

Nepal Mask: COVID-19 Response Project

Status: Completed

Project Partner:

Funded by: Bill and Melinda Gates Foundation (BMGF)

Project Partner: Yale University and Innovative Poverty Action (IPA)

Implementing Partners: ENPHO and The Small Earth Nepal (SEN)

Project Duration: June to December, 2021

Project Area:

Kathmandu Metropolitan City	Kathmandu
Madhyapur Thimi Municipality	Bhaktapur
Melamchi Municipality	Sindhupalchok
Koshi Rural Municipality	Sunsari
Manthali Municipality	Ramechap
Kamalamai Municipality	Sindhuli

Aim

- To sensitize and educate the general public on proper use of masks adopting the SBCC tool as NORM intervention at various locations of Nepal to prevent from COVID-19;

Project Description

“Nepal Mask: COVID-19 Response Project” was implemented at various hotspot areas of Nepal with the support of Bill and Melinda Gates Foundation and Yale University. ENPHO and SEN, a consortium partner of C-19 RAT has executed the project collaboratively with a motive to provide data-driven, real-time insights for improving COVID-19 situation in Nepal. To trigger on behaviour change of general public for proper use of mask, the project adopted a NORM (No-cost mask distribution, Offering information, Reinforcement, Modeling) approach. The NORM approach has been tested and applied by Yale University at various parts of Bangladesh and



Awareness campaign to sensitize and educate the general public on proper use of masks

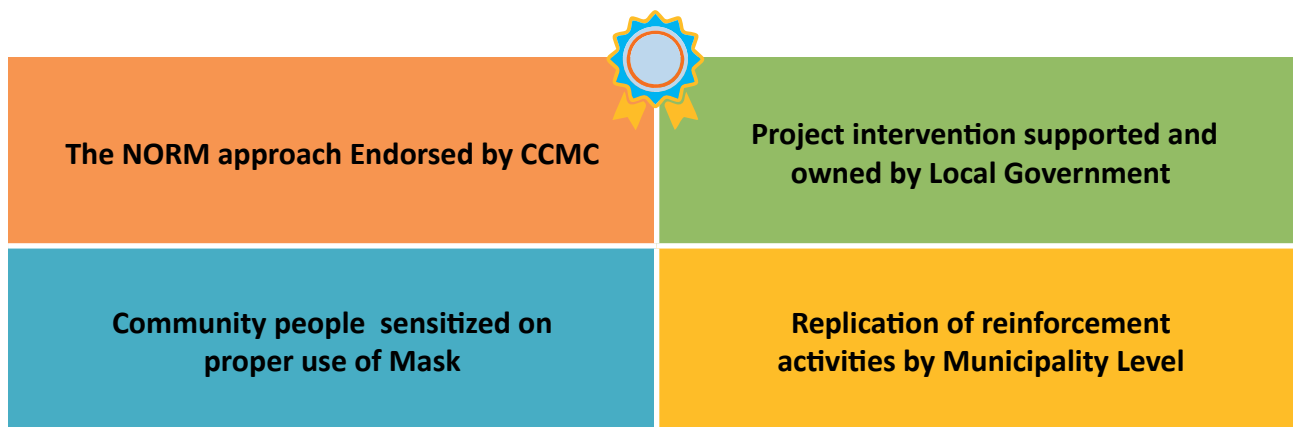
now being adopted by various countries. In Nepal, project started from the hotspots identified based upon the COVID-19 Crisis Management Co-ordination Center (CCMC) vulnerability data mapping and real time data considering high COVID-19 case rates, increasing trajectory, large population, high density of people, low levels of mask wearing. This project aimed to increase the proper use of mask and reduce the spread of COVID-19 through implementation of Social Behavior Change and Communication (SBCC) tool in most affected areas.

Project Outputs

Strategic Achievements of NORM Approach

No-cost	Offering	Reinforcement	Modelling
			
<p>337,825</p>  <p>Mask distributed at no-cost at household level during door-to-door visit</p>	<p>9,017</p> <p>Household of 4 district (Bhaktapur, Kathmandu, Sindhupalchowk, Sunsari) visited with offering information of proper use of mask in the form of flyer/flexes and comics</p>	<p>227,175</p> <p>Mask distributed various hotspots locations of 6 district (Bhaktapur, Kathmandu, Sindhupalchowk, Sunsari, Ramechhap and Sunsari). The event were frequently focused on festivals (Dashain, Tihar, Chath), hath bazar, vegetables market and temple premises</p> <p>100 events reinforcement activities (including stand-up, flash mob, dramas, vehicle booth, miking) were conducted</p>	<p>More than 7 lakh</p> <p>People reached out through video production and dissemination of animated videos, influencing public figures video (Miss Nepal, political leader, author, doctor, business person, players, social activists, and sanitation worker) and various social leaders voices (Mayors, political leaders, NGO federation head, FEDWSUN, press council, Nepal Public Health Association) and radio jingles on Nepali, Maithali and Newari language through national television, and online portals and community radio stations.</p>
	<p>273 FCHVs and 56 volunteers mobilized in household level to have door-to-door visit in distribution of mask with a sensitization message</p>		

Major Achievements



Beneficiaries

