



Reliable information saves lives!

“CRISIS COMMUNICATION CHAPTER” PROJECT



Reliable
information
saves lives





Background and Objectives

During the COVID-19 pandemic, many people felt sick and died around the world, and misleading and contradictory information such as “recovered doesn’t mean becoming healthy again”, “vaccinated people carry the virus”, and “vaccines are biological experiments” has spread as fast as a virus. The pandemic had become an “infodemic” or “information pandemic” in a very short period of time, and people became victims of the virus and also victims of misinformation. It mainly affects people with low incomes, low education or limited opportunities. Therefore, the Crisis Communication Chapter (CCC) project aims to reduce information inequality and create a structure to disseminate reliable information.

Therefore:

- Improve access to information for these groups and provide reliable information
- The media, local authorities, non-governmental organizations and the public gather in one place and integrate their knowledge and communication. Thus, it aims to work as a network to verify and disseminate information reliably and responsibly.

The project is being implemented in Kenya, Zambia and Mongolia by the Deutsche Welle Akademie (DW Akademie), an international organization dedicated to promoting press freedom and media development, with the support of the Federal Ministry for Economic Cooperation and Development (BMZ). The Media Council of Mongolia works as a project implementing organization of the project in Mongolia.



Project activities and results

August – September 2021

It's determined stakeholders of the project. (meetings, interviews)



The target location for the CCC pilot project was selected. (field survey, evaluation, meetings)



23rd khoroo of Bayanzurkh District, total population 16 thousand. It locates on the eastern outskirts of Ulaanbaatar, far away from the center, not connected to central heating and sewerage systems, ger areas dominated, high soil pollution, and more vulnerable groups and migrants.



October – December 2021

A PROJECT TEAM WAS FORMED. IN THE TEAM:



- O.Ariunbileg, Editor-in-Chief of mpress.mn website, B.Purev, Journalist of MM Agency, and B.Undrakh, Founder of the Association of Health Journalists were representing the media sector;
- O.Bayarmaa, Head of the Digital Information Division, Media and Public Relations Department, Cabinet Secretariat of Government of Mongolia, B.Tsend, Public Relations Officer, National Emergency Management Agency; and S.Gerelmaa, Head of Health Promotion and Disease Prevention Division, National Center for Public Health were representing the government authorities;
- Medical doctor G.Chantsalmaa, Head of Nemuulen Family Health Center, 23rd khoroo, Bayanzurkh district, M.Munkhtsetseg, Head of the Magic Land Kindergarten, and N.Ganchimeg, Project Manager of the Media Council of Mongolia were representing the civil society and citizens.



B.PUREV
Journalist of
MM Agency



B.TSEND
Public Relations Officer,
National Emergency
Management Agency



M.MUNKHTSETSEG
Head of the Magic
Land Kindergarten



O.BAYARMAA
Head of the Digital Information Division,
Media and Public Relations Department,
Cabinet Secretariat of Government of Mongolia



G.CHANTSALMAA
Head of Nemuulen Family
Health Center, 23rd khoroo,
Bayanzurkh district



O.ARIUNBILEG
Editor-in-Chief of
mpress.mn website



S.GERELMAA
Head of Health Promotion
and Disease Prevention
Division, National Center for
Public Health



B.UNDRAKH
Founder of the Association
of Health Journalists



N.GANCHIMEG
Project Manager of the
Media Council of
Mongolia

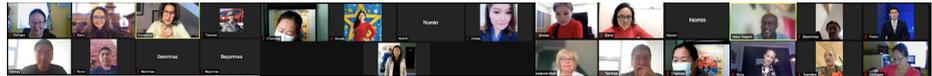
PROJECT TEAM CAPACITY BUILDING TRAINING WAS ORGANIZED



The training was conducted online for ten weeks under the guidance of local and international trainers in the “Crisis Communication Chapter”.

Training topics:

- Definition of crisis
- Roles and responsibilities of the stakeholders during a crisis
- Ways to disseminate information efficiently
- Understand stakeholders and establish effective communication
- Verification of information
- Evaluate information
- Prepare an information package



FIELD TRIP ORGANIZED TO FAMILIARIZE THE PLACE WHERE THE PROJECT WILL BE IMPLEMENTED



We visited the “Nemuulen” Family Health Center and “Id Shidiin Oron” Child Protection Center located in the 23rd khoroo of Bayanzurkh District and got introduced to how they were working during the COVID-19 and how they were disseminating information. Also, we met with citizens of the 23rd khoroo and talked about how they receive information.



January 2022

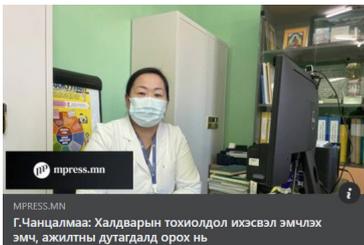
ACTION PLAN AND SCHEDULES



THREE COUNTRIES MEETINGS #2 – PARTICIPATED AS A TEAM



COMMUNICATION PILOT PROJECT (PREPARE INFORMATION PACKAGE)



Team members organized online and classroom meetings to plan and implement pilot communication activities for the target group (23rd khoroo, Bayanzurkh district).



We contacted the teams from Kenya and Zambia online, and each team introduced their plans for the communication pilot project plan and exchanged situational information on the COVID-19 infection in each country.



An information package was prepared with the participation of community members, family health center, and specialists to raise awareness of the symptoms of the OMICRON variant of the COVID-19 infection, treatment, prevention, and vaccine benefits and for the purpose of calling citizens to celebrate Tsagaan sar holiday at home. These are:

- An interview of Dr. G.Chantsalma, Head of Nemuulen Family Health Center in 23rd khoroo, Bayanzurkh District, was published. She spoke about the status of the COVID-19 infection in the 23rd khoroo and the condition of the medical center and its staff.



- A reportage prepared at the Nemuulen Family Health Center in the 23rd khoroo, Bayanzurkh District, was aired in the “Tsagiin khurd” news program. The reportage covered the omicron variant symptoms, treatment, prevention, and vaccine availability.
- A television program was aired covering the situation of the COVID-19 pandemic. Human interest stories with different angles were prepared about experiences and lessons such as What is the situation of COVID-19 pandemic in the 23rd khoroo, Bayanzurkh District? How does the Family Health Center work? How do citizens fight the pandemic? Why is it important to get vaccinated?
- Printed materials prepared and distributed. The materials were posted in crowded places of the 23rd khoroo, explaining the importance of keeping distance, wearing masks, taking additional doses of vaccines, and urging people to celebrate the Tsagaan Sar holiday at home.
- A handbook was prepared and distributed to answer doubtful questions about the vaccine. Based on a survey conducted among the citizens of the 23rd khoroo, the information in the handbook



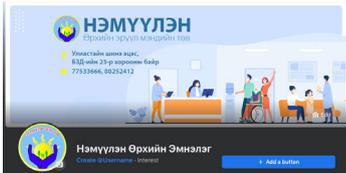
February 2022

**COMMUNICATION
PILOT PROJECT
(PREPARING
INFORMATION
PACKAGE) CONTINUES**



was prepared in collaboration with FactCheck.mn to respond to disinformation against vaccination and sceptical opinions.

- The Family Health Center Facebook page was developed. All of the above activities were covered by a wide range of posters, statistics, activity information, and answers to citizens' questions.
- Facebook Live #1 was streamed. Project team members provided information on "Omicron variant of the COVID-19 infection: treatment, efficacy and prevention" and answered questions from citizens.
- Short videos were prepared and distributed about the Omicron variant of the COVID-19 infection, how to prevent it, measures to be taken in case of infection, and calling people to take additional doses of the vaccine.
- Calls to celebrate the Tsagaan sar holiday at home and get a booster dose of vaccine was prepared and posted on Facebook page.
- Opening hours and contact information of the Family Health Center, test center, and vaccination spots during the holidays and weekends were prepared and disseminated on Facebook page.



- Team meetings were held to review the activities done in January and future plans. Depending on the situation of the pandemic, it was decided to focus on the information about infection and protection of children in schools and kindergartens.
- Facebook Live #2 was streamed. Under the topic “Protection against the COVID-19 in schools and kindergartens and cooperation of parents”, advice was provided to parents and children on the infection control regime of schools and kindergartens operating in the 23rd khoroo, Bayanzurkh District.
- Short videos on the protection and infection of children in schools and kindergartens were prepared and disseminated.
- Family Health Center Facebook page continued to be developed. All of the above activities were promoted with posters, statistics, activity information, and answers to citizens’ questions.
- The Crisis Communication Chapter Mongolia Facebook page was launched to inform the public about the project team’s activities.

March 2022 COMMUNICATION PILOT PROJECT (PREPARING INFORMATION PACKAGE) CONTINUES



- Team meetings were held, and planned activities for March. Although the pandemic situation has subsided, it's decided to prepare the information based on the citizens' need to know about how to cope with the long-term changes that occur after an infection.
- Activities were organized for school students. A training on "Recovering post-covid-19 symptoms" was organized for students of the 87th secondary school located in the 23rd khoroo, Bayanzurkh District.
- A creative content competition on "Recovering Post-COVID-19 symptoms" in the video, wall newspaper, and essay categories was announced among the students of the 87th secondary school located in the 23rd khoroo, Bayanzurkh District.
- The best content of the competition was promoted. Through the media, social media, the 87th secondary school, and its network, information was provided to children and parents on how to cope with the long-term changes that occur after an infection.
- A citizen's article about sharing his/her experience in recovering the post-COVID-19 symptoms.

CRISIS COMMUNICATION TRAINING WAS ORGANIZED FOR REPRESENTATIVES OF THE TARGET GROUP



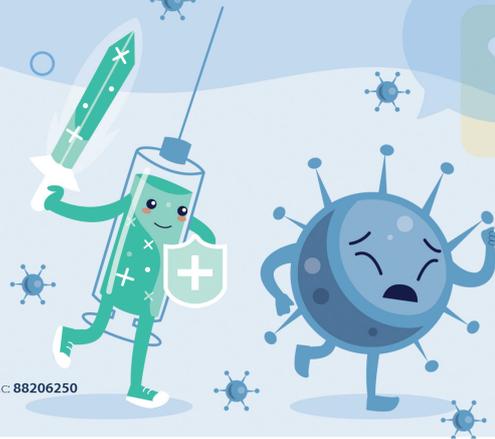
- In order to improve the communication capacity of the primary units of the 23rd khoroo, Bayanzurkh District, a training was organized for representatives from “Nemuulen” Family Health Center, the 23rd khoroo’s Governor’s Office, the 87th secondary school, and the “Id Shidiin Oron” child protection center. Team members participated in the training and shared their experiences of preparing and disseminating information packages to target groups during the pandemic.





ВАКЦИНЫ 3,4-Р ТУНДАА ИДЭВХТЭЙ ХАМРАГДАЦГААЯ!

Зай барьж, маскаа зүүж, олон хүнтэй газар очихгүй байя!



Reliable information saves lives



Өрхийн эрүүл мэндийн төвийн утас: **88206250**
Зөвлөгөө өгөх нэгдсэн утас: **119**
ХӨСҮТ-ийн зөвлөх утас: **100**



Энэ үг мэдээллийг ХНГУ-ын Эдийн засгийн хамтын ажиллагаа, нэгжлийн холбооны намын дэмжлэгтэйгэр, Дойче Велле Академи, Монголын Хөвөл мэдээллийн зөвлөл хамтран хэрэгжүүлж буй "Бэлтгэлтэй мэдээлэл амьдрал" аяарын төслийн хүрээнд болгож, Мэдээллийн агуулга нь зөвхөнгөө танин бус бүтээгчийн бэлр суурийг илэрхийлж буй болно.

Вакцины талаарх түгээмэл эргэлзээ #3

Одоо байгаа вакцины хугацаа дуусаж буй учир хийлгэхгүй.



Бодит баримт

Манай улсад коронавируст халдварын эсрэг дархлаажуулалтад ашиглаж буй Pfizer вакцины заримынх нь шошго дээрх хүчинтэй хугацаа дуусаж буй. Харин Цельсийн -60-аас -90С хэмийн гүн хөлдөөгчид вакциныг хадгалсан тохиолдолд хүчинтэй хугацааг дахин гурван сараар сунган ашиглаж болохыг албан ёсоор мэдэгдсэн захиаг Дэлхийн эрүүл мэндийн байгууллагаас 2021 оны есдүгээр сарын 21-нд Pfizer компанид хүргүүлсэн. Ингэснээр манай оронд нийлүүлэгдсэн вакцины хадгалалтын хугацаа мөн адил гурван сараар сунгагдаад байна.

Эх сурвалж: Хуурамч мэдээллийн эсрэг factcheck.mn сайт



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БЗД-ийн 23-р хорооны Нэмүүлэн орхийн эмнэлгийн дарга, их эмч **Г.Чанцалмаа**:

Хорооны 5 иргэн тутмын 1 нь коронавирусуар халдварласан. Маш хүнд өвчилсөн хүмүүсийн 60 хувь, хүндээр өвчилсөн хүмүүсийн 24 хувь нь **ВАКЦИНД ХАМРАГДААГҮЙ** байсан.



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ORGANIZATIONS COOPERATED AND SUPPORTED THE PROJECT ACTIVITIES:

Governor's office of the 23rd khoroo, Bayanzurkh District

"Nemuulen" Family Health Center, 23rd khoroo, Bayanzurkh District

"Id Shidiin Oron" child protection center

87th secondary school

Media and Public Relations Department, Cabinet Secretariat of Government of Mongolia

National Emergency Management Agency

National Center for Public Health

"White Pen" Association of Health Journalists

Mongolian National Broadcasting

Mpress.mn site

TV9 television



 70000160
 info@mediacouncil.mn
 www.mediacouncil.mn
 [mediacouncilmongolia](https://www.facebook.com/mediacouncilmongolia)