

COVID-19 BEHAVIORAL CHANGE PROJECT

NEWS UPDATE

22nd AUGUST 2020

CORONAVIRUS COVID-19



In partnership with Health 2 Go and Engage Now Africa, Ensign College has designed and begun to implement a powerful evidence-backed initiative whose objective is to help communities understand the threat of COVID-19 and adopt new behaviors that will not only reduce the spread of COVID-19, but all communicable disease. Ensign's partnership with these communities will be ongoing.

Vision: Engaging communities innovatively to help reduce the spread of diseases and promote healthy living standards.

Mission: Using an evidence-based multi-theoretical health behavior model to guide our efforts, we will partner with communities and focus on promoting behaviors that will reduce the pace of disease transmission (rather than simply sharing information).



Ensign College's COVID-19 effort also consists of a digital initiative. We've created a platform where people can access relevant webinars, short courses, articles, podcasts and other digital material related to COVID-19 in Ghana and Africa. We invite you to visit <https://www.ensign-global.org/africa-covid19> for these resources. Ensign College anticipates offering our own short courses and webinars shortly and some additional initiatives, so stay tuned!

As our honored alumni, students, partners, friends and donors we would welcome your participation, support and thoughts on how Ensign College can promote the highest public health practices and ideals during this challenging time.

HERE IS A TIMELINE OF OUR EFFORTS RELATED TO OUR COVID-19 COMMUNITY INITIATIVE

APRIL – PREPARATION STAGE

Formation of executive project committee (ECOPH, ENA & H2GO) – Strategic planning begins.
Partner communities identified.

MAY-JULY – TRAINING & ACTION STAGE

- Virtual training of field workers for data collection
- Collection of baseline data from 770 respondents in partner communities
- Analysis of collected data
- Presentation of preliminary findings to stakeholders
- Printing of educational posters, flyers, banners, etc.
- Production of 4,000 face masks for distribution
- Virtual training of master facilitators



We have adopted the Train the Trainers model as an effective and efficient means to spread training broadly and to avoid large congregations of community facilitators. We have focused the distribution of donated PPE on the most vulnerable and are working with communities to employ the most successful strategies to support the adoption of positive behavioral changes.



AUGUST – INTERVENTION STAGE

The project was launched at Mafi Dove, in the Volta Region. Over 200 community members were in attendance, including field facilitators who will offer continuous education on COVID-19 protocols in the communities.



Team members were dispatched to deliver intervention materials to two locations in the Ashanti Region; Health2Go operational communities and Sawaba. On the same trip, an innovative Ensign Basin was presented on behalf of the project to KNUST Medical School.



The project was officially launched at Wawase in the Eastern Region. This was done with staff from the Ghana Health Service and the Health2Go Community-Based Agents (CBAs). The CBAs were trained to offer continuous education on COVID-19 protocols alongside their other health intervention activities within the communities.

Ensign College and their partners launched their community work in Kpong at the main lorry park in the Eastern Region. The occasion was graced with the presence of traditional leaders, the leadership of the Drivers' Union (GPRTU), staff from the Ghana Health Service, selected students and teachers from schools within the community and the leadership of the Students Representative Council (SRC) of Ensign College.



Ensign Basins were donated by the team to the Volta River Authority (VRA) Hospital at Akosombo, Accountant General's Department and Accra Academy High School. The basins were received with great appreciation.

NEWS ARTICLES THAT HAVE COVERED OUR EFFORTS



Group educates eight communities in three regions on Covid-19

Some three non-governmental organizations have organised Covid-19 sensitization for some communities in the Ashanti, Eastern and Volta Regions. The NGOs namely; Ensign College of Public Health (ECOPH), Engage Now Africa and H2GO.

[READ MORE](#)



ECOPH, Engage Now Africa and H2Go embark on COVID-19 Behavioral change

The Ensign College of Public Health (ECOPH), Engage Now Africa (ENA) and Health2Go (H2Go) have joined forces together with some selected communities in Ashanti, Eastern and Volta Regions respectively to combat the COVID-19 pandemic.

[READ MORE](#)

PREVENT THE SPREAD OF COVID-19

WEAR FACE MASK WHEN GOING OUT

WASH HANDS OFTEN WITH SOAP & RUNNING WATER

AVOID CROWDED PLACES

DO NOT SHAKE HANDS

USE ALCOHOL-BASED HAND SANITIZER

STAY AT HOME

For more information visit our websites and follow us on Instagram and Facebook.

Website: ensignglobal.org | engagenowafrika.org
Social: [@ensignglobal](https://www.instagram.com/ensignglobal) | [@engagenowafrika](https://www.instagram.com/engagenowafrika)

All alumni, students and friends who wish to volunteer or partner with us are welcome to hop onto the “behavioral change project train”.

We would also like to take this opportunity to thank our generous partners and donors without whom none of this valuable work could be done.

To volunteer in the community or digital initiatives connect with us through : leadershipcorps@ensign.edu.gh.

If there are helpful resources that you think ought to be included on our digital platform, please send us an email.

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