



THE HEALTH PROVIDER

THE OFFICIAL NFPB NEWSLETTER

October - December 2021



Goal and Objectives of Human Rights Mass Media Campaign

Campaign Goal:

To increase awareness of basic human rights among the Jamaican Population.

Campaign Objectives:

- Increase knowledge of basic human rights
- Build self-efficacy in reporting human rights violations
- Promote a human rights-based approach to service delivery



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You may recall that our agency's latest mass media campaign on human rights was debuted in the last newsletter when the Director, Enabling Environment and Human Rights was interviewed. We follow up in this edition with the staff member who has been in the thick of things getting the perspective of Technical Officer, Nicola Cousins.

In closing, if this is your first encounter with the Health Provider newsletter, welcome. It keeps us in touch with the practitioners making them aware of what the NFPB is doing; informs them of upcoming workshops; provides them with presentations; and highlights the innovations in contraceptive technology

Best regards!

Editorial

In this edition of the Health Provider Newsletter, coverage is given to the on-going pandemic, COVID-19. The Ministry of Health and Wellness' directive on the timeline for getting the booster shot for the locally available vaccines is included. Additionally, guidance is given to proper handwashing techniques and other protocols.

COVID-19 BOOSTERS

IF YOU RECEIVED THE ASTRAZENECA VACCINE:

TAKE A BOOSTER SHOT OF THE PFIZER VACCINE
6 MONTHS AFTER YOUR
SECOND ASTRAZENECA DOSE.



VACCINATION.MOH.GOV.JM

COVID-19 BOOSTERS

IF YOU RECEIVED THE PFIZER VACCINE:

TAKE A BOOSTER SHOT OF THE
PFIZER VACCINE 6 MONTHS AFTER
YOUR SECOND DOSE.



VACCINATION.MOH.GOV.JM

COVID-19 BOOSTERS

IF YOU RECEIVED THE JOHNSON & JOHNSON VACCINE:

TAKE A BOOSTER OF THE JOHNSON & JOHNSON VACCINE
2 MONTHS AFTER YOUR INITIAL DOSE.

OR

TAKE A BOOSTER SHOT OF THE
PFIZER VACCINE 6 MONTHS
AFTER YOUR DOSE.



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COVID-19
CORONAVIRUS DISEASE

CORONAVIRUS DISEASE 2019 (COVID-19)



You can help prevent the spread of respiratory illnesses with these actions:

- Avoid close contact with people who are sick.
- Avoid touching your eyes, nose & mouth.
- Wash hands often with soap & water for at least 20 seconds.

 www.cdc.gov/COVID19

PHOTO: Getty Images

Hand washing technique with soap and water



1. Wet hands with water
2. Apply enough soap to cover all hand surfaces
3. Rub hands palm to palm
4. Rub back of each hand with palm of other hand with fingers interlaced
5. Rub palm to palm with fingers interlaced
6. Rub with back of fingers to opposing palms with fingers interlocked
7. Rub each thumb clasped in opposite hand using a rotational movement
8. Rub tips of fingers in opposite palm in a circular motion
9. Rub each wrist with opposite hand
10. Rinse hands with water
11. Use elbow to turn off tap (if no elbow tap available use paper towel to turn off tap)
12. Dry thoroughly with a single-use towel
13. Hand washing should take 40-60 seconds

Issued by  www.debgroupp.com

 World Health Organization

Adapted from World Health Organization Guidelines on Hand Hygiene in Health Care 2009

UKL154791214

Cover your cough and sneeze



wash your hands often immediately after coughing or sneezing



with soap and water.

Choose a healthy lifestyle



health

Department:
Health
REPUBLIC OF SOUTH AFRICA



World Health Organization



HUMAN RIGHTS CAMPAIGN FROM ANOTHER ANGLE



Recently the Director, Communication and Public Relations sat with the NFPB's Technical Officer, Nicola Cousins to get another perspective to the agency's Human Rights campaign. It proved pretty insightful

Dianne: So this time around, it hit me, we're doing this mass media campaign, all right, I know, everybody should have at least seen it once or twice in whichever form. But no, let's put a lighter side to the campaign and give them a little more, as the back end of these campaigns tend to have some interesting stories. And it gives you a bit more on what you're seeing out there. So hoping that there will be some knowledge that is imparted in the discussion that even as it's written, and it's then placed on our website, because that's where we've been posting them to avoid the cost of printing. By putting it there, hopefully someone will be able to source it years from now. So now I want to find out from Nicola, the goal of the campaign, followed by its objectives.

Nicola: Well I see the campaign as an overarching goal, to increase awareness of basic human rights among Jamaicans. And this is very, very important, because from our baseline assessment that was done in 2017, we recognize that Jamaicans are not aware of their human rights, yes. And in fact, they tend to be very suspicious about human rights, because they see it as an imposition, from Western countries, such as the United States, Canada, the UK, which have a developed culture of human rights. And they see it as a as an imposition, because they think that human rights apply only to certain segments of the population. So for instance, those persons we refer to as key population groups, or marginalized persons, they think that we are covertly promoting acceptance of these persons and their lifestyles, when we emphasize that we place emphasis on human rights. This campaign, however, is a basic and general Human Rights Campaign, which, with the aim of familiarizing Jamaicans with two main human rights instruments, being the Universal Declaration of Human Rights, which has 30 articles of human rights and our own the Charter of Fundamental Rights and Freedoms, which is the amendment to the Jamaican constitution in 2011, which guarantees basic rights of the Jamaican population. So pretty much that is the overarching goal.

Alright, so in addition to the overarching goal, there are three objectives that the campaign is seeking to achieve. One is to increase knowledge of basic human rights, which in a sense, is a repetition of what the overarching goal is, but very, very important because if you do not know your human rights, then you can't do any of the remaining two objectives, which are to empower Jamaicans to report to human rights violations. So you definitely have to know your rights before you know that they're being breached or infringed, in order to be able to report violations.

And thirdly, we're seeking to promote a human rights based approach to service delivery. Now, just hearing me say that you might wonder what I mean. But human rights are grounded in basic principles of non-discrimination- being participatory, emphasizing equality and universality.

Now, when we talk about a human rights based approach to service delivery, I'd like to give you the context that the National Family Planning Board is a part of the national health delivery system and we are responsible for two components of the National HIV/STI response. So it means we interface with the doctors and the nurses who provide certainly sexual and reproductive health services in general, and in particular, HIV treatment services from a network of sites that we have across the island. And it is very, very important, for instance, for them to provide services that are non-discriminatory, because stigma and discrimination remain the two main roadblocks to persons who need the care and the services to accessing these services because they feel or they've experienced situations where they go for service and based on their perceived lifestyle, or sexual orientation, they feel that they are discriminated against. And so it's important that we emphasize a human rights based approach to service delivery, one in which our health care workers are non-discriminatory in their approach. They regard each person as a human being, their entitlement to equality, simply on the basis of them being a human being, and for them to participate in the very services that are being administered to them. So a person should have the right to ask questions, and to be provided with the answers in a way that they understand.

Dianne: Tell us, when was this campaign rolled out?

Nicola: Alright, so the campaign, we the development of the campaign began in January 2020, just before the COVID 19 pandemic hit, right, and it was officially launched on Human Rights Day, December 10 20 20. And the launch date is no coincidence, because I'm doing our campaign of this magnitude and of this important, you know, the day itself, a globally recognized the on which, you know, you human rights are observed across the world since 1948, when the Universal Declaration of Human Rights came into being, it was very important that we showed our commitment to the process by launching on human rights today.

Dianne: How, how long is this campaign expected to have its run in the public sphere?

Nicola: That's a very good question. Because ideally, you'd want it to have several flights of the materials across the different mediums. However, to do so it's very costly, especially when you're talking about placement on radio, and television, social media is more cost effective to a great extent. But because our population does not have ideal internet access we cannot really rely on social media only. So it's radio and television primarily. And so the number of times that the campaign is placed will depend on the availability of funding so to date since it was launched in December we've had two flights on radio and TV, and we are now in one or we are know in July of 2021. We are hoping to have a third placement to coincide with Human Rights Day, December 2021, but then again, that is, as I said before, subject to the availability of funding, and it really costs a lot to place. So first, it cost us over 8 million to develop the campaign materials.

And to date, we have spent 14 million in the second placement and 13 million in the first placement between February and March of this year. So without doing the math, that's an astronomical sum of money. Just to give you an idea of how expensive it is to do traditional radio, traditional media, radio and TV.

Dianne: So you mentioned radio, you mentioned television, this is a perfect juncture to then ask, what are the other social media? What are the other platforms you would like to use as this campaign is rolled?

Nicola: One of them we're currently doing is short interviews for radio or television, to give greater detail than you can obtain from the actual campaign materials themselves. So short five to 10 minute interviews, which we started in between April and June, on Mello FM, when we aired a 10 Minutes interview feature called 'Know your rights' and that 10 minute interview feature allowed us to dissect a few of the human rights, to give greater detail than you could ascertain, let's say from our infographics.

So that plus there are static billboards. Already we have placed two billboards. One on the Boulevard, this as you are approaching Patrick City.

Dianne: As in Washington Boulevard?

Nicola: Yes, as you are approaching Patrick city in the vicinity of the Tastee restaurant; and then the other on the Spanish Town bypass in the vicinity of Port Henderson Road. They're very visible. Both billboards have our contact information such as our logo and social media handles. Okay, and then we are in the process of doing bus wraps, so we are commissioning four J UTC buses or let me say J UTC buses is across all its zones.

So JUTC has four zones. And we are going to be placing at least one bus with our campaign messaging in each zone. So that will add up to four buses with the campaign messaging. We're also planning to outfit a series of bus shelters, 15 bus shelters, across five parishes, which is a good thing because we'd want the messaging to go outside of Kingston. Kingston is not Jamaica, as you know, and we tend to think. And so it will give us even greater traction and visibility with the messaging being placed on the bus shelters across those five parishes as I mentioned.



Dianne: What's the considered deadline for an evaluation of this campaign?

Nicola: Alright, you really want to do an evaluation, when you think the messaging is still fresh in persons minds. So having started the placement in early 2020, we are hoping to do the recall, do the evaluation which is in fact referred to as a recall survey in early 2022. So that, you know, persons will be able to remember the messaging of the campaign. In other words, you don't want to wait for too long a period to do the evaluation, especially if you are not able to do consecutive and consistent placement flights for persons to constantly be hearing and seeing the messaging.

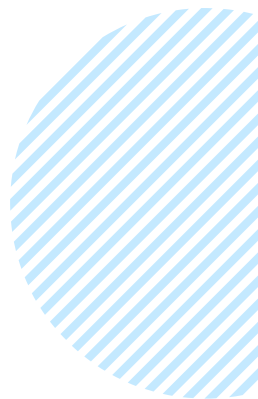
Dianne: You mentioned earlier, the campaign slogan 'Know your rights' before I get to that particular message. Do you have any partners on this Human Rights Campaign?

Nicola: So the Office of the Public Defender, in addition to a number of our civil society partners in the National HIV response were partners or are partners in the process, however, the Office of the Public Defender, given its role, to investigate human rights breaches, especially those committed by agents of the state, meaning any government, office, or entity, if they breach your rights, in terms of administratively or they are to deliver a service to you and didn't, the office of the Public Defender is enabled to investigate and bring redress to those instances of human rights violations. And they were the ideal main partner to be a part of the message in terms of their logo.

World AIDS Day 2021 "End Inequality, End AIDS, End Pandemics"

This year's acknowledgment of World AIDS Day saw the NFPB on location at the Maxfield Park Health Centre along with social services providers including: HEART Trust NTA, Registrar General Department and Ministry of Labour and Social Security - PATH, providing opportunities for the community.







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SOCIAL DISTANCING GUIDELINES AT WORK



1

Avoid in-person meetings. Use online conferencing, email or the phone when possible, even when people are in the same building.



2

Unavoidable in-person meetings should be short, in a large meeting room where people can sit at least six feet from each other; avoid shaking hands.



3

Eliminate unnecessary travel and cancel or postpone nonessential meetings, gatherings, workshops and training sessions.



4

Do not congregate in work rooms, pantries, copier rooms or other areas where people socialize. Keep six feet apart when possible.



5

Bring lunch and eat at your desk or away from others (avoid lunchrooms and crowded restaurants).



6

Avoid public transportation (walk, cycle, drive a car) or go early or late to avoid rush-hour crowding on public transportation.



7

Limit recreational or other leisure classes, meetings, activities, etc., where close contact with others is likely.