|  |  |
| --- | --- |
| **COVID-19 COMMUNICATION MATERIALS BRIEF** | |
| *This short form is designed to capture requests from agencies, clusters and other bodies for new Covid-19 related risk communication and community engagement materials. Please give us as much information as you can and then return to form to* [*saba.sakib@bd.bbcmediaaction.org*](mailto:saba.sakib@bd.bbcmediaaction.org) *with copy to* [*utpol.nasif@bd.bbcmediaaction.org*](mailto:utpol.nasif@bd.bbcmediaaction.org) | |
| **Content title** |  |
| **Requesting agency / cluster / pillar** |  |
| **Date of request** |  |
| **CONTACT INFORMATION** | |
| *Please provide details for* ***one*** *person who will be the principal contact point for this output. They should be able to provide technical inputs and consolidated feedback on draft outputs on behalf of the requesting agency or cluster.* | |
| **Name** |  |
| **Contact number** |  |
| **Email address** |  |

|  |  |
| --- | --- |
| **Information needed** | **Details** |
| **Objectives: what is the communication output intended to do?**  *Up to three short, realistic and specific objectives for the communication output to address. For example: ‘People living in urban slums have improved understanding about correct handwashing techniques’.* |  |
| **Target audience: who are we talking to and what do you already know about them?**  *Who are they? (Men, women, children, people in a particular area…?) What do you already know about their levels of knowledge, their attitudes towards Covid-19 and their current behaviours?* |  |
| **What would you like people to think or do differently in response to the communication?**  *This is not what the communication says but the idea(s) it conveys. For example: ‘I know how people with symptoms can access medical care in my area’ or ‘I believe that isolation is worth the inconvenience, if it can help to protect other people in my community.’* |  |
| **Look and feel**  *What would you like the overall look and feel of the communication to be? For example: should it be funny, serious, quirky, fast-paced, …?* |  |
| **Format and technical details**  *Please include information about your proposed format (print, audio, video, SMS script, …) and why you think that format will work. Also include any specific requests about duration and language / dialect.* |  |
| **Dissemination**  *Briefly explain how you will distribute the communication material to the audience. (All outputs will normally also be published on the Shongjog website for cross-agency use).* |  |
| **Existing resources (if any)**  *Please attach or provide links to any existing resources (briefing notes, technical guidance sheets, etc) that can help us make sure that the technical content of the output is correct.* |  |