



PROVIDING COMMUNICATIONS SUPPORT IN IMPLEMENTING A COVID-19 RESPONSE PLAN

DELIVERABLE COVID-19
3.2.1 MEMO

December 2021

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The Local Health System Sustainability (LHSS) Project issued four grants to organizations with broad access to the private sector health workforce: the Private Hospital Association (two phases of their grant), the Jordanian Nursing and Midwifery Council (two phases of their grant), and the Health Care Accreditation Council (received two separate grants). In FY20 and FY21, LHSS supported the grantees to increase health care provider (HCP) enrollment into their training courses and into the COVID-19 response database through applying digital advertising strategies using social media and search engine optimization techniques. As a first step and first deliverable in the grantees' milestone and deliverable table, the grantees developed comprehensive communication plans, ensuring they were reaching the targeted audiences for their activities and engaging stakeholders appropriately. In FY21, LHSS finalized the grantees' communication plans and supported their implementation to effectively reach HCPs targeted for training activities.

In FY21, grantees, with technical support from LHSS, successfully executed all communication activities, including extensive social media and virtual communication methods targeting HCPs, interviews, and radio spots. The grantees' completed and approved communication plans developed and executed in FY21 are attached to this memo.

Additionally, LHSS worked with the Ministry of Health on their COVID-19 communication strategies. Initially, LHSS and the Health Communications and



Awareness Directorate (HCAD) had planned to communicate on home care for COVID-19. However, given the declining official COVID-19 cases in country, and with USAID Jordan's approval, LHSS at HCAD's request revised the "topic" of the messages to refocus on communications related to the reopening of schools. Messages targeted school staff, students, and parents on precautionary measures, such as wearing masks, social distancing, and practicing proper hand hygiene.

The broadcast of the campaign for appropriate infection prevention and control (IPC) measures in schools began in September 2021, including television ads broadcasting in the first week of the month on the Roya and Al Mamlakah television channels. Radio ads also began, with high broadcast reach to radio channels like Radio Fann, Rotana, and Amen FM. The broadcast plan for both television and radio ads selected prime time spots to ensure the uptake of the ads is high among viewers and listeners.

A post-campaign evaluation for the COVID-19 school campaign will be completed in FY22 Quarter 1.

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