



Process of creation of the movement  
"Communities commit to emptying COVID-19:  
COMVID COVID-19"



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## Context of the creation of the COMVID COVID-19 Movement

The COMVID COVID-19 movement is a prelude to the creation of a social movement in favor of Universal Health Coverage in Burkina Faso. The context of general awareness of the challenges of access to health services created by COVID-19 and the need to engage citizens in the care process came as an opportunity that can be explored for a giant step toward UHC. Réseau Accès aux Médicaments Essentiels sized it to launch this COMVID COVID-19 by reorienting some of the activities of the African Collaborative Health Financing Solutions project which was initially aimed at creating a social movement for UHC. The difficult context created by COVID-19 for the activities of the initial project led to an examination of the initial operation plan and this COMVID COVID-19 project came as a perfect match as COVID-19 was a hot topic discussed in all social groups. In less than a week hundreds of actors were mobilized in the movement and are on the field. The actors involved in the coordination of the movement are actors who have an important network of community actors who can represent the movement at all levels of care. In collaboration with those actors, we can have strong arguments for advocacy for an appropriate response to COVID-19 and later for UHC.

## From the idea of creating the COMVID COVID-19 MOVEMENT

In Burkina Faso, as everywhere else, COVID-19 has imposed on the entire population an adaptation of their way of living, working, and conducting daily affairs. COVID-19, for example, has led Burkina Faso to adopt measures ranging from restricting social interaction to partial or total closure of services. RAME and some of its partners moved to online services limiting the possibilities to implement some of our activities. As a result, the activities of RAME, which involved the participation of certain actors and a certain number of participants couldn't take place according to the initial plan.

However, no one can predict the end of the pandemic, so it is impossible to stop all activities and wait until the end to resume. In compliance with government measures, RAME started reflections on how to reorient some of its activities toward the response to COVID-19 without betraying the initial objectives of the projects. Those reflections resulted in an agreement on the need to contact TFPs for a reorientation of certain activities towards the response to COVID-19 or an adaptation of activities to enable their implementation in this COVID-19 context. Thus, taking advantage of an ACS survey

about our ability to implement the initial social movement in favor of UHC project's activities, RAME was able to revise operational plan of the project, with the agreement of ACS, and begin the process of creating a movement for a community response to COVID-19, the long-term goal being the reorientation of the movement towards Universal Health Coverage.

## The creation of the movement

It is important to remember that the movement in favor of UHC was initially planned to be implemented by RAME, so RAME was responsible for the coordination of the process. However, in the new context and to mobilize the maximum of civil society organizations and the key leaders identified in the initial ACS project, RAME found it appropriate to engage specific organizations in the coordination. So, the first idea for discussion with the member organizations of the platform Health Democracy and Citizen Involvement (DES-ICI Platform) was launched on the involvement of CSOs in the response to COVID-19. The idea got a consensus and WhatsApp group was created for discussions of how CSOs can participate through the three intervention axes of DES-ICI platform: monitoring access to services, monitoring resources allocated to health (response to COVID-19 in this case), and analysis of the general governance of health services. These discussions are still going on as activities are being implemented.

## Steps to the creation of the COMVID COVID-19 movement

Following the consensus of the members of the DES-ICI platform, a declaration was written and published by the Platform on 18 March highlighting the fast propagation of COVID-19, the non-involvement of CSOs in the response, and recommended strong measures to be taken to curb the spread of the virus. In parallel with the platform's actions, RAME developed the concept note of the COMVID COVID-19 Movement, which was proposed to DES-ICI coordination for the mobilization of several actors to put pressure on the government on some protective measures to be taken and also to help raise awareness of the barrier measures taken.

The approach was to first mobilize the Health Democracy and Citizen Involvement (DES-ICI) platform, composed of twenty-three 23 big national CSOs, each having regional, district, and community representations throughout Burkina Faso. In addition to that, each of the 23 CSOs can contribute to the mobilization of resources to support the movement. Thus, in the conceptual note, the coordination of the movement was placed under the leadership of the platform. This concept note was presented to the coordination that validated it and took the lead of the COMVID COVID-19 movement's activities.

A secretariat of the movement was quickly set up and holds regular meetings on WhatsApp, Hangout, Zoom, and Skype. Before the launching of the movement, the Secretariat sent an information letter to the Prime Minister of Burkina Faso, Chairman of the National Response Committee, with a compilation to the Ministry of Health and the

National Assembly. The goal was to inform them about the initiative and express the need to collaborate with them.

After the creation of the secretariat, an online call through a google form was made to mobilize the movement's various targets. In less than 24 hours more than 300 CSOs and individuals registered to volunteer for outreach interventions in the 55 sectors of the city of Ouagadougou. A committee was set up to process the data and select fifty-five(55) focal points representing the 55 sectors of the 12 districts of the city of Ouagadougou. Terms of References have been developed for the establishment of Citizen Health Watch Cells, which have been placed under the direction of the 55 focal points. On April 8, 2020, under the leadership of the Health Democracy and Citizen Involvement platform, launched the COMVID COVID-19 Movement during a press conference at the Ouagadougou Women's House. Following April 8, 2020, the activities of the movement are as follows:

1. **Training of the 55 focal points on the mission and objective of the movement and the role they will play in the Citizen Health Watch Cells.** At the end of the training, they were given an agenda of activities to undertake. For example, they have received the concept note of the movement, the Terms of Reference of the Cells, and a list of CSOs and volunteers from their sectors and should contact those volunteers for the creation of the Citizen Health Watch Cells in their sectors. After the cells were created, they hosted training sessions to reinforce the capacity of their members on the mission and objectives of the movement and the cells. To this end, they received all the training documents. A WhatsApp group was created for the 55 focal points to maintain the relationship and get updates on their activities.
2. The mobilization of actors in the sectors (continuous): After the establishment of the Citizen Health Watch Cells, it was up to each cell to maintain continuous communication and coordination of their activities with their members limiting physical encounters whenever possible. Cells have therefore created WhatsApp groups for the planning of activities. Monthly support is provided to The Focal Points for internet connection.
3. **A meeting with the Epidemiology Section of the National Coordination of Response to COVID 19:** this meeting was an opportunity for the coordination of the COMVID COVID-19 Movement to present the movement and its possible contributions in the implementation of response measures in the sectors. It was also an opportunity to advocate for the support of Citizen Health Watch Cells for outreach interventions.
4. **Participation in the meeting of the Regional COVID-19 Response Committee of the Central Region:** this meeting resulted in the inclusion of the movement in the agenda of the committee's weekly meetings. The governor of the center volunteered to sign the movement's

correspondences to the 12 Mayors of the 12 districts of the city of Ouagadougou, to the head of Police, and other officials of the Central Region. The movement was also asked to present its intervention strategy and its presentation generated a great deal of interest.

5. **Presentation of the movement to a Special Advisor of the President of Burkina Faso:** To advocate for the support of the activities of the Citizen Health Watch Cells, the coordination requested and meeting with the Presidency and was granted the opportunity to present the movement to a Special Advisor of the President of Burkina Faso, former Minister of Health. The presentation and advocacy resulted in a solicitation of the movement's budget for partners who want to support community initiatives.
6. **Division of the COMVID COVID 19 secretariat into four pools:** For effective monitoring of the activities of the Citizen Health Watch Cells, the Secretariat called for volunteers from the DES-ICI platform and created specific pools, in conformity with the activities and needs of the Cells. Those pools are Communication Pool, Finance and Logistics Pool (production of hygiene products and masks), Pool for the monitoring of the Citizen Health Watch Cells, Pool for the management of the strategic partnership. Each Pool has specific objectives well described and must reports to the secretariat at the end of each week.
7. **Citizen Health Watch Cells Operations Supervision:** Most of the associations that joined the Citizen Health Watch Cells were already conducting field activities. After setting up the cells, they quickly proceeded to the training of their members on the mission of the Citizen Health Watch Cells and started activities according to the agenda given to them on the training day. Some started Awareness-raising activities, some collected money to make liquid soaps for those in need. A delegation of the 4 pools has started field trips since 18 April to encourage and support the cells in their outreach activities.
8. **A strategic partnership with firms that volunteered to the movement:** At the call for volunteers for the creation of the movement, different profiles were registered. Researchers, pharmacists, and research firms registered to participate in the movement's activities. For these specific profiles, the secretariat creates a strategic relationship with them for the planning of the interventions of the and technical support of the Citizen Health Watch Cells.
9. **Discussions for the creation of the movement in all regions of Burkina Faso:** After the establishment of the movement and its Citizen Health Watch Cells in Ouagadougou, discussions are underway with the members of the coordination for the extension of the movement to the remaining 12 regions of Burkina Faso. The local partners of the 23 CSOs of DES-ICI platforms are the main target for the creation of the Citizen Health Watch Cells.

10. **Material and financial supports to the Citizen Health Watch Cells:** In addition to the collective efforts for the mobilization of resources for the Citizen Health Watch Cells, members of DES-ICI platforms also have initiatives that can support those cells. CSOs that reorient some of their projects toward the response to COVID-19 will then reorient their resources toward the support of the movement. In this sense, RAME will give the example through official supports of the Citizen Health Watch Cells on Thursday, April 23 thanks to its Social Movement in favor of UHC supported by ACS.

## Some activities initiated to mobilize actors

1. **April 5, 2020, on Facebook:** Prevention Action Guidance Message calling on the population to contribute: 87,884 people reached, 6,370 interactions, 390 sharing.

Link:

<https://web.facebook.com/PageOfficielleRAME/photos/a.437837306388386/1439078586264248/?type=3&theater>

<https://web.facebook.com/415991855205496/photos/a.455174001287281/1628635997274403/?type=3&theater>

The image shows a Facebook post from the page 'Rame Ong'. The post features a graphic with four horizontal bands of color: red, yellow, green, and grey. The text in the graphic is in French and discusses COVID-19 measures. The post itself includes a profile picture, the name 'Rame Ong', a publication date of '5 avril', and a text description starting with '#COVID\_19 : Ne nous flattons pas avec des mesures sociales...'. Below the text are interaction statistics: 85 053 people reached and 6 169 interactions. There is a 'Booster à nouveau' button and a comment input field.

**L'exemple de la Corée du Sud nous enseigne que le Burkina Faso doit adopter 2 mesures audacieuses**

**1) Dépistage de masse dans les villes touchées**

**2) Port de masques généralisé par tous**

**Ceux qui sont infectés seront isolés et traités et on évitera le confinement total qui fera plus de victimes**

**Partageons pour contraindre le gouvernement à appliquer ces 2 mesures**

**Rame Ong**  
Publié par Jean De Dieu Some [?]  
· 5 avril · 🌐

#COVID\_19 : Ne nous flattons pas avec des mesures sociales. On ne le souhaite pas, mais si on arrive à 1000 cas, l'état n'aura pas les moyens de mettre en oeuvre ces mesures ou de prendre des mesures plus fortes que celles prises actuellement. Partageons au maximum pour demander à l'Etat un dépistage de masse dans les villes touchées. Circonscrire le mal et le combattre, voilà ce qu'il nous faut. L'actualité dans les autres pays doit nous servir d'école. Le dépistage c'est la meilleure solution actuellement. Si nous traînons les mois à venir ce serait trop tard. Partageons jusqu'à ce que ça arrive aux autorités et qu'on agisse vite dans ce sens.

👤 Identifier ✎ Modifier

**85 053**  
Personnes touchées

**6 169**  
Interactions

[Booster à nouveau](#)

🗨️ Commenter en tant que R... 📷 📺 🗨️ 🗨️

2. **April 5, 2020, on Facebook:** Call for volunteers to register on a google form for the creation of the movement: 248 CSOs and volunteers identified through the google form in 24 hours. We were forced to pause registrations to quickly process the data for the selection of focal points.

Call link:

[https://web.facebook.com/pg/PageOfficielleRAME/posts/?ref=page\\_internal](https://web.facebook.com/pg/PageOfficielleRAME/posts/?ref=page_internal)

J'aime déjà ▾ | Déjà abonné(e) ▾ | Partager | ...

### contre la propagation du COVID 19 au Burkina Faso

Pour contribuer à l'élan de solidarité nationale, tout en saluant les multiples initiatives citoyennes pertinentes en cours, la Plateforme Démocratie Sanitaire et Implication Citoyenne (Plateforme DES-ICI) lance l'initiative « Les Communautés s'engage à Vider le COVID-19 » (COMVID COVID-19). Le COMVID COVID-19 se positionne comme un acteur catalyseur, de terrain, de proximité avec les communautés dont les intervenants seront issus de ces mêmes communautés. Il est composé d'organisations de la société civile confessionnelle et non confessionnelle, de leaders d'opinion, d'entrepreneurs privés et de tout citoyen s'engageant sur le principe du bénévolat, dans un élan patriotique dans la mise en œuvre d'activités définies comme nécessaire pour freiner la transmission du COVID-19.

\* Required

DOCS.GOOGLE.COM

### Appel aux organisations des différents secteurs de Ouagadougou à la participation à une initiative citoyenne...

Maximisez vos J'aime, commentaires et partages

Cette publication est plus efficace que 90 % de celles déjà présentes sur votre Page. Boostez-la pour améliorer encore vos résultats.

540 Personnes touchées | 98 Interactions | [Boostez la publication](#)

3. Official letter to the National COVID-19 Response Committee /Prime Ministry of Burkina Faso and copies to the National Assembly and the Ministry of Health.
4. Creation of a Facebook page for mass communication on the movement and its activities of the Link movement: <https://web.facebook.com/Mouvement-Social-Comvid-Covid-19-102823304723835/>

Creation of WhatsApp group for the Secretariat, Focal Points, and Citizen Health Watch Cells to ensure continuous communication on the movement's activities.

5. Continues zooms, Skypes, and Hangout meeting and email exchanges