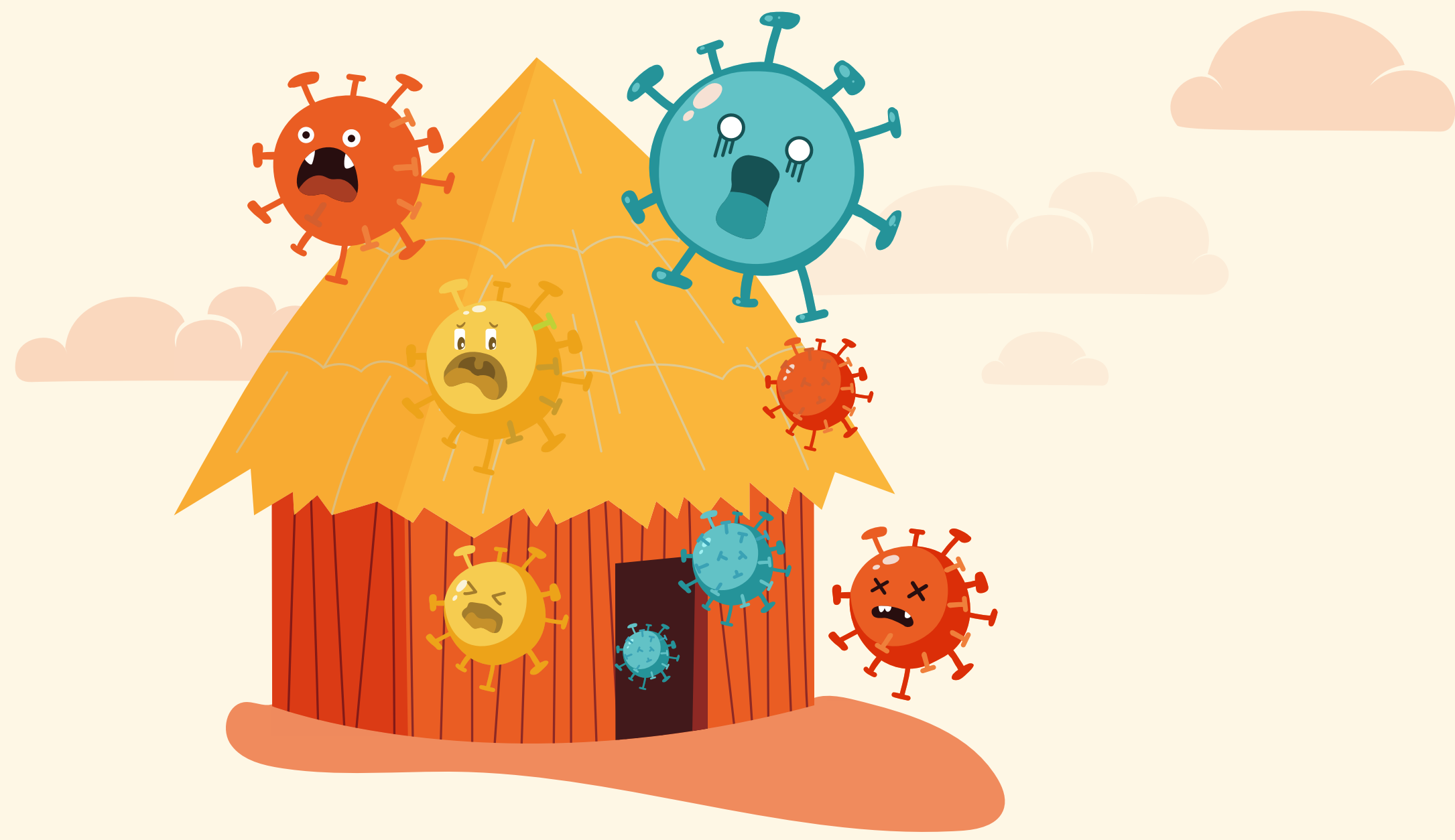


FIGHTING COVID IN REMOTE MIGRATORY TRANSIT HUBS OF BURKINA FASO AND MALI FOR IOM

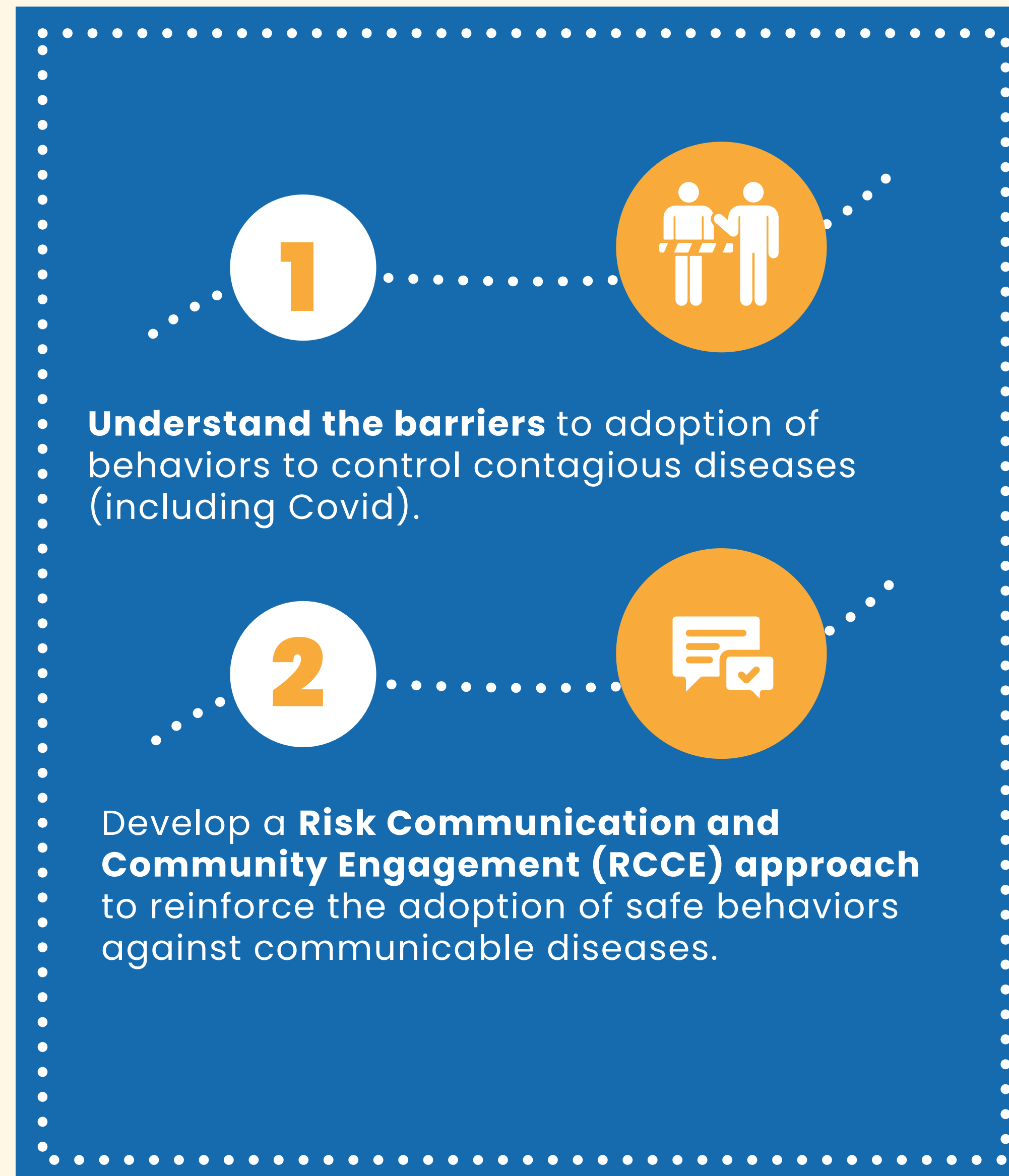
Context

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.



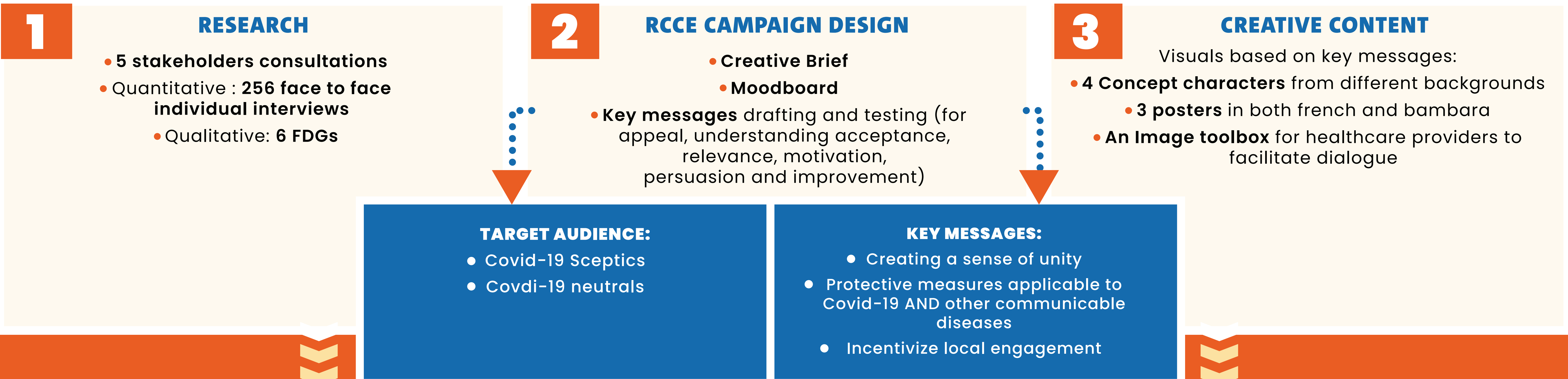
Our Solutions



Our Approach



Results



- 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



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.

Acknowledgements

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

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