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July 29, 2020

COVID-19 PSAs Zambia: Staying Safe at Home



SBC Materials Video

This is a COVID-19 mini-series aimed at informing and engaging Zambian audiences about symptoms, preventive actions and the importance of verified information during the pandemic. Madalitso can't afford to miss work but he's worried about keeping his family at home safe, find out how the family adapts.

Rainbows in Windows



Rainbows in Windows

A book about big imaginations, big feelings, and sheltering in place during a pandemic.

Narrated by:
Donald Sutherland



Written by: Yumi
Illustrated by: Karo Oh

SBC Materials Video

This short video is a story told by the actor Donald Sutherland about a little boy named Amos. Amos learns from his mother that the

family cannot go out for fear of catching the virus COVID-19, and the

video deals with Amos' fears and how he and his mother overcome

How Might We Use Communications to Encourage Physical Distancing in Developing Countries

How might we use communications to encourage physical distancing in developing countries?

Guidance Document Print

and civil servants working in developing countries across the world. It outlines 9 pragmatic ways in which public health communications might promote both the understanding of, and adherence to, physical distancing measures in developing countries.

June 25, 2020

Toolkit for Understanding Lockdown



audio Tools

This toolkit, available in 10 languages, was developed in collaboration with the Department of Health to inform the public about the regulations for lockdown in the midst of the COVID-19 pandemic.

June 22, 2020

Poster – Social Distancing at Grocery Stores

Coronavirus Guidance

STAY 6 FEET APART

It's your duty to protect our staff and other shoppers.





Wear a face covering



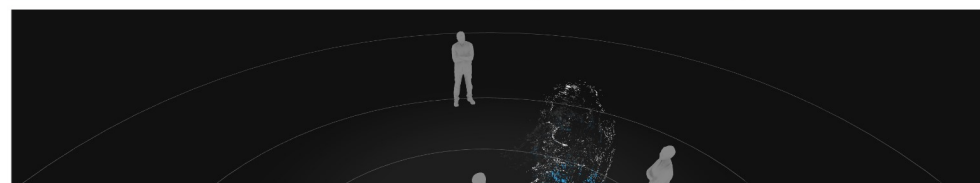
Don't touch your face



Wash your hands when you get home

Print _ SBC Materials _

On April 17, 2020, the City of Portland (Oregon, USA) partnered with the **Bea Simulation** to create a social distancing simulation for grocery stores aimed at helping shoppers understand the importance of social distancing.



Article Teaching Aid

This simulation, created using research data from the Kyoto Institute of Technology, offers one view of what can happen when someone coughs indoors.

June 15, 2020

Stay At Home - Burmese Language - COVID-19 Awareness Song



SBC Materials Video

This video, produced by Sin Sar Bar, explains the importance of physical distancing and staying at home in order to slow the spread of the novel coronavirus.

June 1, 2020

CoronaCombat: Leveraging Games for COVID-19 Awareness





Digital Tool SBC Materials

CoronaCombat is a free video game that raises awareness and provides accurate information on the new coronavirus and related COVID-19 disease.

May 29, 2020

Animated Video about COVID-19 and Kindness

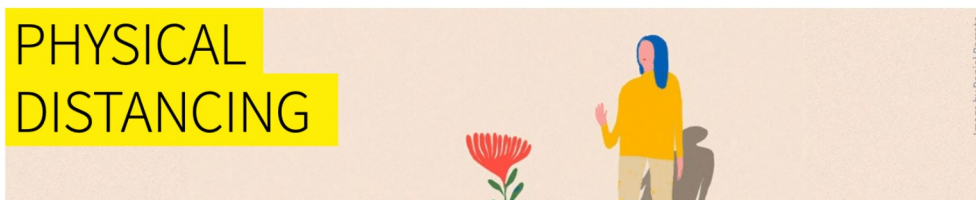


SBC Materials Video

This video uses characters from the movie "Despicable Me" who let their love and kindness show and show ways to keep themselves and their communities safe during this unprecedented time.

May 28, 2020

Playbook for Physical Distancing





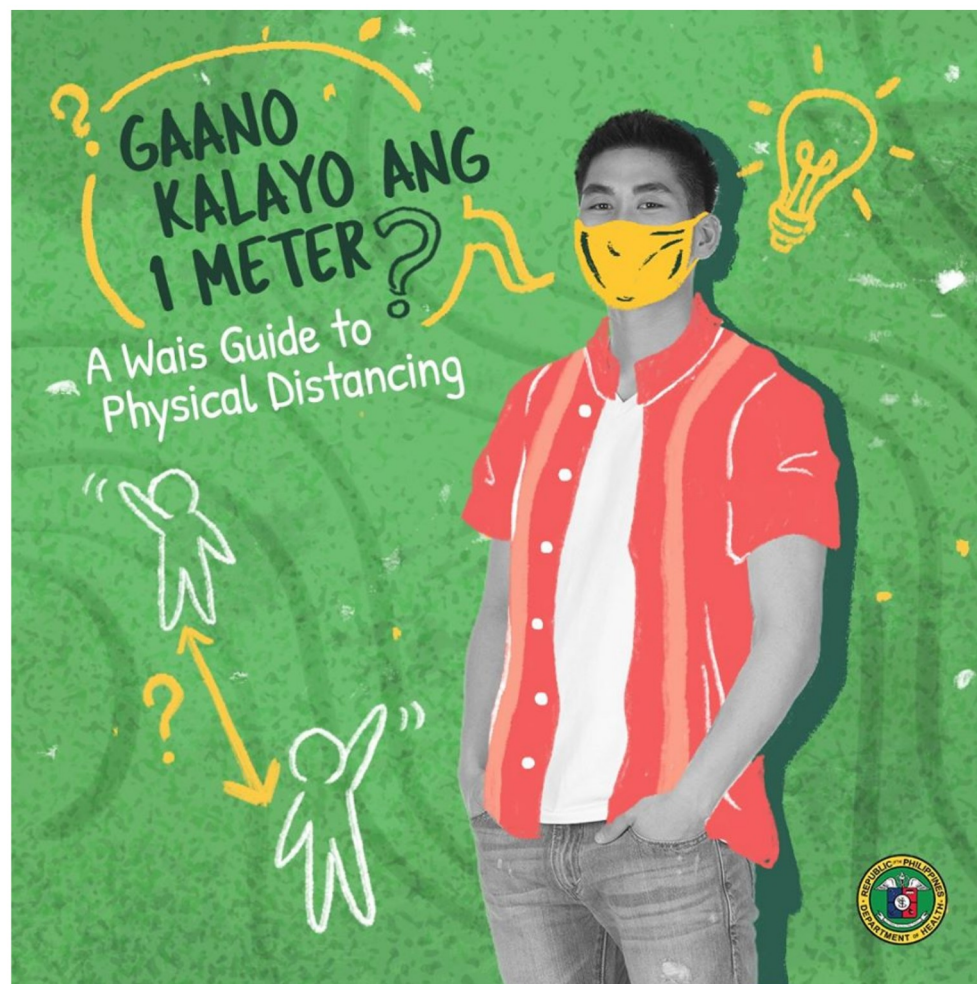
Print Technical Briefs

Playbook for Pandemic Response, an initiative led by Final Mile, is a real time documentation of strategies and solutions impacting behavioral outcomes critical to pandemic response that can immediately be used by a variety of stakeholders.

This particular playbook addresses behavioral challenges with respect to physical (not social) distancing.

May 26, 2020

Social Media Cards for Physical Distancing





correct physical distancing. These cards were shared through the Facebook Page of the Department of Health.

Promoting Social Distancing in a Pandemic: Beyond the Good Intentions

Promoting social distancing in a pandemic: Beyond the good intentions

AUTHORS
Paolo Falco, Sarah Zaccagni

AUTHOR ASSERTIONS
Conflict of Interest: No ▾

Print Reports and Studies

Reminders to promote social distancing have been ubiquitous throughout the COVID-19 crisis, but little is known about their effectiveness. Existing studies find positive impacts on intentions to comply, but no evidence exists of actual behavioural change.

May 15, 2020

Nalamdana's Tips for COVID-19 Prevention – Part 2





share key tips with low literacy audiences on preventing the transmission of COVID-19.

May 8, 2020

How to Safely Use and Wear a Facemask

HOW TO SAFELY WEAR AND USE A FACE MASK

PROTECT YOURSELF! PROTECT YOUR FRIENDS!

NEVER SHARE A CLOTH MASK & NEVER RE-USE A DISPOSABLE MASK

SINGLE USE HOSPITAL MASK

Hospital masks are DISPOSABLE MASKS
This type of mask is **SINGLE USE**

- WASH YOUR HANDS before and after you touch your mask.
- ONLY touch the straps: DO NOT touch the part of the mask that will cover your face.
- Put the mask in the bin as soon as you remove it.
- * NEVER share or re-use a single-use mask

WASHABLE CLOTH MASK

Personal WASHABLE cloth masks are meant to be re-used by one person only. Masks MUST BE WASHED and dried carefully EVERY DAY.
WASH YOUR HANDS carefully before and after you touch your mask.
ONLY touch the straps. DO NOT touch the part of the mask that will cover your face.

A CLEAN MASK IS A SAFE MASK

Be polite! We are all new to wearing face masks and new to understanding how they can be used correctly to stop the spread of disease. Help one another as we learn!

Remember that *we cannot see bacteria and viruses* - this means that you should take responsibility for keeping your own mask safe and clean.

A mask is meant for PERSONAL use and protection. Take your health seriously.
NEVER share a mask, even with family.

- * NEVER borrow or hire a mask from another person.
- Insist that others around you wear their own masks correctly.

ONE LAST THING!
IT IS NOT EASY TO COMMUNICATE WITH A MASK ON - REMEMBER TO BE PATIENT WITH PEOPLE AND WITH YOURSELF

Infographics SBC Materials

This infographic shows the best practices of wearing a cloth and disposable face mask.

May 6, 2020

How to be a Mask Fashion Guru



LUSAKA HELPS
INFORMATION & ACTION
IN THE TIME OF COVID-19

HOW TO BE A MASK FASHION GURU

DON'T BE A MASK FASHION MISFIT

- * Wash your hands before putting on your mask
- * Make sure it fits nicely over your nose and under your chin
- * Minimize gaps that let air in on the sides and under your eyes
- * Follow the most updated advice from government and health professionals
- * Wear your mask every time you leave your home
- * Only use YOUR OWN mask. Keep it clean and safe

NO

Don't remove one strap and leave your mask hanging from one ear.

NO

Don't pull the mask under your nose. What are you thinking?

NO ABSOLUTELY NOT

Are you trying to protect your chin? Don't wear your mask on your chin.

SERIOUSLY? NO

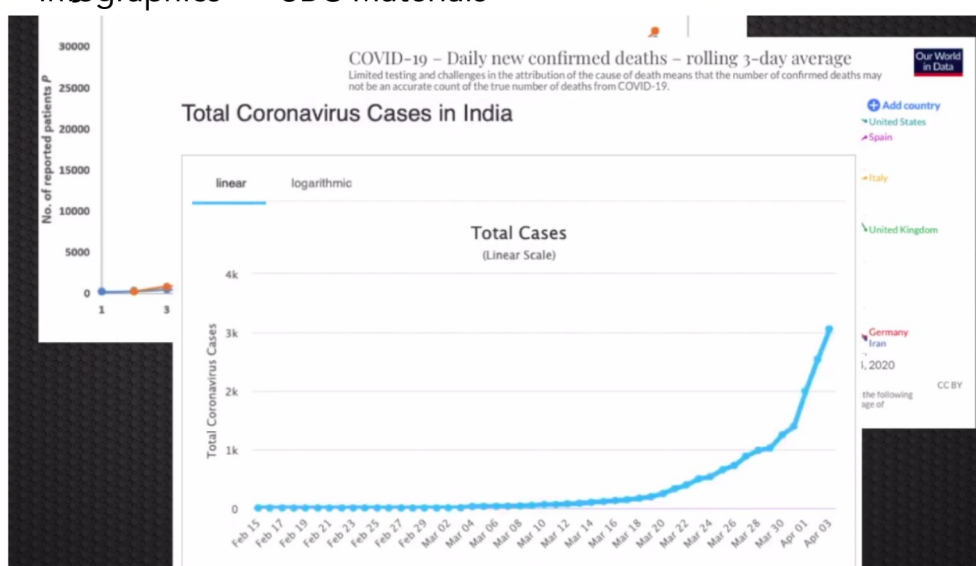
Don't wear your mask as a hat no matter how great you think it looks.

WE'RE BEING SILLY TO MAKE A POINT. PLEASE TAKE MASK WEARING ADVICE SERIOUSLY! FOLLOW THE MOST UPDATED GUIDANCE & RULES.

DON'T BE A MASK MISFIT!

May 1, 2020

Why India will win the Corona battle



Video

This well-researched video uses simulations to examine and



 The header graphic for the behavioral science tips section features a dark teal background. On the left and right sides, there are white icons of two stylized human figures with double-headed arrows between them, representing social distancing. In the center, the text "BEHAVIORAL SCIENCE TIPS FOR PHYSICAL DISTANCING" is written in white, bold, uppercase letters.

BEHAVIORAL SCIENCE TIPS FOR PHYSICAL DISTANCING

We all know that human behavior is critical to mitigating the impact of COVID-19.

Physical distancing, also referred to as social distancing, is a critical strategy to slow the spread of COVID-19. However, many individuals around the world do not have the luxury of practicing physical distancing by working from home or getting their groceries delivered.

While communication efforts are important, as policymakers, funders, and programmers, **it is our responsibility to not just ask people in our communities to practice physical distancing, but to invest and innovate in redesigning social contexts and service delivery to make it feasible for everyone to practice physical distancing.**

Here are some concrete tips for how local and national governments and other institutions can use **behavioral design** to help slow the spread of COVID-19 in communities in low and middle-income countries around the world while facilitating social cohesion and the provision of essential services.

Technical Briefs

This brief includes some concrete tips for how local and national governments and other institutions can use behavioral design to help slow the spread of COVID-19 in communities in low and middle-income countries around the world while facilitating social cohesion and the provision of essential services.

April 30, 2020

Tips for Engaging Communities during COVID-19 in Low-Resource Settings, Remotely and In-Person





This brief provides key considerations for engaging communities on COVID-19 and tips for how to engage where there are movement restrictions and physical distancing measures in place, particularly in low-resource settings.

April 29, 2020

Videos in American Sign Language

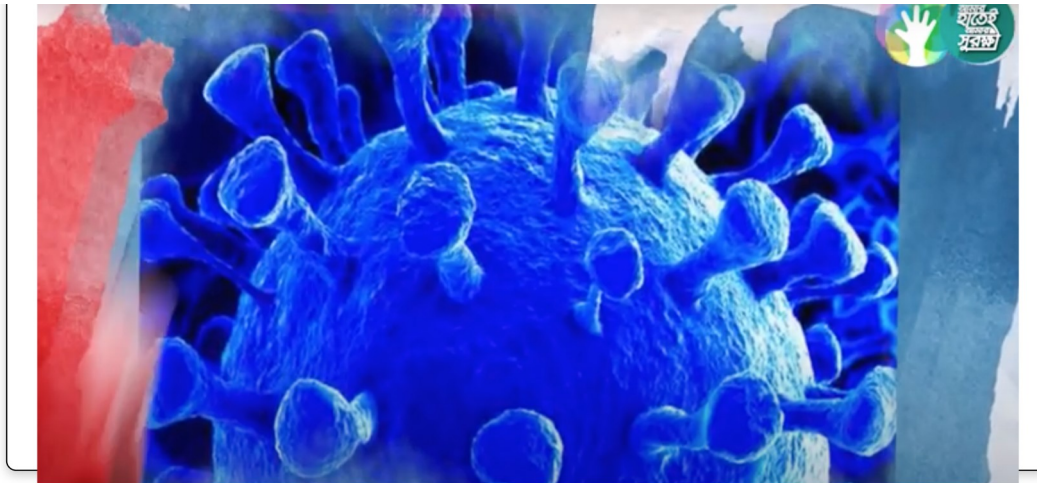
A video player interface for an ASL video series. The video title is "ASL VIDEO SERIES: COVID-19 SLOW THE SPREAD: EASY Do-It-Yourself CLOTH FACE COVERING". The video content shows a woman in a black shirt and glasses signing against a teal background. Below the video, there is a CDC logo and the text "Use of Cloth Face Coverings to Help Slow the Spread of COVID-19". The video player controls show a progress bar at 0:04 / 2:48. Below the video player, there is a "COVID-19" section with the text "Get the latest information from the CDC about COVID-19." and a "LEARN MORE" button.

SBC Materials

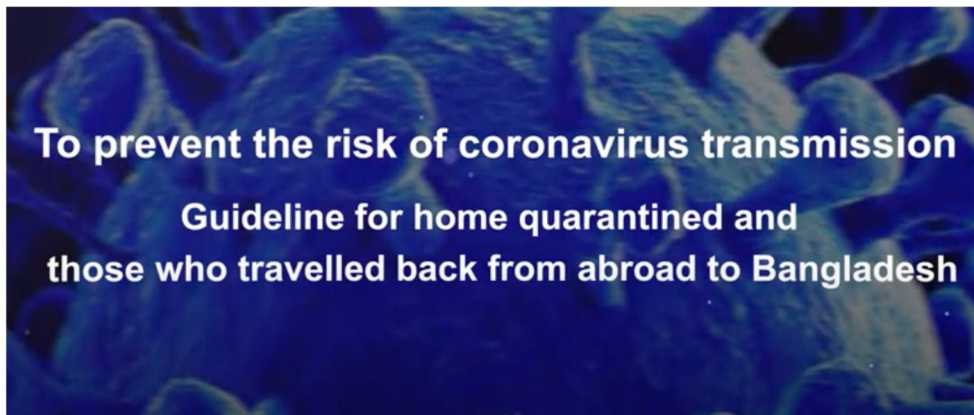
This video, developed by the Centers for Disease Control, includes COVID-19 information in American Sign Language related to physical distancing, hand washing, and how to make a mask.

April 27, 2020

Stay at home Parody #1



Non-residential Bangladeshis and home quarantine video
SBC Materials



SBC Materials

Video guidelines for those quarantined at home and those who have travelled back from abroad to Bangladesh.

1 2 NEXT



[SBC](#), a curated collection of social and behavior change (SBC) resources. The collection offers the highest quality “how-to” tools and packages of materials from SBC projects. Each item in the Compass is vetted to ensure it was developed via a strategic process and had documented success in the field. Further, this site is closely linked with [Springboard](#), an online community of SBC professionals who

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