



# COVID-19 Crisis and Risk Communications

Getting people the right information at the right time is critical to the COVID-19 response.

Convincing citizens to put their faith in governments and leaders who can clearly explain their policies is critical. MSI, A Tetra Tech Company, is a leader in providing strategic and crisis communications services to donors, clients and governments. We work with our community of more than 200 Tetra Tech communications professionals spread across 250 projects in 50 countries to act nimbly and flexibly worldwide.

We have the expertise and experience to work together with clients to develop overall COVID-related messaging, including targeted campaigns, infographics, video development, podcasts, social media and more. While many of these can be done as one-off activities, our current experience supporting USAID/Kenya and East Africa as a broad-scale provider of communications support suggests a combination of evidence-based communications interventions at multiple levels for greater effectiveness. Our country-by-country approach can tap into our country expertise and networks to customize:

- COVID-related campaigns, utilizing quick impact videos, social media content, podcasts and creative infographic;
- Internal messaging to include e-newsletters, webinars, and videos
- Preparation for all types of COVID-related media interviews
- Media monitoring and analysis of COVID coverage
- Building effective spokespeople during COVID

# Projects

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*Today, MSI is supporting several COVID-19 response efforts with crisis communications services.*



**USAID, CEGAH ACCOUNTABILITY PROGRAM/ANTI-CORRUPTION, INDONESIA (2016-2021):** We are currently working on a social media public education campaign targeting 20 to 40-year-olds to support the use of LAPOR!, Indonesia's national complaint handling system, to submit questions and concerns.



**USAID, OFFICE OF TRANSITION INITIATIVES, ARMENIA (2019-2022):** We are helping the government to augment its capacity to handle overall crisis communications, including the flood of requests to its Information and Public Relations Center (IPRC). We also printed posters, leaflets, brochures and other public outreach materials. MSI's rapid response is effectively backstopping a key institution otherwise struggling with inadequate resources, allowing the

Government of Armenia to more effectively communicate with its population during the COVID crisis.



**USAID, KENYA DEVELOPMENT OUTREACH AND COMMUNICATIONS SUPPORT (2018- 2023):** We developed an updated communications strategy to respond to the current crisis. We also organized an all-hands, implementing partner meeting and developed a survey to ascertain what activities implementing

partners are carrying out and messaging approaches. We are continuing to work with the Mission on an on-demand basis to meet their needs during the COVID crisis.