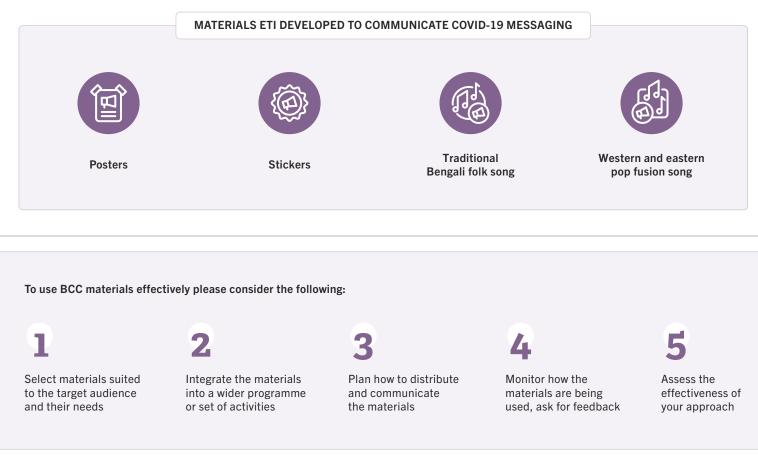
Positive behaviour change requires clear and effective communication.

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.



ETI Occupational Health and Safety COVID-19 Prevention Behaviour Change Communication Materials М Μ мотт Initiative UKaid MACDONALD

Ethical

Trading

ETI COVID-19 Outbreak Resource Pack for RMG Suppliers in Bangladesh

This guide and the training modules it refers to have been funded by the Vulnerable Supply Chains Facility (VSCF), a rapid COVID-19 response fund set up by the UK Foreign, Commonwealth and Development Office (FCDO), and managed by Mott MacDonald Ltd. The Facility partners with 20 UK and international retailers and brands, and seven not-for-profit organisations, supporting over 100 suppliers across Bangladesh, Ethiopia, Ghana, Kenya, Myanmar, Tanzania, and Zimbabwe. It will provide economic, social, and health benefits to around one million women and men directly and indirectly.