

The background of the slide is a blue-tinted photograph of a large crowd of people, seen from above, walking in various directions. The people are silhouetted against the blue background.

Risk Communication and Community Engagement (RCCE) during the COVID-19 pandemic: a multi-site international study

Charbel El Bcheraoui, ZIG2
Berlin, 04 September 2020



ZIG2 COVID-19 research projects

- Completed
 - De-escalation strategies for non-pharmaceutical interventions following infectious disease outbreaks
 - Response mode and epidemiological indicators of COVID 19 in OECD countries
- Ongoing
 - COVID-19 Readiness Assessment Survey (Africa and Central America)
 - Building the evidence around online laboratory training during emergencies: the case of SARS-CoV-2 PCR diagnostics
 - Risk Communication and Community Engagement (RCCE) during the COVID-19 pandemic: a multi-site international study
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 - The case of Malaria in Guinea, Liberia, and Sierra Leone
 - The case of Hepatitis B and C in Eastern Europe
 - Tracking Germany's financial response to COVID-19 internationally
 - Burden of the COVID-19 pandemic on healthcare workers
 - Analysis of COVID-19 response networks in Africa
 - Classification schemes of COVID-19 High risk areas and resulting policies
 - Effect of travel restrictions and policies on the COVID-19 epidemic
 - Definition and role of super-spreaders in the COVID-19 epidemic



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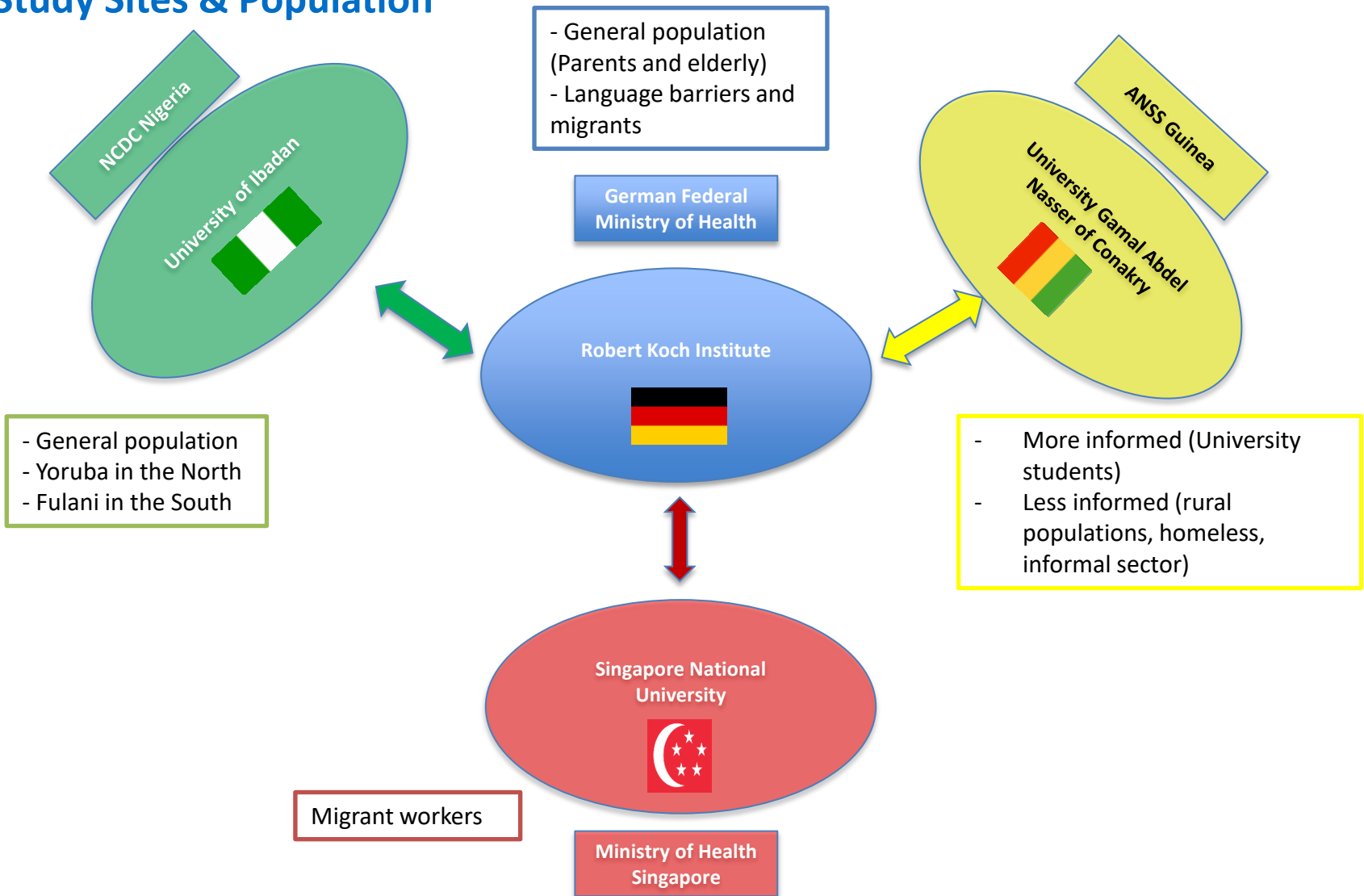


Risk Communication and Community Engagement (RCCE) during the COVID-19 pandemic: a multi-site international study

- Objective: To ensure effectiveness of RCCE during COVID-19 and inform future public health emergencies
- Rationale
 - RCCE is a key pillar to public health emergency response
 - Unique opportunity to study RCCE in a global pandemic
- Focus
 - Governmental RCCE strategies during COVID 19 response
 - Three aspects of RCCE strategies
 - Design
 - Implementation
 - Effectiveness
- Developed between RKI and international partner institutions



Study Sites & Population





Methodology

- Document review
 - Overview of COVID-19 response
 - RCCE strategy
 - Stakeholder mapping
 - key people involved and key groups targeted

- Primary data collection
 - Develop an in-depth understanding of the process of design, implementation, and perception of RCCE strategies
 - Key informant interviews with stakeholders, i.e. people involved in designing and implementing the RCCE strategy
 - In-depth interviews with community leaders
 - Focus group discussions with the general public and groups that experience communication and engagement barriers



Our Team

- Charbel El Bcheraoui - Principal Investigator
 - Heide Weishaar - Scientific Oversight
 - Sameh Al-Awlaqi - Research Manager
 - Evgeniya Boklage - Risk Communication Lead
 - Florin Cristea - Data Analyst
 - Brogan Geurts – Social Scientist Researcher
 - Almudena Mari-Saez - Community Engagement Lead
- Anthropological, communication, epidemiological, political, and social sciences



Freie Universität Berlin, Department of Political and Social Sciences

- Hansjörg Dilger, Institute of Social and Cultural Anthropology, Head
- Master's theses suggestions
 - "Do you actually believe in the coronavirus?" Knowledge, belief, uncertainty – perception and influence during the Covid-19 Pandemic in Germany
 - “Don't be concerned” – communication between public health department(s) and citizens during the Covid-19 pandemic
 - Circumventing Distrust: An Ethnographic Study on Means of Mitigating Hazardous Behavior During the Covid-19 Pandemic Among (US) Americans
 - Health communication and fake news in Mexico - an anthropological perspective on rumors, gossip and conspiracy theories during the Covid-19 pandemic
 - Children and Corona. Communication about the virus and the prevention measures with children (6-8 years old) and how they make sense and (re-) produce them. A case study in a school in Berlin-Prenzlauer Berg
 - Communicating Covid-19 – rumors and uncertainty in reception centers in Germany
 - Observation of the life in Urumqi (China) during the Covid-19 pandemic