

Helping health partners use the PMNCH self-care during COVID-19 video series

Emerging evidence has shown how critical and effective self-care can be. When women, children and adolescents are empowered to adopt healthy self-care practices, they can play a critical role in protecting their own health. To promote self-care practices around key sexual, reproductive, maternal, new born, child and adolescent health issues during the COVID-19 pandemic, PMNCH has partnered with WHO and other UN partner agencies to develop a series of short animated videos to promote healthy behaviours during the pandemic. These videos help translate the latest WHO guidance on self-care practices for women, children, adolescents and their families in relation to key issues arising in the context of COVID-19.

How can partners use media and communications?

Media and communications can be powerful tools for influencing people's health. When media is used with other forms of communication and engagement it can help to build knowledge, develop skills and encourage health behaviours.

Here are some suggestions for how you could think about using the PMNCH Self-care animated videos in your work. We hope you find them useful.

Using animated videos in your work

It is always good to “share” and “like” clips and short videos on social media, but we think that these videos could be valuable resources for use in your work in a range of different ways, perhaps to spark group discussions around self-care, or to build and deepen interaction in training sessions, develop engagement in outreach work, discussion or even film screenings. There are many ways to use film and animation to engage and interest audiences and to build learning.



Community health education outreach work

Each video contains information and practical suggestions based on four different themes around self-care during COVID-19, these are: Breastfeeding, Adolescent Mental Health, Responsive Caregiving and Violence Against Women. If your work involves you running group sessions for community education and outreach, or if you are planning group discussions with community members around these themes, then you could show a video and use it to begin or generate a discussion or to reinforce learning around the theme perhaps the following questions could provide useful starters to build discussions around.

- What are the main themes raised in the video?
- How many of the practical suggestions given in the video can you remember?
- Can you name the health behaviours mentioned in this video?
- What do you most remember from watching the video?
- What issues do you think the video raises?
- Does it convey the information effectively?
- What do you feel you learnt from watching the video?
- Would you do anything differently as a result of watching the video?
- Are you aware of other resources available you can tap into if you need further help and support and where would you get these?

Health worker training

You may already be running existing training programmes for health workers which cover the areas and topics covered in the videos – this could include e-learning programmes or blended learning – i.e. learning which is a mix of online and face to face learning. Participants may be learning together or at home by themselves online. There are many ways to include video resources in existing training programmes for health workers. Here are some suggestions:

- You could start by reviewing your training programmes to see if video could be used to update or refresh knowledge in any of the key areas. You could then add the videos into existing e-learning training courses and use them as tools to engage learners. We know that interactive elements in online training and e-learning are very successful ways to engage learners as they help to build interest and enjoyment.



- You could ask your learners to update their knowledge by reviewing the videos at home as additional resources alongside the e-learning. They may be able to watch the videos on their phones or laptops.
- You could show the videos in a classroom setting with a group of participants and generate discussion using the questions included above. This could be an added component to your training sessions.
- You could decide to run your own mini film screening and generate a discussion around the use of media during health pandemics. There are many film and video resources available, but it's important to ensure that your learners are viewing material which comes from reputable sources and is factually correct.

Using the tools - scripts/visuals/audio

If you want to do more with the visual and audio assets which have been created as part of the films here are some suggestions:

- You could run a small workshop and ask participants to read over the scripts and create their own visual story boards relevant to their own circumstances and surroundings
- You could review the visuals and adapt the pictures for your own context
- You could just play the audio – i.e. the voice and ask your learners to create their own story board or set of pictures.

What you can't do with the films

We are keen to hear your feedback on the videos. They are available in all UN languages (Arabic, Chinese, French, English, Russian, and Spanish but if you are planning on translating into additional languages, please do let us know. Remember that these videos should not be modified (i.e. you cannot modify the images, the script, or the background music) and all partners should be acknowledged. For more information on permissions and licensing of WHO-sponsored products, please visit their [website](#). Despite this, we are always keen to hear your suggestions on what other videos you would like in the future.



Further responsive care resources

- [PMNCH work on Early Childhood Development](#): a summary of why investing in ECD is important and the work PMNCH is doing to enhance co-ordination and engage in advocacy.
- [PMNCH responsive caregiving during COVID-19 toolkit](#): provides advocacy, key messages, and a range of helpful resources including webinars, infographics, videos, books and guidance resources.
- [PMNCH COVID-19 compendium](#): a compendium of UN-agency guidance on different aspects of women, children, and adolescent health during COVID-19
- [Nurturing Care Framework website](#): a website providing a range of resources to support nurturing care including a handbook, framework and a collection of resources.
- [WHO Guidelines on improving early childhood development](#): this guideline from WHO provides direction for strengthening policies and programmes to better address early childhood development.
- [WHO self-care interventions for health](#): WHO resources on self-care interventions that are evidence-based, including videos, publications, infographics and webinars.

Tell us what you think

It's really important that we understand what our partners need and want. Please do take a moment to fill out the survey – it will only take a few minutes, but it will help us shape future content that is based on your needs. We are keen to gather case-studies based on how partners are using the films, if you would like to provide a case study you can do this through the survey link or email us at pmnch@who.int

[Link to feedback survey](#)

