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Sierra Leone COVID-19 Big Idea of the Week Campaign

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Source

Sierra Leone Ministry of Health

The Big Idea of the Week delves deeper into a specific COVID-related topic. Each week, Big Idea tackles a specific area of COVID-19 and provides important information, guidelines, and messages for the public.

Breakthrough ACTION, led by Johns Hopkins Center for Communication Programs (CCP), in partnership with the Government of Sierra Leone (GoSL) National COVID-19 Emergency Response Center (NACOVERC), creates these messages. They are disseminated on the Ministry website and via the Ministry of Information and Communication's [Facebook page](#).

Week 1: general prevention messages for people's daily lives, including trade and inter-district travel

Week 19: introduces the concept of One Health to the audience and focuses on its linkage and importance to the COVID-19 pandemic.

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Week 2: overviews tips to remain safe while going back to school

Week 20: focuses on the importance of social distancing in order to end the COVID-19 pandemic

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Week 3: overviews the active case search process

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Week 21: focuses on the importance of social distancing in order to end the COVID-19 pandemic

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Week 4: overviews tips to remain safe while returning to faith services

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Week 22: focuses on the African-wide advocacy campaign, African Mask Week

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Week 5: overviews tips to remain safe as airports reopen in the country

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Week 23: focuses on how to create safer gatherings in order to lessen the impact of the COVID-19 pandemic

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| <p>Week 6: reviews how to wear a mask correctly</p> | <p>Week 24: focuses on creating safer gatherings during the holiday season in order to mitigate the COVID-19 pandemic</p> |
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| <p>Week 7: advocates for the correct usage of masks in celebration of World Mask Week</p> | <p>Week 25: focuses on the fact that you can have coronavirus without knowing it, and the importance of asymptomatic transmission to the COVID-19 pandemic</p> |
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| <p>Week 8: overviews community care centers, including</p> | <p>Week 26: revisits the importance of creating safer gatherings during the holiday</p> |

what they are and when they may be important to visit

season, in order to fight the COVID-19 pandemic.

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Week 9: about stigma, as well as reminding the public the importance of showing appreciation and kindness to neighbors and health care workers

Week 27: revisits the importance of creating safer gatherings during the holiday season, in order to fight the COVID-19 pandemic.

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Week 10: overviews safe transportation guidelines, including mask usage, in the country

Week 28: focuses on schools reopening in the new year and ensure teachers' and children's safety during the COVID-19 pandemic

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Week 11: overviews the importance of remaining vigilant against gender-based violence during the COVID-19 pandemic

Week 29: focuses on the importance of mask-wearing and the consequences of not wearing a mask during the COVID-19 pandemic

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Week 12: overviews how to support girls and women during the COVID-19 pandemic

Week 30: focuses on the importance prevention behaviors to consider during travel in order to ensure safe transport for all during the COVID-19 pandemic

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Week 13: overviews how to protect teachers and students at school during the COVID-19 pandemic

Week 31: focuses on the increased number of cases in Sierra Leone and increase importance of personal responsibility to quell the COVID-19 pandemic

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Week 14: continues the conversation on making schools safer for teachers and students during the COVID-19 pandemic.

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Weel 15: how to protect pregnant women and their children during the COVID-19 pandemic

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Week 16: focuses on the importance of handwashing during the COVID-19 pandemic

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Week 17: focuses on the importance considering your mental health during the COVID-19 pandemic.

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Week 18: focuses on the importance of working together

as a community
in order to
mitigate and stop
the COVID-19
pandemic.

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Tools

Examples

Supporting your Child's Mental Health as They Return to School during COVID-19

Updated Resources and Tools for Reopening Schools and Childcare Programs

COVID-19 Planning Guide for Adapting Risk Communication and Community Engagement as Public Health and Social Measures Shift: With Safety Tips for Conducting Community Meetings

Classroom Precautions during COVID-19

Deciding to Go Out

How Should Community Health Workers in Fragile Contexts be Supported: Qualitative Evidence from Sierra Leone, Liberia and Democratic Republic of Congo

Early Estimates of the Indirect Effects of the COVID-19 Pandemic on Maternal and Child Mortality in Low-income and Middle-income Countries: a Modelling Study

Infant and Young Child Feeding Recommendations When COVID-19 is Suspected or Confirmed

Talking to Children about Illness and Death of a Loved One during the COVID-19 Pandemic

Technical Brief: Social and Behavior Change for
Maternal, Newborn, and Child Health during
COVID-19

Audience

General Public

Region/Country

Sierra Leone

Communication Channel

Social Media

Intervention Level

National Community Household

Individual

Language

English



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