



**Government of Sierra Leone
COVID-19 National Response
Risk Communication and Social Mobilization Pillar**

Process for Requesting the Development of New Messages

Requests for new messages to be developed by the sub-group should be submitted to the co-chairs Mr. Ben Coker (nyademohsese70@gmail.com), Fatmata Bakarr-Sesay (fatimabakarr.sesay@gmail.com), and Tina Dickenson (tina@jhuccpsl.org).

The request should include:

- A point of contact (name, organization, phone number)
- Target audience
- Desired key behaviors
- Relevant technical information
- Rationale for new messages

Process for Submitting Messages and Materials for Review

All developed messages and materials are required to be vetted and approved through the Risk Communication and Social Mobilization Pillar before production. Draft messages and materials are reviewed on a rolling basis.

Approved materials will be marked with the Government of Sierra Leone and “Corona fet na we all fet” logos and registered on a tracking list, held by the Risk Communication and Social Mobilization Pillar.

Kindly note that approval of materials does not guarantee funding for production and dissemination.

Drafts of all messages and materials should be submitted along with a completed **COVID-19 Communication Material Submission Form** (see below) to sub-group co-chairs Mr. Ben Coker (nyademohsese70@gmail.com), Fatmata Bakarr-Sesay (fatimabakarr.sesay@gmail.com), and Tina Dickenson (tina@jhuccpsl.org).

COVID-19 COMMUNICATION MATERIAL SUBMISSION FORM

Review of draft materials and messages is required for Risk Communication and Social Mobilization Pillar approval and endorsement.

1. Submit a draft of the messages or materials (in PDF, Word, or mp3 format) along with this form to the Messages and Materials Sub-Group co-chairs Mr. Ben Coker (nyademohsese70@gmail.com), Fatmata Bakarr-Sesay (fatimabakarr.sesay@gmail.com), and Tina Dickenson (tina@jhuccpsl.org).
2. Identify a representative to attend for presentation and discussion of the material, if possible.

Point of Contact

Date of submission:

Name:

Organization/Group:

Email address:

Phone number:

Material Type

1. Title of material:

2. Description of material:

- | | | |
|--|--|-----------------------------------|
| <input type="checkbox"/> Radio spot/jingle | <input type="checkbox"/> Poster | <input type="checkbox"/> Banner |
| <input type="checkbox"/> Song | <input type="checkbox"/> Brochure | <input type="checkbox"/> SMS text |
| <input type="checkbox"/> Video | <input type="checkbox"/> Training tool | |
| <input type="checkbox"/> Drama | <input type="checkbox"/> Job aid | |
| <input type="checkbox"/> Other (please specify): | | |

Language of Material/Messages

- | | | |
|--|--------------------------------|----------------------------------|
| <input type="checkbox"/> English | <input type="checkbox"/> Temne | <input type="checkbox"/> Fula |
| <input type="checkbox"/> Krio | <input type="checkbox"/> Loko | <input type="checkbox"/> Madingo |
| <input type="checkbox"/> Limba | <input type="checkbox"/> Kono | |
| <input type="checkbox"/> Mende | <input type="checkbox"/> Susu | |
| <input type="checkbox"/> Other (please specify): | | |

Intended Use

1. What is the objective for the material/messages?

2. Who will use the material/messages? Check all that apply:

- | | | |
|--|---|---|
| <input type="checkbox"/> Health facility worker | <input type="checkbox"/> Volunteer | <input type="checkbox"/> Radio station |
| <input type="checkbox"/> Community health worker | <input type="checkbox"/> Religious leader | <input type="checkbox"/> Journalist/media |
| <input type="checkbox"/> Animal health worker | <input type="checkbox"/> Environmental officer | <input type="checkbox"/> Teacher |
| <input type="checkbox"/> Traditional birth attendant | <input type="checkbox"/> Community group (specify): | |
| <input type="checkbox"/> Government official (specify Ministry and level): | | |
| <input type="checkbox"/> Traditional leader or influencer (specify): | | |

3. How will the material/messages be used and for how long?

4. Where will the material/messages be used? Check all that apply:

Nationally (all districts)

In select districts (please specify below):

- | | | | |
|---|-----------------------------------|------------------------------------|------------------------------------|
| <input type="checkbox"/> Northern Region: | <input type="checkbox"/> Bombali | <input type="checkbox"/> Koinadugu | <input type="checkbox"/> Tonkolili |
| | <input type="checkbox"/> Falaba | | |
| <input type="checkbox"/> North-west Region: | <input type="checkbox"/> Kambia | <input type="checkbox"/> Karene | <input type="checkbox"/> Port Loko |
| <input type="checkbox"/> Eastern Region: | <input type="checkbox"/> Kailahun | <input type="checkbox"/> Kenema | <input type="checkbox"/> Kono |
| <input type="checkbox"/> Southern Region: | <input type="checkbox"/> Bo | <input type="checkbox"/> Bonthe | <input type="checkbox"/> Moyamba |
| | <input type="checkbox"/> Pujehun | | |
| <input type="checkbox"/> Western Area: | <input type="checkbox"/> WA Urban | <input type="checkbox"/> WA Rural | |

Target Audience

1. Who is the target audience for the material/message?

Gender: Female Male

Age: Youth/Teens Adults Elders

Role (specify):

Culture/Language group (if any):

Religion (if any):

2. Additional comments:

Field Testing

1. Has the material/messages been field-tested?

No

Yes. Please provide a summary here of the results, including date and location:

2. Additional comments or information: