



ARAP

Accountability, Rule of law and
Anti-Corruption Programme

COMMUNICATIONS PLAN

Crisis COVID19 - 23.03.2020

Funded by



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Implemented by



FIIAPP

COOPERACIÓN ESPAÑOLA



1. Introduction

During the time that the extraordinary situation that we are living through Covid-19 lasts, we will try to maintain a specific communication plan with the objective of normalizing the external and internal communication of ARAP and adapting it to the current circumstances.

2. External communication

Objective: to align messages with those of the European Union and to maintain communication and coordination with the Ghanaian institutions

- a) The Team Leader will be the spokesperson for ARAP in case of any formal information request by the Delegation of the European Union to Ghana, Ghanaian authorities or any of the institutions with which we collaborate. In this way we will centralize the message and avoid launching contradictory or erroneous information on the current and future situation of the activities of the programme.
- b) Any other request for informal information required from the components themselves may be answered with official programme information.
- c) On social media, the message will be that ARAP has postponed its activities following all the recommendations of the Delegation of the European Union to Ghana and FIIAPP. We will take this opportunity to send the message that we continue to work virtually and in communication with all our partners.
- d) We will join the EU campaigns, Ghanaian Government and partners on Covid-19 thus aligning our messages with those of DEU in Ghana.
- e) We will follow the recommendations and communication also from FIIAPP to maintain the same discourse.

Contents on our website and social networks:

- We will continue with our plan to tell "success stories" (videos, infographics ...) that we will launch on the networks and ARAP's website.
- Interviews will be conducted with experts, focal points ... about what has been done, is being done or is planned to work in the future.
- Timeless content will be launched, already edited.
- Each component will also be able to send 30-second messages on networks with a general reflection on the work we are doing.

1. Internal Communication

Objective: to make a communication and coordination effort to continue working with the new telework measures

- a) At ARAP we join the recommended teleworking measures to prevent the expansion of the Covid-19 and, for this reason, one hundred percent of the workforce will be teleworking until further orders.
- b) Communication will be by email, Skype and telephone.
- c) A videoconferencing system (Zoom or Lifesize) will be enabled to conduct meetings with partners and local staff.

- d) The proactivity of the team will be encouraged. Given this situation, each one is responsible for their work and for maintaining communication with the institutions as much as possible.
- e) We will try not to spread alarming news or *fakes* among the team members. Going to official sources to inform us will help to keep calm:
- [World Health Organization](#)
 - [European Union](#)
 - [European Centre for Disease Prevention and Control](#)
 - [CDC Youtube channel](#) with short explanatory videos on all relevant questions (e.g. should I wear a facemask?)
 - For more scientific information about the new coronavirus and COVID-19, see Harvard Medical School's [Coronavirus Resource Center](#).
 - John Hopkins' [Coronavirus Resource Center](#), incl. an [interactive map](#) for global statistics on the spread of COVID-19.

For Ghana

- For updates on cases in Ghana, see MoH's [Outbreak Response Management](#) updates and their [Twitter handle](#).
- Kumasi Center for Collaborative Research in Tropical Medicine ([KCCR](#))

2. Final message

It is time to learn about the situation and the new resources available to us. With confidence, work, and patience, we can come out reinforced.

#SpreadCalmNoFear #StayAtHome
And We are #UnitedAgainstCorruption