

Updated on: May 26, 2020

Public Service Announcement Scripts for Vulnerable Population Audiences

Community Radio Stations are encouraged to adapt and phrase accordingly without changing the technical parts (do's and don'ts)

(1)

Title: To a community health worker: Protect yourself against COVID 19 (166 words)
Suggested length: 60 Seconds
SFX fade in
VO / Announcer:
<p>COVID – 19 is a virus that is spreading among humans for the first time in history. If you are active in your community as a health worker, it is important to remember these points:</p> <ul style="list-style-type: none"> - The COVID-19 virus is spread by particles in an infected person's breath when they speak, cough or sneeze. - These particles are heavy, so they can't travel far. They can spread only to about a meter before they settle to surfaces. - Therefore, inter-personal distancing is important. Keeping at least six feet apart from each other greatly reduces the transmission of the virus. - Examples of surfaces where COVID-19 particles can settle are: tables, chairs, door handles, mobile phones, shared utensils, etc. It is important to regularly disinfect such surfaces. - Since COVID-19 can enter the body through the mouth, eyes and nose, it is important to avoid touching the face, and regularly wash our hands.
This announcement is brought to you by (name of your radio station) and AMARC Asia-Pacific.
SFX fade out

(2)

Title: To a community health worker: Protect yourself against COVID 19 (113 words)
Suggested length: 45 Seconds
SFX fade in
VO / Announcer:
<p>COVID – 19 is a virus that is spreading among humans for the first time in history. If you are active in your community as a health worker, it is important to remember these points:</p> <ul style="list-style-type: none"> - COVID-19 virus is spread when an infected person speaks, coughs, or sneezes. - COVID-19 particles can travel only to about a meter before they settle on surfaces. - COVID-19 particles settle on tables, chairs, door handles, mobile phones, shared utensils, etc. Regularly disinfect such surfaces in private and public spaces. - Avoid touching the mouth, eyes and nose and regularly wash our hands. <p>This announcement is brought to you by (name of your radio station) and AMARC Asia-Pacific.</p>
SFX fade out

(3)

Title: To a community health worker: Maintaining workplace for COVID 19 (181 words)
Suggested length: 90 Seconds
SFX fade in
VO / Announcer:
<p>COVID – 19 is a virus that is spreading among humans for the first time in history. If you are active in your community as a health worker, it is important to remember these points:</p> <p>Health facilities can become COVID-19 hotspots. It is important for health-workers to maintain their workplace well to avoid spreading the virus.</p> <ul style="list-style-type: none"> - Regularly disinfect surfaces because they are the main transmitters of the virus. - Provide alcohol-based sanitizer or soap to workers and visitors to promote manual hygiene. Provide water and a place for health workers and visitors to wash hands. - Ensure adequate supply of personal protection equipment at your workplace. Maintain information about where additional supplies may be sourced from. - Strictly enforce respiratory hygiene by requiring everybody to wear masks and safely disposing paper tissues used to sneeze, cough or wipe the face. - Discourage all avoidable in-person contact by communicating over telephone or through online meetings. - Emphasize good mental health and adequate physical rest for health workers. <p>This announcement is brought to you by (name of your radio station) and AMARC Asia-Pacific.</p>
SFX fade out

(4)

Title: To a community health worker: Maintaining workplace for COVID 19 (126 words)
Suggested length: 45 Seconds
SFX fade in
VO / Announcer:
<p>COVID – 19 is a virus that is spreading among humans for the first time in history. If you are active in your community as a health worker, it is important to remember these points:</p> <p>Health facilities can become COVID-19 hotspots. It is important for health-workers to maintain their workplace well to avoid spreading the virus.</p> <ul style="list-style-type: none"> - Regularly disinfect surfaces because they are the main transmitters of the virus. - Provide alcohol-based sanitizer or soap to workers and visitors to promote manual hygiene. - Ensure adequate supply of personal protection equipment at your workplace. - Require everybody to wear masks. - Communicating over telephone or through online meetings as much as possible. <p>This announcement is brought to you by (name of your radio station) and AMARC Asia-Pacific.</p>
SFX fade out

(5)

Title: Against Stigma of COVID 19 (134 words)
Suggested length: 60 Seconds
SFX fade in
VO / Announcer:
<p>The current COVID-19 outbreak has given rise to spread of misinformation and fake news.</p> <p>The spread of misinformation has led to incidents of stigmatization of COVID-19 patients and health workers. If such attitudes become widespread they can lead to further spread of the virus.</p> <p>Stigma can discourage patients from reporting their illness and seeking treatment. This may lead to further spread of COVID-19 cases.</p> <p>Make your community aware about the personal and social risks of spreading misinformation about COVID-19, which may lead to greater suffering and deaths.</p> <p>Along with educating your community about how the disease spreads, also educate them about how to stop the spread.</p> <p>Provide your community updated information regarding how to report illness and access treatment.</p> <p>This announcement is brought to you by (name of your radio station) and AMARC Asia-Pacific.</p>
SFX fade out

(6)

Title: Against Stigma of COVID 19 (118 words)
Suggested length: 45 Seconds
SFX fade in
VO / Announcer:
<p>The current COVID-19 outbreak has given rise to spread of misinformation and fake news.</p> <p>The spread of misinformation has led to incidents of stigmatization of COVID-19 patients and health workers. If such attitudes become widespread they can lead to further spread of the virus.</p> <p>Stigmatization of COVID-19 patients and health workers can lead to more infections, more suffering and deaths.</p> <p>Stigma discourages patients from reporting their illness and seeking treatment, leading to more COVID-19 cases.</p> <p>Educate your community about how the disease spreads, and about how to stop the spread.</p> <p>Provide your community updated information regarding how to report illness and access treatment.</p> <p>This announcement is brought to you by (name of your radio station) and AMARC Asia-Pacific.</p>
SFX fade out

(7) *New script*

Title: Maintaining Mental Health During COVID 19 (100 words)
Suggested length: 45 Seconds
SFX fade in
VO / Announcer:
<p>Social distancing has been strongly recommended for protecting ourselves from the COVID-19. As</p> <p>As social distancing and isolation can affect mental health, we must make sure that we take care of our mental well-being too. These practices can help you:</p> <ul style="list-style-type: none"> - Follow only reliable sources of information to avoid stress. - Create a routine to exercise to stay healthy and avoid boredom. - Stay in touch with friends and family. - Reduce or remove use of alcohol or drugs as means to cope with stress. <p>This announcement is brought to you by (name of your radio station) and AMARC Asia-Pacific.</p>
SFX fade out

8)

Title: Maintaining Mental Health During COVID 19 (157 words)
Suggested length: 60 Seconds
SFX fade in
VO / Announcer:
<p>Social distancing has been strongly recommended for protecting ourselves from the COVID-19. As</p> <p>As social distancing and isolation can affect mental health, we must make sure that we take care of our mental well-being too. These practices can help you:</p> <ul style="list-style-type: none"> - False information may increase mental stress. Follow only reliable sources of information. - Don't spend too much time gathering news about the pandemic. Do it once or twice a day. - Create a routine to exercise to stay healthy and avoid boredom. - Create a daily routine and follow it. - Stay in touch with friends and family. - Reduce or remove use of alcohol or drugs as means to cope with stress. - Find a purpose for yourself by doing what you can to help others in your community. - If you are on mental health medication, continue taking it. <p>This announcement is brought to you by (name of your radio station) and AMARC Asia-Pacific.</p>
SFX fade out

(9)

Title: Human Rights During the Time of a Pandemic (91 words)
Suggested length: 45 Seconds
SFX fade in
VO / Announcer:
<p>COVID-19 has already killed hundreds and thousands of people in the world. Let us protect our family, community and country from this dreaded disease.</p> <p>The rights of the citizen do not become suspended because of a pandemic.</p> <p>No state response should discriminate against any individual or group. It must be proportionate to the threat, limited in duration, precise in scope, and reviewed frequently.</p> <p>Access to physical and mental health care and any vaccines or cures should be universally available and affordable.</p> <p>Nurses, doctors and other response staff must receive adequate and quality personal protective equipment, information, training and psychosocial support.</p> <p>This message is brought to you by (name of your radio station) and AMARC Asia-Pacific.</p>
SFX fade out

(10)

Title: Human Rights During the Time of a Pandemic (143 words)
Suggested length: 60 Seconds
SFX fade in
VO / Announcer:
<p>As we address the COVID-19 pandemic, we must remember that the rights of the citizen do not become suspended because of a pandemic.</p> <p>Any state responses must not discriminate against any individual or group. It must be proportionate to the threat, limited in duration, precise in scope, and reviewed frequently.</p> <p>Travel restrictions and bans must be necessary, non-discriminatory, and proportionate because they can affect the ability of people to earn a living.</p> <p>Access to health care and any vaccines or cures should be universally available and affordable. This includes physical and mental health.</p> <p>Gender analysis should be included to protect the rights of women, girls and gender non-conforming people.</p> <p>Nurses, doctors and other response staff must receive adequate and quality personal protective equipment, information, training and psychosocial support.</p> <p>This message is brought to you by (name of your radio station) and AMARC Asia-Pacific.</p>
SFX fade out

(11)

Title: Human Rights During the Time of a Pandemic (237 words)
Suggested length: 90 Seconds
SFX fade in
VO / Announcer:
<p>As we address the COVID-19 pandemic, we must remember that the rights of the citizen do not become suspended because of a pandemic.</p> <p>The right to non-discrimination is fundamental to the exercise of all other rights and freedoms guaranteed by national and international laws. Therefore, state responses must not impinge upon the dignity of the citizen or discriminate against any individual or group.</p> <p>State responses must be proportionate to the size of the risks to the population, limited in duration, precise in scope and reviewed frequently.</p> <p>People’s basic needs like adequate shelter, food, water and sanitation must be ensured.</p> <p>Travel restrictions and bans must be non-discriminatory, legitimate, necessary and proportionate because they affect the right to the freedom of movement, which can affect the right to livelihood.</p> <p>The right to health includes both physical and mental health. Access to care and any vaccines or cures should be available, affordable and universally accessible without discrimination.</p> <p>Gender analysis should be a part of state responses in order to protect the rights of women, girls and gender non-conforming people.</p> <p>States must ensure adequate and quality personal protective equipment, information, training and psychosocial support to nurses, doctors and other response staff.</p> <p>States must share information about the risks and spread of COVID-19, as well as preventive and treatment options, in a timely, transparent and effective manner.</p> <p>This message is brought to you by (name of your radio station) and AMARC Asia-Pacific.</p>
SFX fade out

(12)

Title: How can I help to prevent gender-based violence during social isolation? (101 words)
Suggested length: 45 Seconds
SFX fade in
VO / Announcer:
As we address the COVID-19 pandemic, we must remember that the rights of the citizen do not become suspended because of a pandemic.
How can you help to prevent gender-based violence during social isolation?
You can:
Distract the abuser to help the survivor escape.
Disrupt by breaking up the situation before it becomes worse.
Delay the violence to call for help or to take the survivor elsewhere.
Delegate by calling the police, or someone with authority, to intervene.
Directly intervene by confronting the abuser or perpetrator.
This message is brought to you by (name of your radio station) and AMARC Asia-Pacific.
SFX fade out

(13)

Title: How can I help to prevent gender-based violence during social isolation? (154 words)
Suggested length: 60 Seconds
SFX fade in
VO / Announcer:
As we address the COVID-19 pandemic, we must remember that the rights of the citizen do not become suspended because of a pandemic.
COVID-19 has forced many survivors of gender-based and domestic violence to live with their abusers during these times of social isolation.
Gender-based and domestic violence increases if nobody challenges it.
How can you help to prevent it?
Gender-based violence often takes place behind closed doors. Watch for signs of domestic violence like raised voices, screaming, or bruises and injuries.
Establish code-word or signals together with survivors for them to indicate they need help.
Let survivors know that you are willing and open to supporting them.
Identify travel routes to safe shelters in case a survivor wants to access them.
Intervene only if you are certain that everybody involved in the situation, including you, will remain safe.
This message is brought to you by (name of your radio station) and AMARC Asia-Pacific.
SFX fade out

(14)

Title: How can I help to prevent gender-based violence during social isolation? (246 words)
Suggested length: 90 Seconds
SFX fade in
VO / Announcer:
As we address the COVID-19 pandemic, we must remember that the rights of the citizen do not become suspended because of a pandemic.
COVID-19 has forced many survivors of gender-based and domestic violence to live with their abusers during these times of social isolation.
Gender-based and domestic violence increases if nobody challenges it.
How can you help to prevent it?
Intervene only if you are certain that everybody involved in the situation, including you, will remain safe. Let the abuser know that people are watching, and let the survivor know that they are not alone.
Learn to recognize what violence and its consequences look like in your surroundings. Watch for signs of domestic violence like raised voices, screaming, or bruises and injuries.
Gender-based violence often takes place behind closed doors. Sometimes, it is dangerous for survivors to talk about it. Let survivors know that you are willing and open to supporting them.
Interventions can be effective even if you aren't physically present where violence is taking place. Establish code-word or signals together with survivors for them to indicate they need help.
Find likeminded people to practice strategies for helping survivors. Develop schedules for who can be available when and share the work.
Create a database of police helplines and legal, psychosocial, and medical support available for survivors. Identify travel routes to safe shelters in case a survivor wants to access them.
This message is brought to you by (name of your radio station) and AMARC Asia-Pacific.
SFX fade out

(15)

Title: How do I protect an elderly person living with me? / 207 words
Suggested length: 90 Seconds
SFX fade in
VO / Announcer:
<p>COVID-19 has already killed hundreds and thousands of people in the world. Let us protect our family, community and country from this dreaded disease.</p> <p>COVID-19 stands for Corona Virus Disease 2019. It is the infectious disease caused by the most recently discovered coronavirus. In humans, it can cause respiratory infections ranging from the common cold to fatal diseases. Until now, there is neither any vaccine nor medicine available against this disease.</p> <p>How can we protect the elderly person living with us?</p> <p>A person above the age of 65 or someone with serious medical conditions such as:</p> <ul style="list-style-type: none"> • Heart disease, • Chronic lung disease (like asthma), • Diabetes, • Or undergoing cancer treatment <p>must be taken care extra care for protecting from COVID-19. Therefore, we must make sure that senior persons:</p> <ul style="list-style-type: none"> • Stay home • Avoid close contact with others • Stay 6 feet apart from others if we must go out • Wash our hands frequently with soap and water for 20 seconds. • Avoid touching our mouth, nose and eyes. • Cover our mouth when we cough or sneeze <p>Anyone with symptoms of fever, dry cough and shortness of breath must seek medical help. Let's act before it's too late!</p> <p>This announcement is brought to you by (name of your radio station) and AMARC Asia-Pacific.</p>
SFX fade out

(16)

Title: How do I protect myself if I have a previous illness? / 205 words
Suggested length: 90 Seconds
SFX fade in
VO / Announcer:
<p>COVID-19 has already killed hundreds and thousands of people in the world. Let us protect our family, community and country from this dreaded disease.</p> <p>COVID-19 stands for Corona Virus Disease 2019. It is the infectious disease caused by the most recently discovered coronavirus. In humans, it can cause respiratory infections ranging from the common cold to fatal diseases. Until now, there is neither any vaccine nor medicine available against this disease.</p> <p>Are you someone with serious medical conditions such as heart disease, chronic lung disease like asthma and diabetes? Or are you undergoing cancer treatment?</p> <p>Remember, you are extra vulnerable if you match any of these conditions. However, you need not worry. You can protect yourself by observing the following simple actions:</p> <ul style="list-style-type: none"> • Stay home • Avoid close contact with others • Stay 6 feet apart from others if you must go out • Wash their hands frequently with soap and water for 20 seconds. • Avoid touching their mouth, nose and eyes. • Disinfect frequently touched objects like doorknobs and light switches. <p>You must seek medical attention, if you have symptoms of fever, dry cough and shortness of breath. Let's act before it's too late!</p> <p>This announcement is brought to you by (name of your radio station) and AMARC Asia-Pacific.</p>
SFX fade out

(17)

Title: Farmers suffering from COVID-19 / 226 words
Suggested length: 90 Seconds
SFX fade in
VO / Announcer:
<p>The COVID-19 pandemic is a global crisis which is already affecting the food and agriculture sector. Although disruptions in the food supply chain are minimal so far, challenges are being already experienced.</p> <p>To lessen the pandemic’s impacts on food and agriculture, United Nations Food and Agriculture Organization urges countries to meet the immediate food needs of their vulnerable populations, boost their social protection programmes, keep global food trade going, keep the domestic supply chain gears moving, and support smallholder farmers’ ability to increase food production.</p> <p>Remember,</p> <p>COVID-19 is the infectious disease caused by the most recently discovered coronavirus. In humans, it can cause respiratory infections ranging from the common cold to fatal diseases. Until now, there is neither any vaccine nor medicine available against this disease.</p> <p>However, we can protect yourself by observing the following simple actions:</p> <ul style="list-style-type: none"> • Stay home • Avoid close contact with others • Stay 6 feet apart from others if we must go out • Wash our hands frequently with soap and water for 20 seconds. • Avoid touching our mouth, nose and eyes. • Cover our mouth when we cough or sneeze • Disinfect frequently touched objects like doorknobs and light switches. <p>Anyone with symptoms of fever, dry cough and shortness of breath must seek medical help. Let’s act before it’s too late!</p> <p>This announcement is brought to you by (name of your radio station) and AMARC Asia-Pacific.</p>
SFX fade out