

## Participatory Behaviour Change Awareness Education and Capacity Building of Local Stakeholders & Beneficiaries in Corona (COVID-19) Prevention Campaign, 2020

# Report



Empowering Marginalised Communities

स्वयंसेवी अभियान नेपाल  
Volunteers Initiative Nepal

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Taluwa, OKhaldhunga of Everest Region



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## BACKGROUND

The first COVID-19 case in Nepal was confirmed on 23rd January, 2020, when a 31 year-old student who returned from China tested positive for the disease. A country wide lockdown was put into effect on 24th March, 2020 which ended on 21st July, 2020. The infection cases and death rate went higher within a short time period of releasing lockdown in the country. Nepal is considered one of the highest risk zones for the COVID-19 pandemic, hence classified as “**Very Vulnerable**” by WHO. Most areas of the country are on curfew now.

**As of 2nd September 2020, the Ministry of Health and Population has confirmed a total of 40,529 cases, 22,178 recoveries, and 239 deaths in the country.**

In response to the current COVID-19 pandemic situation, VIN has been conducting participatory behavior change awareness and capacity building campaigns in Siddhicharan Municipality of Okhaldhunga and Tarakeshwor of Kathmandu districts from 23rd of June 2020 to till date. A total of 64 campaigns have been conducted, a maximum of 3 campaigns per day with 25-30 participants in each session strictly following government COVID protocols. In total, 1911 households benefitted from the campaign. We trained 27 women from Okhaldhunga in making liquid hand wash.

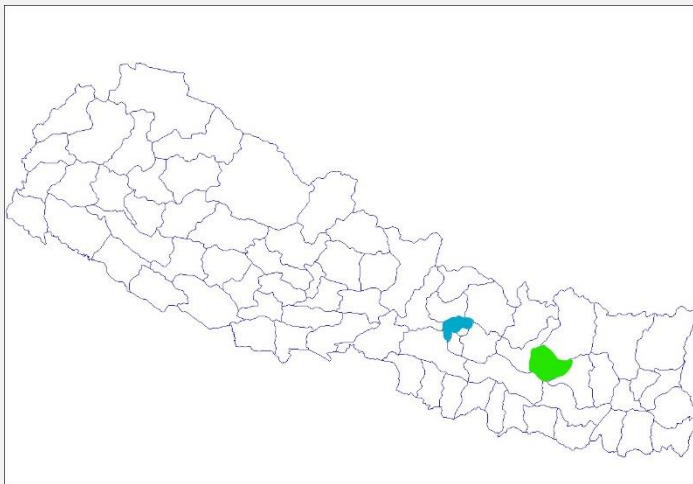
## OBJECTIVE

*The general objective of the campaign was to make people aware on COVID-19 and build up their capacity to prevent the infection.*

Most of our community people do not have access to accurate information due to unreliable sources - **people are seen following harmful practices many times**. Hence, the campaign was conducted to ensure healthy behavior in preventing COVID 19. The community people are oriented with the truths and facts related to corona virus disease.

## CAMPAIGN LOCATIONS

Since 2007, we have been working in disadvantaged rural areas of Nepal with a focus on community empowerment. We have implemented COVID 19 prevention education campaign in the northern side of Kathmandu Valley and in the remote municipalities of Okhaldhunga District.



5

wards

4010

Household



**KATHMANDU DISTRICT**

**Tarakeshwor Municipality** Kavresthali and Jitpurphedi



**OKHALDHUNGA DISTRICT**

**Siddhicharan Municipality** Taluwa Thulachap  
**Chisankhu Gadi Rural Municipality** Bhadaure

According to the new Constitution (2015) Nepal is divided in 7 provinces, 77 administrative districts, 6 metropolitan cities and 11 sub-metropolitan cities, 276 municipalities (nagar palika) and 460 rural municipalities (gaon palika). Cities and municipalities are divided in wards: the ward is the smallest administrative division of Nepal. The total number of wards is 6684.

## WHAT AND HOW



### Major Stakeholders meeting

#### Key persons from community

- Local government body
- Political leaders
- Social workers
- Principals and teachers
- Representative from youth, children, women, -Dalit
- Health workers
- Security officers



### Educational campaign

#### Outreach campaign at local level

- Women
- Dalit
- Sponsored children's parents



### Materials Donation

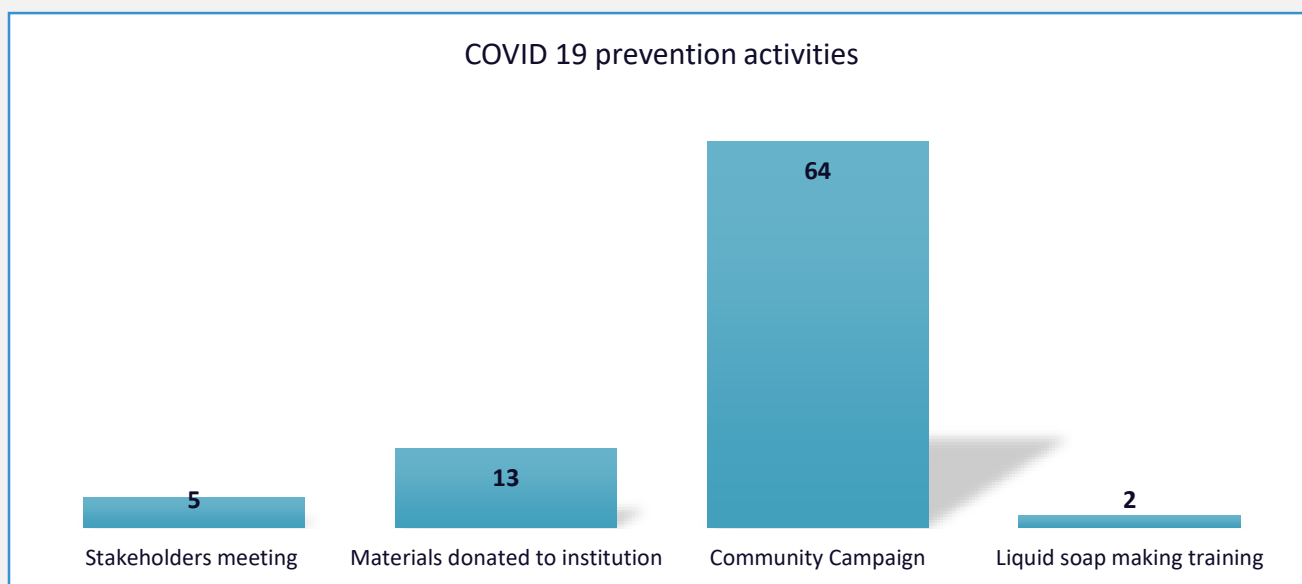
- PPE set, thermal gun, masks, gloves, hand sanitizer, liquid hand wash and posters to health centers
- PPE set, masks, hand sanitizer and liquid hand wash and posters to security offices
- Hand sanitizer, hand wash and posters to ward offices
- liquid hand wash, mask and posters to all participants



### Liquid Handwash Making Training

- Training to women groups
- Training to Dalit

We made a COVID 19 response team led by Dr Laxmi (Public Health Expert and Program Manager) with three other staff. The Campaign was done in four steps. First, we had a coordination meeting and presented the model of campaign to the key stakeholders. Second, we had community awareness with group of women and Dalit. Third, we donated COVID 19 prevention materials to health centers, ward offices, security offices and the participants. Finally we trained the active women group to make liquid handwash for future demand.



We used our existing contacts with women groups and Dalit groups for the communication and coordination of the campaign. Group leaders were in continuous communication with the campaign facilitators for proper coordination. At the venue, seating positions were marked ensuring distance before the arrival of participants. On arrival, their temperatures were checked and hand sanitizer was provided along with face masks. A pamphlet was also given to each participant with information on COVID-19. The awareness session was facilitated by Dr. Laxmi.





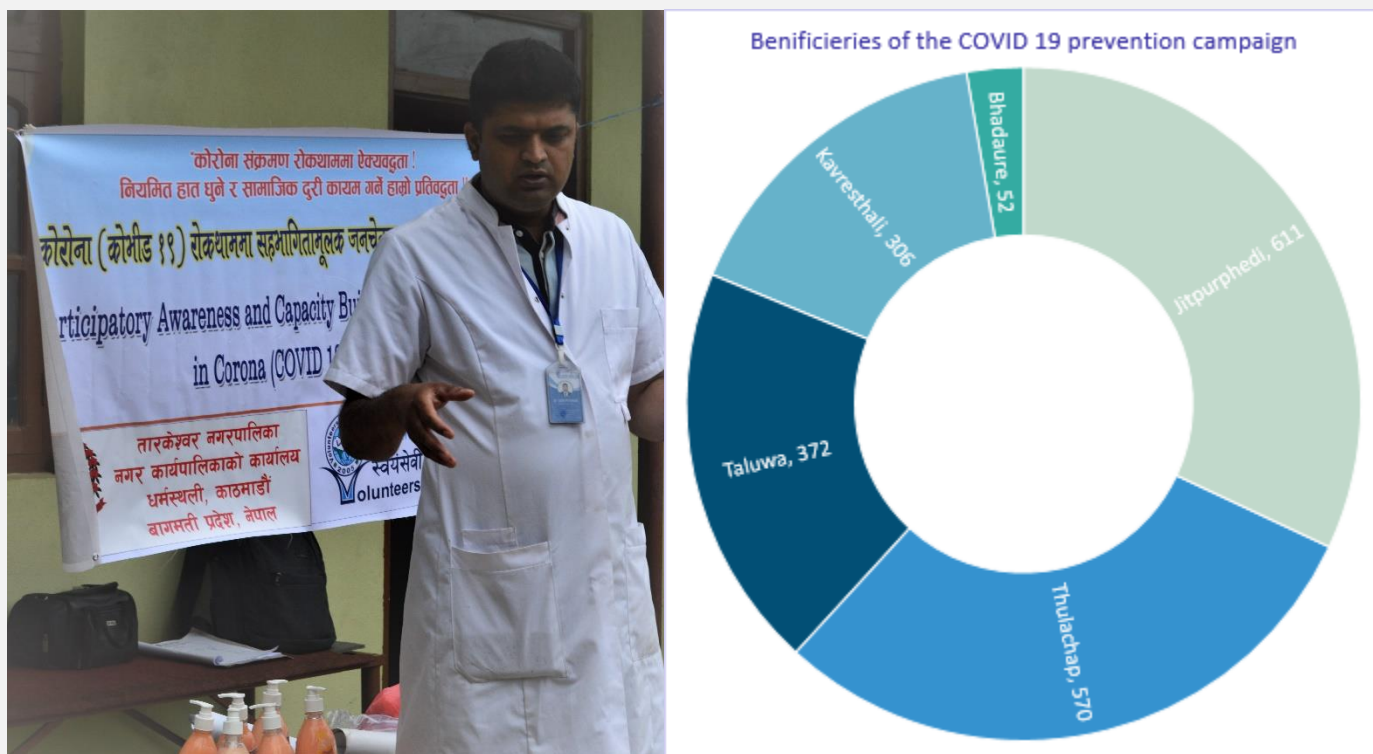
### Education Session

- Origin of COVID-19
- Current context of pandemic.
- Major symptoms of COVID-19
- How does COVID-19 transmit?
- How is the disease confirmed?
- What is COVID-19 diagnosed?
- How is it treated?
- Availability of test and isolation center in Government hospitals.
- How to protect yourself from the COVID-19 pandemic?
- Why is social and physical distancing necessary?
- How to wash our hands properly?
- How to increase immunity power?
- Q & A

At the end of the session, each participant received with a bottle of hand wash. They were also informed that the women will be trained on hand wash making and would be available at community in low price.

## OUTPUT

A total of 64 campaigns are organized in 5 wards. In total 1911 participants representing each household are presented in the campaign. Twenty seven women received liquid hand wash making training.



## OUTCOMES

The following were the major outcomes of the campaign:

- Observers were very keen to learn and practise the preventive measures to keep themselves safe from the viral infection.
- Increased awareness about COVID-19 diseases among the participants.
- Participants realized the need, and committed to practice social and physical distancing.
- Familiarity with the 6-steps hand-washing technique.
- People recognized the importance of locally available herbs and nutritious food that could boost their immunity.
- The differences between PCR testing and RDT testing was clarified to all.
- After the session, participants were very thankful towards VIN for carrying out the campaign and spreading mindfulness among people.
- The women participants learnt how to make liquid handwash by themselves and can make some money. This will ensure the availability of the sanitation resources.



## FINANCIAL STATEMENT

S.N	Purpose	Total Amount
1	COVID 19 campaign Materials	522650
2	Stationeries and press	29400
3	Tea and snacks for project coordination	8100
4	Human resource	233750
5	Transportation	250000
6	Communication and social media publication	3400
7	Admin costs (7%)	73311
	<b>Grand total</b>	<b>1120611</b>
In words: One million one hundred twenty thousands six hundred eleven rupees Above mentioned financial statement includes all VAT and Tax.		

## CHALLENGES

### Availability of appropriate venue for the campaign

In the villages there are no big halls and it was a challenge for us to accommodate 25 participants at a time with social distance of 2 meter. We used schools classroom and community centers as much as possible.

### Season of agriculture

At this time of the year, people mainly engage themselves in agriculture and farming. Due to this reason, some participants were unable to attend the session.

## LIMITATION

The campaign is limited to certain women and Dalit groups. Due to the constraints of resources, we couldn't involve all community people.

## CONCLUSION

Overall, the Participatory Behaviour Change Awareness and Capacity Building of Local stakeholders in Corona (COVID-19) Prevention Campaign 2020 was successfully accomplished in Tarkeswore Municipality, Kathmandu and Siddhicharan municipality &

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Chishakhugadi Village municipality, Okhaldhunga. The effort was highly appreciated by participants and desired objectives were achieved.

## **RECOMMENDATION**

The campaign is found effective in disseminating information about COVID 19 among local people. It is recommended to continue the campaign involving other people in the community. It is highly recommended to replicate the campaign throughout the all wards of Tarkeswore and Siddhicharan Municipality and other parts of the country.

## Annex 1 MATERIALS USED IN THE CAMPAIGN

### कोरोना संक्रमण रोकथाममा एक नियमित हात धुने र सामाजिक दुरी कायम गर्ने

#### जनचेतनामूलक संदेश

#### COVID-19 का मुख्य लक्षणहरू



ज्वरो  
(१००.४ °F भन्दा माथि)



सास फेर्ने गाह्रो



खोकी

COVID-19 प्रभावित देशहरूबाट आउने मानिसहरूमा दुई हप्ता भित्र खोकी लागेमा, ज्वरो आएमा, घाँटी/दाउको दुबेमा, सास फेर्ने गाह्रो भएमा तुरन्त तजिकको स्वास्थ्य संस्थामा सम्पर्क गर्ने।

#### COVID-19 कसरी आफू र अरूलाई बचाउने ?

नियमित रूपमा साबुन-पानीले हात धुने।

ज्वरो सहितको खाकीको लक्षण देखिएमा स्वास्थ्य कर्मीसँग परामर्श लिने।

जंगली तथा घरपालुवा पशुपन्छी सँगको असुरक्षित सम्पर्कबाट टाढा रहने।

खोकदा र हाँच्छुं गर्दा नाक र मुख छोप्ने।

फर्त जस्तो लक्षण देखाउने जो कोहीको सम्पर्कबाट टाढा रहने।

माछा मासु तथा अन्डा राम्रोसँग पकाएर मात्र खाने।

### कोरोना संक्रमण रोकथाममा एकैयतद्वता ! नियमित हात धुने र सामाजिक दुरी कायम गर्ने हाँको प्रतिवद्धता !!

कोरोनाबाट बच्न सामाजिक दुरी कायम गरौं। बाहिरी मानिसहरूसँग कम्तीमा २ मिटरको (लगभग ४ हात) दुरी बनाऔं।



२ मिटर

सामाजिक दुरी नअपनाउनाले रोग फैलिन सक्छ।

५ दिनमा ३० दिनमा



#### कोरोनाबाट बच्न नियमित साबुन पानीले हात धोऔं।



हात धुने सही तरिका।

हालसम्म कोरोनाको औषधि तथा भ्याक्सिन पत्ता नलागेको हुनाले यसबाट सुरक्षित रहन संक्रमण नफैल्ने उपाय गर्नु नै उत्तम हुन्छ।

कोरोना भाइरस संक्रमित हातले छुँदा एक अर्कालाई सार्छ, सामानहरू समाउँदा सार्छ, आफ्नो नाक, मुख, आँखामा छुँदा शरीरमा प्रवेश गर्छ।

कोरोना संक्रमण र महामारी नियन्त्रण गर्न नियमित साबुन पानीले हात धुनुपर्छ।

कम्तिमा २० सेकेण्डसम्म साबुन पानीले मिचिमिची हात धुनुपर्छ।

हात धुँदा साबुन पानीको प्रयोग अनिवार्य गर्नुपर्छ।

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www.vin.org.np

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IEC material used in the campaign with information about COVID 19

### नियमित साबुन पानीले हात धोऔं। कोरोना संक्रमणबाट बचौं।

#### हात धुने तरिका



१ हातको तलको तलको तिर



२ दाहिने हातलाई बायाँ हातको तलको तिर र उल्टो हातको तलको तिर हातको तलको तिर



३ औंलाको तिरको तिर उल्टो हातको तलको तिर



४ औंलाको तिरको तिर उल्टो हातको तलको तिर



५ हातको तलको तिर उल्टो हातको तलको तिर



६ औंलाको तिरको तिर उल्टो हातको तलको तिर

कम्तिमा २० सेकेण्डसम्म मिचिमिची साबुन पानीले हात धोऔं।

**कोरोना (कोभिड १९) रोकथाम अभियान**

www.vin.org.np

Stickers pasted on liquid hand wash





## Annex 2 DETAILS OF THE BUDGET

Financial report						
S.N	Name	QTY	Unit	Unit price	Total amount	Purpose
<b>A. Materials</b>						
1	PPE (complete set)	9	Set	2500	22500	7 for each health centers in Tarkeswore and Okhaldhunga and 2 for police office 1 from each area
2	Thermal Gun	10	PC	3600	36000	7 for each health centers in Tarkeswore and Okhaldhunga, 2 for police office 1 from each area and 1 for the campaign
3	Hand sanitizer (500 ml)	20	PC	450	9000	7 for health centers, 2 for polics office, 5 for ward offices, 6 for campaign
4	Mask (surgical mask)	2700	PC	7	18900	2000 for public campaign and 700 for health centers and police offices
5	Liquid Hand Wash	2000	Bottle	190	380000	participants , health centers, ward offices and police offices
6	Gloves	15	box	750	11250	Health centers, police offices and campaigns
7	Hand wash materials	500	lit	90	45000	Liquid soap making training at Okhaldghunga
<b>Total amount of Materials (A)</b>					<b>522650</b>	
<b>B. Press and stationery</b>						
1	Stickers	2000	pc	5	10000	Stickers to put on liquid hand wash bottle
2	pamphlets	2000	pc	6	12000	Educational pamphlets to distribute the participants and stakeholders
3	posters with board paste	9	pc	100	900	Big posters on hard sheet to display social distancing hand washing and s
4	Banners	5	pc	1000	5000	
5	Chart Paper	100	pc	2	200	
6	Pen	12	pc	25	300	
7	Photocopy and printing				1000	
<b>Total Amount of press and stationeries (B)</b>					<b>29400</b>	
<b>C. Tea and snacks for Key stakeholders meeting</b>						

1	Key stakeholders meeting at Okhaldhunga	44	Person	50	2200	
2	Key stakeholders meeting at Tarkeswore	39	person	50	1950	
3	Soap Making training Participants	27	person	50	1350	
4	Sponsored children's parents	52	Person	50	2600	
<b>Total amount of tea and snacks (C)</b>					<b>8100</b>	
<b>D. Human resource</b>						
<b>S.N</b>	<b>Person</b>	<b>Number</b>	<b>Days</b>	<b>Unit price</b>	<b>Total Amount</b>	
1	Public health consultant and campaign facilitator	1	25	5000	125000	
2	Assistant	3	25	1250	93750	
3	Soap Making trainer	1	3	5000	15000	
<b>Total amount of Human resource (D)</b>					<b>233750</b>	
<b>E. Transportation</b>						
<b>S.N</b>	<b>Vehicle</b>	<b>Number</b>	<b>Days</b>	<b>Unit price</b>	<b>Total</b>	
1	Jeep	1	25	10000	250000	
<b>Total amount of Transportation€</b>					<b>250000</b>	
<b>F. Communication and social media publication</b>						
<b>S.N</b>	<b>Top up</b>	<b>Number</b>	<b>Times</b>	<b>Unit price</b>	<b>Total amount</b>	
1	Recharge	1	2	1000	2000	
2	Recharge	1	2	500	1000	
3	Recharge	1	2	200	400	
<b>Total amount of Communication (F)</b>					<b>3400</b>	
<b>Total amount (A to F)</b>					<b>1047300</b>	
<b>G. Admin costs (7%) of project costs</b>					<b>73311</b>	
<b>Grand total of the project</b>					<b>1120611</b>	
<b>In words: One million one hundred twenty thousands six hundred eleven rupees or Nine Thousands seven hundred forty four US dollars with exchange rate of 115 rupees per dollar. Above mentioned financial statement includes all VAT and Tax.</b>						



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## Annex 3 SOME LINKS AND RESOURCES

Check our Youtube Video, [Click here](#)

Panel Discussion with the major stakeholders, [Click here](#)

Statistic from Ministry of Health and Population Nepal, [Click here](#)

Thank you for reading our COVID-19 Campaign report.

**Stay Safe, Stay Healthy and stay Blessed!**

### **Bhupendra Ghimire (Bhupi)**

Founder President

Volunteers Initiative Nepal (VIN)

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-The End -