

#### **KENYA**

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

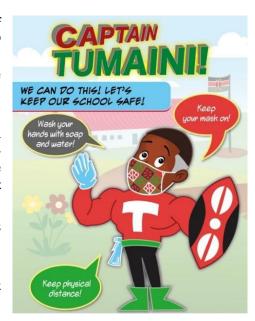
#### **Our Work**

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 <a href="Tusome">Tusome</a> ("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

#### 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

- ✓ <u>linsi ya Kujikinga dhidi ya Korona Shuleni</u>
- ✓ Jinsi ya kucheza salama shuleni ili kuepuka Korona
- ✓ Jinsi ya kuhudumia mgonjwa wa Korona nyumbani.

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#### **USAID Contact**

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