FINAL TECHNICAL REPORT / RAPPORT TECHNIQUE FINAL

DEVELOPING AN INFORMATION SHARING FRAMEWORK FOR PUBLIC AWARENESS AND ADVOCACY FOR CORONAVIRUS PREVENTION IN SOUTH ASIA

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Developing an information sharing framework for public awareness and advocacy for Coronavirus prevention in South Asia

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Research organizations Involved: The Institute for Policy, Advocacy and Governance

Location: Dhaka, Bangladesh

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Executive Summary

The Institute for Policy, Advocacy, and Governance (IPAG), with support from the International Development Research Centre (IDRC), Canada has undertook this project on

COVID-19 publica awareness campaign titled: ***Developing an information sharing framework for public awareness and advocacy for Coronavirus prevention in South Asia*** between the months of September, 2020 to December, 2020. The project studied and analyzed COVID-19 related information on key areas affecting the region and then disseminated information and raise awareness among the 1.8 billion people residing in this region. The goal was to make them better informed and well equipped to respond to this pandemic.

Under the framework, 10 important topics were identified by the team of experts, and audio visuals were created on each of these topics. The contents were customized according to the South Asian context and then shared and promoted through Facebook. The contents had been developed in 15 of the most commonly spoken languages in the 8 South Asian countries to ensure that it reached the intended audience in mediums and languages that they understand. The **objective** of the projective was **to create and promote short curated content on COVID-19, customized to South Asian locations and languages, for multiple social media channels and languages.**

In total, 150 audio visuals were created and promoted through Facebook, which cumulatively reached 23 million people, who viewed in total over 110,000 hours. This also resulted into an engagement of almost 100,000 which includes interactions with the content in the form of likes, reactions, comments, shares, and messages. Among these people, approximately 27% of the video reach came from women, while the rest 73% from men. While ensuring gender equity in terms of reach was one of the top priorities, the inherent digital divide that exists between genders in South Asia and Facebook's automated algorithms meant that there still were disparities in terms of the reach between men and women.

Based on the analyzed feedback through comments and messages on the videos, the audience repeatedly underscored the need for such an awareness campaign on important topics related to the pandemic. In particular, the audio visuals that covered the issues of mental health and gender based violence received the most views and interactions, showing the importance of these two topics amongst the South Asian population. All the contents related to the project and the output are accessible through this webpage that has been created exclusively for the project. http://ipag.org/covid19/.

IPAG thanks IDRC for its support in undertaking this much important awareness campaign on COVID-19 and hopes that such efforts are continued on key issues of public interest in developing regions in the future.

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The Project Rationale & Intervention

The COVID-19 pandemic has unraveled the toxic wave of populism that has swept across top global economies in the last decade. It has shown that the global economy does indeed exist and to counter such scenario siloed measures will not help. To safeguard themselves, countries need to pay heed to the well-being of their neighbors. To be fully eliminated, this global pandemic needs to be tackled through a concerted strategy that incorporates the interests and well-being of all nations. One of the most effective ways to slow down the spread of this disease is through "social distancing", which calls for minimizing contact with people and maintaining a distance of at least six feet between each other. Experts have warned that we need to practice social distancing for over a year, as we strive to find a vaccine for the pandemic. In a world so closely integrated and interdependent, maintaining social distancing for such a long period of time is a tough ask.

It is thus highly important that in addition to the measures currently being undertaken, nations come together under an umbrella to chart a well-coordinated strategy in ensuring that safe practices for prevention of COVID-19 are adopted and enforced everywhere. It is extremely difficult to monitor the whole population, and hence governments need to take initiatives that engender responsible acts at community levels, through public information sharing and awareness campaigns.

South Asia consists of a large segment of impoverished population among whom awareness about the coronavirus pandemic is littered with a plethora of rumors and misinformation. This hamstrings the efforts of the governments and other multilateral agencies in their initiatives towards ensuring that mass people follow proper quarantine and hygiene measures which is absolutely crucial towards stemming the spread of this pandemic. Governments and multilateral initiatives need to be supported through interventions from all agencies from their own capacities to "flatten the curve" through mass awareness.

South Asia has around 350 million active social media users throughout various platforms including Facebook, Twitter, Whatsapp, Tiktok etc. Studies have shown that the ongoing lockdown in all the countries have caused people to use more social media, and use it as their primary source of information as they lack access to other people. Given the above, the project studied and analyzed COVID-19 related information affecting the region to disseminate information and raise awareness among the 1.8 billion people residing in this region to make them better informed and well equipped to respond to this pandemic. From a policy perspective, such an awareness campaign is extremely important, to inform the mass population of their responsibilities, opportunities, and coping mechanisms during the pandemic in order to equip them better to tackle the pandemic.

The key **objective** of the projective was **to create and promote short curated content on COVID-19, customized to South Asian locations and languages, for multiple social media channels and languages.** These audio visuals were them promoted through Facebook to specific audiences in the South Asian region.

The most crucial element of this proposal is the language compatibility of the created contents. Despite having a large user base, South Asian people are more comfortable using social media

in their own language, as opposed to English. Hence, each content was translated into the most commonly versed languages in the South Asian region. The contents were developed in 15 of the most common languages in the 8 South Asian countries to ensure that the contents reach the intended audience in mediums that they understand. For the 8 countries, each audio visual has been created in the following languages, and then **promoted through Facebook** in key locations of the mentioned countries:

Afghanistan: Pashto
Bangladesh: Bengali
Bhutan: Dzongkha
India: Hindi, Bengali, Marathi, Telugu, Tamil, Gujarati, Punjabi
Maldives: Dhivehi
Nepal: Nepali
Pakistan: Urdu, Punjabi, Pashto
Sri Lanka: Sinhala, Tamil

Based on the needs of the South Asian region, the research team and the communications team created audio visuals on the following themes:

1. COVID-19 & Community Resiliency in South Asia:

The Audio Visuals highlighted some key initiatives undertaken at community levels in each of the South Asian countries to tackle the COVID-19 pandemic. The goal was to use these examples to inspire people with hope and vigor to tackle this pandemic in collectively within their communities.

Link:
http://ipag.org/covid19/video_showcase/at-mattis-quisque-rhoncus-adipiscing-duis-morbi-at/

2. COVID-19 & Mental Health:

The Audio Visuals highlighted the mental health crisis which has silently brewed during the COVID-19 pandemic. Among others, the AVs outlined 10 ways through which we can take care of our mental health during the pandemic. It also included key resources and contacts from all 8 South Asian countries for people who would want to seek professional help.
Link:

http://ipag.org/covid19/video_showcase/aenean-ullamcorper-nibh-metus-risus-aliquam-quam/

3. <u>**COVID 19 & Gender-Based Violence (GBV):**</u>

The Audio Visuals highlighted the rise of gender-based violence during the pandemic - an issue that has been termed as a "shadow pandemic". Among others, the AV highlighted the growing violence at home against women and children, and suggested ways through which communities can collectively tackle this crisis that is deeply embedded in our culture in South Asia. It also included key resources and contacts from all 8 South Asian countries for people who would want to seek professional help.

Link: http://ipag.org/covid19/video_showcase/covid-19-gender-based-violence-gbv/

4. <u>**COVID-19 & Productivity during Lockdown**</u>

The Audio Visuals highlighted productivity tips for parents and students during the lockdown. Countries have been in and out of lockdowns in different periods, waves of coronavirus continue to surface. Most schools in South Asia were closed with students' education being severely impacted despite the proliferation of online learning mediums. Through these AVs, we tried to identify a few ways how students can remain productive while parents can also ensure that they do so.

Link: http://ipag.org/covid19/video_showcase/covid-19-productivity-during-lockdown/

5. <u>**COVID-19 & Changes in Workplace: Living in the New Normal**</u>

The Audio Visuals highlighted the emergence of new workplace normal during the pandemic. The AVs looked into the changes in today's workplaces due to ongoing lockdowns, and suggested pertinent recommendations for employers and employees alike to cope with the changes.

Link:

http://ipag.org/covid19/video_showcase/coronavirus-and-the-new-workplace/

6. COVID-19 and Healthy Dietary Habits

The Audio Visuals highlighted the importance of healthy dietary habits during the pandemic period. With COVID-19 affecting people with poorer immune systems, the issue of healthy diets came to the forefront, and needed to be effectively addressed, as we tackle the health impacts of the pandemic.

Link:

http://ipag.org/covid19/video_showcase/covid-19-and-healthy-dietary-habits/

7. COVID-19 & Building a Better Immunity System

The Audio Visuals highlighted the importance of healthy immunity system, the absence of which has been exposed during the pandemic. Based on the learnings from pandemic experience, we shared recommendations on lifestyle changes that mass people can adopt to develop and maintain their immunity system better.
Link:

http://ipag.org/covid19/video_showcase/covid-19-boosting-immunity/

8. COVID-19 & Impact on SMEs

The Audio Visuals highlighted the impact of the pandemic on Small and Medium Enterprises (SMEs). SMEs have been disproportionately impacted during the pandemic as many have been forced to shut down. At the same time, many others have leveraged the pandemic to transform their businesses across different verticals. We have highlighted some of these areas of impact and stories of resilience through these AVs.
Link:
http://ipag.org/covid19/video_showcase/covid-19-impact-on-smes/

9. COVID-19 & Clean Waste Management Practices

The Audio Visuals highlighted the importance of clean waste management practices during COVID-19. The pandemic has increased the use of masks, sanitizers, and other medical equipment which have brought into light the need for safe and sustainable disposal methods. We have tried to highlight this issue and suggested a few ways households may dispose waste safely.
Link:
http://ipag.org/covid19/video_showcase/covid-19-waste-management/

10. COVID-19 & SDGs: Sustainability in a Post-Pandemic World

The health and economic impact of the SDGs have jeopardized the attainment of the Sustainable Development Goals by 2030. The Audio Visuals highlighted the impact of the pandemic on the SDGs and suggested pathways to facilitate their attainment in these changing times.

Link:

http://ipag.org/covid19/video_showcase/covid-19-the-sdgs/

Progress Towards Milestones

Based on the Grant Agreement, and the Amendment no.1 to Grant Agreement, the following table provides an update on the attainment of the project milestones.

Milestone	Due Date	Status Update
Initial payment	Upon signature of this Agreement by the Recipient	Completed
Final technical report	On or before Work Completion Date (see Section 5)	Submission of this report marks the completion of this milestone
Final financial report covering all funds expended during the last period of the Project, in the same form and including the details of the Budget as set forth in Part 4 – see Section A15)	On or no more than 30 days after the Work Completion Date (see Section 5).	n/a
Final payment by the Centre, following acceptance of the final technical report (including, among other things, the open access		N/a

dissemination plan) and satisfactory final financial report.		

In addition to the above, based on the project objective and the plan the project team had prepared a milestone plan that included the timeline of the 10 Audio Visuals that were be published on social media platforms. The table is provided below. The Facebook links to each of the AV playlist is provided, which includes the timestamp of the publication and hence also acts as the evidence.

Sl.	AV Topic	Date Published	Facebook link
1	COVID-19 & Community Resiliency in South Asia	September 15, 2020	https://www.facebook.com/watch/4830 92728395172/236758084437648/
2	COVID-19 & Mental Health	October 10, 2020	https://www.facebook.com/watch/4830 92728395172/642274116678151/
3	COVID 19 & Gender-Based Violence (GBV)	October 18, 2020	https://www.facebook.com/watch/4830 92728395172/2860094084233819/
4	COVID-19 & Productivity during Lockdown	October 28, 2020	https://www.facebook.com/watch/4830 92728395172/792670004910495/
5	COVID-19 & Changes in Workplace: Living in the New Normal	November 20, 2020	https://www.facebook.com/watch/4830 92728395172/707421656817684/
6	COVID-19 and Healthy Dietary Habits	November 27, 2020	https://www.facebook.com/watch/4830 92728395172/430423578364845/
7	COVID-19 & Building a Better Immunity System	December 10, 2020	https://www.facebook.com/watch/4830 92728395172/740179963560305/
8	COVID-19 & Impact on SMEs	December 14, 2020	https://www.facebook.com/watch/4830 92728395172/378641600069671/
9	COVID-19 & Clean Waste Management Practices	December 21, 2020	https://www.facebook.com/watch/4830 92728395172/723060728612292/
10	COVID-19 & SDGs: Sustainability in a Post-Pandemic World	December 28, 2020	https://www.facebook.com/watch/4830 92728395172/810050733060065

Methodology

The audio-visual contents created during the project were based on secondary research and analysis conducted by the project team. The team, which is composed of a health and communications expert, identified the 10 pressing themes in South Asia where a public awareness and advocacy campaign through social media is needed and would be useful. During this identification process, consultations were done with experts from all 8 South Asian countries to ascertain the themes that would be relevant for their communities.

After identification of each theme/topic, the research team conducted a thorough analysis through secondary research to collect relevant data, information, and recommendations. Given the associated sensitivities with information related to the pandemic, information from only reliable sources were used and cited in the Audio Visuals. These sources included UN, WHO, John. Hopkins data, Centers for Disease Control and Prevention, NHS UK, etc. In addition, given the varying nature of the recommendations related to the pandemic, the audio-

visual contents had information incorporated to ensure that they remain relevant for a considerable period of time.

Based on the research, a script for the audio visual was prepared by the communications expert to ensure that the messages being conveyed was properly structured and being conveyed in a manner that is appealing to and easily understandable for the audience. The script was also vetted by the health expert to ensure that sensitive health information was not misrepresented.

The script was then translated into 14 more languages (in addition to English), by regional translators, which were subsequently vetted by another additional translator to ensure the efficacy and relevance of the contents based on local contexts. In this regard, the translations of the script evolved throughout the project based on the comments and messages from the audience in the social platforms. The AV structure also evolved throughout the project based on the reviews from the audience. In particular, the pacing of the AVs, the choice of music, structure of written contents, and the quality of translation of some languages significantly transformed with each published audio visual.

Once all 15 scripts were finalized, the graphics team prepared the audio visual with supervision from the communications expert. The AVs were also again vetted by the health expert. Particular attention was paid into using images and videos that were built in the context of the South Asian culture. Given the constraints regarding consent and personal appearances, the team ensured that the images and videos used followed IDRC guidelines, and did not have any recordings that could directly identify a person.

The social media team published the audio visuals and according to each language, promoted the audio visuals in key locations. The ads on Facebook were not only targeted based on locations, but also the age, interests and behavior of the audience in that particular location which were identified through proxy indicators such as the devices they use, the pages they like etc. The following table provides a summary of the locations in which each AV was promoted to:

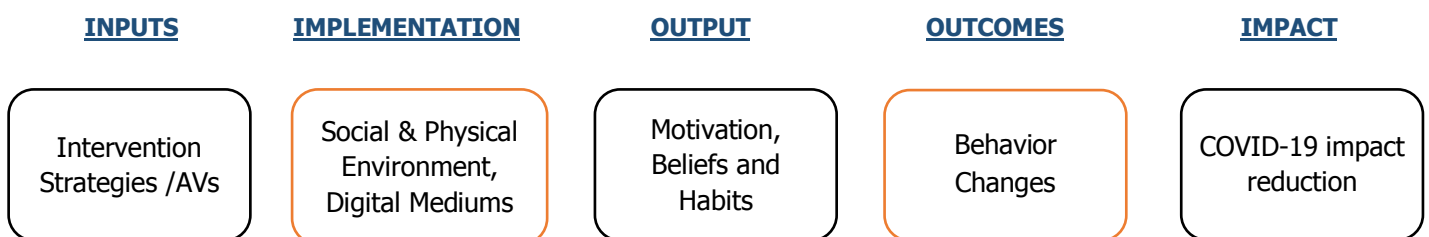| Language	Country	City (Radius of Coverage)
Dzongkha	Bhutan	Phuntsholing (+25 mi); Paro (+25 mi); Samdrup Jongkhar District; Thimphu (+25 mi) Thimphu District
Dhivehi	Maldives	Hithadhoo, Seenu (+25 mi) Addu Atoll; Male (+25 mi) Kaafu Atoll; Thinadhoo, Kaafu (+25 mi) Gaafu Alif Atoll; Kulhudhuffushi, Kaafu (+25 mi) Haa Dhaalu Atoll; Fuvahmulah (+25 mi) Gnaviyani Atoll
Punjabi	Pakistan	Bahawalpur (+10 mi), Faisalabad (+10 mi), Gujranwala (+10 mi), Lahore (+10 mi), Multan (+10 mi), Rawalpindi (+10 mi) Punjab
Punjabi	India	Chandigarh; Amritsar, Punjab (+10 mi), Hoshiarpur (+10 mi), Jalandhar (+10 mi), Ludhiana Ambala Road, Jalandhar (+10 mi), Patiala (+10 mi), Bathinda (+10 mi) Punjab region
Hindi	India	Chandigarh; Ahmedabad (+25 mi), Rajkot (+25 mi) Gujarat; Kalyan (+25 mi), Mumbai (+25 mi), Pune (+25 mi) Maharashtra; Bangalore (+25 mi), Mysore (+25 mi) Karnataka; Ludhiana, Punjab (+25 mi) Punjab region; Madurai (+25 mi) Tamil Nadu; Goa; Gwalior (+25 mi), Rajpur (+25 mi) Madhya Pradesh; Agra (+25 mi), Allahabad (+25 mi), Bareilly (+25 mi) Uttar Pradesh; Durg

		(+25 mi) Chhattisgarh; Jamshedpur (+25 mi), Ranchi (+25 mi) Jharkhand; Hyderabad (+25 mi) Telangana
Gujarati	India	Ahmedabad (+25 mi), Bhavnagar (+25 mi), Jamnagar (+25 mi), Rajkot (+25 mi), Surat (+25 mi), Vadodara (+25 mi) Gujarat
Marathi	India	Aurangabad (+25 mi), Mumbai (+25 mi), Nagpur (+25 mi), Nashik (+25 mi), Pune (+25 mi), Vasai (+25 mi) Maharashtra
Telugu	India	Guntur (+25 mi), Kurnool (+25 mi), Nellore (+25 mi), Vijayawada (+25 mi), Visakhapatnam (+25 mi) Andhra Pradesh; Hyderabad (+25 mi), Karimnagar (+25 mi), Khammam (+25 mi), Warangal (+25 mi) Telangana
Tamil	India	Chennai (+25 mi), Coimbatore (+25 mi), Erode (+25 mi), Madurai (+25 mi), Salem (+25 mi), Tiruchchirappalli (+25 mi), Tirupur (+25 mi) Tamil Nadu
Tamil	Sri Lanka	Trincomalee Road, Kebitigollewa (+10 mi) North Central Province; Jaffna (+25 mi), Mannar (+25 mi), Mullaitivu (+25 mi), Point Pedro (+25 mi) Northern Province
Bengali	Bangladesh	Barisal (+10 mi) Barisal Division; Chittagong (+10 mi) Chittagong Division; Dhaka (+10 mi), Mymensingh (+10 mi), Rangpur, Dhaka (+10 mi) Dhaka Division; Khulna (+10 mi) Khulna Division; Rajshahi (+10 mi) Rajshahi Division; Sylhet (+10 mi) Sylhet Division
Bengali	India	Kolkata (+10 mi) West Bengal
Nepali	Nepal	Birgunj (+10 mi) Narayani Zone; Pokhara (+10 mi) Gandaki Zone; Biratnagar-17, Biratnagar (+10 mi) Kosi Zone; Kathmandu (+10 mi), Lalitpur (+10 mi) Bagmati Zone
Pasto	Afghanistan	Herat (+10 mi) Herat Province; Kabul (+10 mi) Kabul Province; Jalalabad (+10 mi) Nangarhar Province; Kandahar (+10 mi) Kandahar Province; Kunduz (+10 mi) Kunduz Province; Mazar-e Sharif (+10 mi) Balkh Province
Sinhalese	Sri Lanka	Dambulla (+10 mi), Kandy (+10 mi) Central Province; Jaffna (+10 mi) Northern Province; Moratuwa (+10 mi) North Western Province; Galle (+10 mi) Southern Province; Colombo (+10 mi), Moratuwa (+10 mi), Mount Lavinia (+10 mi), Negombo (+10 mi) Western Province
Urdu	Pakistan	Quetta (+25 mi) Balochistan; Peshawar (+25 mi) Khyber Pakhtunkhwa; Faisalabad (+25 mi), Gujranwala (+25 mi), Lahore (+25 mi), Multan (+25 mi), Rawalpindi (+25 mi) Punjab; Hyderabad (+25 mi), Karachi (+25 mi) Sindh; Islamabad (+25 mi) Islamabad Capital Territory
English	All Countries above	All capital cities of countries and state territories.

Once the audio visuals were published in social media, the team regularly took feedback from social media analytics to adapt the subsequent videos. Throughout the project the team followed the guiding structure below to inform the analysis and dissemination and increase the engagement and impact behavior of its target group.

Participants/ Stakeholders	Knowledge about audio visual topics/themes	Belief and Attitude about the topics/themes	Issues they care about
Household/ Communities	Do not know the topics	Mostly misinformed about objectives and not clear how to achieve them	- Value personal safety

|			
Government bodies	- Knows about the topics well through the daily reports from several districts. - Has had several briefings.	- Mostly positive about the achieving the topics but is often oblivious of on-ground realities.	- Values government protocols and structures - Very concerned about his administrative powers and services of the state government - Is under pressure from the political machinery's competence - They want to be seen and known for brining popular policy level interventions.
Civil Society Groups/ Organizations	Mostly aware about the topics and are even working towards achieving them	- Working on the ground with most of the stakeholders to help achieve objectives	- Community empowerment and safety - Their own credibility in the community
Front-line workers	- Aware of government initiatives but	- Implementing the objectives - Mostly positive about the topics -Are not satisfied with support structures	- Safety and security of their target groups - Their own safety - Disciplined bout protocols
Journalists	Generally aware of the initiatives but do not have in-depth understanding	- Mixed attitude. The ones following updates and briefings understand better than those have not been exposed - Not sure about where the authority for the topics and issues lie - Spreading misinformation - Multiple sources of research	- Writing stories that will strengthen their position with the media and with readership/ viewership - Looks for new and interesting issues

Generic Theory of Change:

INPUTS	IMPLEMENTATION	OUTPUT	OUTCOMES	IMPACT
Intervention Strategies /AVs	Social & Physical Environment, Digital Mediums	Motivation, Beliefs and Habits	Behavior Changes	COVID-19 impact reduction

Project Results & Development Outcomes

The purpose of the campaign was to ensure that proper information about the pandemic reaches to South Asian population through mediums that they use most frequently today, and in languages that they understand. Towards that end, the ad promotions made through Facebook ensured that the audio visuals altogether had a reach of over 23 million, while being viewed for over 110,000 hours cumulatively. This also resulted into an engagement of almost 100,000 which includes interactions with the content in the form of likes, reactions, comments, shares, and messages. As a result of this awareness campaign, it can be concluded that the videos have helped inform millions of people in South Asia about how to better tackle the pandemic.

The following table provides a disaggregated overview of the total reach at country levels.
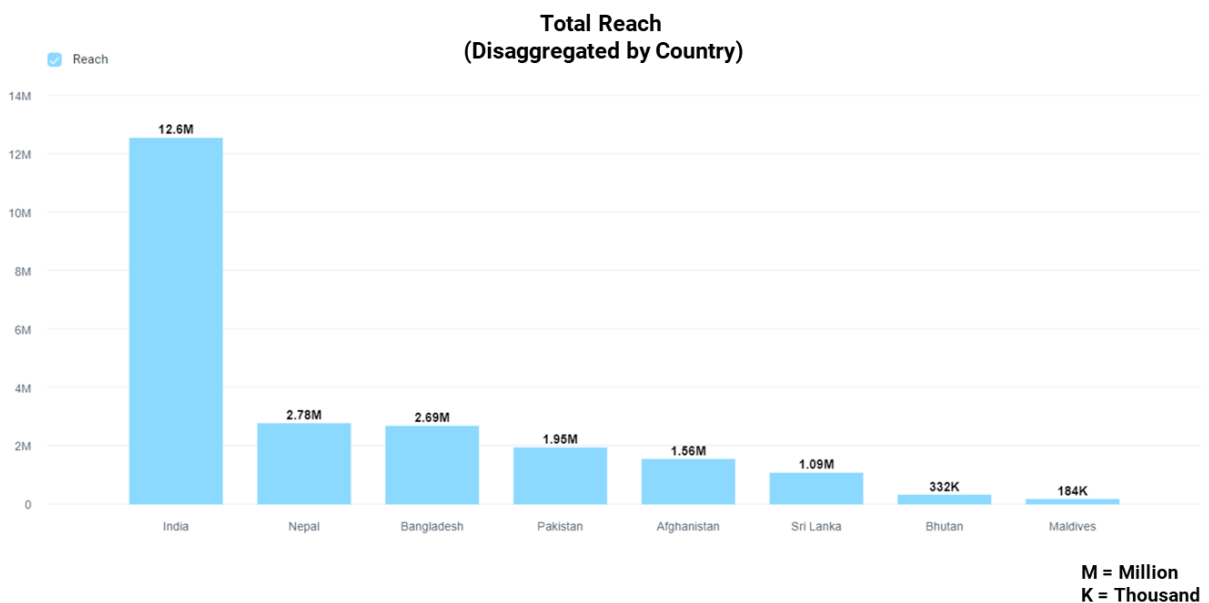
Our communications team have designed the dissemination strategies in a manner that ensures more women could be reached through the campaign. However, the inherent digital divide that exists between genders in South Asia and Facebook's automated algorithms meant that there still were disparities in terms of the reach between men and women. All in all, approximately 27% of the video reach came from women, while the rest 73% from men. The graph below provides a detailed distribution of the reach disaggregated by gender and age ranges.

Age and Gender Distribution

All ▼   Reach ▼


Men
73% (17,018,978)   Women
27% (6,168,611)
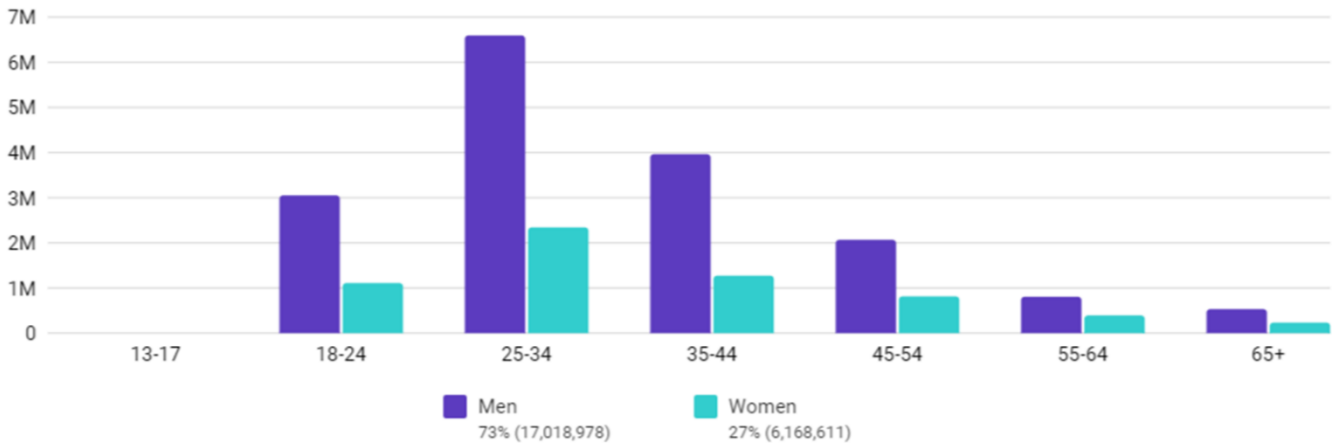
It can also be seen from the graph above that majority of the videos were viewed by audience between the ages of 25-45. The following charts provides further illustration on the type of devices and platforms the videos have been viewed from.

**Total Reach
(Disaggregated by Device Platform)**

**M = Million
K = Thousand**

Total Reach
(Disaggregated by Device Type)
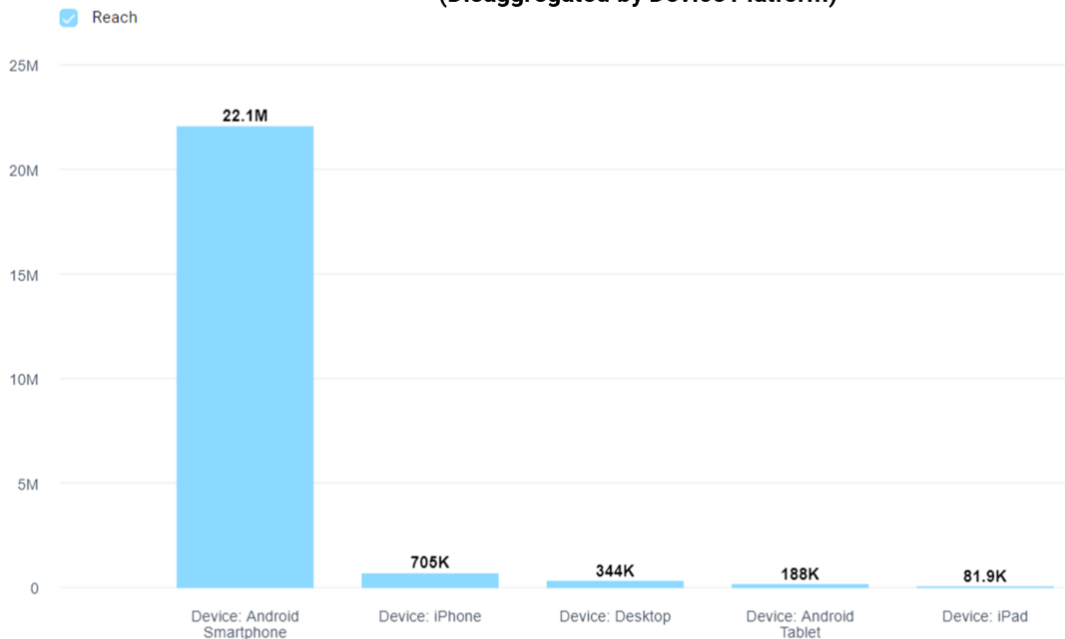
M = Million
K = Thousand
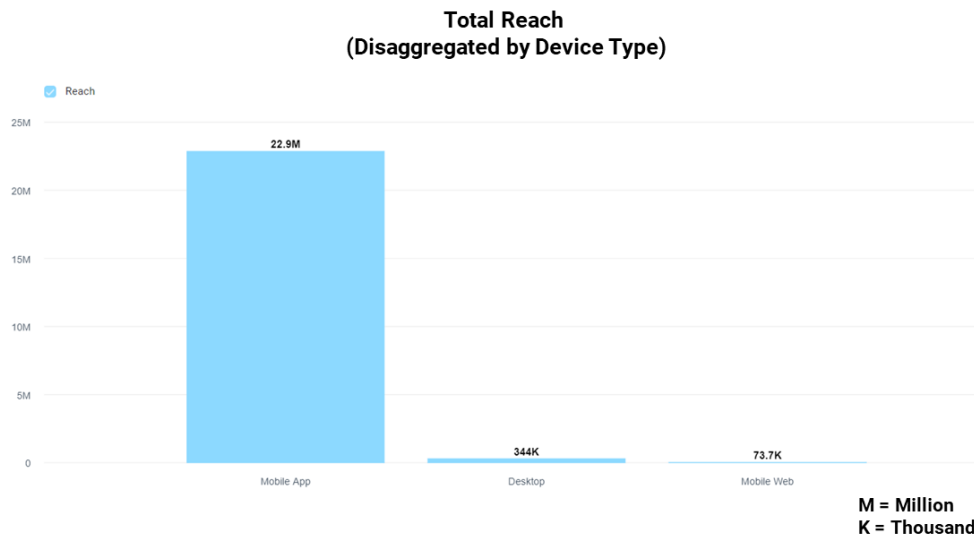
One of the surprising results of this mass dissemination campaign has been that many South Asians have reached out to IPAG's Facebook page to seek critical information related to following healthy diet habits, how to stay safe during the pandemic, hygiene habits, mental health issues etc. This further underscored the need for such an awareness campaign where people still lack access to critical life-saving information during the pandemic and need to be supported by further large scale well-coordinated public awareness campaigns. In addition, an analysis of the comment sections and the messages show that the audience was benefitted by the customized delivery of the information through the audio visuals.

This awareness needs to be continued further into the future through a combination of campaigns by public, private and civil society actor to ensure that the benefits manifests themselves through the change in behavior among the people. This is not only important for South Asia, but also many of the developing regions in the world. 3 institutions from Nigeria and Cameroon reached out to IPAG to appreciate the importance of these campaigns and explore the possibilities of creating something similar in their own regions.

Project Outputs

The main outputs of the projects were the 150 audio visuals (10 topics, 15 languages each) that were created. We believe that this project has shown the possibilities for research outfits to undertake innovative dissemination strategies through social media, that has the capacity to reach and create impact amongst a large number of population at low costs. In order to ensure that the project's outputs are accessible for the foreseeable future, the audio visuals are available for access from IPAG's Facebook Page and YouTube Page. In addition, a website has been created to provide access to all the contents of the project.

Link to the website: http://ipag.org/covid19/

The contents that have been created also follows IDRC's Open Access Policy as they are accessible digitally through the website, and the social media platforms for free of charge. They can also be licensed by the Creative Commons Attribution (CC BY) licence, meaning that anyone is free to use the content as long as the authors are attributed. In order to ensure that the contents adhere to these requirements, we have ensured that all the images, videos and music that are used are licensed accordingly, and free from any copyright restrictions.

Problems & Challenges

The timeline has been a key challenge with the project. Creating and disseminating 10 audio visuals in the space of 3 months is extremely constraining, as sufficient time needs to be provided between the publication of each video so that they can reach the intended number of people. However, given the pressing needs of the pandemic situation, it was also absolutely crucial that the information pertaining to this awareness campaign was disseminated as fast as possible.

At a research level, it was important that the research team was collecting, and disseminating reliable data. This was a challenge as information regarding the pandemic was continuously changing as global bodies were continuously being updated with new information regarding the pandemic, which were at times, in contrast with previous directives.

Translation of the audio visuals have also been another challenge as ensuring quality of the translations, the nuances of the words used, and the cultural sensitivities required verifications from multiple translators for each language. In addition, given the need to work remotely, the progress of much of the audio-visual creation process was slowed down. As a result, despite initial plans the team had to forego using voiceovers for the videos as the editing process was logistically unfeasible in a remote working format within the four months of the project's timeline.

Administrative Reflections & Recommendations

Compared to most of IDRC's projects, the duration of this project was very short, and hence there was not sufficient scope to encounter and assess administrative shortcomings. However,

one key learning from the project is that for research institutions, the importance of dissemination of outputs through public awareness and advocacy campaigns is also extremely important and IDRC may look into backing such campaigns more for its future plans.