



How to use MADE's "*Guidelines to prevent the transmission of coronavirus (COVID-19)*"

MADE links businesses to farming communities

- The MADE business-to-farmer model provides an important link to some of Ghana's most vulnerable rural communities



MADE networks are useful to inform farmers about COVID-19

- As a MADE intern, you will be a crucial part of MADE's response by helping to provide farming communities with critical information about the COVID-19 coronavirus
- You will be delivering key messages to farmers in rural areas about COVID-19 and how to stop its spread

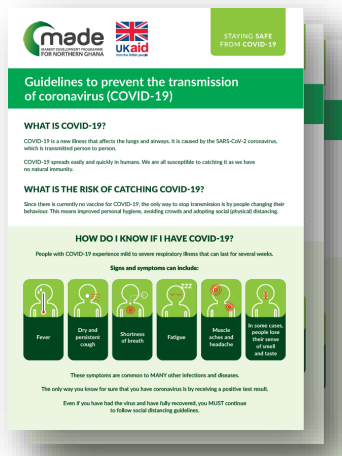


What to do before you visit the farming communities

Learn the key messages about COVID-19

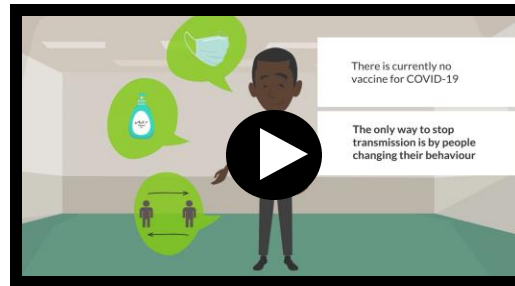
COVID-19 resources are in your Intern Pack

1



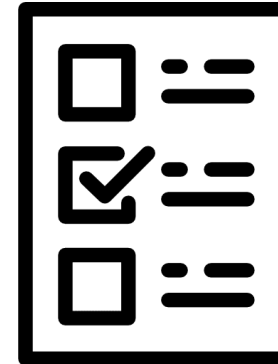
Document: *"Guidelines to prevent the transmission of coronavirus (COVID-19)"*

2



Videos: Three short animations including
1) Introduction to COVID-19
2) Signs and symptoms
3) Keeping safe

3



Quiz: A short quiz to recap on messaging before you go out into the field

4

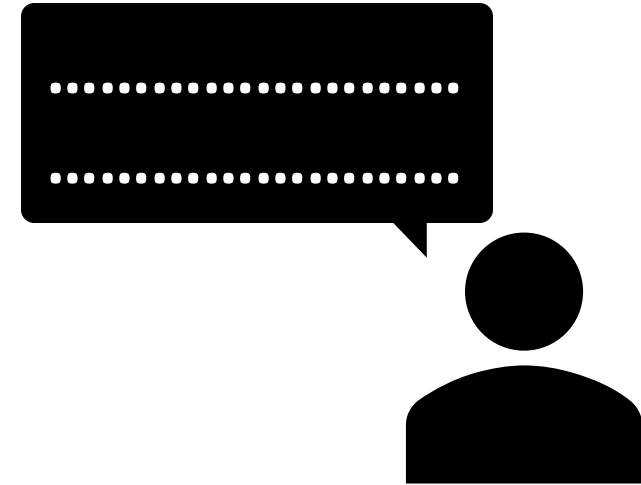
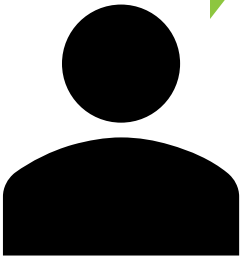


Graphics: Large-format images to support messaging

What to do when talking to farming communities

1. Find out what people already know and think

Have you heard about the
COVID-19 coronavirus?
What do you know about it?

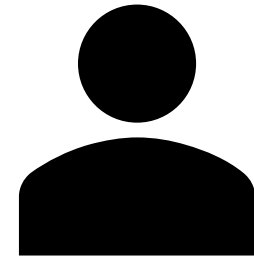
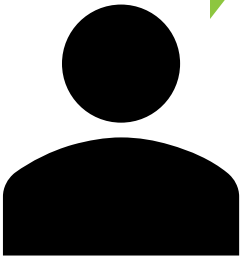


- This will help you to dispel any incorrect information or rumours that people may have heard about the virus
- Some people may have limited knowledge about the virus, including what to do to keep themselves and their communities safe and well

2. Inform them about the virus

Here are some important messages about COVID-19:

- These are the risks...
- This is how to protect yourself and others...

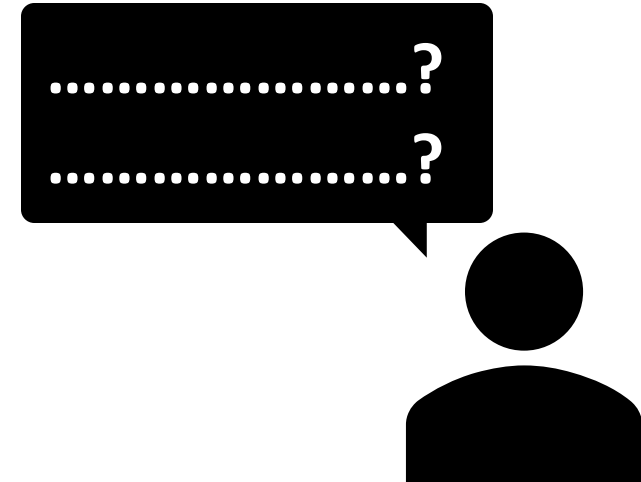
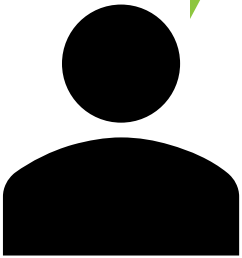


- Use the information from the MADE resources
- It is particularly important that people understand **how** to reduce the risks and protect themselves and others, and **why** the specific health and safety measures help to achieve this

3. Take the time to answer their questions

Would you like me to repeat anything?

Do you have any questions?

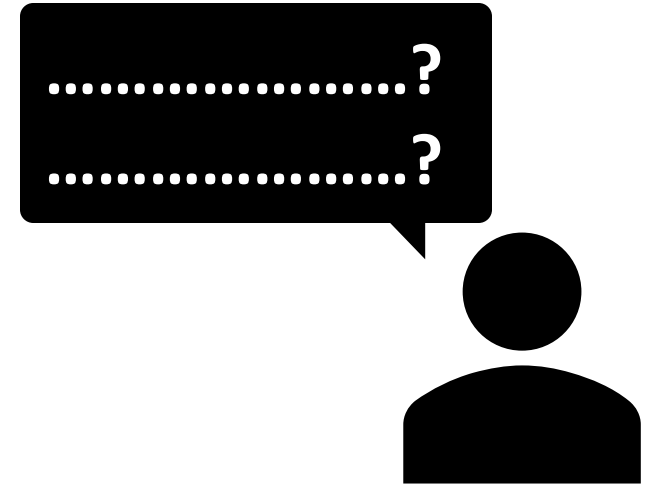


- Respond to people's questions and concerns, rather than simply giving them instructions
- Be patient – you may need to repeat some of the points for people to understand them
- Refer back to the MADE resources whenever needed

How to communicate effectively

Tips for effective communication

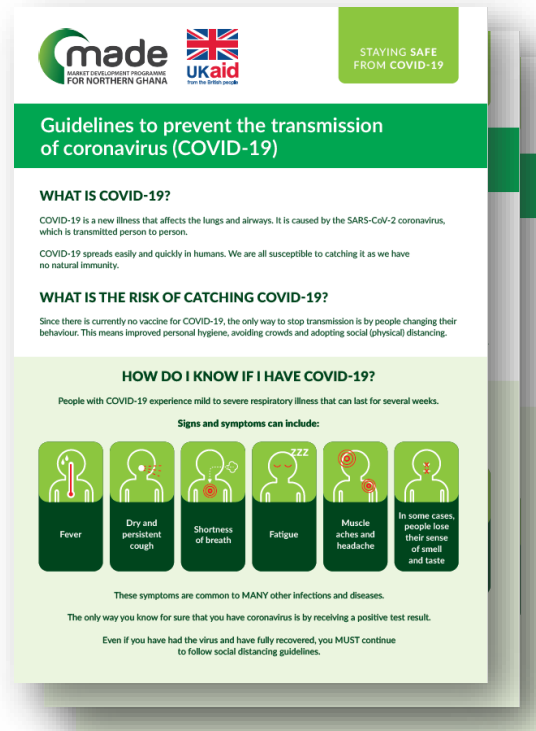
- Build trust with the people you are speaking to by letting them ask questions
- Be sensitive to people's views or fears, while clearly explaining the key messages to them



Tips for effective communication

- Key messages should be clearly expressed using concepts and words that will be familiar to the people you are talking with
- Provide relevant examples where helpful
 - For example, if you are talking about disinfecting objects or surfaces, what might the person you are speaking to have contact with?
- Be concise when conveying key messages and answering questions

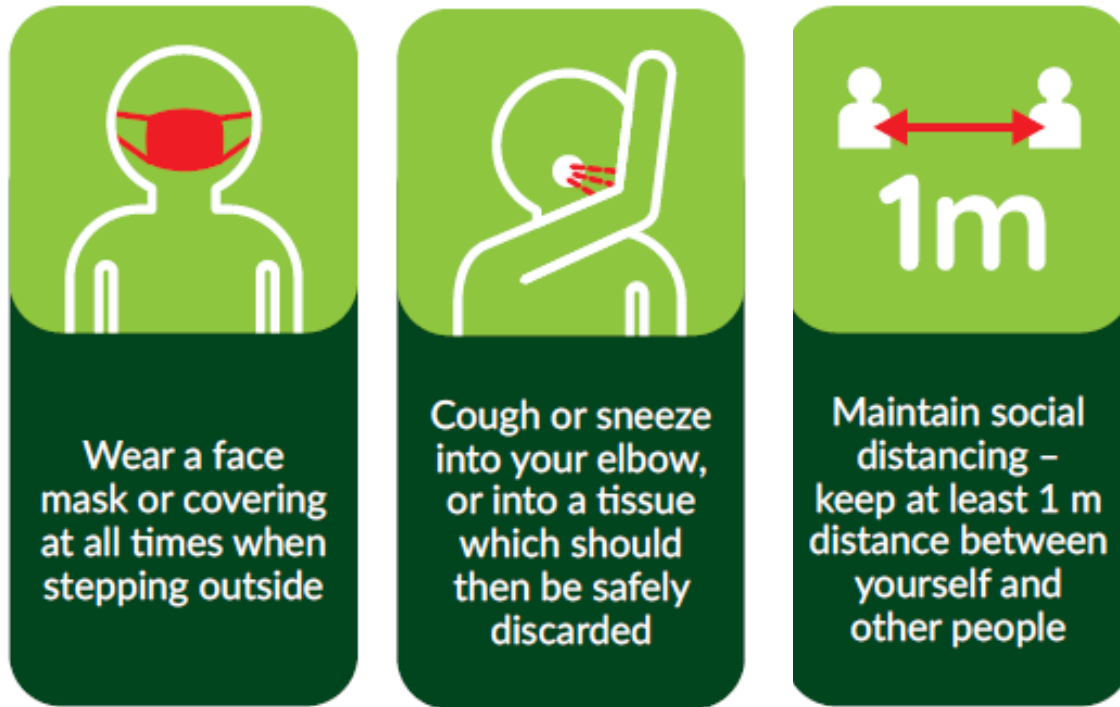
Communicating in different languages



- The “*Guidelines to prevent the transmission of coronavirus (COVID-19)*” are written in English
- At the start of your internship, spend some time thinking about how you will translate the key messages into the other languages you will be speaking, and practice saying them
- Consider the best phrasing to communicate the information simply and clearly

Supporting your words with actions

- Actions sometimes speak louder than words, so consider which messages you can demonstrate when talking to people



Use the large graphics – they are visible from a distance

Above all – make sure to keep
yourself safe!

Keeping yourself safe

- It is very important that you stay safe and follow all of the health and safety guidelines when visiting farming communities
- These precautions are outlined on the last page of the “*Guidelines to prevent the transmission of coronavirus (COVID-19)*”
- Please speak to your supervisor if you have any queries or concerns

WHAT SPECIAL PRECAUTIONS MUST I TAKE WHEN TRAVELLING AND VISITING FARMING COMMUNITIES?



Wash your hands regularly with soap and water; if you have hand sanitizer use it between each visit



Wear a face mask or covering at all times when stepping outside



Use disposable gloves when handling products



Regularly disinfect working tools (workstations, computers, tablets, etc.)



Communicate remotely and work from home wherever possible



Comply with social distancing recommendations and avoid personal contact



Stay in touch with your local health authorities and district extension officers to help identify where there are known incidents of COVID-19 – and avoid these areas



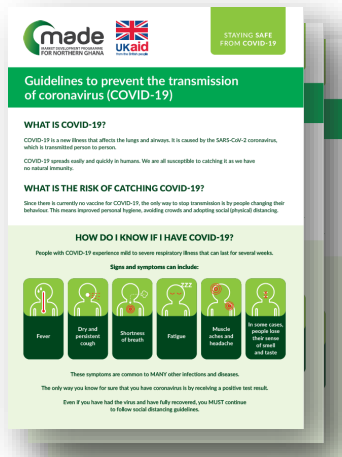
If you are feeling unwell, please stay at home

Looking for more information?

Check your Intern Pack

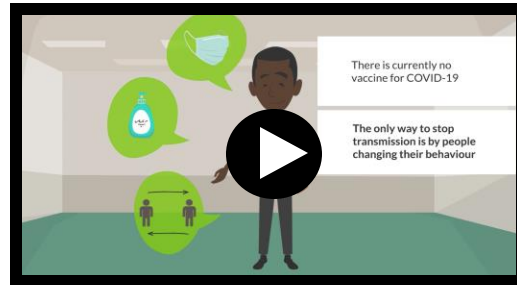
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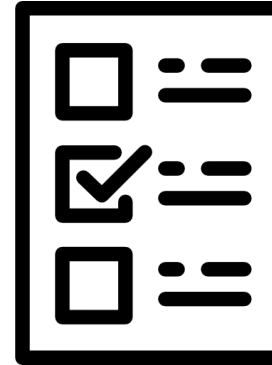
Guidelines

2



Videos

3



Quiz

4



Graphics