



International Federation of Red Cross and Red Crescent Societies (IFRC)

The New Coronavirus Radio Show Guide and Running Order

Risk communication and community engagement for new coronavirus

Version: 06/03/2020

Purpose

Radio plays an important role in delivering news to the most remote communities and providing timely life-saving information in an emergency. It is also a platform to encourage open discussions and feedback on a range of important topics. Radio is frequently rated by communities globally and in Africa as one of the most trusted and commonly used channels of communication making it a good method to engage with communities about the new coronavirus. The purpose of this risk communication and community engagement (RCCE) guide is to help you run an interactive radio chat show programme to provide communities with timely, accurate information about the new coronavirus. It can also be used to collect feedback from communities on the perceptions, questions, suggestions and rumours circulating within communities about the new coronavirus and counter misinformation and rumours.

What is an interactive radio program?

An interactive radio program is a radio chat show, usually around one hour long, comprising an interview with an expert guest(s) and an opportunity for listeners to call or SMS with questions and comments to be answered by the expert. Questions asked to guests during an interactive radio program are open-ended, with the aim providing clear, practical information and to stimulate listeners to call and share their perceptions, beliefs, fears, questions and suggestions. The show can also include pre-recorded interviews with community members (vox pops), music, or spots or jingles on the new coronavirus.

What do you need to run an interactive radio program?

To run an interactive radio show you need a radio station to broadcast on, people and equipment.

Radio station

The easiest and fastest option for broadcasting an interactive radio show is to work with an existing radio station and simply buy airtime to broadcast your show. If you do not already have a partnership with a radio station, you should choose a station that has a wide reach within your target audience, is trusted by the population, broadcasts in the preferred language of your target audience and does not have strong affiliations to any one group, for example religious or political. It is usually possible to negotiate a good price for radio airtime by stressing the humanitarian purpose of the radio show.

People

There are four categories of people involved in an interactive radio program; the presenter, the guest(s), the producer and listeners.

The presenter should:

- ✓ have experience as a radio presenter
- ✓ speak the local language



- ✓ be a good communicator, able to put guests and listeners at ease
- ✓ have good interview skills
- ✓ remain neutral and respectful of peoples' opinions
- ✓ be able to manage multiple tasks at once; interviewing guests, handling calls from the audience and managing time
- ✓ be up to date with the latest news and facts on the new coronavirus.

The guest(s) should:

- ✓ be a health expert, with very good knowledge of the new coronavirus, including symptoms, transmission, treatment etc. The guest needs to be able to counter rumours and misinformation with facts
- ✓ from a trusted organization or institution specialized in health. For example, a Red Cross Red Crescent health expert, WHO or Ministry of Health
- ✓ be an active listener and demonstrate empathy with participants
- ✓ be able to express themselves clearly and describe technical health information in simple terms.

The producer should:

- ✓ be familiar with managing a radio show and equipment, for example the mixing desk
- ✓ able to switch between different content; music, jingles, vox pops, presenter and calls
- ✓ manage time
- ✓ communicate clearly with the presenter

Often the best option is to request the support of an experienced radio producer working within the radio station you are broadcasting on.

Equipment

- ✓ depending on the radio station you work with, you may need a mobile phone to receive calls from listeners. Ideally it should be free for listeners to call or SMS your show
- ✓ if you plan to do pre-recorded interviews with listeners you will need a small voice recorder and a laptop for editing them.



Guidance on running a radio show

Preparation	Before the show	During the show	After the show
<ul style="list-style-type: none"> ✓ Research on the topic and prepare key messages you want to share with the audience ✓ Identify your expert guest ✓ Prepare your questions ✓ Meet your guest and discuss the questions in advance and the key messages for listeners ✓ Prepare the questions for your vox pops, if you are doing them. For example, 'What have you heard about the new coronavirus?' or 'How can people catch the new coronavirus?' ✓ Carry out your vox pops and edit the content ready for the show ✓ Plan how you will receive calls and SMS from the audience and secure a mobile phone if needed. 	<ul style="list-style-type: none"> ✓ Promote the radio show to staff, volunteers and communities through any channels you have to communicate with these groups. ✓ Give yourself plenty of time to get to the studio without rushing ✓ Make sure you have got everything you need; running order with questions, pre-recorded vox pops and jingles ✓ Discuss the show running order with the producer ✓ Check all your equipment is working and you know how to use the microphone. 	<ul style="list-style-type: none"> ✓ Only put your headphones over one ear so you can still engage with the guests easily ✓ Have pen and paper ready ✓ Always introduce yourself and the show ✓ Introduce your guests ✓ Explain the purpose and what will happen during the show ✓ Do push your guest to answer a question again if their first answer is not clear or cut them off if they are talking too long. Your first responsibility is to the listener ✓ Make sure to leave enough time for the audience to call in ✓ Frequently give the phone number the audience can use to call, SMS or WhatsApp with their questions and comments ✓ Record all questions, suggestions and comments made by listeners who call into the show. 	<ul style="list-style-type: none"> ✓ Ask the technician to give you the recording of the show ✓ Take time to listen your show and note down your own key comments for a future improvement. ✓ Record questions, suggestions and comments from the audience as part of overall feedback and use to guide future shows and activities.



Radio Running Order: New coronavirus

NB: This particular radio show running order aims to build a general understanding of the new coronavirus. Future shows could focus more on stigma, self-isolation, specific rumours etc.

Date:

Topic:

Name of presenter(s):

- 1.
- 2.

Name of guest(s):

- 1.
- 2.

Time	Duration	Content
00:00	45''	Starting jingle
00:45'	2'	Introduction to the show: Introduce the topic: We're here today to talk about the new coronavirus disease. With lots of information coming from media, social media, communities and organisations, many people are confused about to believe. In today's show we are going to provide the facts on: <ul style="list-style-type: none">• What is the new coronavirus and how serious is it?• How is the virus spread?



		<ul style="list-style-type: none"> • What can we do to protect ourselves? • What are some of the common myths circulating about coronavirus – and what are the facts? <p>Answering these questions will help us to understand the coronavirus and make sure we know what we can do to protect ourselves and others – and counter some of the fear and panic about the virus.</p>
02:45	2'	Introduce the guests: Names, roles and organizations
04: 45	0.30''	Music
05:15	1'30	Play vox pops with comments and questions from community members
06:45	2'	Guests respond to the Vox Pops
08:45	10'	<p>Questions for the guests</p> <p>Q1: What is new coronavirus?</p> <p>Q2: How dangerous is the disease? Are many people dying from it?</p> <p>Q3: How does it compare to the common cold or flu?</p> <p>Q.4: What are the signs and symptoms of coronavirus?</p>
18:45	0.30''	Music
19:15	45''	Play vox pops with comments and questions from community members
20:00	2	Guest responds to the Vox Pop
22.00	12'	<p>Return to more questions</p> <p>Q5: How is the new coronavirus spread? Can it be transmitted through the air?</p> <p>Q.6: What can we do to protect ourselves against coronavirus?</p>



		Q.7: Should I wear a mask to protect myself? Q.8: What should I do if a family member or I have symptoms? Q.9: Are some people more vulnerable to coronavirus than others?
34.00	1'	Invite the audience to call, SMS or WhatsApp in their questions. Give the call number people can use
35.00	21'	Audience call in: regularly remind people of the number to call
		Questions to ask while waiting for guests to call in Q.10: Can I get the coronavirus disease by talking to someone or sitting next to them? Q.11: Is there a vaccine, drug or treatment for new coronavirus? Q.12: Are antibiotics effective in preventing or treating the new coronavirus? Q.13: Is it safe to receive a package from China or any other place where the virus has been identified? Q.14: What happens when someone is suspected to have symptoms of coronavirus?
56.00	30"	Music
56.30	2'	Summary: key messages to take away
58.30"	1'	Close the show and provide details of any National Society feedback mechanisms people can use to keep providing feedback and asking questions.
59.30"	30"	Closing jingle
60.00		End



New coronavirus questions & answers

What is the new coronavirus?

Coronaviruses are a large family of viruses found in both animals and humans. Some infect people and are known to cause illness ranging from a cold to more severe diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). The new coronavirus and its disease (COVID-19) is a new strain of coronavirus first found in Wuhan, China in December 2019. There are still some things we don't know about the virus, but researchers are working hard to find out how to prevent and cure it.

How dangerous is the disease?

As with other respiratory illnesses, infection with new coronavirus can cause mild symptoms including a runny nose, sore throat, cough, and fever. It can be more severe for some persons and can lead to pneumonia or breathing difficulties. More rarely, the disease can be fatal. Older people, and people with pre-existing medical conditions (such as, diabetes and heart disease) appear to be more vulnerable to becoming severely ill with the virus.

Are they many people dying from it?

The new coronavirus causes mild symptoms in about 80% of detected cases, with approximately 10% of people experiencing severe illness and 10% experiencing critical illness requiring intensive care. Between 2-3% of people who are diagnosed with the disease die as a result; the risk of death is much higher with advanced age, and for people who have underlying illnesses like heart disease, high blood pressure, or diabetes.

The proportion of people with new coronavirus who die of the disease has to date varied widely depending on context. For example, the case fatality rate to date in Wuhan is 2-3%, while it is less than 1% in other parts of China. It is not yet clear what causes this difference. Most cases to date have occurred in countries with significant health systems capacity, for example the ability to provide breathing support to severe and critical cases. It is possible that the proportion of people with new coronavirus who die of the disease could be higher in contexts where less support is available, or where more people have underlying or complex health issues like chronic illnesses, co-infections, or malnutrition.

How does it compare the common cold or flu?

We can't compare mortality rates because many people with mild flu symptoms choose never to visit a doctor. So we don't know how many cases there are of flu or colds every year. But flu continues to kill people in the UK, as it does every winter. The US has reported 10,000 deaths from seasonal flu during the 2019/2020 flu season with over 2million Americans affected. The advice from the WHO is that you can protect yourself from all respiratory viruses by washing your hands, avoiding people who are coughing and sneezing and trying not to touch your eyes, nose and mouth.



What are symptoms of new coronavirus?

The first and most common symptom of new coronavirus is fever. Most people also experience a dry cough. These may be followed later by fatigue, and muscle aches or pain. Less commonly, people infected with the virus may produce phlegm or cough up blood, or experience difficulty breathing, headaches, confusion, or diarrhoea. People who fall ill with new coronavirus generally experience symptoms for between one and 15 days. Patients who have experienced severe illness or have died seem to begin with milder illness and deteriorate in the second week of illness. Some people with severe illness require hospitalisation for several weeks.

How is the coronavirus spread?

The new coronavirus can be spread from person to person. Other coronaviruses that can be transmitted from person to person are typically spread through contact with people experiencing symptoms, or through contact with droplets of their saliva, other bodily fluids or faeces, which can contain the virus. Current evidence for the new coronavirus outbreak indicates that droplets and direct contact with an infected person or something they have touched are likely responsible for the vast majority of transmission.

Contact with droplets created when a person with new coronavirus coughs or sneezes, as droplets of saliva or other fluids carrying the virus are projected onto other people or objects that another person later touches;

- Close personal contact, such as touching, shaking hands, or sexual contact
- Touching an object or surface where the virus has been deposited, such as doorknobs or personal belongings, and then touching your mouth, nose, or eyes without first washing your hands
- Some coronaviruses, such as SARS-CoV, can be found in the faeces people infected with the virus and may be spread through contact with those fluids. It is not yet clear whether new coronavirus can be spread through the fecal-oral route, but until proven otherwise it is best to behave as if this is possible.

There is some evidence that people may be able to transmit the virus before they experience symptoms; current evidence points to contact with symptomatic people as being the primary driver of the outbreak. Most known cases have had direct contact with someone who was already showing symptoms of the new coronavirus, such as fever or coughing.

How long is the incubation period?



Current evidence indicates that the incubation period is an average of 5-6 days (ranging from 2-14 days). Current estimates indicate that each person diagnosed with new coronavirus can be expected to spread it to more than two new people, which means that the outbreak would continue to grow in the absence of effective control measures.

What can we do to protect ourselves against coronavirus?

Five things to do;

- Wash your hands frequently using soap and water. If soap is not available, ash or alcohol-based hand gel may be used to wash away germs.
- When coughing or sneezing, cover your mouth or nose with your bent elbow. or a tissue Try to not sneeze and cough into your hands because then you will spread the virus with your hands. Throw the tissue into a bin. If you cough/sneeze into your hand, don't touch anything and immediately wash your hands with soap and water.
- Avoid close contact with anyone who is coughing, sneezing, or sick. Keep at least 1 metre (3 feet) distance and encourage them to go to a nearby healthcare center.
- Avoid touching eyes, nose and mouth. Hands touch many things which can be contaminated with the virus.
- Go to the doctor if you have a fever, cough or feel that it is difficult to breathe. This is the best way to look after yourself and stop the infection spreading to your family and others. Make sure to first call the doctor and let them know your symptoms so you don't infect other people.

Should I wear a mask to protect myself?

People with no respiratory symptoms, such as cough, do not need to wear a medical mask. WHO recommends the use of masks for people who have symptoms of new coronavirus and for those caring for individuals who have symptoms, such as cough and fever. The use of masks is crucial for health workers and people who are taking care of someone (at home or in a health care facility).

Use a mask only if you have respiratory symptoms (coughing or sneezing), have suspected new coronavirus infection with mild symptoms, or are caring for someone with suspected new coronavirus infection. A suspected new coronavirus infection is linked to travel in areas where cases have been reported, or close contact with someone who has travelled in these areas and has become ill.

The most effective ways to protect yourself and others against new coronavirus are to frequently clean your hands, cover your cough with the bend of elbow or tissue and maintain a distance of at least 1 meter (3 feet) from people who are coughing or sneezing.



What should I do if a family member or I have symptoms?

Seek medical care early if you or your family member has a fever, cough or difficulty breathing.

Call your doctor or health provider before coming to the clinic. You should also call if you have travelled to an area where the new coronavirus disease (new coronavirus) has been reported, or if you have been in close contact with someone with who has travelled from one of these areas and has symptoms

Are some people more vulnerable to coronavirus than others?

While we are still learning about how the new coronavirus affects people, older persons and persons with pre-existing medical conditions (such as high blood pressure, heart disease, or diabetes) appear to develop serious illness more often than others.

Can I get the new coronavirus disease (new coronavirus) by talking to someone or sitting next to them?

You are very unlikely to catch the virus by talking to people, walking in the street or shopping in the market or another crowded space. Being nearby a person generally doesn't spread the virus. There is no chance you will get the virus if you have not travelled to the affected countries recently or have not been in contact with a person who is sick with coronavirus

Is it safe to receive a package from China or any other place?

Yes. The likelihood of an infected person contaminating commercial goods is low and the risk of catching the virus that causes new coronavirus from a package that has been moved, travelled, and exposed to different conditions and temperature is also low.

Is there a vaccine, drug or treatment for new coronavirus?

There is no vaccine to prevent new coronavirus. Supportive care is recommended for people who are infected to alleviate symptoms; antiviral treatments are available to treat patients who have contracted the virus. A laboratory test can confirm whether someone has new coronavirus.

Are antibiotics effective in preventing or treating the new coronavirus?

No. Antibiotics do not work against viruses, they only work on bacterial infections. new coronavirus is caused by a virus, so antibiotics do not work. Antibiotics should not be used as a means of prevention or treatment of new coronavirus. They should only be used as directed by a physician to treat a bacterial infection.

What happens when someone is suspected to have symptoms of coronavirus?

Current evidence indicates that the incubation period is an average of 5-6 days (ranging from 2-14 days). Current estimates indicate that each person diagnosed with new coronavirus can be expected to spread it to more than two new people, which means that the outbreak would continue to grow in the absence of effective control measures. Every person suspected to have coronavirus should seek health advice and self-isolate themselves.