

# Outreach, Education & Prevention Campaign in Haiti's Rural Communities Against The Corona Virus

**A CRITICAL COMMUNITY HEALTH INITIATIVE FOR HAITI**

**FONDATION COMMUNAUTAIRE HAITIENNE-ESPWA/THE HAITI COMMUNITY FOUNDATION**

## Action Plan

### Fondation Communautaire Haïtienne-Espwa/The Haiti Community Foundation

## Key Community Outreach and Education Efforts Towards Corona Virus Prevention

March 2020

### Context for Our Intervention

#### Global Context

The first case of Corona Virus infection appeared in China on December 1st, 2019. The rapid and staggering impact of this epidemic caused numerous deaths, and led the World Health Organization (WHO) to call it a global pandemic. The virus swiftly spread throughout the world and created a global crisis that resulted into the closing of countries' borders. At the end of March, 2020, the official count of victims was estimated to be at about ¼ of a million people and deaths caused by Covid-19 are numbered at over 40,000. In Mid-April, the official count of estimated number of confirmed cases is about 1.5 million with more than 100,000 dead.

#### Haiti's Context- An urgent need for a proactive community education and prevention campaign

In March 2020, the Ministère de la Santé Publique (Haiti's State Secretary for Public Health) identified fifteen (15) cases of infected people in Haiti and over 100 people suspected of having the virus. In April, the number of suspected cases has been estimated at more than 365 people. It is important to stress that this number is « official » and not based on a count linked to a systematic administration of clinical tests.

The recent extended political crisis of « Peyi lock »<sup>1</sup> had already fragilized Haiti and created a major humanitarian crisis whereas it was estimated that **1 out every 3 Haitians now suffers from hunger and food insecurity.**

Considering the following statistics, a proactive intervention and an outreach and education campaign to inform Haiti's rural communities, and support their management of the epidemic, is imperative:

- Less than 47% of Haiti's rural population has access to water, according to the World Bank
- About 50% Haiti's health centers and hospitals are located in Port-au-Prince. The rural majority of the country is at a profound disadvantage (Pan-American Health Organization)
- 80% of Haiti's national budget is allocated to the Département de L'Ouest (Port-au-Prince and surrounding towns). The funds allocated to the remaining nine (9) departments of the country are insufficient. The Government of Haiti has just informed the country's Mayors that their cities will receive

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<sup>1</sup> Peyi lock refers to a period of several months during which public protests against the government blocked the streets, stopped business activities and schools' functioning and in summary, deeply damaged Haiti's economy.

between \$2,500 and \$4,000 USD to educate their communities- a level of funding which is grossly inadequate

- Rural communities are not conscious of the dangers of the virus and are not being educated about general precautions they need to take
- **This situation is creating panic and fear among some community residents and putting people suspected of being infected at great risk of becoming targets of violent attacks**

Launched in 2010 through a comprehensive initiative that involved local, regional, national and international stakeholders and activists, Fondation Communauté Haïtienne- Espwa (FCH-Espwa) also known as the Haiti Community Foundation is committed to leading a community outreach campaign aimed at preventing the spread of this pandemic. We plan to increase communities' awareness of Covid-19 as well as community residents' understanding of the Corona virus' modes of transmission (and of the necessary measures of prevention to fight it). We will coordinate our efforts with the Ministère de la Santé Publique and with la Protection Civile (a corps of community professionals trained in disaster relief) to implement our plan.

Our planned action steps are structured as follow:

1. Launching a community outreach and education campaign for rural and hard to reach communities by community organizers on the modes of transmission and prevention measures for Covid-19. This campaign will integrate Community Health Agents that already support public health and safety procedures;
2. Serving as a critical intermediary and connecting agent to help residents of rural areas access needed care from health facilities that are closer to them;
3. Initiating a collaboration with local media to support and amplify their communication efforts (radio programs and audio-visual segments diffusing health education messages)

## **FCH-Espwa/The Haiti Community Foundation- An Effective and Committed Community Leader**

La FCH-Espwa/The Haiti Community Foundation is structured as a national network of regional funds. Our pilot region is the Grand'Anse where we have been working with local communities and their leaders since 2012. Our approach which is highly inclusive and participatory has deeply engaged our communities and has allowed us (through a comprehensive process of regional planning) to develop a *cross-sectoral Community Leaders Network* composed of more than 600 leaders. This network is an extraordinary human capital structure that has enabled us to put in place a rapid, effective and efficient humanitarian intervention after Hurricane Matthew; a major intervention that helped more than 15,000 community residents who had lost everything "to get back on their feet" and regain an acceptable level of self-sufficiency.

Once again, we will leverage our *Regional Community Leaders Network* to meet the critical needs of rural communities that are essentially « left behind ».

### **Our Objectives**

#### 1. Objectives

##### **A. Global Objective :**

With our community and local/regional & national government and international ONG partners, lead an education and outreach campaign on the measures that they must adopt to prevent their contagion and the spread of the Corona Virus in the Grand'Anse. *Our intervention will serve as a model to other regions of Haiti.*

## **B. Specific objective**

Lead an intensive communication and education campaign to spread the message about Covid-19 prevention measures working with local authorities (from Regional government authorities- Collectivités territoriales, to the Direction Départementale de la Santé- Regional Health Department) while helping to identify, document and help people suspected of being affected by the virus (*who are potential targets of attacks stimulated by public fear and paranoia*).

## **2. Results**

- 2.1. About 80% of heads of households in about half of the 47 sections communales (villages) of the Grand'Anse Department are touched by health campaign messages (audio messages as well as posters provided by the Haitian Government for the battle against Covid-19).
- 2.2. About 24 Community Leaders who are part of our network are trained in health education and Covid19 prevention procedures to educate the residents of their respective communities.
- 2.3. All individuals and families reached through our campaign exhibit a better attitude towards individuals suspected of having the virus (resulting in the increased safety of said affected individuals).
- 2.4. Information related to infected individuals or individuals suspected of being individuals in remote rural communities are communicated to appropriate and concerned local health officials in real time leading to an optimal management and mitigation of the epidemic.

## **3. Strategies**

- 3.1. To give rural communities access to public health information regarding measures of prevention against Covid-19, we will obtain pre-recorded messages and print information from the State Secretary of Cultural Affairs and Communication as well as the Secretary of State of Public Health. Our team of community organizers will be in charge of posting posters and flyers in strategic positions and to present verbatim the public health messages to rural community residents. This phase of our outreach campaign will involve a door-to-door process as well as presentations at public markets and other public forums. Community organizers will also have to fill out a survey of each family served. The results of these surveys will be recorded in HCF's database, they will enable us to identify the most vulnerable individuals and families as well enable us to evaluate the level of support, and the number of hygiene kits that these community residents will need.

Each of the organizers will receive a loud speaker with rechargeable batteries for this project as well as a field work stipend of 10,000 gourdes (or about \$104 USD). The Haiti Community Foundation will supervise community organizers' field work. Moreover, to spread the messages in rural town centers, we will secure the services of a local business (DJ) with a megaphone specializing in communication and public messaging. A delegation from HCF will travel along with this public messaging truck (outfitted

with loud speakers) from Jérémie to Les Irois, Abricots et Duchiti for an itinerary allowing us to reach 10 of the region’s 12 counties in three (3) days.

- 3.2. Community organizers will acquire techniques, tools and methods to help change community residents’ attitude toward and approach of individuals suspected to have the virus. The training will place a special emphasis on tolerance toward individuals from the Haitian Diaspora and from foreign countries. Organizers will use reassuring statistics from other regions of the world stressing that infection by the virus doesn’t equate death, and that interacting with people living abroad also doesn’t lead to death.
- 3.3. Our training procedures will take into account the Haitian Government edicts that prohibit gatherings of more than 10 people. The 24 organizers will be trained via 4 sessions of 6 people each. The organizers will be selected by regional leaders that are part of the HCF network. The criteria guiding their selection will include their skills and experience in community health as well as their track record in community engagement and volunteer work. To support our community leaders’ work, each leader from HCF’s network will be paired with two community health agents certified by the Public Health Ministry. We will work with the Departmental Unit of the Health Ministry to select health agents based on their experience and documented performance. These agents will also receive training and support from the Departmental Unit of Public Health. Our organization will take prescribed safety measures to protect all stakeholders involved in this project.
- 3.4. To facilitate communications with our local, regional and national partners, we will set up two additional telephone lines so that the CASEC/ASEC (elected community representatives) will have functional lines between 6:00 AM and 8:00 PM. We will forward messages from local representatives to the appropriate health stakeholders.

#### 4. A Few Elements of Our Logic Model

<b>Global Objective</b>	Lead a community outreach and education campaign to prevent the propagation of the Coronavirus in the Grand’Anse.	
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<b>Specific Objective</b>	Results	Activities
<b>OS1 :</b> Lead an intensive communication and education campaign to spread the message about Covid-19 prevention measures working with local authorities while helping to identify, document and help people suspected of being affected by the virus (who are potential targets of attacks)	About 16,000 heads of households in about 50% of 47 sections communales (villages) of the Grand’Anse Department are touched by health campaign messages (audio messages as well as posters provided by the Haitian Government for the fight against Covid-19).	- Purchase of supplies for the outreach (loud speakers, flyers, masks...); -T-shirts design & production -Outreach with a truck with loud speakers to cover communities from Jérémie to Les Irois, Abricots et Duchiti. -Tight communication protocol via a WhatsApp chat/network
	About 47 Community Health Agents and 24 community leaders who are part of our network are trained in health education and Covid19 prevention procedures to educate the	-Training of community organizers - Acquisition/printing of outreach print materials -Door to door outreach at the level of each of the 47 sections communales/villages; -Purchase of PPE for community organizers and FCH staff & volunteers.

stimulated by public fear and paranoia).	residents of their respective communities.	
	More than 80% of the 16,000 heads of households reached through our campaign exhibit a better attitude towards individuals infected or suspected of having the virus (resulting in the increased safety of said affected individuals).	- Supervision/coordination of community organizers' work; -Supply of fuel to community radios to support their campaigns against the stigmatization of Covid-19 victims.
	Information related to infected individuals or individuals suspected of being individuals in remote rural communities are communicated to appropriate and concerned local health officials in real time, leading to an optimal management and mitigation of the epidemic.	-Purchase & delivery of buckets for handwashing -Purchase & assembly of hygiene kits components; -Delivery of hygiene kits -Compilation of contact information of current ASEC (local community representatives) of the Region; -MOA with local health officials with organization's liaison role between them & the CASEC;

## 5. Budget

### Program Budget: Rural Community Outreach and Education Campaign to Prevent The Spread of Covid-19 in the Grand'Anse

Code	Description	#	# of Unit	Unit	Unit Cost US\$	total cost	HCF Contribution	Investment Required
<b>I</b>	<b>Community Outreach Supplies &amp; Equipment</b>							
1.1	Loud speakers	71	1	unit	20.00	1,420.00		1,420.00
1.2	Batteries for loud speakers	12	4	dz	10.00	480.00		480.00
1.3	Flyers	5000	1	sheet	0.95	4,750.00		4,750.00
1.4	Masks	71	15	Unit	0.41	436.65		436.65
1.5	Sanitizer	71	1	bottle 5oz	6.00	426.00		426.00
1.6	T-shirts	232	1	unit	3.39	785.42	200.00	585.42
1.7	Sound truck	2	3	days	364.58	2,187.48		2,187.48
1.8	Fuel/energy subvention to community radios to support campaigns vs stigmatization;	14	1		120.00	1,680.00		1,680.00
	<b>Subtotal</b>					<b>\$12,165.55</b>	<b>\$200.00</b>	<b>\$11,965.55</b>
<b>II</b>	<b>Supplies for the Hygiene Kits</b>							
2.1	Buckets for handwashing ;	1000	1	unit	7.00	7,000.00		7,000.00

2.2	Sanitizing elements (sanitizer bleach, soap)	3000	1	kits	9.00	27,000.00	3,000.00	24,000.00
<b>Subtotal</b>						<b>\$34,000.00</b>	<b>\$3,000.00</b>	<b>\$31,000.00</b>
<b>III</b>	<b>Training</b>							
3.1	Food for training of community leaders and health agents (7sessions of 10 people @\$40/pp)	10	7	session/days	40.00	2,800.00	1,400.00	1,400.00
3.2	Trainers' fees	2	8	PP	100.00	1,600.00	600.00	1,000.00
3.3	Transportation stipends	71	1	day	12.00	852.00	852.00	-
<b>Subtotal</b>						<b>\$5,252.00</b>	<b>\$2,852.00</b>	<b>\$2,400.00</b>
<b>IV</b>	<b>Transportation</b>							
4.1	Truck rental for the program logistics & coordination	1	30	unit	150.00	4,500.00	500.00	4,000.00
<b>Subtotal</b>						<b>4,500.00</b>	<b>500.00</b>	<b>\$ 4,000.00</b>
<b>V</b>	<b>Management Costs</b>							
5.1	Supervision of field workers	5	5	pp/day	50.00	1,250.00	397.00	\$ 853.00
5.2	Data management	3	10	pp/day	30.00	900.00	300.00	\$ 600.00
5.3	Community mobilizers' stipends	71	15	pp/day	10.00	10,650.00		\$ 10,650.00
5.4	Communication costs in support of local govt. leaders (ASEC/CASEC)	47	1	unit	10.00	470.00	0.00	\$ 470.00
<b>Sub-total</b>						<b>\$ 13,270.00</b>	<b>\$ 697.00</b>	<b>\$ 12,573.00</b>
<b>VI</b>	<b>Administrative Costs/Overhead</b>							
6.1	Admin & communication contact	1	90		33.33	3,000	500.00	\$ 2,499.70
6.2	General coordination	1	5		652.00	3,260.00	1,630.00	\$ 1,630.00
6.3	Administrative costs	1			3,459	3,459		\$ 3,459.38
<b>Subtotal</b>						<b>\$ 9,719</b>	<b>\$ 2,130.00</b>	<b>\$ 7,589.08</b>
<b>Funders/Investors</b>						\$ 78,906.62		
<b>HCF</b>							\$9,379.00	
<b>Overall Total in US\$</b>								<b>\$ 69,527.62</b>

## 6. Timeline

7. Activities	Lead	TIMELINE									
		Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10
-Planning Meeting	HCF/EMI	X			X			X			X
- Purchase& preparation of outreach program supplies (loud speakers, flyers, masks...);	Grand'Anse Planning Committee (PC) HCF	X	X								
-Printing of T-shirts	PC-HCF	X									
-Outreach with truck with loudspeaker from Jérémie to les Irois, Abricots et Duchiti.	PC-HCF/ personnel HCF		X	X	X						
-Tight communication via a WhatsApp chat	PC-HCF/ personnel HCF	X	X	X	X	X	X	X	X	X	X
Community organizers training (Irois/Anse-d'Hainault/Dame-Marie)	Personnel HCF	X									
Community outreach in Les Irois, Anse-d'Hainault et Dame-Marie	PC-HCF/ personnel HCF		X	X	X	X					
Community organizers training (Roseaux, Bonbon and Abricots)	Personnel HCF		X								
Community outreach in the communes of Roseaux, Bonbon and Abricots	PC-HCF/ personnel HCF			X	X	X					
Community organizers training (Corail/Pestel/Beaumont)	Personnel HCF		X								
Community outreach in the communes of Beaumont, Corail et Pestel	PC-HCF/ personnel FCH			X	X	X	X				
Community organizers training (Moron, Chambellan et Jérémie)	Personnel FCH	X	X								
Community outreach (Moron, Chambellan et Jérémie)	CP-FCH/ personnel FCH		X	X	X	X	X				

## 7- Immediate Impact & Other Related Projects

This grassroots initiative is a model in community health intervention that can be replicated in Haiti and in other fragile states. La Fondation Communautaire Haïtienne-Espwa/the Haiti Community foundation is deeply rooted in the Haitian communities that we serve and our human capital network and infrastructure (ideal by its effectiveness) offers and a launching pad for a national initiative for the prevention of the spread of the Corona Virus.

**Reproduced in Haiti's other departments, this initiative will become a stimulus for sustainable community development. It will leverage the assets, resilience and the influence of local leaders who will be trained and ready for action and implementation.**

The impact of this initiative in the Grand'Anse, a region that is critical for the food security (and the environmental health of the country as its last green reserve) will be significant. Each community organizer and health agent will reach at least 15 households a day with an average of 5 family members. **By the end of this program, our community mobilization team will have reached about 16,000 households or a conservative average of 80,000 community residents.**

### **From an economic development perspective**

Our project will result in the short-term employment and the skills building of 80 community professionals (the local leaders engaged in this intervention as well as the community health organizers)

We are furthermore considering certain projects that can both help to support the economic welfare of community residents and fight the virus.

Some specific examples include :

- Supporting the creation of local family gardens to address food security issues and malnutrition
- The production of artisanal soap that will help mothers, single female-headed households to develop a viable source of income
- The production of hydro-alcoholic solutions for the disinfection of hands and tools
- The local manufacturing of masks (based on guidelines offered by the World Health Organization)

*Please note that these projects will require additional funds.*

## **8-Organizational Contacts**

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La FCH-Espwa/the Haiti Community Foundation is registered as a national organization with the City of Port-au-Prince. We work in partnership with ESPWA, Inc. (Economic Stimulus Projects for Work and Action, Inc), a nonprofit 501 (c) (3) organization registered both in the United States and in Haiti.

The list of our recent financial supporters include the Inter-American Foundation, the Global Fund for Community Foundations, Fondation Sogebank, Fondation Capital Bank, GRAMIR/Helvetas, SOTECH, POWERTECH, the Boston Foundation and a large number of individual Haitian and international donors.

