

UNFPA Egypt

COVID-19 Response



April - June 2020

COVID-19 response in numbers



800

young people trained on means of personal protection



15,000

frontline health workers reached with personal protective equipment (PPE) items



12

TV & online PSAs featuring specialized doctors with COVID-19 prevention messages, addressing different high risk populations with particular focus on pregnant women



3,000

dignity kits delivered to rural girls and women in FGM joint programme interventional areas



6500

dignity kits delivered to refugees and asylum seekers in four governorates



50,000

women reached by phone with family planning messages



838

beneficiaries received all types of GBV services



One-time cash transfers paid to retain **5000** trained outreach workers engaged in disseminating messages related to GBV and FGM to communities, after their planned visits were canceled in light of restrictions put in place due to COVID-19.

Situation overview



As of June 30, a total of **69814** cases were confirmed in Egypt, and **3034** deaths. and a total of **18881** recovered cases.

Social media campaigns reach over **8 MILLION VIEWERS**

Capitalizing on its online following, UNFPA launched several online campaigns on its social media platforms, in partnership with WHO and the Ministry of Health and Population.

One of the campaigns entailed a music video featuring popular Egyptian singer Angham, singing a song of hope. The lyrics

echoed messages of unity and a call to protect ourselves, our families and our communities. The video reached over 3 million viewers in under one week.

Another campaign featured a day in the life of a pregnant woman, whereby viewers follow a pregnant woman as she goes about her day, flagging certain issues and providing information about pregnancy, childbirth and COVID-19. The video featured the pregnant woman doing regular chores, but while ensuring she sanitizes, or takes necessary precautions to protect herself. The video reached over 649000 viewers in under one week.

UNFPA also teamed up with several celebrities, including actors, singers and social media influencers, to amplify messages around the stigma associated with COVID-19. Over 15 celebrities participated, raising awareness about the root of the stigma and highlighting that it may prevent patients from seeking treatment. The video reached over 4 million viewers in one week.





UNFPA delivers **DIGNITY KITS** to frontline health workers

In its response to the COVID-19 outbreak, UNFPA is ensuring its interventions address the needs of the most vulnerable, especially women and girls, as well as frontline health workers in the fight against the pandemic.

Because the COVID-19 outbreak has hindered the access of women and girls to services, hygienic products due to the lack of access to public spaces, the UNFPA Egypt country office mobilized several partnerships with the private sector to develop and distribute around **30,000 HYGIENE/DIGNITY KITS** to support frontline health workers, refugees and asylum seekers, as well as girls and women in rural areas. Another batch is set to be delivered to women and girls in Egypt to help them maintain their dignity during the COVID-19 outbreak, helping them better cope with the stress brought on by the pandemic.



The kit includes contributions from Procter and Gamble, Reckitt Benckiser, Zeina Group and Luna Perfumes and Cosmetics, Unicharm and Consolidated Casuals. Overall, UNFPA mobilized in kind donations worth a total of **USD 198,000**.

The kits include sanitary pads, hand soap, disinfectants, toilet paper/tissues, safety razors, tooth paste and a toothbrush.

A total of 11,000 kits were delivered to Abasseya, Imbaba, Helwan, Mansoura, Zagazig and Banha fever hospitals.



Young people taking action against COVID-19

UNFPA organized several activities, harnessing the potential of young people in its response to COVID-19.

As part of the activities linked to the Population Awareness Clubs, implemented in cooperation with the Ministry of Youth and Sports and Etijah - Youth and Development Consultancy Institute, UNFPA held online seminars raising awareness on the human immune system and ways to boost it. The online seminars are conducted on a biweekly basis and have so far reached 800 young people.

UNFPA also collaborated with Etijah and the Ministry of Youth and Sports to hold weekly mental health webinars featuring a psychiatrist, tackling different topics to help young people cope with the stress brought on by the pandemic. Y-PEER, UNFPA's youth leadership network, has also utilized its reach and social media platforms to communicate simplified messages on prevention and protection against COVID-19 as well as online challenges to encourage people to wash their hands. Y-PEER participated in the global UNFPA campaign Youth Against COVID-19 by recreating and sharing videos tackling the effect on COVID-19 on young people among other topics.



The network is also producing a podcast titled Peer Cast, raising awareness among young people on COVID-19, ways of infection and precautionary measures against the virus. Each episode features an expert from the World Health Organization (WHO) or the Ministry of Health and Population, answering the most pressing questions on the pandemic. So far, Y-PEER has produced four episodes.



UNFPA also encourages young people to unleash their artistic creativity and talents during lockdown. With the support of UNFPA, Etijah Youth and Development Consultancy Institute in cooperation with Zad team, conducted a monodrama workshop online. During this workshop, the talented youth came up with different monologues that address various issues

that include sexual harassment, FGM and family planning. The sketches were livestreamed on Facebook and viewed by 3400 users, in the first ever event of its kind to be organized online.

UNFPA's activities are readjusting and adapting to restrictions imposed by the pandemic, to continue to raise the awareness of young people through activating the Population Awareness Clubs, by moving all the activities online in cooperation with its two partners Etijah and the Ministry of Youth and Sports. Since the beginning of the lockdown and after piloting some activities, UNFPA has supported interactive awareness sessions online about FGM, Child marriage and family planning. Seminars utilized music and song improvisation, whereby young participants with the support of professional trainers managed to improvise three songs on family planning and child marriage, and interactive theatre performances online.

Through the directorates of Ministry of Youth, the program reach out to more vulnerable youth who cannot be reached out through the online channels to ensure we are reaching out to the right target audience



UNFPA, EU support family planning sector amid COVID-19 outbreak

As part of their efforts to support the fight against the COVID-19 pandemic in Egypt, the European Union in Egypt and UNFPA delivered personal protective equipment to the Ministry of Health and Population's Family Planning Sector last month.

The equipment included **137,783** surgical masks and **20,000** alcohol bottles worth **€70,000**, and is distributed to family planning clinics across the country.

In their response to the COVID-19 outbreak, the EU and UNFPA are prioritizing the family planning sector, as part of the EU Support to Egypt's National Population Strategy project.

The project aims at increasing the use of voluntary, rights-based family planning, targeting Egyptians of reproductive age, and supports the Ministry of Health's Family Planning Sector. This includes adopting new measures and adjusting ongoing programs to respond to the COVID-19 outbreak and ensure the continuity of family planning services in Egypt.

The EU and UNFPA are ensuring that family planning is not neglected during times of crisis, because it is central to women's and families' health. They are also ensuring that it is prioritized as an essential core health service.



Outreach workers replace door-to-door visits with phone calls

Due to the need for social distancing as a measure to curb the spread of COVID-19, outreach workers have replaced door-to-door visits to households with phone calls, to avoid the disruption of awareness-raising activities affiliated with the Takaful program.

The outreach workers are now resorting to using the phone to disseminate awareness messages on family planning, as well as protection and prevention measures against COVID-19.

An estimated 50,000 women have been reached so far with these messages over the phone. The Takaful program is conducted by the Ministry of Social Solidarity.



12 doctors, 12 specializations, 12 messages

UNFPA and its partners launched an awareness campaign featuring 12 doctors from different specializations to raise awareness on protection against the COVID-19 outbreak.

The campaign is organized by the National Council for Women in cooperation with the Ministry of Health and Population, UNFPA, the World Health Organization, and with the support of the Italian Agency for Development Cooperation. The campaign is sponsored by Extra News and Egypt Today.

The campaign includes 12 videos featuring 12 different doctors, offering different tips to protect, prevent and respond to the COVID-19 outbreak. The videos include medical advice targeting pregnant women, cancer and heart patients..

The videos are being broadcast on television as well as posted on UNFPA's social media channels, where it reached over 3 million viewers.



UNFPA supports COVID-19 Rapid Assessment for RCCE

UNFPA, along with other UN agencies, supported the Ministry of Health and Population, to design a rapid assessment tool to support risk communication, community engagement efforts against COVID-19. The efforts are directed to help prepare and protect individuals, families and the public's health during early response to COVID-19.

The tool collects the existing information and conducts rapid qualitative and/or quantitative assessments to learn about the communities (knowledge, attitudes and perceptions about COVID-19, most at risk population, communication patterns and channels, language, religion, influencers, health services and situation).

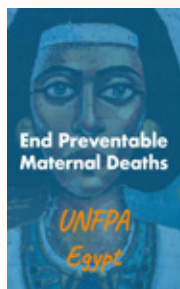
Other UN agencies included the WHO, UNICEF, UN Women and IOM. To date, the survey reached 23,146 respondents and is still ongoing.



Egypt CO selected for Global UNFPA 2020 Innovation program on Maternal Health

The Egypt CO was one of 9 country teams selected to take part in the Global UNFPA 2020 Innovation on Maternal Health. The Egypt team will be working on a project dubbed "Reaching those most left behind in border governorates: Bridging the gap of maternal health provision in Siwa."





The project's main goal is to prototype a digital telemedicine solution that will link Siwa hospital and an ambulance to the specialised hospitals in Matrouh to avoid preventable maternal deaths and to capacitate health service providers and community leaders, using different human-centered and design-thinking approaches.

The 9 teams took part in a customized, virtual innovation boot camp this month with the WFP Innovation Accelerator, where they were equipped to apply design thinking and lean start-up approaches to bring their innovative ideas to the next level in a six-month design sprint stage, during COVID19 and beyond.



Virtual Fitness Sessions

With staff wellness set as a priority during the current restrictions imposed by the pandemic, Egypt CO hired a health and sports consultant to conduct virtual fitness sessions for the staff.

The fitness sessions supported staff members with overcoming stress brought on by working from home and dealing with heavy workloads.

The sessions ran for 45 minutes each, 3 days a week and were customized based on participants' level of fitness and other sensitivities such as injuries. The instructor also provided useful nutrition and health tips at the end of each session.



UNFPA partners with Danish Business Club members

As it supports the Egyptian government and national partners to minimize disruption to lifesaving reproductive health and gender-based violence services, UNFPA also seeks to develop strategic partners to further push for serving its mandate.

UNFPA is partnering with the world's largest container shipping company, Maersk, to support its COVID-19 response plan with a monetary contribution. Danish company Aller Aqua is also contributing with essential PPEs to frontline healthcare workers to ensure protection from infection.

The partnerships are a result of meetings organized through the Danish Royal Embassy in Egypt with members of the Danish Business Club.



In its COVID-19 emergency response,
UNFPA Egypt is focusing
on three main pillars:

Supporting the national healthcare system to respond to COVID-19, and ensuring that case management accommodates the needs of pregnant women with COVID-19

- Providing personal protective equipment (PPE), for health-care workers to safely treat coronavirus patients and to reduce the risk of infection, especially among pregnant women.
- Developing guidance for immediate use by frontline health workers to deal with COVID-19 with pregnant women and during delivery

Addressing the immediate sexual and reproductive health, maternal and family planning needs

- Developing a chapter outlining means of transmission and protection from COVID-19 to be integrated in the youth-friendly clinics' manual.
- Ensure continuum of care and services, and strengthen family planning commodity security and procurement
- Developing a customized dashboard to monitor COVID-19 epidemiological overview and reproductive health and maternal health indicators. The data is to be disaggregated by age, sex, geographical location, time of registration of the case (day/month), including confirmed cases among pregnant women, which allows a detailed understanding of the situation.

Address the consequences of the pandemic on gender equality and specifically gender-based violence

- Providing technical support for the National Council for Women to develop a response plan addressing the gender dimension and potential increase in cases of gender-based violence and harmful practices against women and girls.
- Distribution of hygiene/dignity kits, in coordination with the Ministry of Health and Population and the Ministry of Social Solidarity, and with contributions from a number of private sector companies, to:
 - A. Frontline health workers
 - B. High risk and vulnerable populations, including refugees and asylum seekers
- Offering the essential package of services, addressing gender-based violence, for the most vulnerable boys, girls, men and women in UNFPA supported Safe Spaces.