

MESSENGERS OF

H O P E

COVID-19



COVID-19 Messages
of Hope & Addressing
COVID-19 Vaccination
Myths and
Misconceptions

Francesca Merico

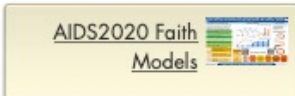
Faith and Community Initiative

FAITH AND COMMUNITY INITIATIVE COMMUNICATION PROTOTYPES

On November 28, 2018, the United States government announced the investment of \$100 million, through PEPFAR, to address key gaps toward achieving HIV epidemic control and ensuring justice for children, including by leveraging the unique capacities and compassion of faith-based organizations and communities.

The Faith and Community Initiative seeks to:

- Engage communities of faith to reach men and children with testing and services, understand the epidemic, and raise community awareness** through:
 - Faith community structures; and
 - Existing and additional FBO partners.
- Strengthen justice for children** through:
 - Community leaders (e.g., faith, traditional, school, civic);
 - Faith & traditional organizations/structures; and
 - Justice sector, and those who work with the justice sector.



To maintain the gains for HIV prevention and control, global faith leaders also developed Messages of Hope for COVID-19. While these messages were developed with the aim of serving populations affected by HIV/AIDS, they are generic and can be adapted for use in other settings.



FAITH AND COMMUNITY INITIATIVE COMMUNICATION PROTOTYPES

The Messages of HOPE on COVID-19 aim to accelerate community mitigation of the impact of COVID-19 by engaging effective key national influencers and faith leaders to help communities rapidly accept life-saving aspects of behavior change that are urgently needed, in the areas of physical distancing, hand hygiene, covering of face and mouth, quarantine and isolation measures, among others. By engaging faith leaders and communities in disseminating key COVID-19 mitigation messages, along with messages of hope both within and beyond faith structures, we hope to increase uptake of targeted COVID-19 behavior change strategies that are essential for effective control, in the context of no vaccine and no treatment.



The Messages on COVID-19 are elaborated around 7 key areas and have been identified by faith leaders engaged in the Faith and Community Initiative:

- Life** – not death; focus in COVID-19 must change to survival
- Hope** – not fear; physical distancing works to reduce COVID-19 spread
- Connection** – not isolation; calls, texts, WhatsApp, for quarantined
- Positive Role model** – general prevention, avoid large gatherings
- Caring** – safely; for those affected by COVID-19, in our homes, congregations, and community
- Celebration** – not stigma; for those who improve, recover
- Influence** – builds hope, gratitude, compassion; as faith leaders can use virtual sermons/ meetings, messages/radio/TV



PARENTING TIP SHEETS

Easy-to-distribute parenting tips to protect children from abuse during COVID-19. The Parenting Tips are available in over 100 languages.



MESSAGES OF HOPE



FAITH AND COMMUNITY INITIATIVE COMMUNICATION PROTOTYPES

MESSAGES OF HOPE COVID-19

COVID-19 MITIGATION MESSAGES OF HOPE

**MESSENGERS OF
HOPE**
COVID-19

ENGLISH

CREOLE

FRANCAIS

HAUSA

KISWAHILI

LUGANDA

PORTUGUÊS

COVID-19 VACCINATION MESSAGES OF HOPE

**MESSENGERS OF
HOPE**
COVID-19



ENGLISH

CREOLE

FRANCAIS

HAUSA

KISWAHILI

LUGANDA

PORTUGUÊS

MESSAGES OF HOPE



VACCINES

- Open your heart and take the vaccine. This is an act of love for yourself and our communities.
- WHO-approved COVID-19 vaccines bring new hope in our lives: they mark the beginning of the end of this difficult time.
- I trust science and I know WHO-approved COVID-19 vaccines are safe. What I don't trust is getting COVID-19, because I don't know how it will affect me and the people around me.



VACCINES

- Studies show that COVID-19 vaccines are effective at keeping you from getting sick with COVID-19. Help us to spread this good news!
- COVID-19 vaccination is an important tool to help us get back to normal. Be part of the solution!
- There are steps you can take to protect yourself until you can get vaccinated: Wear a mask over your nose and mouth; Watch the distance from others; Avoid crowds; Avoid poorly ventilated spaces; Wash your hands often.

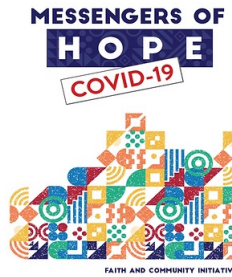


FLYERS & PRAYERS

FAITH AND COMMUNITY INITIATIVE COMMUNICATION PROTOTYPES

FLYER & PRAYERS

FLYER



PRAYERS

CHRISTIAN



MUSLIM



HOME HIV COVID-19 ABOUT CONTACT

MESSENGERS OF HOPE COVID-19



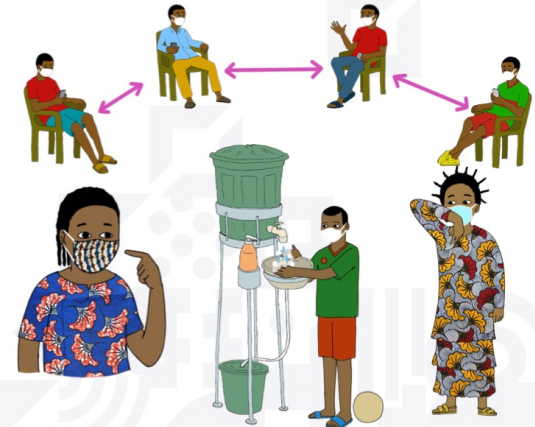
FAITH AND COMMUNITY INITIATIVE

PHYSICAL DISTANCING

Maintain at least 1 metre distance between yourself and others.

WHY?

When someone coughs, sneezes, or speaks they spray small liquid droplets from their nose or mouth which may contain virus. If you are too close, you can breathe in the droplets, including the COVID-19 virus if the person has the disease.



We Youth Faith Leaders stand strong for health: we care for the vulnerable groups in our community by washing our hands, wearing a mask and practicing physical distancing.

MESSENGERS OF
HOPE
COVID-19

FAITH AND COMMUNITY INITIATIVE

FLYERS & PRAYERS

PRAYERS OF HOPE IN THE TIME OF COVID-19

FAITH

GOD OF HOPE

Dearest Father of light in our darkness, of love that casts out fear, and of that glorious hope that comes with knowing you, we ask you to be with us.

Thank you for your continued reassurances that you are always with us and for the guidance to *'Be joyful in hope, patient in affliction, faithful in prayer'* (Rom 12.12).

May we join in solidarity with one another and our brothers and sisters across the world who are also faced with these new challenges. Keep us ever mindful of our neighbor, especially those for whom lockdown has made them more vulnerable: economically and, for some, physically and emotionally. Grant us the courage we need to move out of our comfort zone and reach out to others who may have special needs and for whom a call, a note, or an offer of practical assistance may serve to reduce their sense of isolation and make a practical difference for them.

Help us also to share accurate information about the virus and ways to protect all against it, dispelling myths and irrational fears. May we be responsible advocates to our peers, families and communities to follow health guidelines to lessen the chances of contracting or transmitting the virus, and may we always offer comforting hope to all those in most need.



PRAYERS ON CARING

In the name of Allah the Most Gracious the Most Merciful

Almighty God, today we are before you once again with our hands risen, praying for all those who took time and effort to help others. May you send upon them your blessing and shelter them under your wings.

We pray that you touch the hearts of all people: **give us the courage and strength to seek for correct information and knowledge on the risks of COVID-19, so that we can protect and care for each other.**

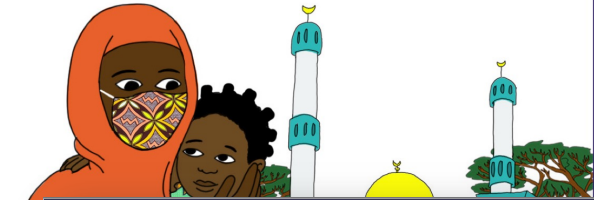
Grant us your love, compassion and care. **Make us the instruments of your presence in people who suffer because of COVID-19. Allow them to feel God's healing touch through our compassionate care.**

Bless us all with peace of mind and kindness in our hearts to love our neighbors as ourselves. **As we know that even without being physically together, we can join others in communion of prayer.** Help us to show compassion to others during times of lockdowns and limitations on movement.

Yaa Allah, we ask you to protect and guide us in every step of the way. Keep our hearts firmly attached to you no matter what we are going through.

Lord, soften our hearts so that we can easily observe the safety guidelines and protocols to protect our children, our elderly, those with underlying conditions and the vulnerable. May we all be our brothers' keepers, as we look out for their safety.

AMEEN



GOD OF CONNECTION

Dear Lord,

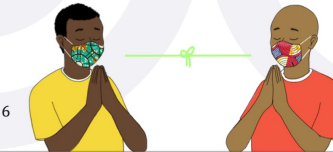
The Psalmist of old declared: *'Give thanks unto the Lord, for He is good, His mercy endures forever'* (Psalm 136). Thank you that your word is as relevant today as it was in days gone by.

During this time of isolation, physical distancing and protective separation, help us remember that you are the God of community as well as the God of our deepest self. It is in times like these that the reality of our connectedness has become so much more apparent.

Thank you for the bonds of human kindness, for those strangers who go the extra mile, for the frontline health service providers and for all those who quietly carry on sacrificially and with great compassion. The real heroes and heroines are right in our midst and we pray for your special blessings and protection on each and every one.

Though we may have to practice physical distancing, may we strive to remain socially connected and to utilize each and every social media platform that is availed to us to maintain this connectedness and to strengthen bonds of relationship and friendship and may we search for and reach out to the isolated.

Whilst we may no longer be able to attend normal public church services, help us embrace the



Make us ever mindful of children around us who are unable to understand or process what is happening and are unable to freely interact with their friends, who where tensions are high – help us find ways to bring joy and laughter in the mundane and strengthen bonds of friendship and reach out to the isolated at an opportune time for greater interaction with them.

Help us to value the elderly amongst us and to make a concerted effort to let them know this, sharing love and affirmation and hope with them.

Above all, may we never hold you hostage to our desired outcomes but trust you for whatever happens. Teach us to *'Trust in the Lord with all your hearts and lean not on your own understanding; in all your ways acknowledge him and he will make your paths straight.'* (Proverbs 3: 5) and to remember that *'God is our refuge and strength, an ever-present help in trouble'* (Psalm 46:1).

And may the God of hope fill us with all joy and peace in believing, so that we may abound in hope by the power of the Holy Spirit.

AMEN

**FOR I AM THE GOD WHO HEALS YOU.
EXODUS 15:26**

**BE THE
MESSENGER
OF HOPE
AND
SOLIDARITY
IN YOUR
FAITH
COMMUNITY.**

WHATSAPP



FAITH AND COMMUNITY INITIATIVE COMMUNICATION PROTOTYPES

WHATSAPP

The messages below are designed for sharing on **WhatsApp** and **SMS**. They can also be shared on Facebook, Twitter, Pinterest, tumblr and email. Click on the images below to access the messages.



[Click here to download the complete **WhatsApp** Messages package in the designated language.](#)

The Vaccine WhatsApp messages in different languages are under development.

CREOLE

ENGLISH

FRANCAIS

HAUSA

KISWAHILI

LUGANDA

PORTUGUÊS

HOME

HIV

COVID-19

ABOUT

CONTACT

WHATSAPP

WHATSAPP- LIFE

To share the message on WhatsApp and/or SMS, please download the image to your device, rename it and save it as a picture. You can then send it to your contacts as you usually do with photos. This works best from a smart phone.

ENGLISH

We can have real hope in the face of COVID-19! Most cases of COVID-19 are MILD and most people who contract COVID-19 RECOVER.

Prevent new cases with simple steps:

- Physical distance
- Hand hygiene
- Cover your mouth and nose when coughing or sneezing
- Wear a face mask

PORTUGUÊS

Podemos ter esperança diante da COVID-19! A maioria dos casos de COVID-19 são leves; a maioria das pessoas que contraem COVID-19 se recupera; e cada pessoa pode contribuir para a prevenção de novos casos tomando medidas simples

- Distanciamento físico
- Higienização das mãos
- Cobrir a boca e o nariz ao tossir ou espirrar

FRANCAIS

Nous pouvons avoir un réel espoir face à la COVID-19 ! La plupart des cas de la COVID-19 sont bénins. En effet, la plupart des personnes qui attrapent la COVID-19 GUERISSENT

Contribuez à la prévention de nouveaux cas en prenant de simples précautions :

- la distanciation physique
- se laver les mains
- se couvrir la bouche et le nez lors de toux ou d'éternuement
- porter un masque
- éviter les rassemblements.

HAUSA

Akwai babbar Hayar mafita a fuskan wannan annobar zazzabin mura ta COVID – 19!

Mafi yawa wanda suka kamu da ita baya ya tsanami sosai, kuma mafi yawan mutane da suka kamu da ita suna warke wa; kowa yana da rawan da zai taka wurin hana yaduwar wannan cutar, kamar su; bada tazara tsakanin mutane, yawan wanke hannu, rufe baki da hanci lokacin yin atti shawa ko

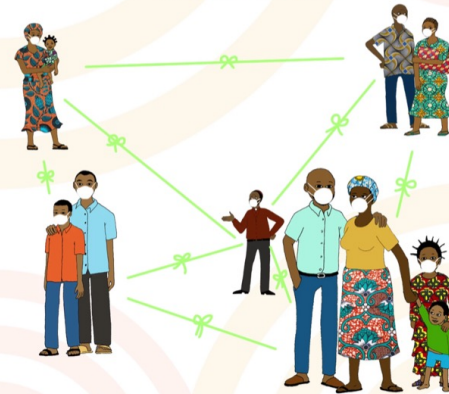
Nou gen dwa gen bonjan lèspwa lè n ap kontre kòn ak KOVID-19. Laplipa ka KOVID-19 pa grav. Majorite moun ki pran KOVID-19 geri.

Gen kèk ti bagay byen senp nou tout ka fè pou nou anpeche maladi gaye:

kanpe lwen lòt moun, lave men nou, kouvri bouch nou ak nen nou lè nou ap touse oubyen èstènen, mete mas nan figi nou enpi evite foul moun.

FAITH AND COMMUNITY INITIATIVE

Kòm lidè relijye se rèsponsablite m menm pou mwen bay moun lèspwa. Ansanm ansanm n ava kwape KOVID-19 la!



FAITH AND COMMUNITY INITIATIVE

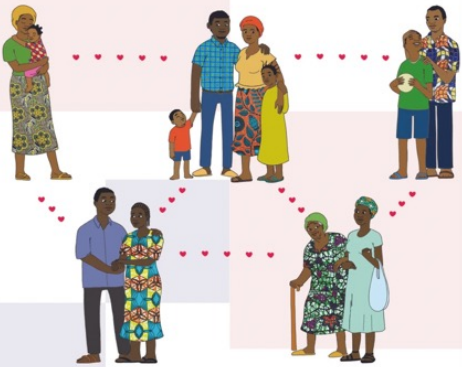
Katonda ali buli wamu, tali mu kalantiini!



FAITH AND COMMUNITY INITIATIVE

WHATSAPP

By taking the COVID-19 vaccine when it is my turn, I will be a part of the solution to put an end to this pandemic.



FAITH AND COMMUNITY INITIATIVE

WHO-approved COVID-19 vaccines bring new hope in our lives: they mark the beginning of the end of this difficult time.



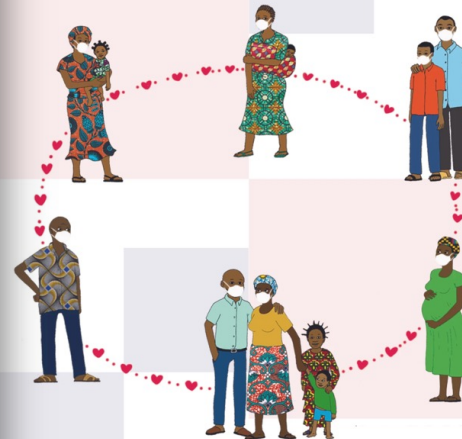
FAITH AND COMMUNITY INITIATIVE

I trust science and I know WHO-approved COVID-19 vaccines are safe. What I don't trust is getting COVID-19, because I don't know how it will affect me and the people around me.



FAITH AND COMMUNITY INITIATIVE

Open your heart and take the vaccine. This is an act of love for yourself and our communities.



FAITH AND COMMUNITY INITIATIVE

COVID-19 vaccination is an important tool to help us get back to normal. Be part of the solution!

FAITH AND COMMUNITY INITIATIVE

SONGS

FAITH AND COMMUNITY INITIATIVE COMMUNICATION PROTOTYPES

SONGS

The dissemination, sharing, and adaptation of the songs are permitted uniquely in the scope of the Faith and Community Initiative, with the original artists always credited.

The messages shared through these songs are meant to support the adoption of mitigation measures to address COVID-19 response and recovery phases. They are consistent with governmental policies, as well as with COVID-19 mitigation technical guidance provided by the United States Centers for Disease Control and Prevention (CDC).

SONGS



James Chamanyazi
TOGETHER WE CAN
TOGETHER WE CAN

[Download Single](#)

LYRICS

MUSIC SHEETS



James Chamanyazi
IZAPITA
IZAPITA

[Download Single](#)

LYRICS

MUSIC SHEETS



Prophet Malachi, Joe Bligga and T...
POSITIVE ROLE MODEL-Prophet ...
POSITIVE ROLE MODELS

[Download Single](#)

LYRICS

MUSIC SHEETS



ALL LYRICS

IZAPITA (lyrics)

JAMES CHAMANYAZI

FEATURING BOB MULI, VICTOR KASONG AND SEBASTIAN MUTALE

CHORUS (x4)

These hard times we are going through
Will come to pass
Will come to pass
Don't cry Mum
Don't cry Dad
It will come to pass

Follow the guidelines

One meter apart
Wash our hands
Let's not over crowd
Don't touch your nose and face
In Jesus Christ I believe
Jesus Christ is my pillar
In Jesus is my strength.

VERSE ONE

Enough is enough Corona
Enough is enough you are going
Corona you are going
Enough is enough
Don't cry mama
Don't cry Dad
We can defeat Coronavirus
We can defeat Covid 19
Let's just follow the guidelines
Let's wash our Hands
Let's mask up
Let's social distance

3RD CHORUS

Coronavirus virus
Ayeee it will come to pass
Covid 19,19
Ayee it will come to pass
Coronavirus virus
Ayeee it will come to pass
Covid 19,19
Ayeee it will come to pass
It will come to pass it will come to pass
Ayeee it will come to pass
It will come to pass it will come to pass
Ayeee it will come to pass.

(BACK TO 1ST CHORUS)

2ND CHORUS

God has answered
Yes he has answered us
Let's keep a distance
Stay at home



ILLUSTRATIONS



FAITH AND COMMUNITY INITIATIVE

Illustration by Veronica L. Montaña



FAITH AND COMMUNITY INITIATIVE COMMUNICATION PROTOTYPES

ILLUSTRATIONS



FAITH AND COMMUNITY INITIATIVE

Illustration by Veronica L. Montaña



FAITH AND COMMUNITY INITIATIVE

Illustration by Veronica L. Montaña

VIDEOS


**FAITH AND COMMUNITY INITIATIVE
COMMUNICATION PROTOTYPES**

VIDEOS


ENGLISH

VIDEOS

COVID




1 - Life and Hope during the COVID-19 Pandemic 2 - Positive Role Models During COVID-19 3 - Caring and Celebration during COVID-19



4 - Connection and Influence during COVID-19

CREOLE

COVID-19 Creole



FCI FCI FCI

1 - Lavi ak espwa pandan pandemi Covid-19 la (Creole Sub-Titles) 2 - Modèl wòl pozitif pandan Covid-19 (Creole Sub-Titles) 3 - Lswenyaj ak selebrasyon pandan Covid-19



WEBSITE METRICS

Site Sessions

2,575 ↑ 61%

Unique Visitors

1,345 ↑ 54%

Top Pages by Sessions

/ (Homepage) ↓ 10% | 1,117

/covid-19 ↑ 406% | 744

/messages-of-hope ↑ 319% | 402

/hiv ↑ 118% | 371

/nfh-webinars ↑ 409% | 285

Insights

- Videos have been played 222 times since January 2021
- Average session duration is 4 minutes, which is better than 90% of websites of similar category
- People spend more time on COVID page than other pages (average time is 1minute 5 seconds)
- 29% of the traffic is from returning visitors, that is better than 89% of websites of similar category



MESSENGERS OF

H O P E

COVID-19



THANK YOU

Faith and Community Initiative