Corona Saviours

PROBLEM STATEMENT
The COVID 19 Pandemic arrived in Pakistan in third week of February 2020 and despite efforts at prevention and containment, cases have been identified in increasing numbers across multiple locations in all regions of the country. The emerging picture is one where a large number of COVID 19 infections are likely in the absence of immediate containment measures including social distancing and restricted movement.

ITA has initiated a campaign for mobilizing Children and Youth for giving powerful information for Preventing Corona - making Behaviour Change a reality. This campaign is aiming to spread awareness and authentic information among the communities especially children and Youth to face this Pandemic Collectively and to support the Government, our society, this world and ultimately the humanity.

Objectives:

- To disseminate information through new media and digital learning solutions for learning, healing, prevention and protection through safe behavior for TOTAL Safety
- To support the most vulnerable groups with ration and modest livelihood opportunities
- To mobilize the Influencers/Champions including our Goodwill Ambassadors, Children and Youth Champions to fight against #CoronaVirus
- To Generate Strategic Public Goods during this Apocalyptic Disruption- & Leapfrog Education & Care Outcomes
- To undertake rapid surveys for evidence based policy and actions

ITA started Corona Saviours campaign in the 3rd week of March, 2020 and started spreading messages/awareness through different mediums and sources. This campaign is focusing to develop the material in three languages (English, Urdu and Sindhi) to spread proper awareness in our society regarding COVID-19 prevention. Under this campaign, a few of the awareness and prevention based education posters have been designed.
Under this campaign, following are the updates till now:

- Primary and Secondary Health Department, Punjab Government is onboard for this Campaign
- A short video to disseminate precautionary measures efficiently (https://drive.google.com/open?id=1jQHxA9VN8PoEaXelYud5xXkOxJE8XE),
- A registration portal for Corona Saviours to be engaged and to work with us http://itacec.org/Corona-Saviours-Register
- A document of Myths and Facts has been developed to disseminate proper awareness in our society regarding the Myths and Facts we have for COVID-19.
- Awareness posters have been designed to spread prevention measures
- More than 30 Pictures and Videos clips have been received from our Corona Saviours
- More than 100 people have been registered as Corona Saviours to join hands with us to overcome this pandemic
- Our Goodwill/CLF ambassadors and young champions are actively contributing through pictures, videos and social media promotion
- An official email has been developed for the prompt communication (coronasaviour@itacec.org)
- A few of the Corona Saviours are working actively to use Arts to spread awareness
- Awareness posters on mental health (English, Urdu and Sindhi)
Pictures of Corona Saviours

“Corona won't come inside your home, until you don't go outside to get it”
Dissemination Strategy

- Spreading accurate and proper information on COVID-Prevention through posters/pamphlets
- Using Social Media as an important medium in current circumstances to reach children, youth and other stakeholders
- Influencing the community through pictures and videos having motivational messages by Corona Saviours
- Creating artistic and creative spaces for children and young people to be engaged in productive activities
- Partnership with civil society particularly with youth-led organizations to stimulate the Corona Saviours Campaign
- Using Facebook, Twitter, Instagram, WhatsApp and SMS as a source of dissemination mediums
- Approaching High-Tech, Low-Tech and No-Tech community

Expected Results/Outcomes

1) Contributed actively to combat COVID-19 through awareness and mobilization
2) Empowered children and young citizens' voice & their right
3) Increased access to and use of SRHR information and education
4) Increased knowledge of LSBE, SRHR, Mental Health, GBV etc through digital spaces
5) Improved awareness regarding COVID-19 Prevention
Corona Saviours concerning SRHR and LSBE

Under this campaign, ITA is starting a poster/painting competition under the theme of Life Skills Based Education. Our Champions4Life (Champions of SRHR/LSBE) from GUSO project are assisting the poster/painting competition. ITA is organizing this a national-level poster competition having out the theme of “Pictures on Sexual and Reproductive Health and Rights” in this pandemic. Through this competition the community particularly adolescents and youth will be given an opportunity to be engaged in a productive activity, utilize the quarantine, explore SRHR, self-analysis, picture the reality and to showcase their thoughts exploring their ideas regarding the issues of their and others' SRHR.

Some of the themes (But Not Limited To):
- Life Skills Based Education (LSBE)
- Gender Based Violence
- Early and Forced Marriages
- Education during COVID-19
- Prevention from COVID-19
- Youth Friendly Health Services
- Family Planning
- Sexual and Reproductive Health and Rights (SRHR)

Platforms Being Used

Official Hashtags

#CoronaSaviours #FightAgainstCorona #SaveYourselfSaveTheWorld

Following are the staff members/projects of ITA who are actively contributing to upscale the campaign:

<table>
<thead>
<tr>
<th>Mrs. Baela Raza Jameel</th>
<th>Mr. Qazi Ehsan Ullah</th>
<th>Mr. Waqas Bajwa</th>
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<tbody>
<tr>
<td>Mr. Naveed Aslam</td>
<td>Ms. Fatima Jaffar</td>
<td>Ms. Nazeefa Fatima</td>
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<tr>
<td>Mr. Shakeel Ahmed</td>
<td>Mr. Imran Shah</td>
<td>Mr. Abubakar</td>
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<td>Ms. Samra</td>
<td>Ms. Rabiya</td>
<td>Mr. Mohsin Malik</td>
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<td>Mr. Aftab Ahmed</td>
<td>Mr. Waseem</td>
<td>Mr. Najaf</td>
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<td>PEF/PEIMA</td>
<td>LSK</td>
<td>SS</td>
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<td>GUSO – Champions4Life</td>
<td>Creating Spaces</td>
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Further Actions:

- ITA has developed a Google drive folder having all the material designed under *Corona Saviours* for all the staff members and supporters to disseminate the information more promptly ([https://drive.google.com/open?id=1xGhM9w4SSQbQrmylUNIX1RSARZyBewgsA](https://drive.google.com/open?id=1xGhM9w4SSQbQrmylUNIX1RSARZyBewgsA))
- *Corona Saviours* is looking for a few organizations including youth-led initiatives and organizations to join hands with us to increase the impact and to reach more beneficiaries
- *Corona Saviours* is looking for collaboration with more Government Departments and civil society organizations to upscale the campaign
- *Corona Saviours* is also working on a Poster Competition
- Award gifts (Badges, Caps, Arm Band, T-shirts and Mask) will be given to all the registered *Corona Saviours*

**Mobilization Strategy for Members/Corona Saviours**

Mobilization on COVID-19 prevention of members, *Corona Saviours*, Community, Students, Teachers, Team, Influencers, Media, Youth Activists, and Change Agents is being practiced through:

- Digital Spaces/Social Media
- Community Awareness Sessions
- Partnership with Youth-led Organizations
- Using Posters or Pamphlets
- Using Pictures and Videos
- Using Posters or Pamphlets
- Instagram
- Facebook
- WhatsApp
- Twitter

Through ITA’s different programs/projects
As Pakistan is listed amongst the countries with highest cases of women rights violation (Domestic violence, sexual abuse, and emotional abuse), women/girls should be the first priority of Government in this Pandemic. Present situation demands rapid-response strategies to protect women and girls from violence and abuse. Because the on-going lockdown situation is putting these vulnerable groups at high risk of physical and mental exploitation as they are constantly sharing a space with abuser. Moreover, it is suggested that GOs and NGOs regulate the UN recommendations on Domestic Violence to reduce VAWG.

To map out such issues and analyze the criticality of situation with the intention of outlining the roles and responsibilities government and NGOs can play to reduce the violence against Women and Girls, Creating Spaces team has come up with three plans to be executed in the month of April 2020. These activities will be a way to engage beneficiaries and government officials to brainstorm as well as advocate for reduction of VAWG and support individuals to cognize their roles as part of society. Each activity will be keenly monitored and a report will be generated to highlight the areas of improvement and usage of digital resources in the time of crisis so that execution doesn’t suffer. This approach/intervention during COVID-19 in CS can be used as a model for future planning, in case such lockdown persist or re-occur in the coming months and years.

The activities are as follow and would be implemented under the activity head

Digitization of IEC Material (Challenge of COVID-19)

- ONLINE SESSION WITH PARLIAMENTARIANs and Concerned departments (WDD, PCSW, LWPA & CSO’s)
- RADIO PROGRAM FOR SENSITIZATION in each district of CS
- RAPID RESPONSE COMMITTEES and RESEARCH

Creating Spaces will also be conducting an activity of data collection through a survey on VAWG and COVID-19. The DATA collected will be used to generate a report to critically analyze the probability of rise in VAWG during lock-down. Creating Spaces team is actively supporting Corona Saviours Campaign through their different projects activities/team members in different districts.

Life Skills for Kids (LSK)

Life Skills for Kids (LSK) is working on Corona Saviour campaign by engaging students through online awareness on precautionary measures. Children make videos of their thoughts and acts for SC. But as we know that by doing something related to visualization, is having more impact so they also do art work on corona awareness by drawing corona image, cycle of viral corona pandemic, symptoms or risk factors, precaution advises and results etc. Students are also doing paper crafting by making coronavirus in different ways. For this purpose we are also providing them all required material like plain/colour papers, colour pencils, Crayons, sharpens, erasers and scales but for craft work, children use home based material (used/read to recycle) like beads, sticks, glue and all other used things. We have also selected corona savior leaders (senior students) who give awareness to other students who are not having access to mobiles or the
Corona Saviours’ community leaders under LSK are also participating in creating awareness to other community residents as well as they are playing their roles by keeping their own children engaged in taking precautions. Most of them are parents and teachers. They help students in art work as well by sharing creative ideas and then guiding them as well. Awareness posters of Corona Saviours have been shared with community members in PTM (parents teacher meeting), WhatsApp groups and other online portals. LSK Coordinators and teachers are constantly in touch with students, parents and other community members to guide them about Corona precautions.

**Siyani Saheliyan**

The Siyani Saheliyan of the TVET section of the program are playing their part in combating the Covid-19 pandemic. These ladies went through a 6-month vocational training program that trained them in particular skill sets. Belonging to marginalized groups the Siyani Saheliyan are now putting their acquired skills to use by not just creating an income generating source for their families in times of slowed economic activity, but also producing high demand products in times of need. With the majority of the families losing out on their primary income source, these ladies are becoming the source of livelihood for their respective households during these times of crisis.

By quickly identifying the increasing demand for protective products against Covid-19, the Siyani Saheliyan are producing protective gear and facemasks. These products are made using high quality tissue and cotton double layered material to ensure maximum protection. The ladies are adhering to the 'work-from-home' model and with minimum human interference in the supply chain in addition to the use of gloves and facemasks at all levels of production, special care is taken to ensure the highest quality in the end product. Production of 8000 units of masks is complete and more in the pipeline. Siyani Saheliyan through their team and field workers are supporting Corona Saviours in dissemination of prevention awareness from COVID-19.
The RHRN programme has been following the developments of the COVID-19 pandemic with much concern. It is profoundly affecting our programme and in the last few weeks we have highlighted the need to prioritize our safety and the safety of those around us. All countries are facing lockdowns which are affecting our daily lives. We are very concerned about the situation in some countries, where basic needs are lacking (e.g. food) and the situation risks degenerating into a humanitarian crisis. Many are working from home and have continued to support the programme despite the very challenges circumstances. This is impressive and we are thankful to everyone for the commitment shown.

Under RHRN, ITA have proposed the following activities to RHRN team and waiting for their confirmation. RHRN team is supporting Corona Saviours and following are the activities ITA will do in coming months:

- A research focusing on LSBE and SRHR under this uncertain situation of COVID-19
- TV/Radio program on the importance LSBE in COVID and after COVID crisis and its inclusion of LSBE in school curriculum and textbooks
- Animated Video on LSBE and SDGs in relation to SRHR concerning COVID-19
- Development of Teacher Training Manual and Sample Lessons in Punjab
- Two (2) Lobby Meetings at Federal level
- Three (3) Lobby Meetings with Technical Advisory Committee in Punjab
Get Up Speak Out (GUSO)

Under GUSO, Our Champions4Life are actively working with ITA as *Corona Saviours* to upscale the campaign concerning SRHR/LSBE.

Joint Central Fund (JCF) for Pakistan Alliance of GUSO was approved and ITA will be doing a couple of following activities in coming few months

- Animated video on Life Skills Based Education topics in Urdu, English and other local languages. Through this video, ITA could sensitized the 23,000 in school & out of school children and adolescents.
- Meet n Greet, in which various social media bloggers, influencers, media personnel, magazine editors, socialites etc. will be engaged.

PEF/PEIMA

Idara-e-Taleem-o-Aagahi (ITA) in collaboration with Govt. of Punjab (PEIMA/PEF) managing operational management of 150 schools across Punjab. As the COVID-19 coronavirus continues to spread across the globe including Pakistan, schools are closed and shifting to online learning methods with aims to continue educational activities. ITA’s teams are striving hard and ensured the student are digitally connected with the support of communities/families/parents/SMS/youth and retired educationist.

Learning Creativity/ Healing Awareness /Protection:
Students are engaged to learn via online (using different social media platform/applications) such as teachers have SLO-based/book-based lesson plans to assign daily task to students/families via online groups (already formed) and same as students reverting back their tasks after completion same way for teacher’s feedback – families/parents are in support to them.
Moreover many online applications/resources being shared with kinds/families, for instance Technology
Enable Educational Resources Library (TEERL – solely ITA’s initiative in collaboration with University of Waterloo Canada) Chalo Parho Barho (CPB), Storytelling by Romana under Children Literature Festival, ECE activities and many other initiatives of ITA that may accessible to kids with aims to ensure their engagement and learning process in this emergency of COVID-19. A learning strategy 50-30-20 has been developed as well by ITA and being implemented i.e. 50% is based on literacy and numeracy, 30% on creativity and critical thinking, whereas rest 20% is based on Corona information.

PEF/PEIMA is actively supporting “Corona Saviours” with aims to educate millions of communities/kids to make them able a fighters against epidemic Coronavirus and many of kids/parents are part of this running community led ITA’s initiated Campaign “Corona Saviours”. PEF/PEIMA’s district teams are contributing through disseminating the information (Posters/Pamphlets) in their communities, sharing their pictures and videos, spreading the pictures and videos through social media as well.

For instance, Model Village Schools Rahim Yar Khan has total 211 students that belongs from 115 families. In total 44 families (38% families - 145 students are connected digitally with coach/facilitator) out of 115 has access to smartphone with internet facility; further 71 families stands either with Symbian phone/no phone or may be some of them has smartphone but without internet facility.
ITA’s Nationwide Flagship Program - the Children’s Literature Festival is working on three fronts during the Corona pandemic to support learning, creativity with healing: Storytelling; Online Book Club and Arts as Therapy. The 6 Weeks 6 Online Books Club - Defeating Corona Through Books: Time to Revisit Our Bookshelves-A virtual Book Club is run on WhatsApp to raise the morale of our children when their schools suddenly closed until May 31, confining these young stars to stay in their homes and paralyzing learning and their emotional socialization.

The idea behind this Virtual Book Club is to provide a Virtual space for our children in such a time of uncertainty and sadness where they can read, think, and share together. The Virtual Book Club is a space which can help them to connect to other people just like themselves without discrimination to heal each other through wisdom and knowledge, a place which can contribute to their lives, to help them become more thoughtful, creative, imaginative and empathetic. All that is needed is a family cell phone with WhatsApp capacity that they can borrow 2 hours a week.

170 Plus children from different areas of Pakistan joined the Book Club and participated in the discussion so passionately making the first and second two hour virtual meeting on March 26th and April 2nd, 2020 exceptionally successful. The first one was a focus on Roald Dahl’s book “Charlie & The Chocolate Factory-B” and the second one on (19th/20th Century poet) Ismail Merathi a prolific contributor to Children’s Literature and poetry. There were 4 poems of Merathi’s under discussion on April 2, 2020 and the bonus was two musicians Ali Hamza & Rakae Jamil as CLF Goodwill Ambassadors making a special appearance with a musical recital of Zehra Nigah’s favorite Ismail Merathi poem Barsaat “Wo Dhaikho Uthi Kali Kali Gatha”. It was such an overjoying experience to see children sending their own beautiful recitation of Ismail Merathi’s poems and talking about them.

We believe, in such a time of uncertainty, anxiety and fear, we should spread some hope through our must read Books & Literature. Our teams are mapping the literature to the SLOs according to the National Curriculum too. This is a time to Give Some Great Books, To Our Children and inculcate love for Literature in them. We look forward to all ideas and support to foster, expression, reflection and joy of books for self-learning during COVID 19.

Sharing the links to the Online Children’s Book Club - COVID 19: by ITA/CLF team

Charlie & the Chocolate Factory-Book Review By: Shameer Kiyani
https://youtu.be/ZNdNuTYZze4

Ismail Merathi’s Poem Khuda Ki tareef:
https://www.facebook.com/clfpk/videos/522376595314236/

Ali Hamza & Rakae Jamil singing Ismail Merathi’s Poem Barsat:
https://www.facebook.com/clfpk/videos/234902514538359/

Umair Rana - Talking About Reading And Places of Pakistan
https://youtu.be/aOfY6lxmSyg

Defeating Corona Through Books: Blog

Online Book Club Group Link:
https://chat.whatsapp.com/Etkw1QLbxMOIGQzof8JDoS
WHAT GIVES US HOPE FOR THE FUTURE?

Corona Saviours shared what gives them hope for accelerating progress in the field.