



ETI Occupational Health and Safety

COVID-19 Prevention Behaviour Change Communication Materials

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Positive behaviour change requires clear and effective communication.

ETI has produced integrated communication materials to accompany our COVID-19 prevention intervention in Bangladesh aimed at promoting positive behaviour change. As such, the materials should ideally be used in combination with other activities (such as ETI's different COVID-19 prevention training components) considering that effective behaviour change communication (BCC) goes beyond the delivery of a simple message or slogan to encompass the full range of ways in which people individually and collectively convey meaning.

After extensive research, ETI Bangladesh worked to design clear and concise messaging on COVID-19 prevention, avoiding any ambiguity in relation to the words, sentences and visuals chosen. These messages have been communicated via posters and stickers, as well as two songs composed with the help of an external production company. ETI Bangladesh worked closely with composers to create one traditional Bengali folk song and another which fused western and eastern pop, both of which communicate the importance of preventing further spread of COVID-19. Playing these songs regularly through factory public announcement systems has enabled this project to reach most factory employees with important health messages in an engaging and memorable format.

MATERIALS ETI DEVELOPED TO COMMUNICATE COVID-19 MESSAGING



Posters



Stickers



Traditional Bengali folk song



Western and eastern pop fusion song

To use BCC materials effectively please consider the following:

1

Select materials suited to the target audience and their needs

2

Integrate the materials into a wider programme or set of activities

3

Plan how to distribute and communicate the materials

4

Monitor how the materials are being used, ask for feedback

5

Assess the effectiveness of your approach