



Watershed

empowering citizens

WEBINAR: ADAPTING YOUR ADVOCACY TO COVID-19 HEALTH CRISIS

BY ELYNN WALTER AND EVITA ROZENBERG
IRC, LEARNING TRAJECTORY ON ADVOCACY

Welcome and introduction

Creating a successful webinar experience:

- Mute yourself and turn off webcam, except when speaking
- If you have a question, write it in the chat box or wait until the Q&A and open discussion
- Actively participate to discussions – every experience is unique and equally important!



Please write your name, organization and country in the chat box

Welcome and introduction

Objectives of the webinar

To discuss and learn:

- ways to adapt advocacy approaches in time of COVID-19
- practical examples of shifting activities at national and local levels
- ways to reach your target audience while social distancing
- ways to adapt your messaging, keeping Watershed priorities through the lens of COVID-19



Welcome and introduction

Webinar outline

Presentations

- Setting the scene – Evita Rozenberg (IRC)
- Experience from Bangladesh – Ranjan Kumar Ghose (WaterAid Bangladesh)
- Experience from Kenya – Patrick Mwanzia (Simavi Kenya)

Q&A and discussion



Why is strong advocacy essential during a crisis?



Watershed Policy Influencing Learning Trajectory
Evita Rozenberg (IRC)

Setting the scene

Definitions

Advocacy. Wide range of activities that are conducted to influence decision-makers at different levels to combat the structural causes of poverty and injustice.

Tactics. Means to achieve advocacy goal and objectives such as lobbying, campaigns, policy papers, reports, manifests, etc.

Advocacy approaches/ tactics of civil society can be to 1. organise and mobilise constituencies, 2. raise awareness, 3. shape public opinion, and 4. engage with decision-makers to influence key policies.

Advocacy strategy. A document supported by a process to identify advocacy goals, objectives, activities and messages to address policy and budget problems.

Setting the scene

Direct effects/ challenges of COVID-19 on advocacy

1. Pre-pandemic messaging may no longer be appropriate and/or appear insensitive.
 2. A shift in political focus to deal with the crisis may not align with your original advocacy objectives.
 3. NGOs and CSOs are facing physical restrictions which make lobby, advocacy or other awareness-raising activities challenging.
 4. In places where there are less restrictions on movement (ex: rural areas), individuals delivering key hygiene messages can be in danger of contracting COVID-19
 5. High-level decision-making is happening quickly and often without consultation of civil society, understandable in a pandemic but can have consequences for marginalised populations.
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Setting the scene

Opportunity for advocacy with COVID-19

- WASH integral part of health response and first line of defense,
- Use momentum or ‘policy window’
- Be opportunistic!



INTERVIEW SIGRID KAAG
Minister Kaag: ‘Nu optreden om stille ramp in Afrika te voorkomen’



Roles of civil society and NGOs during COVID-19

During this coronavirus pandemic, 'fake news' is putting lives at risk: UNESCO



© UNICEF Pacific/Toangwera | Children on the Pacific Ocean island of Vanuatu are learning, thanks to UNICEF, how to protect themselves against COVID-19 by proper hand-washing.

1

Promotion of accurate information and awareness-raising for good WASH practices among citizens, governments officials and all other stakeholders.

Roles of civil society and NGOs during COVID-19



2

Advising and holding national and local governments accountable on policies and legislation by using available accountability mechanisms.

Roles of civil society and NGOs during COVID-19



PROTECTING OUR CO-WORKERS DURING COVID-19

A social security protocol for civil society



3

Supporting and seeking partnerships with other CSOs, NGOs and media in holding governments accountable.

Roles of civil society and NGOs during COVID-19



A Society is Only as Strong as its Most Vulnerable Members

STORY

CSPPS Coordinated Response to Support Local Action during COVID-19: an interview with Sierra Leone's CSPPS Member WASH-Net

In Burkina Faso, the [#right2water](#) apparently only applies to urban people, the rural poor have no water for [#hygiene](#) [#COVID19](#) [#LeaveNoOneBehind](#) [@SRWatSan](#) [@IRCWASH](#)



Coronavirus au Burkina: les ruraux, ces éternels oubliés! - Wakat Séra
Le Covid-19 sévit au Burkina Faso comme partout ailleurs dans le monde. La lutte contre la pandémie, en plus des gestes barrières pour endiguer ...
wakatsera.com

4 Ensuring no one is left behind and long-term systemic solutions are in place for the most marginalized in emergency response.

Adapting advocacy approaches in Bangladesh
Ranjan Kumar Ghose (WaterAid Bangladesh)





Watershed Bangladesh Adapting Advocacy Approaches during COVID 19 Outbreak

Ranjan Kumar Ghose, WaterAid Bangladesh

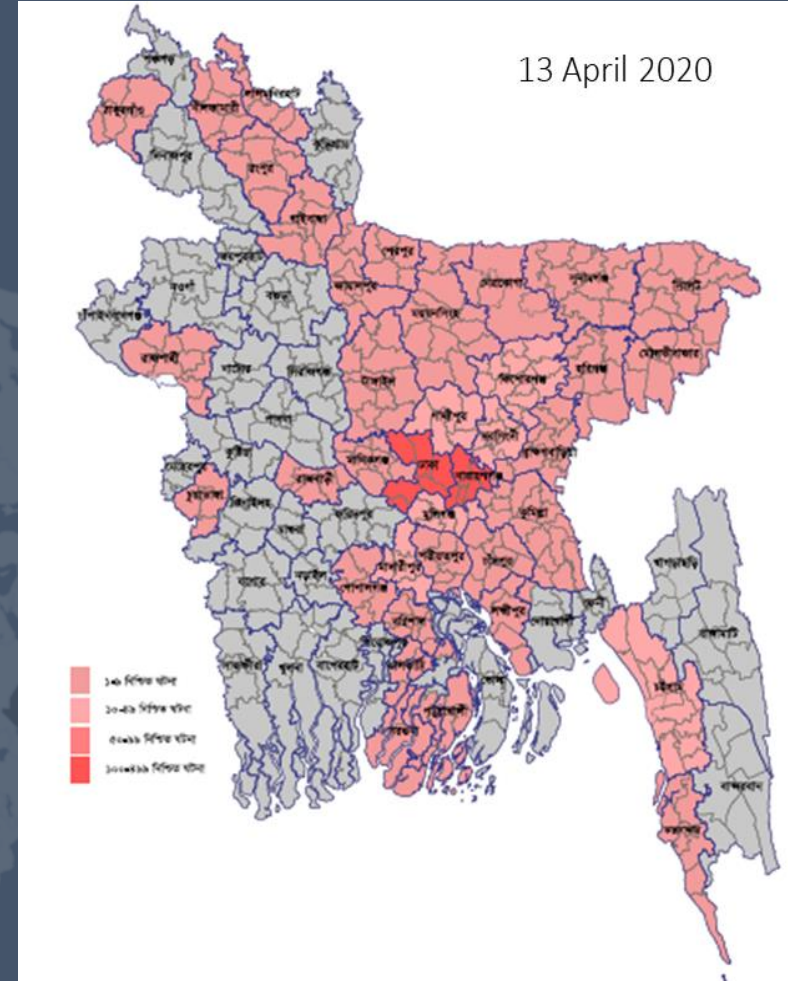
15 April 2020



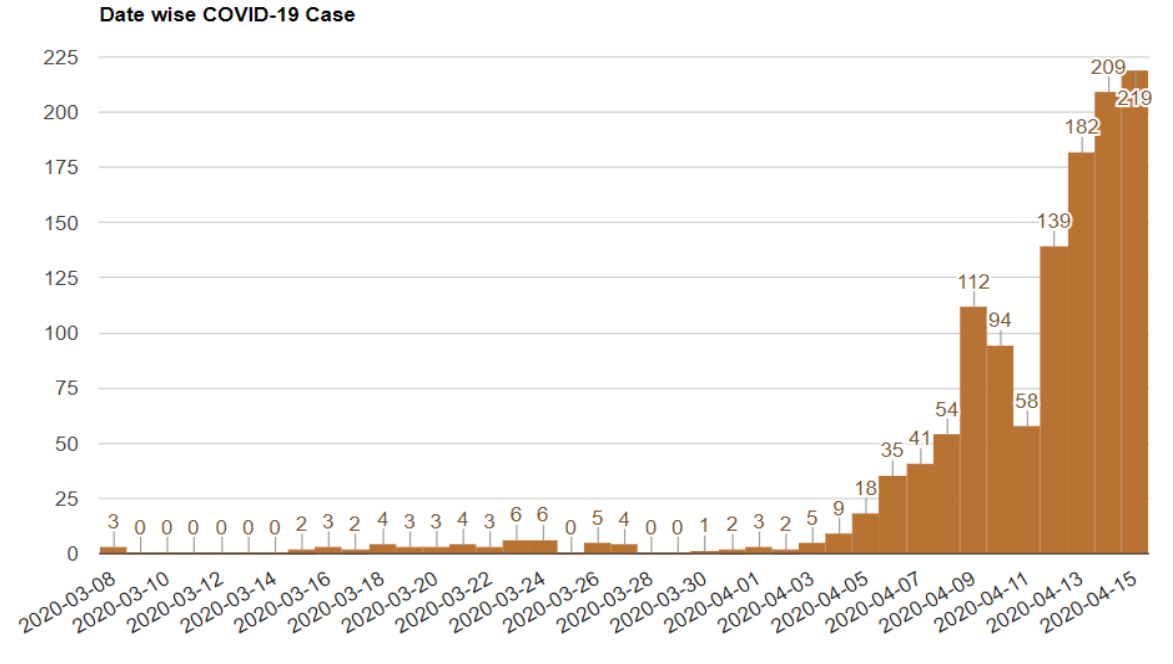
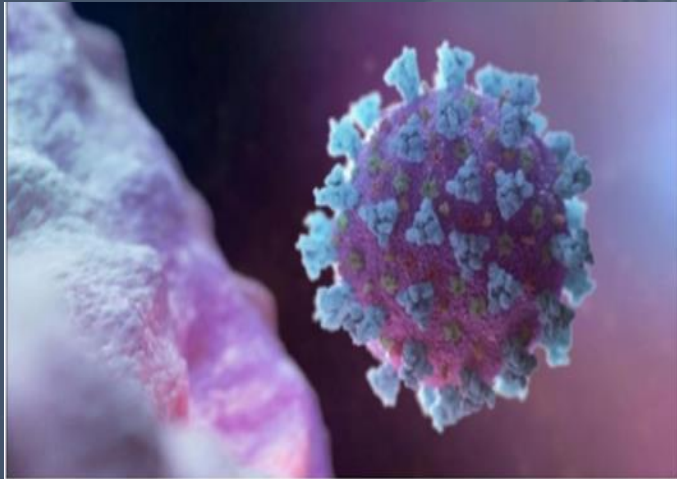
COVID 19: situation in Bangladesh

The first positive case identified on 8 March 2020. Till then, as of today, 15 April 2020

- total positive cases – 1231
- total death – 50
- total test conducted – 14,868
- Govt declared public holiday, close of offices, public transports up to 25 April 2020
- Community level transmission started -total 27 districts been now lockdown



Increasing trend of COVID 19 positive cases



Four more coronavirus patients die, 219 test positive in 24hrs: health minister

As per IEDCR, as of today, 15 April 2020

- total positive cases – 1231
- total death – 50
- total test conducted – 14,868



Key focus on promoting handwashing practice

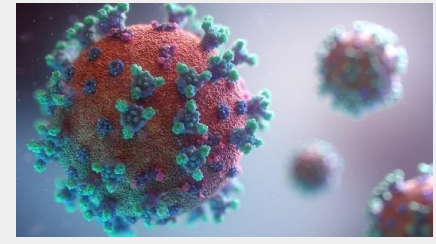
- HW practice, steps, critical time
- Do's and Don'ts (Details)
- Personal and work place safety (Details)
- What to know and
- What to share (Details)

সঠিকভাবে হাত ধোয়ার ধাপসমূহ

- ১ দু'হাত পানি দিয়ে ভিজিয়ে নিন
- ২ ভালো করে দু'হাতে সাবান মেখে নিন
- ৩ দু'হাত ঘষে ভালোভাবে ফেনা তৈরি করুন
- ৪ দু'হাতের আঙ্গুলের ফাকে ফাকে ভালো করে ঘষুন
- ৫ দু'হাতের বৃদ্ধাঙ্গুলি পরিষ্কার করুন
- ৬ দু'হাতের তালু ও নখ ভালোভাবে পরিষ্কার করুন
- ৭ পরিষ্কার পানি দিয়ে হাত ধুয়ে নিন
- ৮ বাতাসে শুকিয়ে নিলে আপনার দু'হাত এখন জীবাণুমুক্ত

- Start emergency campaign #FightCoronaUnited
- Developed resources & messages on hand washing and social distancing with WHO, IEDCR <https://www.wateraid.org/bd/covid19>

ঘরে থাকুন,
নিরাপদে থাকুন।



করোনা-ভাইরাস প্রতিরোধে পরিচ্ছন্নতার অভ্যাস গড়ুন



নিয়মিত সাবান ও পানি দিয়ে দু'হাত ধুবেন (অন্তত ২০ সেকেন্ড পর্যন্ত)।



হাঁচি/কাশির সময় টিস্যু/কাপড়/বাহা দিয়ে নাক-মুখ ঢেকে রাখুন।



ব্যবহৃত টিস্যু ঢাকনাযুক্ত পাত্রে ফেলুন এবং দ্রুত সাবান দিয়ে হাত ধুয়ে ফেলুন।



যেখানে সেখানে কফ ও থুতু ফেলা থেকে বিরত থাকুন। হাত দিয়ে চোখ, নাক ও মুখ স্পর্শ করবেন না।



হাত মেলানো বা কোলাকুলি পরিহার করুন, সম্ভব হলে ভিড় এড়িয়ে চলুন।



হাঁচি/কাশি আক্রান্ত ব্যক্তির সংস্পর্শ এড়িয়ে চলুন (অন্তত ৩ ফুট দূরে থাকুন)।

করোনার লক্ষণ (জ্বর, কাশি বা শ্বাসকষ্ট) প্রকাশ পেলে স্বাস্থ্য বাতায়ন-এর ১৬২৬৩ নম্বরে ফোন করুন অথবা আইইডিসিআর-এর নিচের হটলাইনে যোগাযোগ করুনঃ
০২৯২৭৭২১৭৮৪-৮৫ | ০২৯৩৭০০০০২১ | ০২৯৩৭১১০০২১ | ০২৪০২১৮৪৫৫৯
০২৪০২১৮৪৫৫৪-৫৬ | ০২৪০২১৮৪৫৫৯-৬০ | ০২৪০২১৮৪৫৬৩ | ০২৪০২১৮৪৫৬৮



COVID-19
সংক্রমণের এ-দিনগুলোতে যতটা সম্ভব পরস্পর থেকে দূরত্ব বজায় রাখুন (অন্তত ৩ ফুট)

#FightCoronaUnited



Actions for Adapting Advocacy Approaches during COVID 19 Outbreak

- Internal discussion at WaterAid level (Corocan Action Committee – CAC and Coronal Response Committee - CRC formed)
- Discussion among in-country partners (DORP, WaterAid), Key actors and WASH Networks and in-depth analysis of the Covid-19 crisis and future implication of the crisis
- Urgent call among Watershed consortium (Simavi, IRC, Akvo, WISA, GWA-B, DORP and WaterAid) to adapt planned activities with existing situation
- Advocacy update call with IRC (Elynn and Evita) and review status
- Focus on online actions (i.e. Pro-poor strategy finalization work)

Actions for Adapting Advocacy Approaches during COVID 19 Outbreak

- Adapting advocacy actions focusing actions against COVID 19 response
- At national level involve with different forums one of the core members including WASH Cluster meetings, Unicef's Need Assessment Working Group (NAWG) on conducting situation analysis on COVID19.
- Regular basis updating of the progress

- **Building strategic partnership and collaboration to develop Covid 19 campaign materials for mass dissemination and use at different media.**
 - **WHO, Unicef**
 - **Ministry of Health and Family Welfare (MoHFW)**
 - Directorate General of Health Services (DGHS)
 - Institute of Epidemiology, Disease Control and Research (IEDCR)
 - Centers for Disease Control (CDC) and Prevention
 - **Ministry of Local Government, Rural Development and Cooperatives (MoLGRD&C)**
 - Local Government Division (LGD)
 - Policy Support Branch (PSB)
 - Department of Public Health Engineering (DPHE)
 - Water Supply & Sewerage Authority (WASA)
 - Local Government Institutions (Union, Municipality, Upazila and District etc)
 - **Key WASH Networks and CSOs i.e. FANSA, WSSCC-B, SWA, WAI, at national level and WMCC and NGO Network at Bhola and Ramgati Sub-district**

- Water Management Citizen Committee (WMCC), and NGO Network (NN) at Bhola Sadar Upazila has taken action to aware people on protection from recent pandemic Corona.
- With the facilitation support of DORP local CSOs engaged with government institutions to ensure support to the excluded people.
- CSOs by themselves involve in local level corona campaign which includes sending of Mobile SMS to people living remote areas, engaging Union Parishad to announce the messages through miking (loudspeaker) at village level, engaging local media to share COVID awareness messages and use local cable line for the same
<https://rsr.akvo.org/en/project/6150/update/28952/>

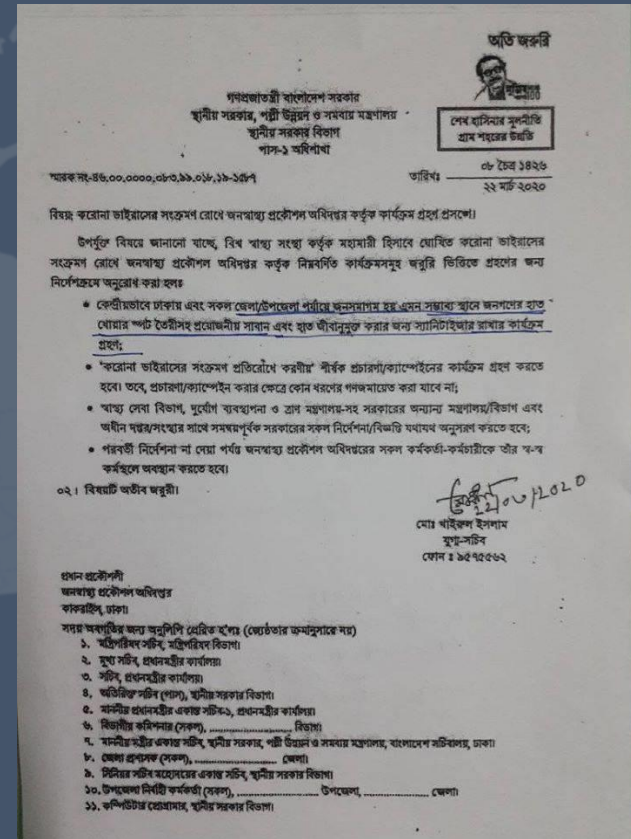




Meeting with the Minister, Local Government Rural Development and Cooperatives (LGRD&C) and Mayors and other key stakeholders to decide how to coordinate interventions at slums and low-income communities jointly



Meeting with IEDCR Director, Prof. Flora at IEDCR



DPHE Circular on Corona virus awareness and response



Micking (loudspeaker) by Autoriksaw



Providing Mask to excluded people



Scrolling Message in local Dish TV Channel

"Maintain hygiene and Stay at home to save lives of family, neighbours and country people. Take treatment at home if you have fever, cold and cough. Be home-quarantined and keep others safe."

A sample of Awareness Messages sending over Mobile phone



- As COVID-19 continues to spread.
- These are challenging times for all of us, and we hope the Watershed family is in good spirits and health in the coming day also!
- Right now, we're doing the thing which is doable
- However, considering the number of uncertainty, we need to adapt fast to our changing reality.

Thank you!



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Adapting advocacy approaches in Kenya
Patrick Mwanzia (Simavi Kenya)





Watershed Kenya Programme

Adapting Kenya L&A Work during COVID – 19 Period

Patrick Mwanzia, WP 2 Programme Lead (Simavi)



COVID – 19 Pandemic in Kenya

Highlights of Corona Virus Disease 2019 (COVID - 19) in Kenya

- First case confirmed on 13/03/2020
- Confirmed cases **216**; Deceased **09** and recovered **41**
- Total contacts monitored **2,331**
- Total discharged **1,729**
- Total being followed **602**
- 19/47 County regions affected (Watershed focus areas included)
- Curfew 7.00 pm to 5.00 am daily countrywide
- Entry to /fro Nairobi, Mombasa, Kilifi & Kwale Counties forbidden

Source: Kenya Ministry of Health (<http://www.health.go.ke/home/>);



Adapting L&A Work in Kenya

Adaptations in response to strict national gov't COVID – 19 preventive measures countrywide.

1. Wottazela interactive live radio shows (April – June 2020)

- Focus entire Kajiado County
- Citizens free SMS feedback targeted in 4 poll questions
- Water access poll quiz aligned to COVID – 19 pandemic
- Citizens views to be used as evidence in L&A messaging
- 2 local radio stations engaged (Nosim FM and Bus Media)
- Trac FM from Uganda providing technical support
- Simavi coordinates the exercise with WP 2 partners



Adapting L&A Work in Kenya Cont'd

2. Use of online communication tools

- Mobile Phone, Zoom, Whatsapp, Teleconferencing calls
- Used for internal & external engagement sessions
- External sessions with gov't dep'ts and CSOs
- Citizens' Zoom forums targeted to raise their COVID – 19 issues affecting them with WASH lens among others
- Watershed's lobby messaging memorandum to gov't next
- Our first Teleconference call failed – why? Tool Ltd users!

- Still exploring other online Comms tools - e.g. [Lifesize](https://www.lifesize.com/) – up to 6 months & 25 pax free <https://www.lifesize.com/>



Adapting L&A Work in Kenya Cont'd

3. COVID – 19 CSOs Emergency Responsive Voice

- Held CSOs & County Public Health dep'ts Zoom sessions on COVID – 19 impacts via Zoom calls. Assessing L&A issues
- NIA now convenes WASH/WRM oriented CSOs lobby voice on COVID – 19 specific responsive issues in Kajiado (Human rights to water & sanitation, social inclusivity, vulnerable groups
- One CSO included at top Kajiado County COVID - 19 Emergency Response Committee decision making floor
- Watershed positioning similar approach in Laikipia



Adapting L&A Work in Kenya Cont'd

4. Kenya Public Health COVID – 19 Rules 2020

- Early April 2020, Watershed provided inputs to Civil Society Coalition Memorandum on Public Health Act (prevention, control and suppression of COVID-19) regulations, 2020.
- Taking advantage of decision maker (Attorney General Office) call for inputs on COVID - 19 crisis to formulate the rules.

5. Watershed Messaging response to COVID – 19

- Programme been assessing County emergency response plans
- Follow up with appropriate lobby messaging esp on human right to water access, vulnerable groups matters, info access for all

Questions and Answers on the Presentations

Open discussion and brainstorm:

1. How are you adapting your advocacy approaches in time of the pandemic (practical ways to shift activities and new/different approaches)?
2. How are you reaching your target audience while social distancing?
3. How are you adapting your messaging, keeping Watershed priorities through the lens of COVID-19?
4. Other questions that occur?



Recommendations and conclusion

Some of the recommendations...

1. **Adapt advocacy strategy** by adjusting tactics and messaging,
 2. **Be opportunistic**, reach out to government officials and organize online campaigns. For example on behavioural change (handwashing, social distancing, solidarity),
 3. Monitor decision-making of government – is there a focus on leaving no one behind,
 4. Ensure COVID-19 **emergency planning includes a systemic WASH approach** and investments in handwashing in health facilities,
 5. Ensure that existing WASH services are not discontinued (safe water that struggling utilities have the funds available to continue the services,
 6. Ensure that WASH services reach the marginalized and rural areas,
 7. Ensure ‘do no harm’ and social distancing in reaching most marginalized.
 8. More...
-



Thank you for joining, stay healthy and take care!
