Preventive Covid-19 Measures and Violence Prevention, Communication Campaigns in the IUVP program from March to Sept 2020

This document presents the Covid-19 communication campaigns developed by DIGNITY partners CIPREVICA¹ in Central America and MidRift and HURA² in East Africa, as part of the Intersectoral Urban Violence Prevention (IUVP) programme supported by the Danish Ministry of Foreign Affairs.

As a response to the increase in domestic violence during the pandemic and lock downs, the communication campaign in Guatemala and Honduras has focused both on the prevention of COVID-19 and on the prevention of violence against women and children. The purpose of the campaign has been to raise awareness, influence norms and attitudes, increase knowledge, refute myths and misconceptions and to suggest which support mechanisms to contact if necessary. The material has especially been targeted to stakeholders and public audiences in Guatemala and Honduras, but has also reached other countries in the Central American region. The humanitarian intervention Alleviating the Consequences of COVID-19 implemented by CIPREVICA in 4 regions of Guatemala, and supported by the Danish Emergency Relief Fund (DERF), has used the material developed under this communication campaign in Guatemala. Thereby creating synergy between actions funded by two different donors.

Much of the designs and content part (including quotes) of the material in Central America has been developed with inspiration from two books published in 2019 and 2020 by CIPREVICA: “Un Canto a la Vida” (A Hymn to Life) and “El Viaje de La Mujer Fragmentada” (The Journey of the Fragmented Woman). To develop the material CIPREVICA has worked with the Intersectoral Security and Violence Prevention Committees, also referred to as the ‘backbone organizations’ (consisting of leaders from different sectors) in two Central American intervention municipalities: Cuilapa, Guatemala and Danlí, Honduras. These ‘backbone organizations’ work to strengthen local governance and include officials from multiple State institutions and Civil Society actors. The communication material has been shared and disseminated within state institutions and extensively through CIPREVICA’s professional and social communication platforms (e.g. web page, Twitter, Facebook and Instagram).

In Kenya and in Uganda, the communication material has been focused on the prevention of COVID-19, and mental health and violence during the pandemic and lock downs. In Kenya, the posters are in both English and in Swahili. In Kenya, MidRift developed the posters and in Uganda the posters applied the Kenyan designs and were finalized in cooperation with the mentoring organization MidRift, Kenya. Importantly, in the case of Uganda, the ‘buy in’ of important civil society and state sectors, e.g. the ‘Uganda Police Force’ to the messaging of the posters, are evidenced by their agreement to include their logos on the posters. In cooperation with networks of leaders from police, local government and civil society leaders, Midrift, Kenya and HURA, Uganda placed the posters at strategic public places in the intervention municipalities in Nakuru and Naivasha in Kenya, and in Mbale municipality in Uganda.

¹ CIPREVICA - The Research Centre for Violence Prevention in Central America, Guatemala
² MidRift Hurinet – MidRift Human Rights Network, Kenya; HURA – Human Rights Activists in the Mount Elgon Region, Uganda
<table>
<thead>
<tr>
<th>Description and date (latest action first)</th>
<th>Visuals</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online seminar on domestic violence in times of quarantine – September 30</strong></td>
<td><img src="" alt="Visual" /></td>
<td>To raise awareness on equal rights and dignity for women and men.</td>
</tr>
<tr>
<td><strong>Violence against women has spillover effects on children – June 29</strong></td>
<td><img src="" alt="Visual" /></td>
<td>To raise awareness about the vulnerability of all children and that they experience violence daily and how we as adults must protect them.</td>
</tr>
</tbody>
</table>

Translation of quote: Children in Guatemala suffer abuse from both parents. One of the reasons is undoubtedly the violence that the mother endures, which has spillover effects on the children. Furthermore, if the violent aggressor who acts against the mother acts according to a vertical power structure he educates the children with violence, hoping that this regime will form them. (Source: The book "The Journey of the Fragmented Woman", CIPREVICA, 2020) #WeAreOnTime
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</table>
| **The importance of reporting violence – June 12**  
#WeAreOnTime  
Translation of quote: “…When we overcome our fear and we report what others do against life and dignity, we are not people who cause harm because we speak out. We are people who help prevent violence, even if it puts us at risk, even though it won’t be easy, even if it makes us feel bad.” (Source: The book “A Hymn to Life”, CIPREVICA, 2019)  

| Denuncia  
#EstamosATiempo  
[Image](image1.jpg)  
Translation: “…cuando superamos el miedo y denunciamos lo que otros hacen en contra de la vida y la dignidad, no somos gente que hace daño porque denuncia. Somos actores y actrices de denuncia, somos personas que ayudamos a prevenir la violencia, aunque nos pone en riesgo, aunque nos cueste, aunque nos haga sentir mal.” (Fuente: Libre Un Canto a la Vida) |
| **Resilience – June 11**  
Translation of quote: “Resilience is the ability to overcome serious adversities or problems. A resilient person is a person who faces problems, experience sorrow and pain, but who knows how to move on with life, who knows how to cry for a moment, but then looks for solutions or ways to keep advancing in his/her struggles” (Source: The book “A Hymn to Life”, CIPREVICA, 2019).  

| Resiliencia  
[Image](image2.jpg)  
Translation: “Se le llama resiliencia a la habilidad o capacidad para superar las adversidades o problemas graves. Una persona resiliente es una persona a quien también le suceden problemas, que también tiene penas y sufrimientos, pero que sabe cómo seguir adelante con su vida, que sabe llorar un momento, pero luego se dedica a buscar soluciones o formas de mantenerse avanzando en sus luchas.” (Fuente: Libre Un Canto a la Vida) |
| Inform people of important concepts such as resilience so they can apply it in their day to day life, due to the crisis generated by the pandemic. |

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</table>
Violence against children – June 7
Translation: “It can affect children’s physical and mental health, impair their ability to learn and socialize, and later undermine their development as adults and parents.”
#WeAreOnTime

Violence against children – June 3
Translation: “90% of sexual violence against children take place in the family environment, the lock down increases the number of cases. Do not let that happen!”
#WeAreOnTime

Purpose
Raise awareness and sensitize about child abuse due to the increase in cases during the covid-19 lock down.

To raise awareness on the importance of reporting any type of mistreatment and abuse due to the increase in cases of violence against children during quarantine.
<table>
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<tbody>
<tr>
<td><strong>We can all contribute, distribute and participate in household chores – June 1</strong>&lt;br&gt;&lt;br&gt;#WeAreOnTime&lt;br&gt;&lt;br&gt;Translation: “COVID-19 is increasing the burden of domestic and care work, which falls on women in households. We can all contribute, distribute and participate in household chores to make a change.”</td>
<td>![Image of people cleaning with masks and gloves]</td>
<td>To sensitize and encourage all family members to participate in household chores because the tasks always fall on women.</td>
</tr>
<tr>
<td><strong>Preventive measures to protect children – May 29</strong>&lt;br&gt;&lt;br&gt;#WeAreOnTime&lt;br&gt;&lt;br&gt;Translation: “Recently, cases of COVID-19 in children have increased, which is alarming. Let’s protect them by following the protective measures to avoid more infections.”</td>
<td>![Image showing preventive measures for children]</td>
<td>To inform on the main COVID-19 prevention measures for children due to the surge in positive cases in children.</td>
</tr>
</tbody>
</table>
Report cases of violence during quarantine – May 28
#WeAreOnTime
Translation: “Do not allow your husband or partner to abuse you or your children in this quarantine. Let’s not confuse love with abuse!”

Don’t accept a storm inside your home – May 26
#WeAreOnTime
Translation: “The cycle of violence follows a pattern; it begins with emotional and psychological violence. Then it advances into external manifestations through physical blows and attacks and frequently it ends with death.”

To inform on the main emergency telephone numbers and encourage people to report cases of violence.

To inform on the possible consequences of a cycle of violence.
<table>
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<tr>
<th>Description and date</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Short animated video on reporting violence – May 25</strong></td>
<td><img src="image" alt="Short animated video on reporting violence – May 25" /></td>
<td>To inform on the importance of reporting domestic violence during the quarantine and to inform on emergency telephone numbers.</td>
</tr>
<tr>
<td><strong>Report cases of violence against children – May 24</strong></td>
<td><img src="image" alt="Report cases of violence against children – May 24" /></td>
<td>To inform about the importance of reporting child abuse and maltreatment during the lock down.</td>
</tr>
<tr>
<td>#WeAreOnTime</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Translation: “If you know of a case of abuse or violence against children, report. Children should not be afraid of being at home during this quarantine.”</td>
<td></td>
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</tr>
</tbody>
</table>
Psycho-emotional violence – May 24

Translation: “Identify psycho-emotional violence. It is the action in which it devalues, intimidates or controls your actions, behaviors or decisions.

#WeAreOnTime

He doesn’t like you hanging out with your friends. He treats you crazy when you get angry. He tells you how to cut your hair. He insults your loved ones. He doesn’t like how you dress. He asks for your passwords. He tells you what to do. He disqualifies you. He manipulates you. He controls you. He intimidates you. He offends you. He insults you. He is jealous of you.”


To inform on the signs of psycho-emotional violence in order to identify it.
<table>
<thead>
<tr>
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</tr>
</thead>
</table>
| **Preventive measures to protect children – May 18**  
#WeAreOnTime  
Translation: “Recently, cases of COVID-19 in children have increased, which is alarming. Let’s protect them by following the protective measures to avoid more infections.” | ![Preventive Measures Poster](image1.jpg)  
#EstamosATiempo  
**Translation:** “Recently, cases of COVID-19 in children have increased, which is alarming. Let’s protect them by following the protective measures to avoid more infections.”  
- **Título:** ‘EstamosATiempo’  
- **Descripción:** ‘Recientemente ha aumentado el número de casos de COVID-19 en los niños, lo cual es alarmante. Caliéndonos siguiendo las medidas de protección para evitar más contagios.’  
- **Texto:** ‘Nosotros también seguimos las medidas de protección para evitar más contagios.’  
- **Imagen:** [Image of children and protective measures](image1.jpg)  
- **Líneas de color:** Amarillo, azul, rojo, verde  
- **Texto en cada imagen:**  
  - Mejor saludos de casa  
  - Si sales deben utilizar mascarillas  
  - Lave sus manos correctamente  
  - Limpie las superficies y objetos  | To inform on the main COVID-19 prevention measures for children due to the surge in positive cases in children. |
| **Break the cycle of violence – May 14**  
Translation: “Identify the signs of the cycle of violence. 1. Accumulation of tension 2. Explosion 3. Distancing 4. Reconciliation. After an undetermined time, the cycle repeats itself again and again, until some serious event occurs that stops it.” | ![Cycle of Violence Poster](image2.jpg)  
#EstamosATiempo  
**Translation:** “Identify the signs of the cycle of violence. 1. Accumulation of tension 2. Explosion 3. Distancing 4. Reconciliation. After an undetermined time, the cycle repeats itself again and again, until some serious event occurs that stops it.”  
- **Título:** ‘EstamosATiempo’  
- **Descripción:** ‘Identifica los signos del ciclo de violencia. 1. Acumulación de tensión 2. Explosión 3. Distanciamiento 4. Reconciliación. Después de un tiempo indeterminado, el ciclo se reproduce nuevamente, una y otra vez, hasta que ocurre algún evento serio que lo detiene.’  
- **Texto:** ‘Identifica los signos del ciclo de violencia. 1. Acumulación de tensión 2. Explosión 3. Distanciamiento 4. Reconciliación. Después de un tiempo indeterminado, el ciclo se reproduce nuevamente, una y otra vez, hasta que ocurre algún evento serio que lo detiene.’  
- **Imagen:** [Image of cycle](image2.jpg)  
- **Líneas de color:** Amarillo, azul, rojo, verde  
- **Texto en cada imagen:**  
  - Rompe el ciclo  | To inform about the cycle of violence so that it reaches a broad audience and for them to identify it. |
<table>
<thead>
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</thead>
<tbody>
<tr>
<td>Informational flyers on how to prevent violence against women – April 29</td>
<td>To inform about the main emergency telephone numbers and thereby encouraging and promoting a culture of reporting cases of violence.</td>
</tr>
</tbody>
</table>
Informational flyers on how to prevent the spread of COVID-19 – April 29

<table>
<thead>
<tr>
<th>Description and date</th>
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</tr>
</thead>
<tbody>
<tr>
<td>To inform people about what preventive measures to take to avoid COVID-19.</td>
<td><em>Visuals</em></td>
</tr>
</tbody>
</table>

### Visuals

1. **Covid-19**
   - * описание и дата*
   - *Visuals*
   - *Purpose*

   - covid-19
   - When symptoms manifest, identify the person and isolate them.
   - Avoiding close contact with people who have symptoms.
   - If you have symptoms, contact your healthcare provider.

2. **Quienes están en mayor riesgo?**
   - *Quien es más propenso a la infección*
   - *Quien es menos propenso a la infección*
   - *Quien es propenso a la infección y complicaciones mortales*

3. **Cómo se transmite?**
   - *Cómo se transmite la infección*
   - *Cómo se transmite el coronavirus*

4. **Cómo evitarla?**
   - *Cómo evitar la infección*
   - *Cómo evitar el coronavirus*

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*Municipalidad de Tecpín*

*Concejo Municipal de Tecpín*
<table>
<thead>
<tr>
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</table>
| Report violence – April 25  
#StayAtHome  
Translation: “If we don’t act, the violence against children continues. Don’t keep quiet, report abuse!” | ![Image of a poster with text in Spanish promoting the reporting of violence] | To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence against children. |
| Report violence – April 24  
#StayAtHome  
Translation: “If we don’t act, the violence against women is a crime. Don’t keep quiet, report abuse!” | ![Image of a poster with text in Spanish promoting the reporting of violence] | To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence against women. |
**Report violence – April 19**
#StayAtHome
Translation: “We must protect children. Don’t keep quiet, report abuse!”

**Report violence – April 18**
#StayAtHome
Translation: “At home we must feel safe. Don’t keep quiet, report abuse!”

To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence.
<table>
<thead>
<tr>
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<th>Visuals</th>
<th>Purpose</th>
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</thead>
</table>
| **Report violence – April 17**  
#StayAtHome  
Translation: “Children need our protection. Don’t keep quiet, report abuse!” | ![Visuals](image1.png) | To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence. |
| **Report violence – April 16**  
#StayAtHome  
Translation: “If you suffer from violence don’t allow it. Don’t keep quiet, report abuse!” | ![Visuals](image2.png) |  |
Report violence – April 15
#StayAtHome
Translation: “At home we must feel safe. Don’t keep quiet, report abuse!”

Report abuse – April 14
#StayAtHome
Translation: “Let’s not be accomplices of violence. Don’t keep quiet, report abuse!”

To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence.
Op-ed: 8 ideas for home entertainment – March 23

To communicate about different ways of entertaining oneself, which can be implemented from home to cope with the lock down.

Stay at home but report any act of violence – March 22

To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence.
<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Stay at home but report any act of violence – March 20</td>
<td><img src="image-url" alt="Visual of a mobile phone with emergency numbers and a message in Spanish" /></td>
<td>To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence.</td>
</tr>
</tbody>
</table>
HONDURAS
To make people aware of the importance of reporting any type of mistreatment and abuse of children due to the increase in cases during quarantine.

To make people aware of the main emergency telephone number and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence.
<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Stay at home but report any act of violence – June 2</strong>&lt;br&gt;Translation: “90% of sexual violence against children take place in the family environment, the lock down increases the number of cases. Do not let that happen!”&lt;br&gt;#WeAreOnTime</td>
<td><img src="image1.png" alt="Visuals" /></td>
<td>To raise awareness on the importance of reporting any type of mistreatment and abuse due to the increase in cases of violence against children during the quarantine.</td>
</tr>
<tr>
<td><strong>Short animated video on reporting violence in Honduras – May 22</strong></td>
<td><img src="image2.png" alt="Visuals" /></td>
<td>To raise awareness on the importance of reporting domestic violence during the quarantine and to make people aware of the main emergency numbers.</td>
</tr>
<tr>
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</tbody>
</table>
| **Report domestic violence – May 20**  
Translation: Do not allow your husband or partner to abuse you or your children in this quarantine  
#WeAreOnTime  
Do not confuse love with abuse. | To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence. |  |
| **Report cases of violence against children – May 19**  
#WeAreOnTime  
Translation: If you know of a case of abuse or violence against children, report. Children should not be afraid of being at home during this quarantine. | To inform about the importance of reporting child abuse and maltreatment during lock down. |  |
<table>
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| **Psychosocial support – May 13**  
#WeAreOnTime  
Translation: Some reactions during quarantine: Denial of the crisis; anxiety, tension and insecurity; feeling of abandonment, fear and panic; violence and passive behaviors; depression, grief, work stress, emotional crisis; a need for alcohol and drugs. |

<table>
<thead>
<tr>
<th>Purpose</th>
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</thead>
<tbody>
<tr>
<td>To inform about the telephone numbers to receive psychosocial support during the quarantine.</td>
</tr>
</tbody>
</table>
MAKE MENTAL WELLNESS A PRIORITY

TOGETHER WE CAN HELP STOP THE SPREAD AND STAY HEALTHY

1. Maintain Cleanliness
2. Seek Help if you need it
3. Interact and take care of each other.
4. Keep Active
5. Stay in touch

UTULIVU WA KIMAWAZO NYAKATI HIZI ZA COVID-19

Pamoja twaweza kuzuia kuenea kwa virusi na kulinda afya yetu.

1. Dumisha Uaifti
2. Tafuta msaada unapoliataji
   - Gouda Band Viitenza: 1559
   - Counseling: 114
   - CHINDA: 142
3. Kufanya Mazoezi
4. Wasiliiana na Uwapendao

In Swahili
Coronavirus Disease (COVID-19)

It is caused by a member of the coronavirus family

**SYMPTOMS**
- Fever
- Chest pain
- Chills
- Rapid heartbeat
- Breathing difficulties
- Pneumonia
- Kidney failure
- Headache
- Sore throat
- Cough
- Shortness of breath

**TRANSMISSION**
- Contact with droplets from an infected person through coughing or sneezing
- Touching your face after contact with a surface that is contaminated with the virus

**PREVENTION**
- Wash hands with soap & water or use alcohol-based sanitizer regularly
- Avoid public places or travelling when you have flu-like symptoms
- Avoid contact with people who show flu-like symptoms
- Sneezing into your flexed arm or covering mouth

Emergency Contacts
0724 320 583  County Epidemiologist
0722 337 018  County Director of Public Health

MIDRIFT HURINET
DIGNITY
DANIDA (Danish International Development Assistance Agency)
UGANDA
MAKE MENTAL WELLNESS A PRIORITY
TOGETHER WE CAN HELP STOP THE SPREAD AND STAY HEALTHY

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- Avoid contact with people who have flu-like symptoms
- Sneez into your flexed arm or cover nose and mouth