



## REACHING THE COMMUNITY WITH RADIO



IOM Sri Lanka recently spearheaded an activity to deliver information regarding COVID-19 in Jaffna district via radio. The activity aimed to deliver 5 COVID-19 related messages in Tamil language, broadcasted through Yarl FM for 45 days. The messages will be broadcasted 15 times a day starting early December and end in January 2021.

The aim of this campaign is to provide COVID-19 related hygiene guidelines to the public residing in Jaffna. These guidelines are compiled by professional health officers who work closely with the COVID-19 prevention campaigns in the region.

This campaign aims to support the government efforts in delivering the correct information to the public.

# IMPORTANCE OF INFORMATION

According to the radio program, in brief the five messages are

1. Explaining the hygienic practices to follow
2. Discourage public from gathering in public places as well as how offenders will be dealt with
3. Discouraging public from attending public fares, religious places, and other gatherings to avoid contracting COVID-19
4. Avoid contact with fishermen from other countries while on fishing trips as well as to notify authorities if public has suspicions of any such conducts.
5. Use public transportation with caution and avoid public places as much as possible. Follow the hygiene guidelines to battle against COVID-19 and to inform the area Public Health Inspector if anyone is travelling outside of their residing district.



Yarl FM, which is a community radio functional in the Jaffna district, will start the broadcast in early December and run the broadcast until the end of January 2021 to play the recordings.

The project aims to deliver information to the public in a language predominant to the area, using a media that everyone has access to. The project hopes to address limitations related to literacy and accessibility.

A significant amount of people in Jaffna district engage in fishing as their livelihood, contracting COVID-19 is possible in the international waters for fishermen when they come in to contact with other country's fishermen boats. These messages advise and alert the fishermen to avoid any such contact and inform health authorities if fishermen come across such incidents. The messages also include the safe migration campaign hotline number, so that it would serve dual purpose of getting the hotline number accustomed within the public. In this manner it is expected to receive responses and inquiries related to safe migration.