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# NEWSLETTER

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## Message from The Amref-NBCC team

Greetings partners,

Since our last newsletter, much progress has been made. As we have entered Phase 2, the interpersonal phase, we have onboarded additional partners, updated our core PASSWORD campaign to include the vaccination component and boots have hit the ground across East Africa. It's been very exciting to see our work move beyond the digital, to the on-ground in all three countries: Kenya, Uganda and Tanzania.

With this shifted focus, we are coordinating the work of more stakeholders than ever. In addition to our brilliant mix of digital partners onboarded in Phase 1, we are working with a variety of private sector companies, social businesses, philanthropic entities and membership organisations. To ensure our work is embedded in the communities we are targeting, we are working closely with community health workers, leaders and the youth. It is no small feat to steer the work of so many stakeholders towards one common goal: implementing rapid

behaviour change and social actions towards prevention and control of the new SARS-COV-2 variant(s). We thank our partners for each bringing something unique to the table and doing so with such enthusiasm and innovation.

We would like to use this newsletter as an opportunity to inform you and cordially invite you to join us in our activities surrounding Global Handwashing Day. October 15th marks Global Handwashing Day, the advocacy day that highlights the importance of handwashing with soap and water at home, in the community and around the world.

According to the latest WHO/UNICEF JMP report, we must quadruple current rates of progress to achieve the hygiene targets outlined in the Sustainable Development Goals. The theme for 2022 is *Unite for Universal Hand Hygiene: A reminder that the time to accelerate hand hygiene progress is now – and it requires a collective effort to enact real change.*

As Amref-NBCC, we are planning an ambitious agenda of activities that span the week of the 10th of October. We are organising exciting press events in collaboration with other HBCC grantees, programmes in schools and innovative digital activations via our digital partners. We are also supporting government-led events taking place on the 15th of October. For more on the events we are planning in each country - Kenya, Uganda and Tanzania – and to RSVP, see the end of this newsletter.

We can't wait to continue driving impact at scale across Kenya, Uganda and Tanzania. We urge you to join us in our mission. If you are interested in partnering with us, don't hesitate to get in touch at our main email address, below.

The Amref-NBCC team.  
[mission@brandsonamission.com](mailto:mission@brandsonamission.com)

#Tumenawa #OshaMikono  
#Globalhandwashingday

# Shifting the Campaign Communication

The HBCC 2 communication messaging has evolved to include vaccine uptake, and a new component – keeping surfaces clean. This transition is a follow-up to the original PASSWORD campaign that, focused on Handwashing, Masking Up, and Social Distancing.

The replacement of “Distancing”, with the new behaviour of “Keeping Surfaces Clean” was a natural evolution, once public gathering restrictions were lifted by governments. Keeping surfaces clean, given their potential contamination and transmission risk for many bacteria and germs, is a central part of any hygiene maintenance regimen.

Covid-19 vaccines were yet to be discovered during our initial PASSWORD campaign. Since then, the vaccination message has been introduced as a key Covid-19 prevention protocol. Our campaign proposition is about a combination of behaviours that help to protect us and our loved ones, and so the vaccine communication will not be run in isolation but integrated into the PASSWORD communication.

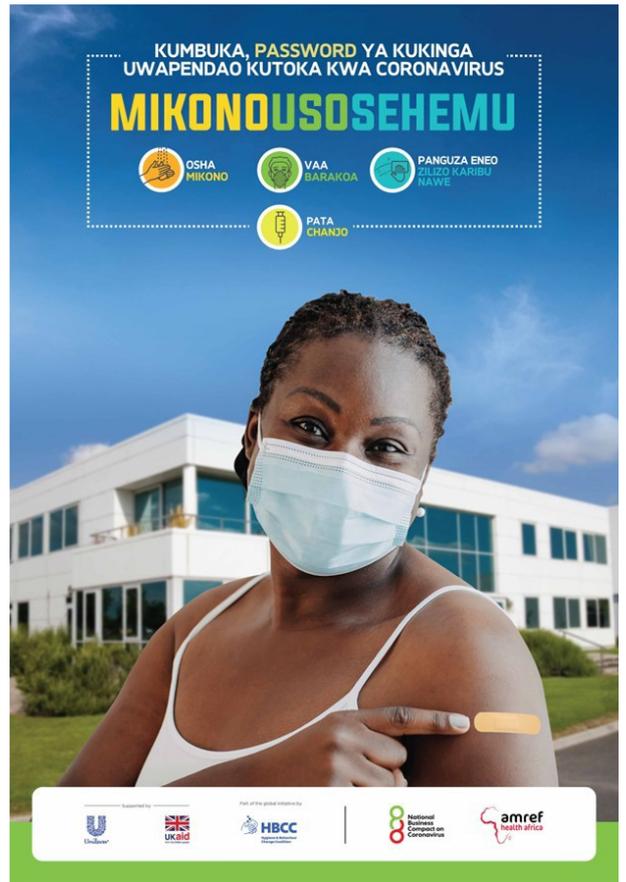
Finally, our communication is not about creating a “new” motivation, but is about building trust, two-way engagement where the PASSWORD

message is strong, and using friends and family as the biggest influence.”

The communication plan in essence leverages existing vaccination studies and insights to guide our messaging, as we seek to keep relevance and trust in the current environment.

We encourage all partners to familiarise themselves with the new communication assets, and more importantly, relay feedback to Amref-NBCC on the sentiments and thoughts of those they engage with. This feedback is our barometer, and guides us on where we need to adjust, while also showing the communities that we are responsive to their concerns.

The new communication is running in Kenya, Uganda, and Tanzania; on TV, radio, print and digital spaces.



# Amref-NBCC's Progress in Strengthening East Africa's Response to Covid-19 and Preparedness for Future Pandemics

## Kenya: Drawing on Lessons Learned from the Covid-19 Pandemic to Reach and Impact the Lives of Vulnerable Groups in East Africa

In a secluded village tucked away in Kakamega county in western Kenya, approximately 380 kilometres from the capital Nairobi, hordes of older adults stream into a hall whose walls are adorned with Covid-inspired murals in cheerful hues of pink and yellow. They are there to take part in a training led by Amref Health Africa aimed at driving positive behaviour change to help reduce Coronavirus cases. This training comes at an important time as many social places have reopened and social and hygiene measures have overall relaxed, meaning populations are at heightened risk of contracting Covid-19.

This training is just one example of many of the kinds of on-ground work being implemented by Amref-NBCC, in collaboration with government ministries, to help protect the lives and livelihoods of the most vulnerable populations across East Africa.

According to an article published on the [HygieneHub](#), people with disabilities, older adults and older adults with disabilities face an increased risk of becoming infected with Covid-19.



Once infected, they are more likely to experience severe symptoms leading to hospital admission, intensive care, and sometimes death.

*Participants taking part in the training say they have gained invaluable knowledge which will help entrench life-saving habits.*

One of the facilitators, Mr. Erastus Karani from the Ministry of Health said:

*"Behaviour change has too often focused on the individual, but it should not stop there. We must give various people the tools to scale up the impact of these behaviour changes by making it as easy as possible for people to adopt them".*

## Over 3 million Targeted by the HBCC 2 in Tanzania



Eng. James Mturi, Amref, Tanzania.

The Amref-NBCC has set its sights on reaching over three million citizens in Tanzania. They will be primarily reached through mass and digital media campaigns championing messages on hygiene, public health, and social measures that mitigate the spread of, and protect lives from, Covid-19. 350,000 of this target are considered high-risk individuals who will be supported directly with safe hygiene facilities in schools, healthcare facilities, and public gathering areas.

As we have entered Phase 2, the interpersonal communication phase, Amref Health Africa Tanzania and NBCC, in collaboration with other partners, are supporting government-led initiatives that champion hygiene promotion and vaccine uptake in target communities. As a starting point, the Amref-led team

is installing handwashing facilities in 20 primary schools and 20 healthcare facilities. This intervention is essential to creating an enabling environment for the practice of important hygiene measures. The team is also working hard to equip healthcare workers with PPE such as masks, gloves, soap, and sanitiser. Widespread hygiene training is also being conducted in collaboration with government ministries and private sector partners.

Dr. Khalid Massa, Assistant Director, Environmental Health and Sanitation Section, Ministry of Health, Tanzania noted that the ministry is looking forward to working with the HBCC 2 project to ensure a safe and disease-free community through learning and scaling up across the country.

## Uganda Officially Launches Phase 2 of HBCC with an Event in Kampala



*Dr. Patrick Kagurusi the Country Manager of Amref Health Africa in Uganda delivering his speech during the HBCC 2 launch*

On the 31st of August, Amref Health Africa Uganda, in collaboration with the National Business Compact on Coronavirus, officially launched the second phase of the Hygiene and Behaviour Change Coalition (HBCC) via a press event.

Targeting 6.5 million people in Uganda, the HBCC 2 focuses on populations in the Kampala and Wakiso districts. Speaking at the event, Amref Country Manager Uganda, Dr. Patrick Kagurusi, explained that the coalition is working to boost uptake of the Covid-19 vaccine, increase positive hygiene behaviours, and activate important WASH programmes.

He highlighted how HBCC 2 in Uganda is implemented by Amref-NBCC and Population Services International (PSI), with funding from Unilever and FCDO. In addition, government entities like the Ministry of Health and Kampala Capital City Authority (KCCA) have embraced the campaign.

Noting that Covid-19 is still a threat, Dr. Kagurusi added that the timing of the official launch coincided with the reopening of schools for the third term, making the campaign timely. In line with Amref-NBCC's wider regional approach, the activations in Uganda will not only support the local health sector but also "provide seed capital and up-skill people in key focus areas and help actualise this". Dr. Kagurusi called on

like-minded partners to join the Amref-NBCC coalition to help accelerate progress toward the key objectives. According to PSI Country

Representative in Uganda, Mr. Paul Masson, the PSI-led HBCC campaigns have so far reached 317,000 on social media since June. He lauded the ongoing work of PSI with influencers in different sectors, including the Uganda Prime Minister Hon. Charles Peter Mayiga.

Also present at the event was the UK Ambassador Kate Airey, the U.K. High

Commissioner to Uganda, who said that her government has injected £1.4 billion in the fight against Covid-19 globally and of this, £20 million has been targeted at Uganda.

"It was an exciting and energising launch event in which all stakeholders came together to reaffirm their commitments. Together, we are working to reinvigorate public commitment to key hygiene and social protective actions, strengthen health systems, WASH access and to spearhead the institutionalisation of hygiene and vaccine uptake in Uganda's national health agendas."



*Youth display some of the posters with key messages about the HBCC campaign during the launch in Uganda*

## Spotlight on Three Key Partners

### SHUJAAZ INC

Shujaaz Inc is one of our network of social ventures based in Nairobi and Dar Es Salaam. Shujaaz's ventures inspire, entertain and mobilise an audience of 9.5 million 15–24 year olds across East Africa, connecting young people with the information, skills and resources they need to succeed. outh is one of our primary target groups and so Shujaaz, like Pulse Africa, brings a lot to the table.

Shujaaz's unique contribution to HBCC 2 comes in the form of its comics that aim to engage young people in taboo-shattering conversations on hygiene and vaccination. Over six-months, Shujaaz is distributing 1,500,000 copies of its comic in Kenya in a selection of priority counties. Social media has also been deployed to expand the reach of the comic: in July alone, over 500,000 young people were reached in both Kenya and Tanzania on Facebook and Twitter.

As with other Shujaaz Inc campaigns, their campaigns for HBCC 2 are inclusive of young people in rural and remote areas, girls and young women, undereducated youth, people with limited digital access, and otherwise vulnerable and marginalised demographic and socio-economic groups.

### The Groundtruth Report

In June 2022, Shujaaz Inc conducted formative research – Groundtruth – to gain insight into where young people stand today on Covid-19 hygiene and vaccination in Kenya and Tanzania. A key takeaway was that most of the youth interviewed have accepted Covid-19 as their new reality and have found ways of adapting to it:

*"Tushakubali (We've accepted) Corona is here to stay; it's like living with HIV & AIDS".*

As a result of this, youth are no longer observing self-protective hygiene practices and there are high rates of vaccine hesitancy. They attribute this to several reasons, most notably: misinformation on social media, mistrust in institutions behind the vaccines, the relaxed government-led enforcement of the hygiene protocols in public spaces e.g. in public transport and, in Kenya,

poor role modelling by political leaders in rallies during the elections campaign period. They also point to scarcity of water for low-income families, increased prices of sanitisers and soap and a belief that Covid-19 is no longer a threat because young people have strong immune systems.

### Shujaaz #LindaFam Campaign

The Groundtruth research insights informed the design of Shujaaz Inc's LindaFam (Protect Your Family) Behaviour Change Campaign. Designed to increase awareness of, and access to, accurate information about Covid-19 and associated public health measures, LindaFam also engages a network of young volunteers (SuperFans) as key local influencers in the community-level response to the pandemic.

This campaign has been delivered through Shujaaz Inc's multimedia platforms – comic and social media in Kenya and on social media in Tanzania – by sharing stories that capture and explore the reality of life for young people right now.

Here is an example of content from the #LindaFam campaign: the July 2022 illustrated story has Shujaaz character and influencer Maria Kim reminding Brayo, her younger brother, that keeping up with hygiene practices is always necessary and that Covid-19 is still a threat. She serves as a role model to her brother (and the Shujaaz audience) by modelling key hygiene behaviours of handwashing and mask-wearing.

The story also has a call-out for the audience to name and describe hygiene practices they consider important; the call-out revealed, for example, that wearing masks is rarely done voluntarily. Similarly, handwashing is restricted to pre-meal times, and is not even done before each meal.

This kind of data is incredibly useful to Amref-NBCC and other partners – it informs how we shape our behaviour change messaging to make it as effective as possible.

# SHUJAAZ INC.



## EAST AFRICA PHILANTHROPY NETWORK



Dr. Moses Mwaniki of the East Africa Philanthropy Network (EAPN)

Dr. Moses Mwaniki of the East Africa Philanthropy Network (EAPN) expressed excitement at his organisation being

a part of HBCC 2. EAPN is a voluntary membership network organisation working in East Africa to build strong and vibrant philanthropy in the East Africa region.

Its membership is drawn from family and corporate foundations, trusts and civil society groups, granting-making and non-granting-making organisations. The network aims at building the capacity of its members to successfully run their organisations, delivering meaningful and impactful philanthropy.

According to Dr. Mwaniki, the network is anchored in four focus areas, namely knowledge management through research, knowledge sharing and learning, building alliances, influencing policy and the philanthropy ecosystem, strengthening member institutions through training and capacity building. EAPN also has an EA philanthropy data portal that provides philanthropy

data information that members and stakeholders can use to connect with key sector actors, funders and other stakeholders to help build their practice and grow their organisation in line with the Sustainable Development Goals (SDGs).

In HBCC 2, the network will help in bringing public and private sector players together by dismantling their silos to create synergies that will deliver for the coalition. Further, the network will work with civil society to support and complement the different coalition partners on their diverse focus areas through topical learning forums.



## PULSE AFRICA



The Pulse Kenya team delivering a Vox Pop style live-stream at Koja Bus stop in CBD, Nairobi

Pulse Africa is all about telling stories and telling them well. Pulse Africa leans into the dynamic and content-rich age we live in to build rich and innovative content in audio and visual formats.

With a presence in 6 African markets – Kenya, Uganda, Nigeria, Ghana, Senegal and Ivory Coast – Pulse Africa's digital hub works on steroids to produce video and other content for digital, social and

TV. Hyperactive by many standards, they generate about 80 unique content items daily.

By leveraging on their editorial, graphics, photography, video and social media teams, they are able to script and produce ads, documentaries, skits, graphics, artworks, TV and radio ads among many other assets.

Pulse Africa shines in its ability to build engaging and fun experiences and content for young people. By immersing themselves in the lives of their target audiences, they create content that the youth can really connect to.

It is owing to this ability to co-create content with their audiences, and particularly the youth that we are so excited to have them on board as a partner. Their methodology and skills are helping to land our core messaging in innovative and exciting ways, in turn working to combat behavioural fatigue.

As Amref-NBCC, we are very proud to be working with the Pulse teams in both Kenya and Uganda. They are producing premium afro-urban content targeted to the youth across Kenya and Uganda during the campaign period.



# Global Handwashing Day - An East African Affair



As highlighted earlier, Global Handwashing Day is an important global advocacy day dedicated to increasing awareness and understanding about the importance of handwashing with soap as an effective and affordable way to prevent diseases and save lives.

Given its deep alignment with our mission as Amref-NBCC, we are organising an exciting agenda of activities spanning the week of the 10th October. Our plans are focused on getting hundreds of thousands of citizens across Kenya, Uganda and Tanzania washing their hands habitually. We are also seeking to increase vaccine uptake.

To be a part of our activities and to amplify the key message of Global Handwashing Day, check out our country-specific plans below. Do get in touch with the relevant contact to attend our events and express your interest in partnering with us.

## Kenya

- Through the Amref Health Africa voluntary youth network Y-Act, Amref Kenya will lead the identification of Community-based Chief Education Officers (CEO) who are responsible for driving a handwashing and hygiene agenda in schools and communities throughout the week and beyond.
- Amref-NBCC, in collaboration with other HBCC 2 grantees, PS Kenya and WSUP, is organising a national press event on the 13th of October 2022 as a precursor to the government-led celebrations in Homa Bay County on the 15th. We aim to amplify the key handwashing, general hygiene and vaccination message with a simultaneous mass handwashing exercise to mark the celebration. The press event will be graced by dignitaries, NGO leads, Amref-NBCC partners, and private sector leadership.
- On the 15th of October, Amref Health Africa will be represented in Homa Bay for the government-led celebrations, while the NBCC secretariat will drive the same agenda heavily on social media under the common hashtags #Tumenawa #OshaMikono #Globalhandwashingday

### Contact Details:

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## Uganda

- Activities kick off early in Uganda with a hand hygiene training session for selected religious leaders planned for the 6th of October. These sessions will be used to train them so as to share information on handwashing during their respective sermons in churches, mosques, and other prayer gatherings that week.
- On the 11th of October, an exciting activation is planned for the Kawempe division. Targeting children and boda-boda riders from slum areas, the activation will demo correct handwashing to their communities. This session will be used to identify five children 'Chief Education Officers' as well as equip communities with the necessary soap and handwashing facilities. Elements of this activation will be live-streamed by our digital media partner Pulse Uganda. This activation will be followed by a Press Conference.
- The Uganda agenda will climax on the 15th October with a home improvement campaign, community vaccination outreach, and large-scale handwashing exercise within the community in Wakiso District. This will be done in partnership with the Kampala City Authority.

### Contact Details:

**Lilian Kamanzi, Amref Uganda:**

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**Chris D. Nsubuga-Mugga, NBCC**

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## Tanzania

- Global Handwashing Day activities start on 10th October with engagements in primary schools in Dodoma City. These will be followed by community-level engagements at hotspot areas, such as key markets led by Amref team and School wash coordinators. They will demonstrate different handwashing facilities to be used at HH Level such as SATO Taps and Bucket Chirizi.
- The main celebrations will fall on the 15th of October at Mtumba Ward in Dodoma. To amplify the event, we plan to use influential people for promoting handwashing with soap.

### Contact Details:

**Eng. James Mturi, Amref Tanzania:**

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**Clare Leodgard Haule, NBCC**

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## Noticeboard



A vegetable vendor receives soap and a mask during the AdSimu Networks activation at Koja bus stop CBD, Nairobi.



The Amref Uganda team fill in registration details during the launch of HBCC 2 in Uganda.



Her Excellency Amb. Kate Airey OBE., the UK High Commissioner to Uganda, delivers a keynote speech during the launch of HBCC 2 Campaign in Kampala.



Amref Tanzania meets with NBCC team led by Professor Myriam Sidibe, Chair of NBCC and Founder of Brands on a Mission, accompanied by Clare Haule, NBCC Tanzania Partnerships Consultant for a planning session.



Power of Collaboration: Pulse Live and AdSimu activation teams in action during a partnership activity at Koja bus stop in Nairobi, Kenya.



Pulse live Team in action, interviewing random passers-by at Koja Bus stop Nairobi to gauge their knowledge of Covid-19 prevention behaviours.

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## Implementing Partners



## Non- Implementing Partners

