

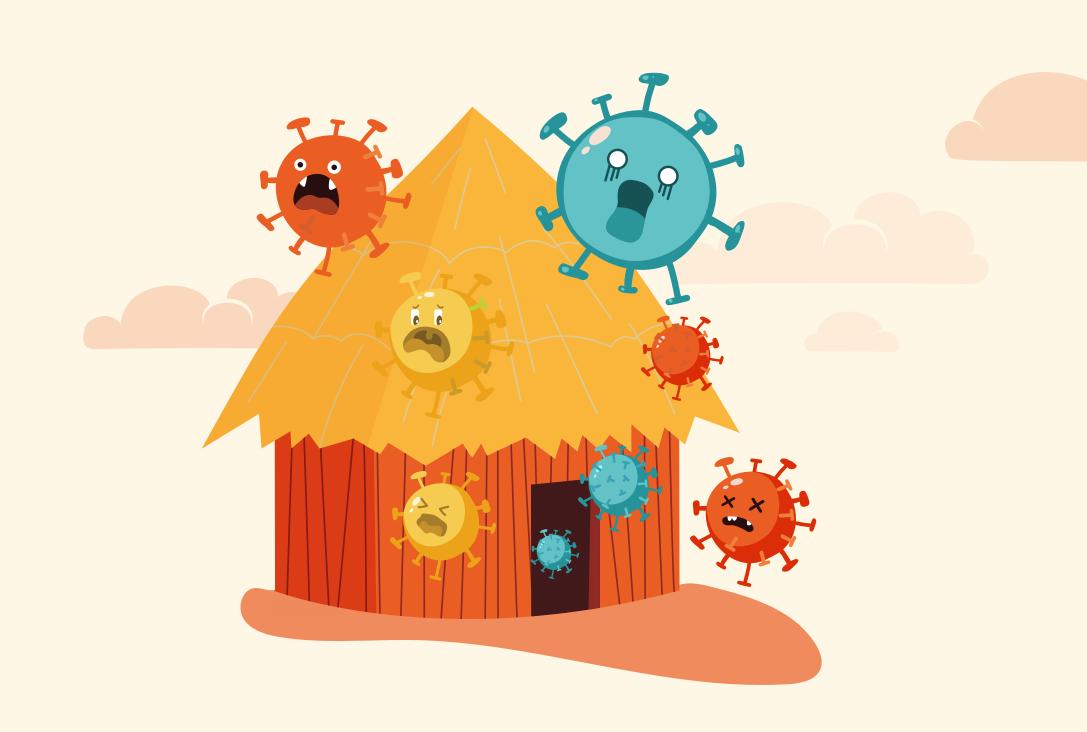
# FIGHTING COVID IN REMOTE MIGRATORY TRANSIT HUBS OF BURKINA FASO AND MALI FOR IOM



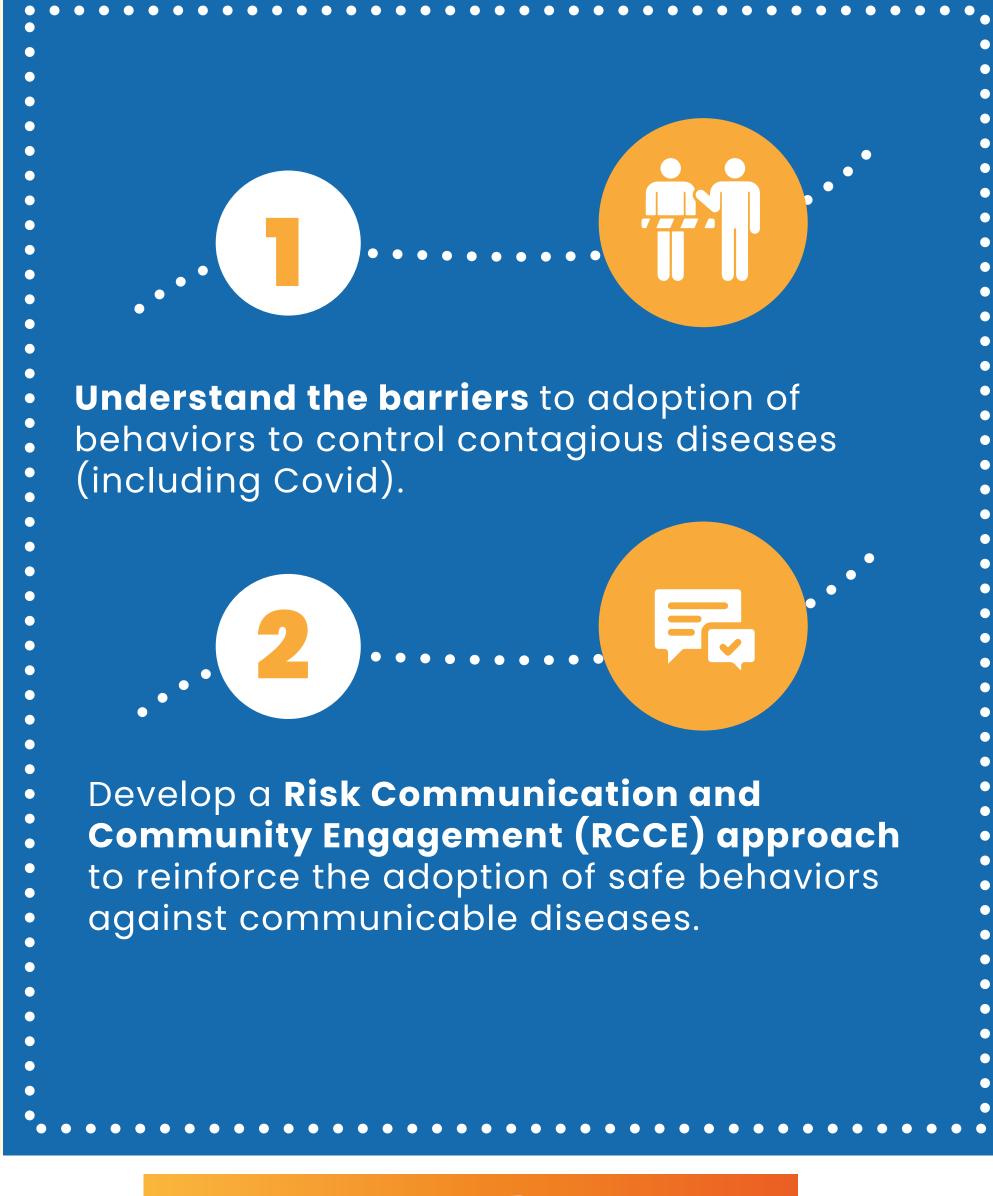
#### Context

In the wake of the COVID-19 pandemic, health workers and international organizations sought to conduct outreach and awareness campaigns in the Sissako region of Mali, which serves as a major migratory crossing point.

Complex community dynamics-including the transient nature of the migratory population-has rendered it difficult to assess the health practices and identify vulnerabilities which could contribute to the spread of COVID-19.



### Our Solutions



### Our Approach

# **Behavioral Research** & analysis

- Inception consultations
- KAP study including 6 in-person FDGs and 266 surveys
- **Mapping Out Our Research**
- Conceiving and creating plan and materials
- **Roll-out of Communication**

and Community Engagement

Finding the adequate partners

- Caravan tour led by MAGENTA's coordinator
- Radio-ads
- Community Dialogue sessions led by community health workers

# Results

#### RESEARCH

- 5 stakeholders consultations
- Quantitative : 256 face to face individual interviews
  - Qualitative: 6 FDGs

### RCCE CAMPAIGN DESIGN

- Creative Brief
- Moodboard
- Key messages drafting and testing (for appeal, understanding acceptance, relevance, motivation, persuasion and improvement)

#### **CREATIVE CONTENT**

- Visuals based on key messages:
- 4 Concept characters from different backgrounds
  - 3 posters in both french and bambara
- An Image toolbox for healthcare providers to facilitate dialogue



#### **TARGET AUDIENCE:**

- Covid-19 Sceptics
- Covdi-19 neutrals

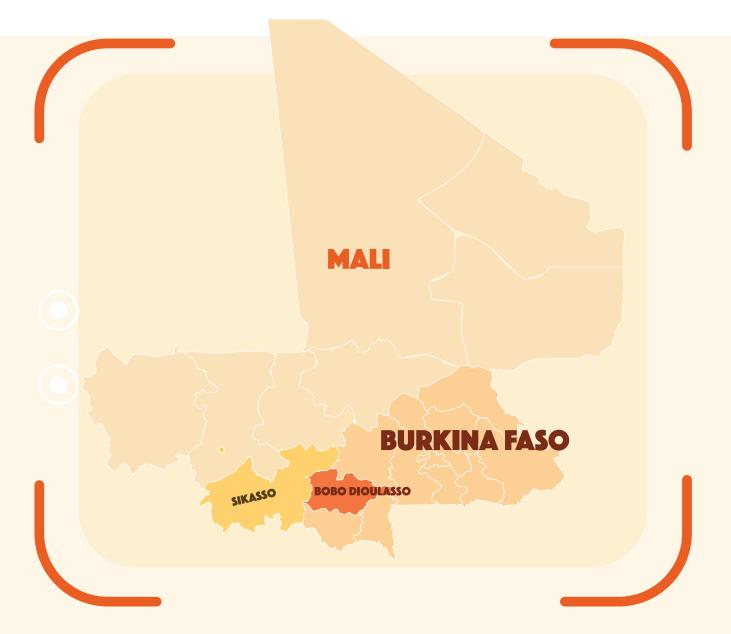
#### **KEY MESSAGES:**

- Creating a sense of unity
- Protective measures applicable to Covid-19 AND other communicable diseases
  - Incentivize local engagement



- 550 people in Mali participated in the community dialogue sessions held in 8 villages and towns.
  - **200 posters** printed and distributed
  - 63 radio broadcasts reaching an estimated 615 000 people
- Campaign's key messages reached an even bigger number considering that the field team drove around the villages broadcasting info and radio ads.

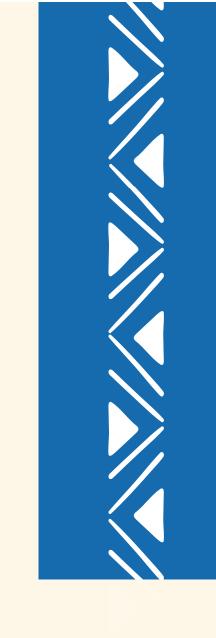
## **Target Regions**



#### Acknowledgements

- IOM Regional office for West and Central Africa
- Mali Health Ministry
- Burkina Faso Health and Hygiene Ministry

### Conclusions



- Enhanced knowledge of preventive measures and stronger will to get vaccinated for beneficiaries of the campaign
- Campaign effectiveness could be improved by additional investment in hyper-local community interventions. Ensuring adequate resources for complete endline research is essential to assess behavioral changes.

# References

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