

## KENYA

### TUSOME COVID-19 RISK COMMUNICATION AND COMMUNITY ENGAGEMENT CAMPAIGN FOR PRIMARY SCHOOL STUDENTS

#### Our Work

USAID in partnership with Kenya's Ministry of Health and Ministry of Education co-designed a behavior change campaign to support COVID-19 risk communication and community engagement for primary school students. These efforts were led by [Tusome](#) ("Let's read" in Kiswahili) Early Grade Reading activity. The activity is a flagship partnership between USAID and the Government of Kenya's Ministry of Education.

The Tusome campaign features Captain Tumaini ("Hope" in Kiswahili), a friendly superhero, and three pupils engaging in conversations about COVID-19. The radio and TV edutainment messages teach students how to stay safe at school during the pandemic; stay safe on school playgrounds and prevent COVID-19 infection; and how to manage COVID-19 illness at home.

Also, posters in [English](#) and [Kiswahili](#) remind students of the three behaviors to practice: wearing face masks correctly, keeping physical distance, and washing hands with soap and water.

Finally, a household survey conducted after the distribution of the content on radio, TV, posters/talking walls in schools, and on social media found strong message exposure and recall. The content is highly engaging and resonates with students, their caregivers, and teachers.



#### Radio/ Audio Assets

##### English language

- ✓ [Staying safe at school during the COVID-19 pandemic](#)
- ✓ [How to stay safe on school playgrounds and prevent COVID-19 infection](#)
- ✓ [How to manage COVID-19 illness at home](#)

##### Kiswahili Language

- ✓ [Jinsi ya Kujikinga dhidi ya Korona Shuleni](#)
- ✓ [Jinsi ya kucheza salama shuleni ili kuepuka Korona](#)
- ✓ [Jinsi ya kuhudumia mgonjwa wa Korona nyumbani.](#)

#### TV/ Audio Visual Assets

##### English language

- ✓ [Staying safe at school during the COVID-19 pandemic](#)
- ✓ [How to stay safe on school playgrounds and prevent COVID-19 infection](#)
- ✓ [How to manage COVID-19 illness at home](#)

##### Kiswahili Language

- ✓ [Jinsi ya Kujikinga dhidi ya Korona Shuleni](#)
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