FAITH IN ACTION
COVID-19 INITIATIVE
Regional Webinar
XX April, 2020
FPCC – Intersection: Children-Faith-Social & Behaviour Change

- Inter-faith convenors at Global, Regional and CO level:
  Religious Leaders, Inter-Faith Councils and Local Faith Communities

- SBCC Practice
- Tech knowledge on children
- Liaison between Govt & Civil Society
- High level advocacy on child rights issues

- Knowledge leadership on Evidence on Faith & Dev.
- Convenors of Int’l Faith-Based NGO Partners

Child & Family Wellbeing

Religions for Peace

UNICEF

Joint Learning Initiative on Faith & Local Communities
FPCC Advisory Group of International FBOs
(not all agencies in the group are visually represented)
Building on previous efforts of Faith Engagement
FaithInAction is a global campaign to respond to COVID-19 to provide coordinated, evidence-based support for protection and well-being of children, families and communities.

The campaign is an initiative of Religions for Peace (RfP) and UNICEF in collaboration with Joint Learning Initiative on Local Faith Communities (JLI) and FBO member agencies.

It aims to mobilize Religious Leaders, Men, Women and Youth in Faith, within RfP through its Inter-Faith Councils at country level to support COVID preparedness and response.
Significance of the Joint RfP-UNICEF Joint Statement

This is the first time in the last 20 years of UN history that a UN Principal will be directly cosigning together with 12 religious leaders representing all the largest faith traditions in the world.

Normally, Executives co-sign a statement. This time, given the context, RfP wanted to provide this as a “gift” of gratitude and appreciation to UNICEF, to honour the incredible work you are doing for all the world’s children, and for your systematic and dedicated partnership with RfP (since 1987), and thereby the religious communities of the world. Today, UNICEF has expanded the reach into communities with JLI, and for this too, RfP religious leadership is both grateful and delighted.

At no moment in time, has this partnership been so needed. Thus also the religious leaders of RfP want to honour those who honour them and their communities in such times.

Azza Karam, SG RfP
**Key Objectives of the Campaign**

- Manage communication, misinformation and rumours
- Dispel fear, stigma, discrimination, reduce tensions and promote social harmony
- Promote social distancing, discourage religious gatherings and adapt rituals
- Promote handwashing and hygiene
- Address specific needs of vulnerable groups
- Prevent violence against children/youth and their more active engagement in the initiative
High Level Advocacy
Global joint statement of UNICEF ED & 12 top Religious Leaders to be replicated at regional and national level

Evidence for Action
Collection of information on knowledge, attitudes and practices
Proposed partnership with Global Association of Anthropologists through the AAA

Global Guidance on Key and Emerging Issues
Development, dissemination and local customization of Global Thematic Resource Guide

Digital Engagement
For continuous communication and engagement of communities and young people

Exchange for Action
Periodic Regional webinars – to be coordinated by RFP and UNICEF HQ and Regional offices; Webplatform “home” h

Tracking, monitoring and documentation of the results of the campaign
Groundwork Done So Far

Launch of a global Multi-Religious Faith-in-Action COVID-19 Initiative co-signed by ED Fore and 12 religious leaders representing largest faith traditions in the world

Analysis of over 150 faith-based and public health resources & development of 3 Modules for Resource Pack

Regional Webinars for Exchange, networking and roll out of initiative

Establishment of Strategic Partnerships and voluntary support
Global Thematic Resource Guides for Religious Leaders

Communication in Times of Corona
- Mental & Spiritual Health, Mis-Information and Rumours, Stigma & Discrimination

Maintaining Hygiene & Health:
- Adaptation of Ceremonies, Burial Practices, Rituals, Hygiene & Handwashing

Addressing Vulnerable Groups:
- Elderly, Homeless; Migrants, Disabilities, Pregnant Women and children

Preventing Violence Against Women & Children

Children and Youth Participation

Supporting Recovery of social services:
- Immunization and Back to School

Digital and Media Engagement
Evidence-Informed Communication and Action - Eg. through Partnership With Global & American Anthropological Association

COVID-19 Resources

Webinars

- COVID-19: Ongoing Global Responses and Social Impact
  Thursday, April 16
  1 p.m. EDT/10 a.m. PDT

- More than Models: the media and the economy at a time of COVID-19

- COVID-19: Responses from Around the Globe

Learn

- Doing Fieldwork in a Pandemic - A crowdsourced document that provides a space for people to share their methods for doing fieldwork in a pandemic - specifically, ideas for avoiding in-person interactions by using mediated forms that will achieve similar ends.

- A COVID-19 Primer - Mark Nichter PhD, MPH

Resources

- Coronavirus Multispecies Reading Group

- Social Science in Humanitarian Action aims to establish networks of social scientists with regional and subject expertise to rapidly provide insight, analysis and advice, tailored to demand and in accessible forms, to better design and implement the social and communication dimensions of emergency responses.

Teach Online


- #CoronavirusSyllabus - A crowdsourced multi-disciplinary resource for those interested in teaching or learning about COVID-19 from the perspective of human & social sciences.

- Oxford University Press Free Resources for Students and Instructors Affected by COVID-19

https://www.americananthro.org/CODID-19
Leveraging of UNICEF-supported Digital Platforms

Internet of Good Things

U-Report Faith Reporters

Plan for reaching the largest target audience through Broadcast, Radio, Print, and Social Media platforms such as Tik Tok, U-Report, IOGT and Chatbots on Covid-19
Creation of Website on #FaithInActionCovid-19 Initiative

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## Major Campaign Approaches for Outreach

### Broadcast & Print Media

Adaptation of messages for cultural nuances will feature:

- Involve medical fraternity and religious leaders discussion on their platforms, and TV channels
- Embed messages in tele-serials
- PSAs recorded with voices of religious leaders
- Radio Spots, RJ mentions, customized messages through cable channels
- Interviews/Op-eds with key messages
- Specifically engage language press catering

### Narrowcasting

Gives a targeted reach to followers of CFBO and religious leaders and tribal religious leaders and includes:

- Leverage media platforms owned / supported/ partnered by CFBOs
- Religious TV channels, National & community radio and private FM channels
- Authentic and evidence-based information sources
- FAQs basis information from UNICEF and WHO
- Use factsheets, flyers, posters with religious

A media advocacy approach will be used to reach out to key media influencers so that they provide their followers with authentic information through their channels
Faith Leaders Messaging on COVID-19

Voices of Youth

INTERNET OF GOOD THINGS

Sadhguru @SadhguruV - Mar 31
Our doctors and nurses are facing a shortage of masks and other protective gear. As a community, we must do what we can to help them. Let's use this as an opportunity to show our gratitude to those risking their lives to save ours. -sg #SaveTheSaviour

Aid for Medical Professionals
Thank you for answering Sadhgurun’s call to #SaveTheSaviours. Please fill in the form below.

Shahi Imam Ahmed Bakhari
Today, the world is facing a tough challenge of Coronavirus. It is the time to take all precautionary measures. I appeal to the Muslims to offer all the prayers including Friday prayer as far from their homes. Shahi Imam of Delhi’s Jama Masjid, Syed Ahmed Bakhari

Sadhu Pragya Official @SadhuPragya_MP - Apr 6
#CoronaWarrior - The fight is not against the virus, it’s against the people who are spreading the virus. Let’s fight this fight together.

Dalai Lama @DalaiLama - Mar 30
A special message from His Holiness the Dalai Lama regarding the coronavirus pandemic.

Gurudev Sri Sri Ravi Shankar
Art of Living volunteers have been working tirelessly to provide relief in coordination with local authorities in various parts of the country, but a lot still has to be done.

UNICEF

UNICEF

#UNICEF

#UNICEF

#UNICEF

#UNICEF
Leveraging Festivals for COVID-19 Messages

Video discourses on Youtube

#FaithUnitedInAction
Countering Fake Messages

Religious leaders urge all to reject darkness in Christmas messages

Embrace light and look for the good in others, say pope and archbishops of Canterbury and Westminster

#BREAKING UPDATE is that Prez @MBuhari is very sick with persistent coughing. A ventilator has been brought in from a hospital to set up a make-shift ICU to treat our Commander-In-Chief. He has tested positive for COV

When reading and sharing information about Coronavirus:

USE TRUSTED SOURCES

You can trust the official channels of the:
- Ministry of Health and Family Welfare
- UNICEF
- World Health Organisation (WHO)
- National Centre for Disease Control (NCDC)

Protect yourself from fake news not just coronavirus
Campaign Activation Ideas

• Mass media: PSAs recorded with voices of religious leaders, Embed messages in tele-seriais
• Media: Panel discussion, interviews with key messages, opinion columns on TV, print and radio
• Radio Spots, RJ mentions, customized messages through cable channels
• Social media: Video discourses on U-Tube, InstaLive, Twitter chats with followers
• Spiritual video messages with behavioural guidance embedded: Use Facebook, Instagram to share positive posts, lifestyle pictures advocating Yoga, meditation, coping tactics, social distancing and behavior during rituals
• TikTok stars to start a campaign using a popular spiritual song to spread correct information on COVID-19
• WhatsApp groups-managers/admins to prevent circulation of false news
• Use of loudspeakers and branded campaign vehicles in localities
• Spiritual newsletters with messaging on social distancing and hygiene
• Lifestyle blogs and guidance columns, key messages guiding followers handling various Rites of Passage such as birth, marriage and death
Tracking, Monitoring & Documentation of Campaign

Country, region, religion and targeted community where applicable

1. **Coordination, Capacity & Partnerships**: Extent of RfP-UNICEF coordination, Inter-Faith Coordination; Inclusion of less-established Faith & Traditional grps, engagement of Women of Faith; Youth in Faith; Outreach to most vulnerable groups; Linkage w/ Govt-led RCCE structure; Digital Engagement capacity; Data Collection/needs assess. to inform communication and action

2. **Overall Reach of Communication** – Media: Mobile, Radio, TV; Social Media; Traditional Religious Channels:

3. **Content Analysis** – Content on prevention, safer behaviour, stigma and discrimination; support for vulnerable segments esp children, women, migrants; communal harmony; religious teachings

4. **Opportunities to provide feedback, express opinions and engage in the response**

5. **Impact of engagements**: recall & knowledge; change in attitudes / perceptions; adoption of behaviours, adaptation of practices;
Thank you.

Kerida McDonald
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C4D, UNICEF HQ