

CIDI launches media campaign to fight Covid-19

As Uganda endeavors to curb the spread of Covid-19, it should be noted that this fight is generally surrounded by a great deal of widespread misinformation.

With support from the Democratic Governance Facility (DGF) and Danish People's Aid (DPA), CIDI launched a media campaign to create public awareness and sensitization on Covid-19. The media campaign aimed at giving the public effective, timely and factual information on staying safe and free.

The media campaign also provides a good platform to advocate to duty bearers mainly government and National Water and Sewerage Corporation (NWSC) to allocate more resources to ensure access to clean and safe water during these hard times and after.



Communal handwashing facility in Kasubi market: Regular handwashing with water and soap is the first line of defense in tackling the COVID-19 pandemic. Photo provided by CIDI

Focus of on radio programs

Talk-shows on Radio One (*Akaboozi ku biri*) and aired in Luganda (a widely spoken local language) targeting the audience of people living in Kampala's informal (urban poor) settlements. During the radio talk show, CIDI called upon communities to adhere to government measures put in place measures to contain the spread of Covid-19 through regular handwashing with soap to reduce its spread.

"We also used the radio talk show to call upon Water User Committee members to ensure the cleanliness of their water sources and also adhere to the social distancing recommendation of at least one meter while collecting water," said Rose Mwambazi from CIDI.

Local leaders were called upon to liaise with CIDI and National Water and Sewerage Corporation (NWSC) to repair non-functional water sources in their communities. In addition, a request was made to NWSC not to disconnect any water points but rather to ensure that all non-functional water sources are repaired.

Government: make WASH sector your funding priority

"As CIDI we are also using our media campaign to call on the Uganda government and donor community to increase investment in WASH sector. The World Health Organization has already revealed that handwashing with soap is the first line of defense in tackling the Covid-19 pandemic," said Helena Kasujja

from CIDI.

The provision of safe water, sanitation and adequate hygiene (WASH) is essential to protecting human health during all infectious disease outbreaks. Government should therefore step in to provide the needed resources and put in place an overall enabling environment for improving access to WASH since it helps to prevent human-to-human transmission of the Covid-19.

The messages developed also included;

"Stay safe, stay home, wash your hands regularly with water and soap."