



Learning and Adapting

Considerations for Rapidly Changing Conditions

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Top 3 Actions

01 CONTEXTUALIZED MESSAGING

02 PROGRAM ADAPTATIONS

03 REVISED MEL ACTIVITIES



Contextualized messaging

- Health messaging and **factual information** about COVID-19 in all local languages
- Locally appropriate dissemination channels
- **Avoid groups of people** and instead consider print media (with adaptations for low-literate populations), audio messaging, social media, Whatsapp, SMS etc.
- Aim to reach the **most vulnerable populations** including the elderly and people with different forms of disability and chronic illness
- Avoid contributing to a climate of fear and panic. Use positive messaging wherever possible



Program Adaptation

Citizen Engagement and Community Action

- Mobilize influential leaders, volunteers and community action groups
- Mobilize Community Outreach and Action Campaigns
- Mitigation and disaster preparation

Local Government Capacity-Building and National Engagement

- Understand government's response
- Advocate for effective response measures
- Connect local leaders, community groups and local government
- Target capacity-building in conflict-sensitive and equitable response

Access and Use of Information

- Rapidly assess trusted sources of information
- Ensure culturally-sensitive messaging
- Leverage technology



MEL & Program Considerations

- **Include MEL** in the contingency planning
- **Coordinate closely with program teams** to collect relevant data for performance tracking and decision making
- **Identify which monitoring information is critical**

Data protection systems and policies are still in place



Consider Alternative Solutions

Planned Activities	Alternatives
Surveys, assessments	Phones, email, SMS, internet-based platforms
Group discussions	Internet-based video conferencing platforms
Onsite monitoring, observation visits	<ul style="list-style-type: none">- Peer monitoring or coordinated program monitoring- Secondary data- Participants or community feedback- Remote sensing and unmanned aerial vehicles
Training and workshops	Internet-based video conferencing platforms

Example: Food Security Program Resilience MEL

