



National Strategy COVID-19 Awareness Raising Campaign



Covid19 is real. The Pandemic makes societies worldwide struggle. They are reinforcing their efforts to contain further outspread, prevent people from getting infected, and protect vulnerable groups such as older people and people already suffering from other diseases. Liberia seemed to have been in a better position in the past, but now the infection numbers are rapidly increasing daily. It is reported that the laboratories are overwhelmed and the health system is not managing to follow up on all cases. Hospitals are full. To prevent our Liberian society from facing another lock-down and entering into severe economic damages, we urgently need to reinforce and keep up our preventive measures.

We highly appreciate the work of our staff and volunteers to engage themselves in this awareness-raising campaign. Please, continue to do so.

WE ASK YOU TO FOLLOW THESE GUIDELINES:

- All our teams are required to become Health Promoters, serving at their YMCA spaces, schools and playgrounds to support the heads and securities to make people wear their mask properly, wash hands and keep their social distance, as much as possible.
- Focus on "Youth to Youth" actions. Meaning focusing on schools, high-schools, and universities. Workaround Youth, like other youth initiatives, youth clubs, etc.
- Use Radio campaigns to inform people.
- In Bong County, our Y-Youth Peace Radio picks up this topic as a major element of their broadcast.
- In Monrovia, we will install a "hotline" to phone young people who join or once joined an activity in the YMCA to promote COVID-19 awareness. This list will be drawn from all of our program databases and other contact lists that we may gather from partners.
- Use other media like social media, provide flyers/ stickers.

The YMCA Liberia itself will undertake efforts for COVID 19 prevention measures at any time: "no mask, no entry," wash hands before entering the YMCA building. Furthermore, we would like to emphasize the importance of getting vaccinated. There will be new vaccines in the country in July 2021. Please, keep yourself updated and spread the news to your families, neighbors and peers.

We will provide masks and sanitizers for all our volunteers. Please, help people remember the rules using WWW:

- **Wear your mask**
- **Wash your hands**
- **Watch your distance**

