



**National COVID-19 Emergency Response Center (NACOVERC)
Risk Communication & Social Mobilization Pillar**

Process for Requesting the Development of New Messages

Requests for new messages to be developed by or together with the Risk Communication and Social Mobilization Pillar should be submitted to the Messages and Materials Sub-Group co-leads Mr. Ben Coker (nyademohsese70@gmail.com), Ms. 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

Review, approval and endorsement of draft messages and materials by the NACOVERC Risk Communication and Social Mobilization Pillar are required before they are used.

Submit a draft of all messages and materials along with a completed Material Submission Form (see below) to the Messages and Materials Sub-Group co-leads Mr. Ben Coker (nyademohsese70@gmail.com), Ms. Fatmata Bakarr-Sesay (fatimabakarr.sesay@gmail.com), and Tina Dickenson (tina@jhuccpsl.org).

If possible, identify a representative to attend for presentation and discussion of the material. If not possible, feedback will be sent by email.

Please allow two-working days from when materials are submitted for approval or feedback.

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.



National COVID-19 Emergency Response Centre (NACOVERC)
Risk Communication & Social Mobilization Pillar
Material Submission Form

Point of Contact

Date of submission:

Name:

Organization/Group:

Email address:

Phone number:

Material Type

1. Title of material:

2. Description of material:

Radio spot/jingle

Poster

Banner

Song

Brochure

SMS text

Video

Training tool

Drama

Job aid

Other (please specify):

Language of Material/Messages

English

Temne

Fula

Krio

Loko

Madingo

Limba

Kono

Mende

Susu

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:

Health facility worker

Volunteer

Radio station

Community health worker

Religious leader

Journalist/media

Animal health worker

Environmental officer

Teacher

Traditional birth attendant

Government official (specify Ministry and level):

Traditional leader or influencer (specify):

Community group (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: