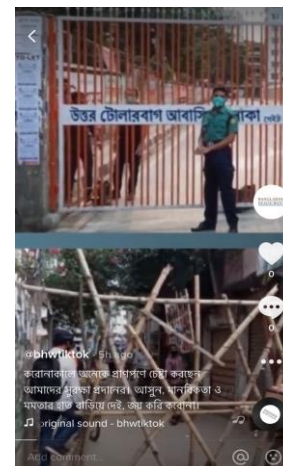
2nd video on fear and stigma was posted on BHW FB page on 23 June 2020. This post also has been reached to 3,673 people and shared by 28 people till the date. The 2nd video was viewed by 13 people after it posted on YouTube channel. It is mention worthy that *video-1* and *video-2* both were posted on 22nd June and no views recorded from BHW BLOG page yet.

TikTok:

In order to reach more diversified people for developing awareness of fear and stigma about corona especially the young, two TikTok videos were developed adapting two full videos that were made earlier. Tiktok is a form of short video with one minute length designed for cell phone only which can be seen through installing a specific mobile app. BHW has its own TikTok account named [@bhw2020](https://www.tiktok.com/@bhw2020) where two videos were posted. Till the date a total of 24 views are recorded after posting the video content on 26 June 2020. The 2nd video was posted on 1st July 2020 on BHW TikTok account and no views were recorded yet.



@bhwttok-1



@bhwttok-2

Policy brief:

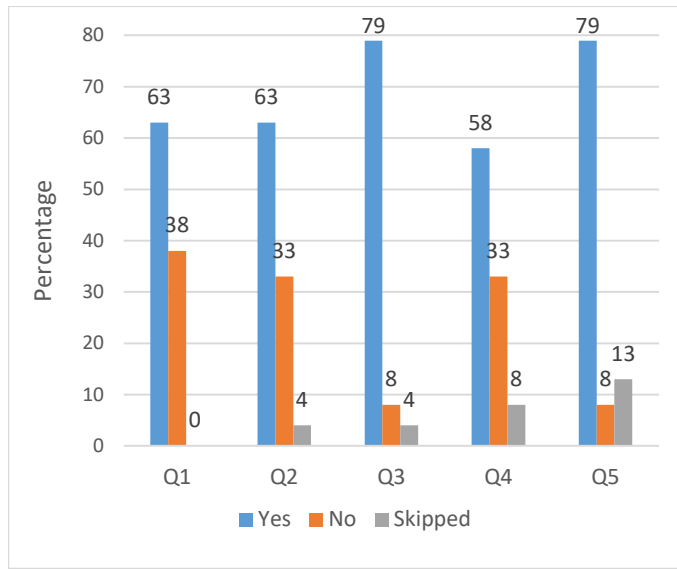


One policy brief has been developed both in Bangla and English on fear and stigma study. This brief has been developed for the law enforcement agencies, policy makers, donor, journalists, NGO/INGOs and for the Government as well. Total to the 271 people the brief was distributed including NGOs, SP, DCs, health professionals and to the people who are involved mainly in implementation level.

Impact on policy brief:

To see the impact of Policy brief, an online based survey monkey software was developed with five basic questions regarding the policy brief and was sent to the 271 people whom the brief had been sent earlier by email. Among the 271 people a total of 24 responses were received by sending the questionnaire twice.

Distribution of respondents by the response of the questions



Questions:

- Q1. Did you receive the policy brief on fear and stigma of C-19?
- Q2. Did you read it?
- Q3. Do you think the brief will help to mitigate fear and stigma?
- Q4. Did you share the brief with anyone?
- Q5. Whether you think to develop such subject-specific policy brief in future

Majority of the respondents reported that this policy brief will help to mitigate the fear and stigma related to Covid-19. The similar percent (79%) of respondents also think that this type of subject-specific policy brief can be developed in future. Around three fifth (58%) of the recipients have shared the brief with their links and very few (4%) percent of recipients did not read and share the brief with anyone.

Posters:

Keeping the key messages of fear and stigma study that were used in the videos, TikTok and in the policy brief, a modified version has been developed as poster to aware more other different group of people for reducing the rumors. After the final editing, *poster-1* and *poster-2* have been posted on the BHW FB page on 7 and 8 July respectively. No remarkable impact is observed yet as these have been shared recent in one channel only. It is planned that these posters will also keep on sharing with different stakeholders and with the links of Bangladesh Health Watch (BHW).



Poster-1



Poster-2

Sharing Status:

Mitigating fear and stigma associated with COVID the documents were shared in 37 different groups with 1,39,72,921 followers. Documents also shared with RCCE (Risk Communication and Community Engagement) group; a common platform of 32 organizations led by UNICEF, a2i Gov., GUK, ADAB and Youth Ending Hunger. From each organization the products were shared and reached among the diversified population.

A summary of media monitoring report as of 29th July 2020

Document	Media	Shared date	Reach	Engagement	View/like	Share	Total
Video 1	BHW FB page	12-Jun	5,894	330	7	47	6,278
	FB YouTube	22-Jun	83	8	3	2	96
	YouTube	22-Jun	0	0	81	0	81
	Youth Ending Hunger	14-Jul			48		
Video 2	BHW FB page	23-Jun	3,672	98	6	10	3,786
	FB YouTube	22-Jun	65	10	4	1	80
	YouTube	22-Jun	0	0	29	0	29
	Youth Ending Hunger	14-Jul			56		
	GUK				537	84	621
ADAB				2	1	3	
TikTok1	BHW TikTok channel		0	0	24	0	24
TikTok2	BHW TikTok channel				0	0	0
Poster1	BHW FB page	7	71	7	3	1	82
Poster2	BHW FB page	8	62	6	4	1	73
Poster3	BHW FB page	9-Jul	44	6	4	0	54
Total			9,891	465	808	147	11,311