

# COVID-19 MESSAGES OF HOPE

17<sup>th</sup> November 2021, Virtual, Kampala



## Vision

Communities Transformed for Sustainable Health.

## Mission

Empowering communities for health and sustainable livelihoods by providing quality healthcare, developing human resources for health and generating evidence to influence health policy.

## Values

Integrity | Customer Centricity | Innovation | People Development | Open Communication

# Key project objectives

1. Engage Faith Leaders in strategic locations to increase message acceptance.
2. To work with designated health focal point persons within Diocesan and other Faith-Based Leadership structures.
3. To work with faith-based media and other media, social media, television and print programs for effective message impact.
4. To engage alternative media platforms, e.g., faith-based summons, bulletins, scripture, banners and other print-based prints to effectively enhance message impact.
5. To evaluate impact of messaging on achieving objectives

# Start - Off Key activities

- Orienting Faith Leaders(**05 Faith Groups**)
- Created WhatsApp platform for the Faith Groups(**05 Platforms**)
- Produce materials(Banners, Fliers)
- Disseminate Message to the followers through the faith structures.
- Translated the COVID-19 Vaccination Messages.
- Engagement of Ministry of Health for approval of Messages.

# Messages of Hope



Outreach awareness sessions on COVID-19 Messages of Hope to the Faith Leaders in Mubende Region

- Dissemination of information through Faith-based WhatsApp platform for Faith Groups.
- Printed materials (Banners, Fliers).
- Media engagements (Radio, TV, Print) with Faith Leaders.
- Mobilization for COVID-19 vaccination through Faith Leaders.



# Current Key activities

- Profiling key mobilisation messages of the Faith Leaders in relation to COVID-19 Messages of Hope.
- Tracking feedback on the messages delivered by the Faith Leaders through interviews with Faith Leaders, What'sApp, recordings.
- Conduct follow-up sessions of the Larger Leadership Network of the Faith leaders.
- Participation in strategic update meetings at the Ministry of Health in relation to COVID-19.



Dr. Innocent Nkonwa, District Health Officer Luweero, participates in Outreach awareness sessions on COVID-19 Messages of Hope to Faith Leaders in Mubende Region

# Dissemination of COVID -19 Messages of Hope to the Faith Leaders in Mubende Region





# Faith Leaders mobilize their followers through Radio & Print Platforms

News
SUNDAYVISION 7  
September 13, 2021

## SPEAKER MAKES TOUGH PRONOUNCEMENT

Workers who had been waiting for the controversial NSSF Bill to be brought back to Parliament suffered a blow when, on Thursday, the Speaker of Parliament, Jacob Oulanyah, announced that all the business of the 10th Parliament lapsed with the end of the term of the 10th Parliament.

### Workers' MPs call for patience over NSSF Bill

BY MARY KAHUGABA

Workers' MPs have called for patience as they handle the issue of the National Social Security Fund Amendment (NSSF) Bill that was among the Bills that were collapsed.

The MPs, meeting in the move by Parliament to collapse all the Bills that were handled by the 10th Parliament but had not been assessed to, said they will ensure that the NSSF Bill is dealt with expeditiously.

Since there is not much to amend on the bill, it has to be reintroduced. The workers should allow the process to take its course. As long as there is government commitment," MP Akello Ayikwo said.

MP Agnes Kookula promised to ensure that the Bill is fast-tracked when it is re-tabled.

After a protracted bill, six months ago, President Yoweri Museveni, NSSF and workers' representatives agreed to a controversial clause in the NSSF Bill that allows workers to access 20% of their savings.

However, it was agreed that only workers who have attained the age of 18 and above and have saved with the fund for 10 years or more will be allowed access to their savings.

After this harmonization of positions, the workers have had to wait for the Bill to be returned to Parliament, discussed and sent back to President for assent.

Sam Lyomoki, the former workers' MP, is optimistic that the issue will be resolved.

The Speaker's ruling should be challenged because "there are gaps. The Constitution says if the president does not return the Bill and does not return it to Parliament after a certain period of time, it automatically becomes law. Some of those Bills had even passed the number of days the President is supposed to hold them," he said.

However, he said his team had instructed lawyers to look into the Speaker's directives and advise them accordingly.

— [www.monitor.co.ug](http://www.monitor.co.ug)



**To care for others means to avoid gatherings! Use social media and modern technology tools to gather in prayer. Even without being physically together, you can join others in communion of prayer.**





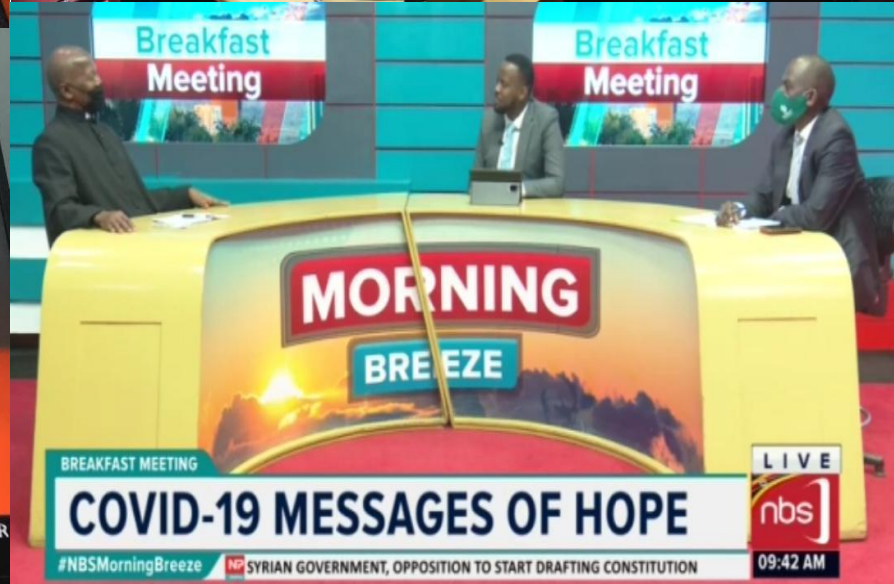


**FAITH AND COMMUNITY INITIATIVE**

L/R: Workers' MPs Margaret Rwalubhaiga, Bakkabuniini and Kunhira, during a consultative meeting at Kampala Serena Hotel on March 3, last year. They have expressed optimism that the Bill will be fast-tracked



# Engaging Faith Leaders through Radio and TV programs





# Engaging of the Faith Leaders to support mobilization for COVID-19



During the outreach orientation session with **more than 350 Muslim Leaders** in Luwero District held in October 2021

**300 leaders were vaccinated (1<sup>st</sup> Doze)**

Shk. Ramathan Mulindwa, District Khadi, Luwero receives his COVID-19 Jab

- A. Empowering Faith Leaders to Lead COVID-19 Messages of Hope initiatives creates message acceptance and change to behaviour among the target audiences.
- B. Recording appeal messages by the Faith Leaders drawn from the COVID-19 Messages of Hope creates message impact.
- C. Connecting Media platforms with the Faith Leaders in the fight against COVID-19 through the Messages of Hope has contributed to the MOH efforts.



# Key Lessons

1. Engaging Faith Leaders in the fight against COVID-19 creates an easy connection with their followers to support the fight against COVID-19.
2. Messages developed in the local language are easily taken up.
3. Graphical illustrations as opposed to the real photographs of faith Leaders is a better option to attain message impact.
4. Create more time to continue engaging the Faith leaders to engage their followers more especially on vaccination for COVID-19.

# Challenges & solutions

## 1. Reluctant uptake of COVID-19 Vaccines, 2. Stigmatising victims of COVID-19, 3. Complacency among the target audience

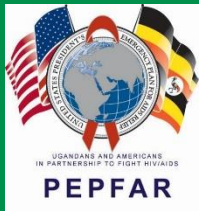
### Solutions:

- Continuous awareness creation among the target audience through the Faith Leaders.
- Continuous knowledge sharing and support by Medical Doctors on the platforms to provide medically sound responses to questions to manage stigma, myth and misconceptions.
- Faith Leaders taking lead in mobilisation and vaccination sessions through media engagements and outreach activities.



# Next Actions

- Continuous Media engagement by the Faith Leaders.
- Tracking impact of activities
- Strategic update and alignment meetings led by MOH.
- Conduct outreach activities led by Faith Leaders to increase uptake of vaccination as per current MOH Target



# Thank You



## Contact

Mildmay Uganda Group  
P.O Box 24985 Kampala Uganda  
Tel: +256 312 210200

Email: [mailbox@mildmay.or.ug](mailto:mailbox@mildmay.or.ug)  
Website: [www.mildmay.or.ug](http://www.mildmay.or.ug)

Facebook: [www.facebook.com/mildmayuganda](http://www.facebook.com/mildmayuganda)  
Twitter: MildmayUganda

Mildmay Hospital Email: [medicalinquiries@mildmayhospital.com](mailto:medicalinquiries@mildmayhospital.com)

Mildmay Institute of Health Sciences: [registra@mihs.ac.ug](mailto:registra@mihs.ac.ug)

Whatsapp: +256 759 801 112