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COVID-19 Risk Communication & Community Engagement (RCCE)

Implemented by: UNDP – GEF Small Grants Programme
Funded by: European Union Humanitarian Aid

October 2021



An Overview



- Joint proposal submitted to DG ECHO based on UN Country Team's COVID-19 Preparedness and Response Plan (CPRP) for Iran
- 4 UN Agencies and 1 INGO
- Goal: to support the response of the government of Iran to the pandemic
- **Small Grants Programme** with its **20 years of experience** and the **network of local NGOs/CBOs** established **across the country** collaborated with UNDP to implement the RCCE initiative
- Duration: April 2020- Dec 2021

Grant Projects



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SGP Iran as the delivery mechanism provided grants to NGOs/CBOs to implement COVID-19 RCCE activities

Grant selection process	Call for proposal
Review & Approval process	SGP National Steering Committee
No. of proposals submitted	54
No. of proposals approved	27
Grant amount	Maximum USD 20K
Project site(s)	16 provinces
No. of target beneficiaries	10,000 (per grant)



Target Provinces



16 most effected provinces by C-19

- Bushehr
- Fars
- Hamedan
- Hormozgan
- Ilam
- Kerman
- Kermanshah
- Khorasan Razavi
- Kordestan
- Lorestan
- Mazandaran
- Sistan & Baluchestan
- South Khorasan
- Tehran
- West Azarbaijan
- Zanzan



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Project Implementation



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Partners

- Ministry of Health & Medical Education
- National Task Force To Confront COVID-19
- Iran University of Medical Sciences
- Provincial government bodies and organizations
- Tehran Municipality's Welfare, Services & Social Participation Organization
- Iranian Red Crescent Society



Community Involvement

- Local community elders
- Local education personnel
- Religious leaders
- Celebrities
- Local influencers



Beneficiaries

- **General target groups**
- **Specific target groups including:**
 - Elderly
 - Children
 - Female-headed households
 - People using shelter home facilities
 - Sanitation workers
 - Street vendors
 - Nomads (migratory tribes)
 - People with disability
 - Families supported by SWO
 - Extremely Vulnerable Individuals



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Communication Material

- ❑ Standard guidelines were customized to the needs of target beneficiaries
- ❑ Capacity development exercise for grantees
- ❑ Various media / formats were used to deliver the message

- Brochures
- Posters
- Banner
- Short educational clips
- Podcast
- Booklets
- Animations
- Siyah-bazi
- Radio messages



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Customization of Communication Material



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Languages:

- Mazandarani
- Laki
- Kurdish
- Lori
- Turkish

As well as various dialects



Customization of Communication Material

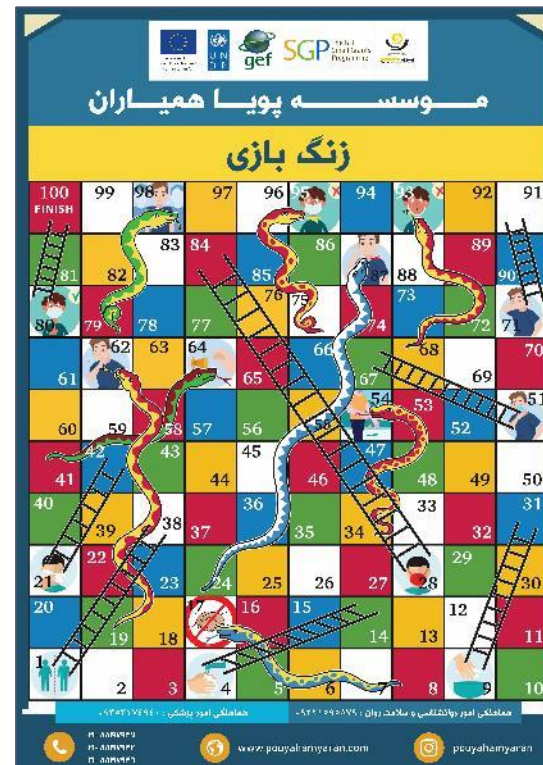


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Themes

- Educational
- Occasional
- Campaign
- Entertainment



Distribution of hand sanitizers and face masks



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Success Factors

- Leverage of SGP's existing network of NGOs and CBOs
- Ability to adapt to new situation
- Outreach to various vulnerable groups
- Addressing new challenges



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