



# Advocacy and communication campaign on COVID-19

## BRAC Urban Development Programme

### The Campaign

Advocacy and communication campaign on COVID-19 under Social Dialogue and Industrial Relations (SDIR) project was implemented during the period of 15 December 2020 to 15 January 2022. Supported by International Labour Organisation, BRAC implemented the SDIR project. The project reached 22,705 formal and informal workers from 13 low-income communities in Gazipur and Chattogram.

### Objective

To raise awareness on personal and occupational measures against COVID-19 for formal ready-made garments and informal workers in selected low-income communities, including pregnant women and lactating mothers, based on WHO, UNICEF and Government of Bangladesh's guidelines.

### Our approach

- Engagement with implementing partners
- Pulse survey and communication strategy development
- Development and production of communication materials
- Engagement with stakeholders
- Dissemination and demonstration of information
- Distribution of protective equipment

### Our interventions

- Conducted pulse survey
- Developed campaign strategy
- Developed awareness messages
- Produced behaviour change communication (BCC) materials
- Distributed leaflets, stickers, posters, t-shirts
- Disseminated message through audio miking, SMS, voice call and social media channels
- Broadcasted awareness video through local cable TV and video show at community
- Organised courtyard sessions, tea stall meetings and orientation sessions
- Distributed mask, soap, hand sanitizer, detergent and bleaching powder
- Engaged community people and leaders through workshops, training etc.
- Conducted end-line survey to measure progress

### In numbers

- 14,410  
Packets of protective materials distributed
- 44,027  
Reusable masks distributed
- 1,750  
T-shirts distributed to informal workers
- 2,050  
People assisted for COVID-19 vaccine registration
- 71,000  
BCC materials distributed
- 5,824  
People sensitised on safety measures through SMS and voice calls
- 107,180  
Participants reached through awareness campaigns
- 18,546,146  
People reached through social media channels

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### Supported by



"When COVID started, I had no idea about how to protect my child from catching it. One day, I participated in a courtyard session from where I got to learn about the dos and don'ts to stay safe from the virus. From that very day, I first wash my hands properly with soap before touching and breastfeeding my child after returning from work. I ensure my husband also does the same after returning home from outside."

- Mosammat Hawa Begum, a ready-made garments worker from Gazipur