



Faith and Community Initiative  
New Foundations of Hope webinar  
November 17, 2021

***“COVID-19 Messages of Hope Dissemination  
Update from CMMB Haiti”***

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# How it started

- COVID-19 started in Haiti in March 2020
- COVID-19 forced the partners to adopt virtual communication for dissemination of messages of hope (social media, broadcasting radio, TV)
- CMMB supported Ministère de la Santé Publique et de La Population (MSPP) from the beginning
- All IPs in HIV/AIDS were engaged to support MSPP to achieve vaccine coverage.
- Several virtual meeting conducted with religious leaders to adapt the messages.
  - Osee 4 Verse 6: *My people are destroyed for lack of knowledge...*

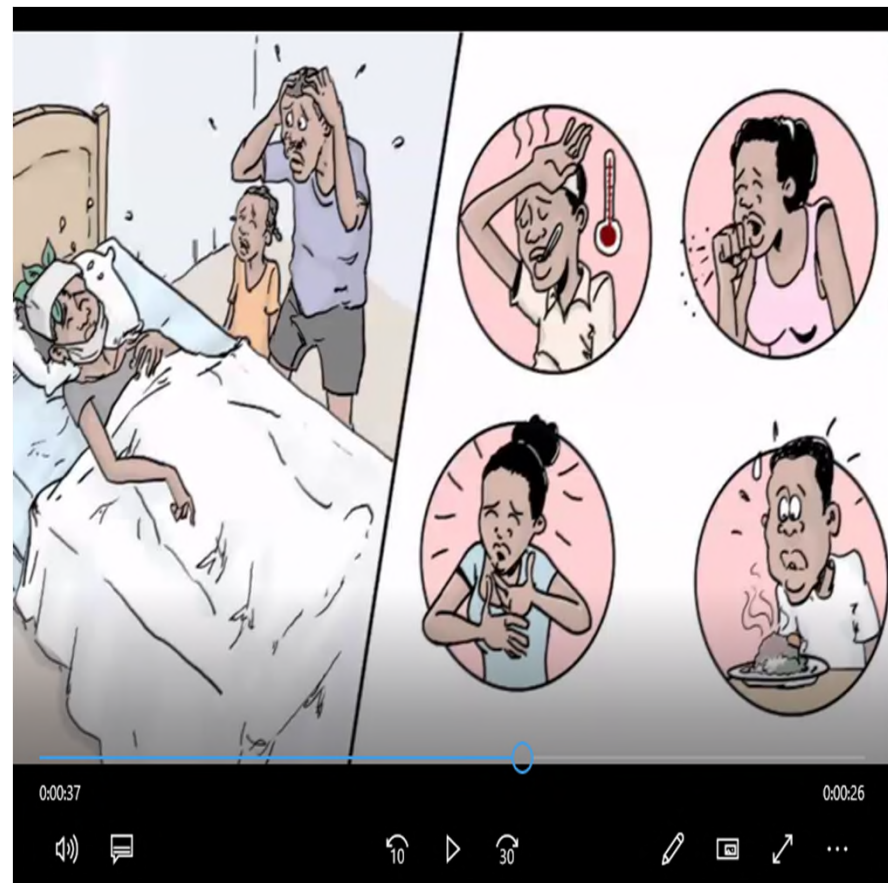
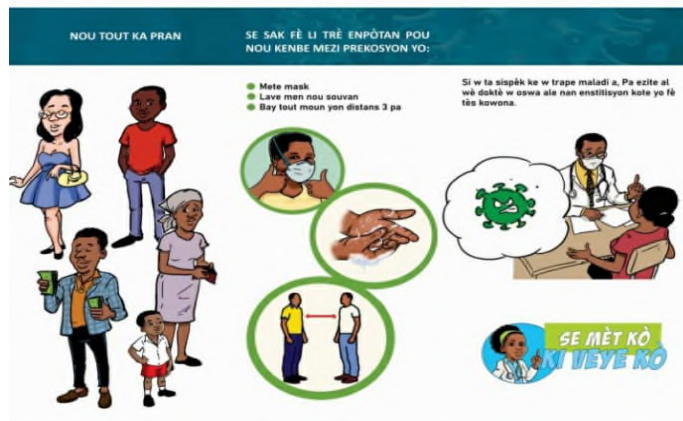


# Messages of Hope – COVID-19

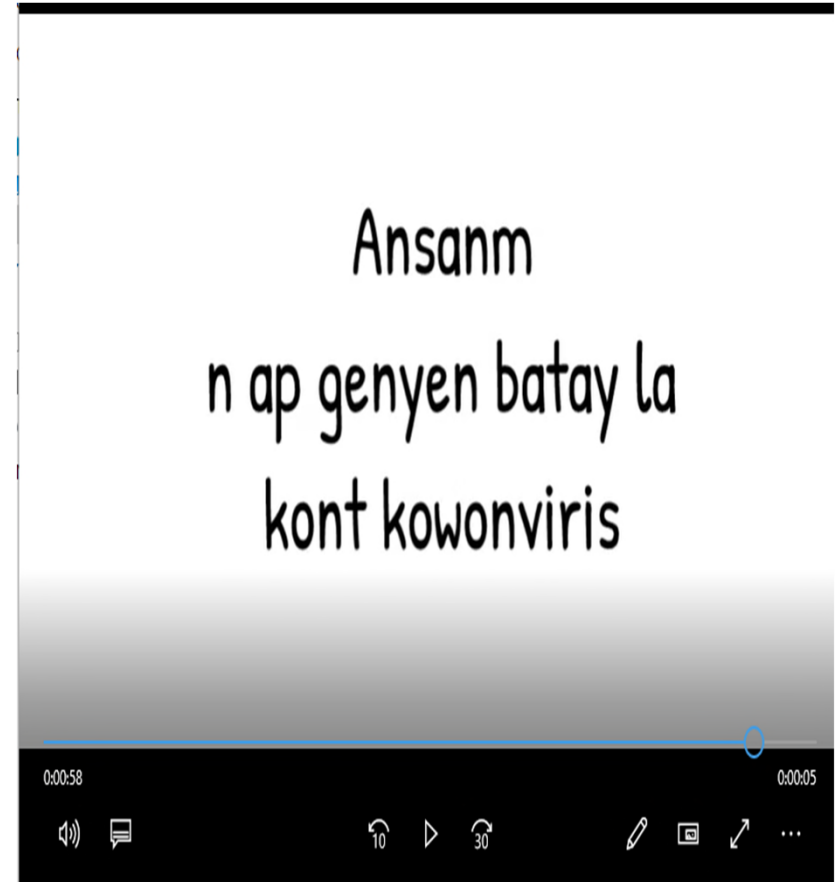
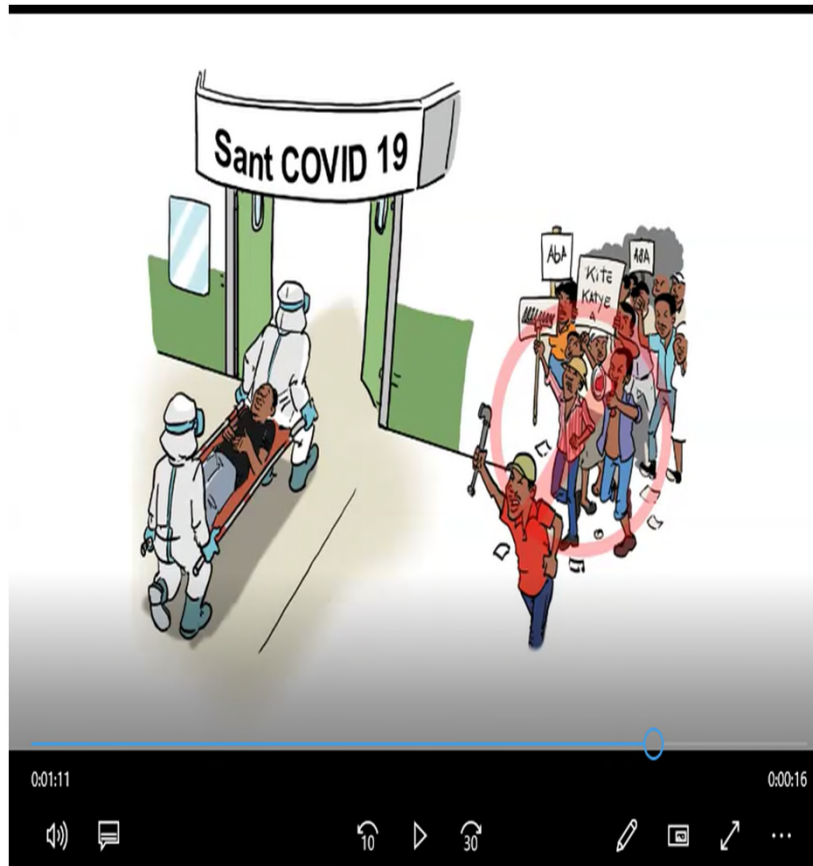
- Most cases of COVID-19 are mild; most people who contract COVID-19 recover.
- Life is a gift of God that we have the privilege to share, protect and celebrate with and for our brothers and sisters.
- Your life matters! Safeguard it: wash your hands; wear a mask; avoid crowded places; watch your distance!
- I wear a mask, as an act of LOVE, to protect the elders in my community who are especially at risk.



# Awareness Materials



# Awareness Materials



*"Together we will win the battle against coronavirus"*




# Messages of Hope – COVID-19 VACCINE

- Open your heart and take the vaccine. This is an act of love for yourself and your communities.
- Lead by Example – wear a mask; keep physical distance; wash your hands; and Take the vaccine!




# Awareness Materials


SA NOU BEZWEN KONNEN SOU  
VAKSEN KONT NOUVO  
KOWONAVIRIS LA (COVID-19)


**KI ENPÒTANS VAKSEN KONT COVID-19 YO ?**

Vaksen yo prepare sistèm defans kò nou pou ede li byen korbat viris ki responsab COVID-19.



**KI AVANTAJ KI GENYEN APRE YON MOUN FIN PRAN VAKSEN KONT COVID-19?**

Vaksen kont COVID-19 la ap anpeche li tonbe malad grav epi mouri menm si li ta atrape viris la.

**KI MALEZ NOU KA JWENN PI SOUVAN APRE N FIN PRAN VAKSEN COVID-19 ?**

Gen anpil moun ki pran vaksen an ki pa santi ankenn malèz. Men gen lòt tou ki konn santi kèk malèz tankou :

-  Doule kote yo pran piki a
-  Fatig, tèt fè mal, doule nan kò oswa nan jwenti (atikilasyon) ak lafyèv

Sentòm sa yo pa dire lontan.

**ÈSKE GENYEN LÒT SENTÒM ANKÒ NOU KAPAB JWENN?**

Lòt sentòm nou ka jwenn, se reyaksyon alèjik yo ki konn pi grav, men nou pa jwenn yo souvan. Epi yo souvan parèt kèk minit apre moun nan fin pran vaksen an. Sa vie di pandan moun nan toujou sou siveyans.

**ESKE YON MOUN KI TE DEJA TRAPE VIRIS LA KA PRAN VAKSEN ?**

Tout moun ki te deja trape covid-19 la dwe pran vaksen.

**SONJE NOU DWE TOUJOU KONTINYE RESPEKTE MEZI BARYÈ YO :**



Rete 3 pa distans youn ak lòt



Mete kachren





Touse nan koud bra nou



Lave men nou tan zan tan









# Challenges & Solutions

- Hesitancy
  - Misinformation from social media
  - Low rates in Haiti encourage distrust in the disease
  - Mixed messages about vaccine
  - Limits of virtual meetings with religious leaders on message adaptation
  - Socio-political unrest that prevent fliers' distributions or meetings to be attended
- Education on social media
  - Radio spot on rural and urban radio stations
  - Constant contact with MSPP and departmental directions
  - Support to partners in accessing good network connection
  - Utilization of other channels like social media, whatsapp, phone...







# Successes

- **National**
  - 88,251 first doses
  - 35,933 second doses
- **CMMB**
  - 28,382 first doses (32% of the national results)
  - 8,438 second doses (23% of the national results)
- 12 faith leaders were oriented on COVID-19 vaccine importance and have referred 213 of their church members for vaccination
- Messages disseminated nationwide on 27 rural community radio stations and urban radio stations with large audience.
- 21 sound trucks are used in different geographic department to announce mobile team rally points for vaccinations and disseminate messages at the same time. More than 15,000 newly vaccinated.



**Thank you**