

Preventive Covid-19 Measures and Violence Prevention, Communication Campaigns in the IUVP program from March to Sept 2020

This document presents the Covid-19 communication campaigns developed by DIGNITY partners CIPREVICA¹ in Central America and MidRift and HURA² in East Africa, as part of the *Intersectoral Urban Violence Prevention (IUVP) programme* supported by the Danish Ministry of Foreign Affairs.

As a response to the increase in domestic violence during the pandemic and lock downs, the communication campaign in Guatemala and Honduras has focused both on the prevention of COVID-19 and on the prevention of violence against women and children. The purpose of the campaign has been to raise awareness, influence norms and attitudes, increase knowledge, refute myths and misconceptions and to suggest which support mechanisms to contact if necessary. The material has especially been targeted to stakeholders and public audiences in Guatemala and Honduras, but has also reached other countries in the Central American region. The humanitarian intervention *Alleviating the Consequences of COVID-19* implemented by CIPREVICA in 4 regions of Guatemala, and supported by the Danish Emergency Relief Fund (DERF), has used the material developed under this communication campaign in Guatemala. Thereby creating synergy between actions funded by two different donors.

Much of the designs and content part (including quotes) of the material in Central America has been developed with inspiration from two books published in 2019 and 2020 by CIPREVICA: “Un Canto a la Vida” (A Hymn to Life) and “El Viaje de La Mujer Fragmentada” (The Journey of the Fragmented Woman). To develop the material CIPREVICA has worked with the Intersectoral Security and Violence Prevention Committees, also referred to as the ‘backbone organizations’ (consisting of leaders from different sectors) in two Central American intervention municipalities: Cuilapa, Guatemala and Danlí, Honduras. These ‘backbone organizations’ work to strengthen local governance and include officials from multiple State institutions and Civil Society actors. The communication material has been shared and disseminated within state institutions and extensively through CIPREVICA’s professional and social communication platforms (e.g. web page, Twitter, Facebook and Instagram).

In Kenya and in Uganda, the communication material has been focused on the prevention of COVID-19, and mental health and violence during the pandemic and lock downs. In Kenya, the posters are in both English and in Swahili. In Kenya, MidRift developed the posters and in Uganda the posters applied the Kenyan designs and were finalized in cooperation with the mentoring organization MidRift, Kenya. Importantly, in the case of Uganda, the ‘buy in’ of important civil society and state sectors, e.g. the ‘Uganda Police Force’ to the messaging of the posters, are evidenced by their agreement to include their logos on the posters. In cooperation with networks of leaders from police, local government and civil society leaders, Midrift, Kenya and HURA, Uganda placed the posters at strategic public places in the intervention municipalities in Nakuru and Naivasha in Kenya, and in Mbale municipality in Uganda.

¹ CIPREVICA - The Research Centre for Violence Prevention in Central America, Guatemala

² MidRift Hurinet – MidRift Human Rights Network, Kenya; HURA – Human Rights Activists in the Mount Elgon Region, Uganda

GUATEMALA



Description and date (latest action first)

Online seminar on domestic violence in times of quarantine – September 30

Violence against women has spillover effects on children – June 29

Translation of quote: Children in Guatemala suffer abuse from both parents. One of the reasons is undoubtedly the violence that the mother endures, which has spillover effects on the children. Furthermore, if the violent aggressor who acts against the mother acts according to a vertical power structure he educates the children with violence, hoping that this regime will form them. (Source: The book "The Journey of the Fragmented Woman", CIPREVICA, 2020) #WeAreOnTime

Visuals



Purpose

To raise awareness on equal rights and dignity for women and men.

To raise awareness about the vulnerability of all children and that they experience violence daily and how we as adults must protect them.

Description and date

The importance of reporting violence – June 12

#WeAreOnTime

Translation of quote: "...When we overcome our fear and we report what others do against life and dignity, we are not people who cause harm because we speak out. We are people who help prevent violence, even if it puts us at risk, even though it won't be easy, even if it makes us feel bad." (Source: The book "A Hymn to Life", CIPREVICA, 2019)

Resilience – June 11

Translation of quote: "Resilience is the ability to overcome serious adversities or problems. A resilient person is a person who faces problems, experience sorrow and pain, but who knows how to move on with life, who knows how to cry for a moment, but then looks for solutions or ways to keep advancing in his/her struggles" (Source: The book "A Hymn to Life", CIPREVICA, 2019).

Visuals



Purpose

Awareness raising on the importance of reporting violent acts.

Inform people of important concepts such as resilience so they can apply it in their day to day life, due to the crisis generated by the pandemic.

Description and date

Violence against children – June 7

Translation: “It can affect children’s physical and mental health, impair their ability to learn and socialize, and later undermine their development as adults and parents.”

#WeAreOnTime

Violence against children – June 3

Translation: “90% of sexual violence against children take place in the family environment, the lock down increases the number of cases. Do not let that happen!”

#WeAreOnTime

Visuals



Purpose

Raise awareness and sensitize about child abuse due to the increase in cases during the covid-19 lock down.

To raise awareness on the importance of reporting any type of mistreatment and abuse due to the increase in cases of violence against children during quarantine.

Description and date

We can all contribute, distribute and participate in household chores – June 1

#WeAreOnTime

Translation: "COVID-19 is increasing the burden of domestic and care work, which falls on women in households. We can all contribute, distribute and participate in household chores to make a change."

Preventive measures to protect children – May 29

#WeAreOnTime

Translation: "Recently, cases of COVID-19 in children have increased, which is alarming. Let's protect them by following the protective measures to avoid more infections."

Visuals



Purpose

To sensitize and encourage all family members to participate in household chores because the tasks always fall on women.

To inform on the main COVID-19 prevention measures for children due to the surge in positive cases in children.

Description and date

Report cases of violence during quarantine – May 28

#WeAreOnTime

Translation: “Do not allow your husband or partner to abuse you or your children in this quarantine. Let’s not confuse love with abuse!”

Don’t accept a storm inside your home – May 26

#WeAreOnTime

Translation: “The cycle of violence follows a pattern, it begins with emotional and psychological violence. Then it advances into external manifestations through physical blows and attacks and frequently it ends with death.” (Source: The book “The Journey of the Fragmented Woman”, CIPREVICA, 2020)

Visuals



Purpose

To inform on the main emergency telephone numbers and encourage people to report cases of violence.

To inform on the possible consequences of a cycle of violence.

Description and date

Short animated video on reporting violence – May 25

Report cases of violence against children – May 24

#WeAreOnTime

Translation: “If you know of a case of abuse or violence against children, report. Children should not be afraid of being at home during this quarantine.”

Visuals



Purpose

To inform on the importance of reporting domestic violence during the quarantine and to inform on emergency telephone numbers.

To inform about the importance of reporting child abuse and maltreatment during the lock down.

Description and date

Psycho-emotional violence – May 24

Translation: “Identify psycho-emotional violence. It is the action in which it devalues, intimidates or controls your actions, behaviors or decisions.

#WeAreOnTime

He doesn't like you hanging out with your friends. He treats you crazy when you get angry. He tells you how to cut your hair. He insults your loved ones. He doesn't like how you dress. He asks for your passwords. He tells you what to do. He disqualifies you. He manipulates you. He controls you. He intimidates you. He offends you. He insults you. He is jealous of you.”

(Source: The book “The Journey of the Fragmented Woman”, CIPREVICA, 2020)

Visuals



Purpose

To inform on the signs of psycho-emotional violence in order to identify it.

Description and date

Preventive measures to protect children – May 18

#WeAreOnTime

Translation: “Recently, cases of COVID-19 in children have increased, which is alarming. Let’s protect them by following the protective measures to avoid more infections.”

Break the cycle of violence – May 14

Translation: “Identify the signs of the cycle of violence. 1. Accumulation of tension 2. Explosion 3. Distancing 4. Reconciliation. After an undetermined time, the cycle repeats itself again and again, until some serious event occurs that stops it.

Visuals



Purpose

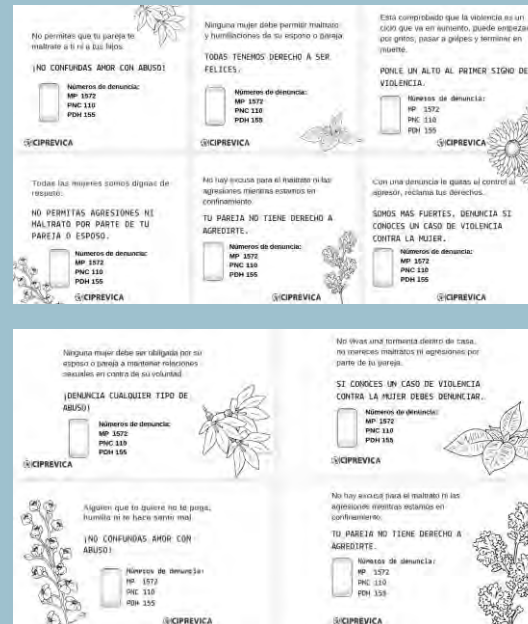
To inform on the main COVID-19 prevention measures for children due to the surge in positive cases in children.

To inform about the cycle of violence so that it reaches a broad audience and for them to identify it.

Description and date

Informational flyers on how to prevent violence against women – April 29

Visuals



Purpose

To inform about the main emergency telephone numbers and thereby encouraging and promoting a culture of reporting cases of violence.

Description and date

Informational flyers on how to prevent the spread of COVID-19 – April 29

Visuals



Purpose

To inform people about what preventive measures to take to avoid COVID-19.

Description and date

Report violence – April 25

#StayAtHome

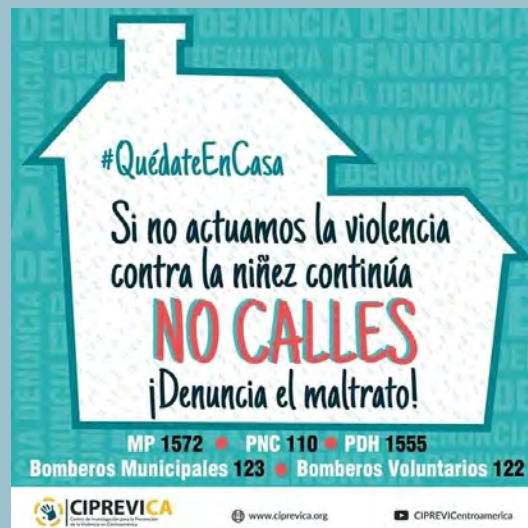
Translation: "If we don't act, the violence against children continues. Don't keep quiet, report abuse!"

Report violence – April 24

#StayAtHome

Translation: "If we don't act, the violence against women is a crime. Don't keep quiet, report abuse!"

Visuals



Purpose

To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence against children.

To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence against women.

Description and date

Report violence – April 19

#StayAtHome

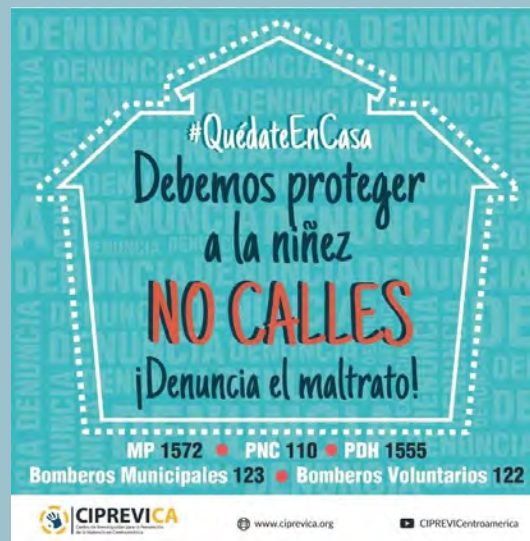
Translation: “We must protect children. Don’t keep quiet, report abuse!”

Report violence – April 18

#StayAtHome

Translation: “At home we must feel safe. Don’t keep quiet, report abuse!”

Visuals



Purpose

To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence.

Description and date

Report violence – April 17

#StayAtHome

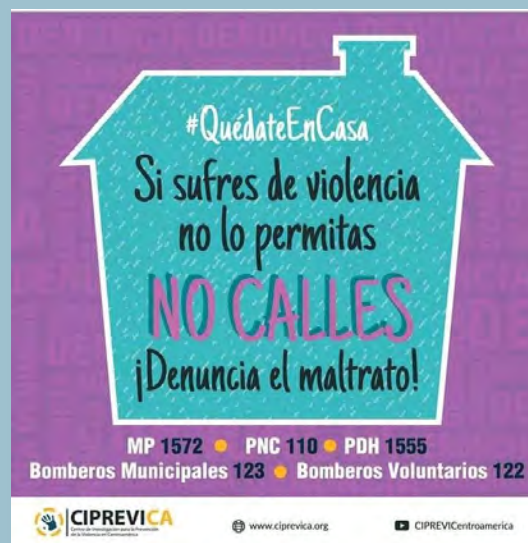
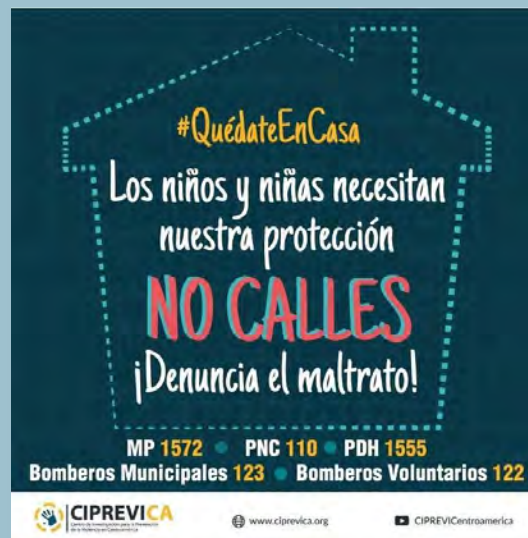
Translation: “Children need our protection. Don’t keep quiet, report abuse!”

Report violence – April 16

#StayAtHome

Translation: “If you suffer from violence don’t allow it. Don’t keep quiet, report abuse!”

Visuals



Purpose

To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence.

Description and date

Report violence – April 15

#StayAtHome

Translation: “At home we must feel safe. Don’t keep quiet, report abuse!”

Report abuse – April 14

#StayAtHome

Translation: “Let’s not be accomplices of violence. Don’t keep quiet, report abuse!”

Visuals



Purpose

To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence.

Op-ed: 8 ideas for home entertainment – March 23

Stay at home but report any act of violence – March 22

[illegible]

**Quédate en casa,
pero denuncia cualquier
hecho de violencia**

- MP 1572
- PNC 110
- PDH 1555
- Bomberos Municipales 123
- Bomberos Voluntarios 122

¡Denuncia cualquier hecho de violencia!


CIPREVI CA
 Centro de Investigación y Promoción
 de la Cultura y la Educación

 CIPREVICentroamerica
 www.ciprevica.org

To communicate about different ways of entertaining oneself, which can be implemented from home to cope with the lock down.

To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence.

Description and date

Stay at home but report any act of violence – March 20

Visuals



Purpose

To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence.

HONDURAS



Description and date

Report violence against children – June 8

Translation: “Violence against children include: Physical and mental abuse and mistreatment, abandonment or negligent treatment, exploitation and sexual abuse.

Children are small and defenseless, it is our responsibility to protect them and to report.

#WeAreOnTime

Report violence against women – June 6

Translation: “COVID-19 is a global problem. So is violence against women. The economic repercussions of the pandemic may contribute to the dependence that many women have on their aggressor.”

#WeAreOnTime

Visuals



Purpose

To make people aware of the importance of reporting any type of mistreatment and abuse of children due to the increase in cases during quarantine.

To make people aware of the main emergency telephone number and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence.

Description and date

Stay at home but report any act of violence – June 2

Translation: “90% of sexual violence against children take place in the family environment, the lock down increases the number of cases. Do not let that happen!”

#WeAreOnTime

Short animated video on reporting violence in Honduras – May 22

Visuals



Purpose

To raise awareness on the importance of reporting any type of mistreatment and abuse due to the increase in cases of violence against children during the quarantine.

To raise awareness on the importance of reporting domestic violence during the quarantine and to make people aware of the main emergency numbers.

Description and date

Report domestic violence – May 20

Translation: Do not allow your husband or partner to abuse you or your children in this quarantine

#WeAreOnTime

Do not confuse love with abuse.

Report cases of violence against children – May 19

#WeAreOnTime

Translation: If you know of a case of abuse or violence against children, report. Children should not be afraid of being at home during this quarantine.

Visuals



Purpose

To make people aware of the main emergency telephone numbers and on the importance of reporting cases of violence, thereby encouraging and promoting a culture of reporting cases of violence.

To inform about the importance of reporting child abuse and maltreatment during lock down.

Description and date

Psychosocial support – May 13

#WeAreOnTime

Translation: Some reactions during quarantine: Denial of the crisis; anxiety, tension and insecurity; feeling of abandonment, fear and panic; violence and passive behaviors; depression, grief, work stress, emotional crisis; a need for alcohol and drugs.

Visuals



Purpose

To inform about the telephone numbers to receive psychosocial support during the quarantine.



KENYA



MAKE MENTAL WELLNESS A PRIORITY

STOP
(COVID - 19)
CORONAVIRUS

**TOGETHER WE CAN HELP STOP
THE SPREAD AND STAY HEALTHY**



**Maintain
Cleanliness**



**Seek Help if
you need it**



**Interact and take
care of each other.**



Keep Active



Stay in touch



UTULIVU WA KIMAWAZO NYAKATI HIZI ZA COVID -19

KOMESHA
(COVID - 19)
CORONAVIRUS

**Pamoja twaweza kuzuia kuenea kwa
virusi na kulinda afya yetu.**



**Dumisha
Usafi**



**Tafuta msaada
unapohitaji**

Gender Based Violence - 1195
Counselling - 119
Childline - 116



**Kukaa nyumbani. Kunahusisha
mawasiliano, kuwasaidia
na kuwajali wenzako.**



Kufanya Mazoezi



**Wasiliana na
Uwapendao**



In Swahili

Coronavirus Disease (COVID-19)

It is caused by a member of the coronavirus family

SYMPTOMS

- Fever
- Chest pain
- Chills
- Rapid heartbeat
- Breathing difficulties
- Pneumonia
- Kidney failure
- Headache
- Sore throat
- Cough
- Shortness of breath

TRANSMISSION



Contact with droplets from an infected person through Coughing or sneezing

Touching your face after contact with a surface that is contaminated with the virus.



PREVENTION



Wash hands with soap & water or use alcohol based sanitizer regularly



Avoid public places or travelling when you have flu-like symptoms



Avoid contact with people who show flu-like symptoms



Sneeze into your flexed arm or cover nose and mouth

**Emergency
Contacts**

0724 320 583

County Epidemiologist

0722 337 018

County Director of Public Health



**MIDRIFT
HURINET**
Haki Kwa Wote

DIGNITY
DANISH INSTITUTE AGAINST TORTURE

DANIDA
Danish
International
Development
Agency

UGANDA



MAKE MENTAL WELLNESS A PRIORITY

**STOP
(COVID - 19)
CORONAVIRUS**

**TOGETHER WE CAN HELP STOP
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**Maintain
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**Seek Help if
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Keep Active



Stay in touch



**MIDRIFT
HURINET**
Hali Kwa Wote



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