



Ministry of Health & Family Welfare
Government of India

TogetherAgainstCOVID19



HOW TO BE A COVID-19 YOUTH CHAMPION

A guide to being an enthusiastic advocate against
stigma and discrimination





This toolkit is designed to help young people develop as youth advocates and raise their voice against stigma and discrimination during the COVID-19 pandemic.

"No user of this toolkit shall create or disseminate content that is harmful, discriminatory (on the basis of ethnicity, colour, caste, sex, sexual orientation, race, religion, disability or otherwise), obscene, pornographic, paedophilic, invasive of another's privacy, fraudulent, deceptive, threatening, harassing, defamatory, in infringement of someone else's intellectual property or otherwise unlawful in any manner whatsoever. The user will be solely responsible for creating or disseminating any information or remarks which are of the foregoing nature, and such creation or dissemination will not be attributed to or associated with the Ministry of Health and Family Welfare (MoHFW) in any manner whatsoever."

FIRST PUBLISHED: OCTOBER 2020



Table of Contents

UNDERSTANDING STIGMA AND DISCRIMINATION

What is social stigma; How is it different from discrimination?	4
What is advocacy?	5

UNDERSTANDING ADVOCACY

HOW CAN YOU HELP?

Actions under 2 minutes.....	7
Actions under 10 minutes.....	8
Actions that take 15 mins or more	10
How to take action if someone is spreading misinformation?.....	11
How to take action if someone is promoting discrimination?.....	12
Technical details to keep in mind.....	13
Platforms.....	13
Guidelines.....	13
Content you can share	14



TogetherAgainstCOVID19

UNDERSTANDING STIGMA AND DISCRIMINATION

What is social stigma; How is it different from discrimination?

- In the context of healthcare, **stigma is when any person/ community sees someone in a negative way because of his/her illness.** When a person is labelled by their illness they are no longer seen as an individual but as part of a stereotyped group. Negative attitudes and beliefs toward this group create prejudice which leads to negative actions and discrimination. **Discrimination is when a person/ community *treats* someone in a negative way because of his/her illness.**
- In the context of a disease outbreak, this means people are **labelled, stereotyped, discriminated against, *treated separately* because of a perceived link with a disease.** Such negative treatment can affect those with the disease, as well as their caregivers, family, friends, community groups.
- The current COVID-19 outbreak has provoked social stigma and discriminatory behaviours against anyone perceived to have been in contact with the virus such as doctors, nurses, frontline workers, sanitation workers etc.





UNDERSTANDING ADVOCACY

What is advocacy?

Advocacy means to identify an issue and call for change. Advocacy is also about making voices heard, as often the ideas or practices we want to change affect the most vulnerable people in society. Advocacy uses this collective voice to defend and protect rights, or to support different initiatives or causes.

Change can be advocated at multiple levels, such as:

- The individual level
- The local level (for example by local government, police, religious leaders, school system)
- The national level (for example at the central level of government, ministries)
- The international level (for example by UN agencies, the World Bank, the Global Fund to Fight AIDS, Tuberculosis and Malaria etc.)

Advocacy can bring about changes in policies, programmes, actions, mindsets, behaviours, institutions and investments. **Remember, you're not asking for any favours, you're asking people to do the right thing!**



I stand
against
**STIGMA &
DISCRIMINATION**

Say
NO
to misinformation

**Thank
You**
for your
support

**Ready to
be a Youth
Champion?**

Spread
Positivity
not fear



TogetherAgainstCOVID19

HOW CAN YOU HELP?



Actions under 2 minutes

FOLLOW Ministry of Health and Family Welfare, Dasra, World Health Organization (WHO), and UNICEF for the latest information and updates:

- [MoHFW Website](#)
- [MoHFW Twitter](#)
- [MoHFW Facebook](#)
- [UNICEF Facebook](#)
- [UNICEF Twitter](#)
- [UNICEF Instagram](#)
- [WHO Facebook](#)
- [WHO Twitter](#)
- [WHO Instagram](#)
- [Dasra Twitter](#)
- [Dasra Instagram](#)

- Share the social media messages and graphics from MoHFW's website or twitter handle on your Facebook, WhatsApp, Snapchat, Instagram, Twitter (or any other social media platforms) to make sure that all your friends have correct and reliable information!
- You can even print and showcase it in your community
- Click a 'socially distanced selfie' with a #COVIDWarrior and share using **Ministry's template**. Video call your warrior and take a screenshot or click a picture from a distance
- Add yourself to the list of Youth Champions standing against stigma and discrimination by clicking a picture and using MoHFW's **template/sticker/filter**.



Get all the templates

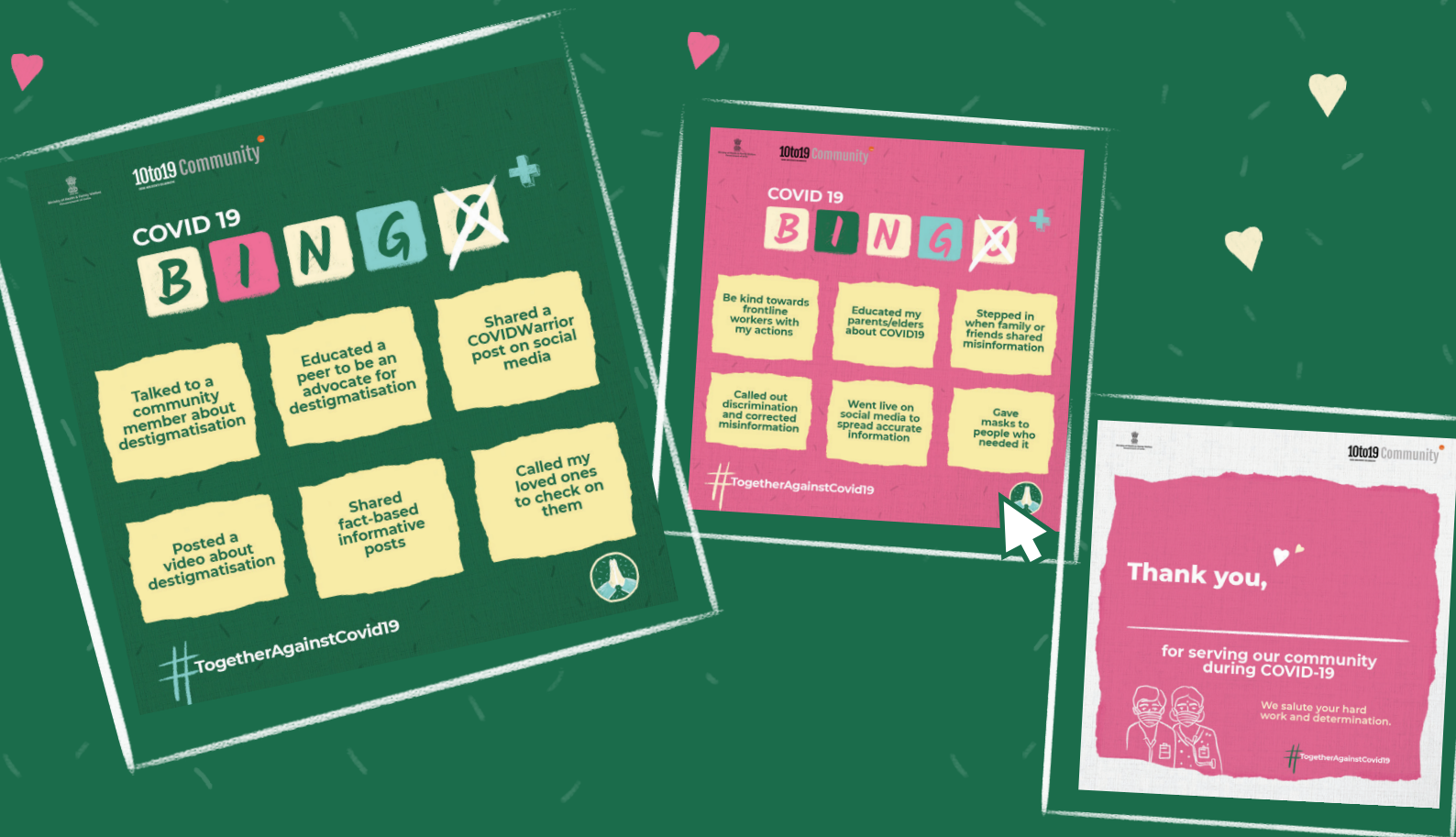


DOWNLOAD



Actions under 10 minutes

- 1] **Do you know the facts about COVID-19?** Refer to **FAQs** on the Ministry of Health and Family Welfare's webpage and discuss with your friends!
- 2] **Create an informative video given the above guidelines. Here are some ideas for topics you can cover in your video:**
 - About COVID-19 based on information you get from MoHFW's website or twitter handle
 - How to combat stigma
 - Busting myths
 - The work frontline and sanitation workers are doing in your community
 - The people who have recovered from COVID-19 and are back home.
 - Inspire all to follow COVID Appropriate Behaviours and stay safe



- 3] **Play our Bingo:** Play our COVID-19 Youth Champion **bingo** and share it on social media platforms and tag your friends to do so as well.
- 4] **Go LIVE on social media** and share quick tips with people on how to combat stigma and discrimination.
- 5] **Informative Posts:** Share informative posts on your social media about what stigma means and inspire people to stand up against stigma. You can even print and paste in your community and share pictures with us.
- 6] **Take a Quiz with your parents/community:** Take a quiz with your elders to share learnings on stigma and discrimination. Post the results on social media and tag your friends to do the same.
- 7] **Myth-busters info posts:** Share Myth Buster posts on your social media handles to spread facts not fake news about COVID-19. This will help prevent stigma and discrimination in your community. You can even print these and paste them in your community and share pictures with us.
- 8] **Thank you cards:** Download **Thank You Cards** and write the name of the person you want to thank for their services and share it with them! Also acknowledge their efforts publicly by sharing online!

Get social media files

.....>

DOWNLOAD



Actions that take 15 mins or more

- 1] **Create an artwork or write an article:** Write an article or express through your drawings/rap songs/quotes/poetry about why we must combat stigma and prevent discrimination during COVID-19.
- 2] **Share your Skills with Peers:** Go live on social media and tell people how they can be youth champions by combating stigma in their community. Make sure you have all the right information before you share it with others. You can find a lot of resources on [MoHFW's website](#). One such resource is this [guide](#).



- 3] **Interview COVID Warriors:** Take out time to talk and appreciate the COVID Warriors and essential workers in your community such as nurses, doctors, ASHA didis, vegetable vendors, milk vendors, garbage collectors, sanitation workers, bus drivers, delivery personnel etc. Interview them about their work (with their consent), what keeps them motivated and what support they need from the community. Share their interview in a video, or article format on social media and spread the positivity.
- 4] **Work towards meeting your community's needs:** You might already be part of a community group—if so, you can work together to understand how community members feel at this time, what their needs and apprehensions are. You could use community WhatsApp groups, Facebook pages, message boards or even phone calls to consult people and compile a list of community concerns and needs. You can share all your efforts and stories on these community groups and get your community to fight #TogetherAgainstCOVID19

How to take action if someone is spreading misinformation?

Many people are worried and anxious right now – and in difficult times people may share incorrect or inaccurate information. Often, they are not doing this on purpose and are trying to be helpful – they simply don't know where to find the correct information.

WHAT TO DO IF A FAMILY MEMBER OR FRIEND IS SPREADING MISINFORMATION?

- **You may want to approach them privately first** – either in person or via direct message. They are more likely to be receptive if they don't feel publicly embarrassed. Remember, **the purpose of talking to them is not to make them feel bad, but to get them to change their point of view.**
- **Don't accuse them of spreading misinformation.** Instead, here are some things that you can do:
 - Point out to them that the story or advice they shared doesn't look like it came from a trustworthy source. Offer another source they can refer to
 - If the information is old/dated, offer them newer articles or details that they can refer to
 - Counter stories or sources that spread fear, by offering sources that are uplifting, spotlight stories of people recovering from COVID-19, and so on
- Point them to reliable sources like **MoHFW, UNICEF and the World Health Organization** and encourage them to follow these organizations for up-to-date and accurate information.

How to take action if someone is promoting discrimination?

There is no excuse for discrimination during a disease outbreak – or in any situation. COVID-19 can affect anyone and everyone – regardless of where they come from, what they look like, or how old they are. People on the move and economically weaker sections of society are among the most vulnerable groups.

WHAT TO DO IF A FAMILY MEMBER OR FRIEND IS SAYING SOMETHING DISCRIMINATORY?

- Once again, approach them privately– either in person or via direct message. They are more likely to be receptive if they don't feel publicly embarrassed/targeted.
- Point out to them that viruses can affect anyone and everyone, and that this is not about only a group of people. Offer facts, and calmly point out how various groups are affected.
- Point out to them that singling out one group of people and blaming them for the virus could have very serious consequences – it might encourage violence and prevent people from seeking medical care when they need it, which will further spread the disease.
- Remind them that at times like this we need to support one another and promote kindness and compassion – even if we are scared.
- Remember to keep calm, even if you are frustrated or angry.

Technical details to keep in mind

Platforms

TWITTER

With 280 characters, Twitter is a great platform to say what you need to say in a short and concise manner. It might feel restricting, but it is a great platform to reach Government Media and other stakeholders. Tag the relevant people and use the appropriate hashtag in all your posts and see the magic happen!

YOUTUBE

YouTube is all about videos. When you are making videos of more than 60 secs it is best to upload on YouTube and share the link within your network and on other platforms to increase views. Although it might seem difficult, it is very simple to upload a video on YouTube and have the world see it.

INSTAGRAM & FACEBOOK

Instagram and Facebook are favourable amongst youth. It is a creative space where you can share long form posts, Stories, you can go LIVE, do live interviews with others, you can share 60-sec or longer videos, and multiple pictures!

Get your creative hats on and use stickers, filters, gifs, and share informative and positive content on Instagram. Again, use hashtags and tag people to reach maximum audience.

WHATSAPP

WhatsApp is a great way to stay connected to your immediate peer group and your community. You can form groups, share informative and motivational content with a large group of people who are on the platform. You can also use this platform to talk to people at length and tell them about why stigma is wrong. Leverage this to bust myths that might be circulated here.

Guidelines

When making a video:

- Set your camera to a portrait mode at an optimal distance
- Find a quiet and well-lit location and make your video!
- Speak clearly and not too fast when conveying your points
- For editing you can try [KineMaster](#) or alternatively we can help you with editing.

PORTRAIT



LANDSCAPE



DON'T FORGET TO USE
#TogetherAgainstCOVID19 #YuvaChampion

When clicking a picture:

Click a selfie or a picture on portrait mode in a well-lit space! Then paste it either on our templates or just add one of our stickers and share it with us! Additionally, you can use our filter available on Instagram to click pictures and share!

When going LIVE:

Make sure you have placed your camera in a stable position, and the room is well-lit and quiet. Speak clearly and not too fast when conveying your points.

Be Consistent: When trying to bring about change through digital advocacy to create momentum, it is important to be consistent with your posts. So post regularly, use the right hashtags and tag the right people and your friends for the best results!

Content you can share

MOTIVATIONAL

- Make sure what you share is motivational for the people who see it.
- Make content about people who motivate you, or interview someone who has something motivational to say
- Click a picture with someone whose work has inspired you.
- Make videos motivating people about why they must be kind and combat stigma.

INFORMATIVE

- Share information that is accurate and credible.
- Make videos busting myths around COVID-19, make short videos about reasons why we must combat stigma.
- Interview someone in your community who knows about COVID-19 and can inform your audience online.

BE POSITIVE

- Share positive stories from your community. Is there someone who has recovered? Is there someone who is serving your community? Tell their stories, spread positivity.
- Write a poem, article or draw- use all tools available to share positivity.

Your voice matters. It is about getting your views out there.

This could lead to more followers or friends but the goal is to make your voice reach as far and wide as possible. Don't measure your success with the number of friends who join you but with how much awareness you put out. Every small action counts and builds up to a larger movement.

BE A PART OF THE MOVEMENT!

To echo the enthusiasm of our youth champions, Dasra would be amplifying their contributions to add to the appreciation across the social media space

REMEMBER!

**BE RESPONSIBLE, BE
KIND, BE SAFE!**

Sign up to be a Youth Champion!

TAG

[@MoHFW](#) [@UNICEFIndia](#) [@Dasra](#)

(Your friends, your organisation, or any other organisation you think would be interested)

USE

#TogetherAgainstCOVID19 #COVID19
#IndiaFightsCorona #YuvaChampion

Be active, post something positive everyday, an informative video every week and participate in all our weekly activities! With your support we can combat stigma and discrimination against COVID-19



सत्यमेव जयते

**Ministry of Health & Family Welfare
Government of India**