



**National
Business
Compact on
Coronavirus**

COLLABORATION
FOR URGENT LOCAL ACTION,
GLOBAL BEST-PRACTICE
SHARING TO TACKLE COVID-19
IN KENYA



COLLABORATION

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The National Business Compact on COVID-19

Kenya chapter was officially
launched in Nairobi on
March 16th, 2020.

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OUR GOAL

Business collaboration to
accelerate local action and
global best practice sharing

WHO WE ARE

- Industry Wide Approach



and many others including **COMMUNITY SOAP MAKERS**

- UN Family and MoH endorsed (All Materials reviewed and Approved by National Emergency Health Task Force)
- Working with Business Networks and Community based organizations such as:



Association of Practitioners in Advertising



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OUR AREAS OF FOCUS

- **Unified communication** on COVID-19 messaging
- Scaling up of **hygiene facilities** in government identified hotspots dense low income/ slums
- Creation of a **Flexi Fund** for rapid response to government appeals (support for quarantine facilities and doctors)



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COMMUNICATION- TVC



TV

COMMUNICATION – OUTDOOR

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NATIONAL EMERGENCY RESPONSE COMMITTEE

KOMESHA CORONA

Ugonjwa wa virusi vya Corona au COVID-19 ni aina mpya ya ugonjwa unaosababisha matatizo ya kupumua. Ugonjwa huu, unaosambaa duniani hueneziwa kupitia kwa matone kutoka kwa mtu aliyeambukiza akipiga chafya au alikohoa na pia kwa kugusa sehemu au vifaa vilivyo na virusi vya Corona.

Jinsi unavyoenezwa

- Kwa kakanjiana na mtu anayekohoa au kupiga chafya badala ya kuaminiwa na COVID-19
- Kwa kugusa sehemu au vifaa vilivyo na virusi vya COVID-19

Jinsi ya kujikinga na kuzuia maambukizi

- Mara kwa mara mwa mwendo kwa sababu na maji yanayotibika au tume sanitizer ya mkono
- Ukikaribiana na watu au kuwa kwenye umati ama msucanyiko wa watu

Ishara na dalili

- Hotu
- Kupishoa
- Shida ya kupumua
- Maumivu mwili
- Kusimama na kuchwa

Kinga familia na jamii yako wasiambukizwe na Corona.
PIGA SIMU KWA 719 au BONYEZA *719# UKIPATA DALILI ZOTOTE ZA CORONA.


NATIONAL EMERGENCY RESPONSE COMMITTEE

STOP CORONA

Coronavirus disease (COVID-19) is a respiratory disease that is fast spreading across the world. COVID-19 is spread through droplets when an infected person coughs or sneezes. It can also be spread through being in contact with contaminated hands, surfaces and objects.

How is it spread?

- Contact with an infected person with COVID-19 virus through coughing or sneezing
- Contact with contaminated surfaces or objects with the COVID-19 virus

How can I protect myself and others?

- Regularly wash hands with soap and running water, or use an alcohol based hand sanitizer
- Avoid close contact & social gatherings

Signs and symptoms

- Fever
- Cough
- Shortness of breath
- Body ache
- Headache

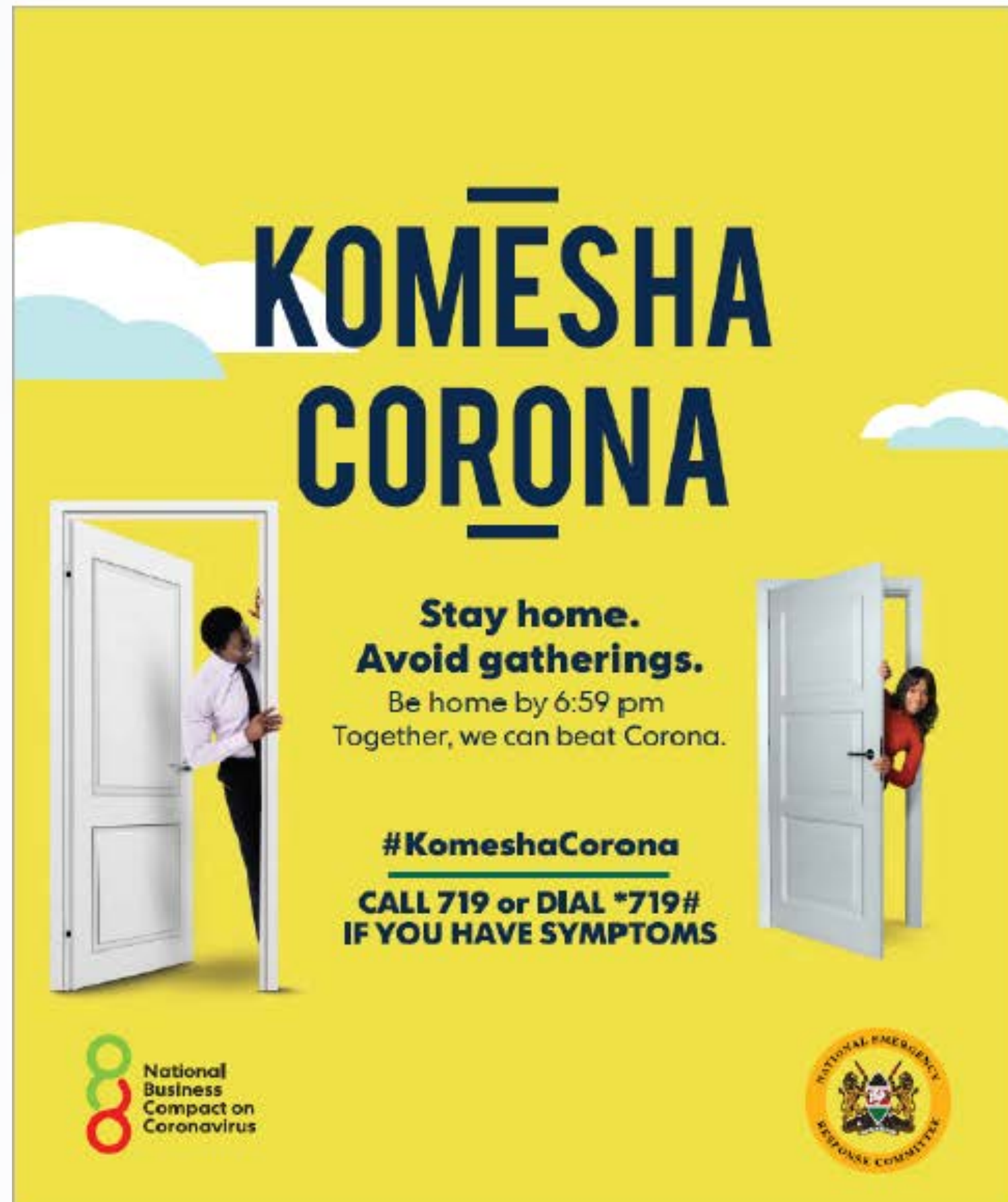
Protect yourself, family and community from Corona
CALL 719 or DIAL *719# IF YOU HAVE THESE SYMPTOMS



POSTERS

COMMUNICATION – OUTDOOR


COLLABORATION
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**KOMĒSHA
CORONA**

**Stay home.
Avoid gatherings.**
Be home by 6:59 pm
Together, we can beat Corona.

#KomeshaCorona
**CALL 719 or DIAL *719#
IF YOU HAVE SYMPTOMS**

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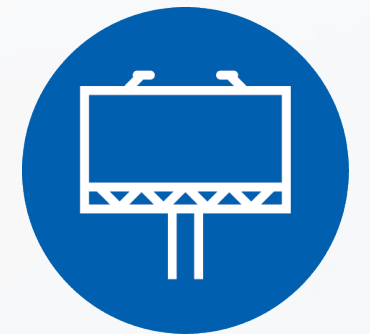
**KOMĒSHA
CORONA**

**Regularly wash hands
with soap and running
water for 20 seconds.**
Together, we can beat Corona.

#KomeshaCorona
**CALL 719 or DIAL *719#
IF YOU HAVE SYMPTOMS**

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**OUT OF HOME
& PRINT**

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BILLBOARD PLACEMENT: OOH



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COMMUNICATION- PUPPETRY



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DISTRIBUTION OF HYGIENE FACILITIES



Peter Njonjo • 2nd
CEO and Co-founder at Twiga Foods
16h • 🌍

It was great to see the look on our **Twiga Foods** customers' faces as we distributed Lifebuoy Antibacterial soap for free courtesy of our partners, **#Unilever** and **#JumiaKenya**. Looking to touch 15,000 customers..#SafeHandsInitiative

#positiveimpact #businessforgood #lifebuoy

👍👏🤝 305

21 Comments



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FLEXI FUND FOR RAPID RESPONSE

Funding MoH emergency requests

- hygiene essentials in vulnerable communities.
- Equipping the government quarantine facilities
- Supporting doctors provide hotline services



COLLABORATION FOR URGENT LOCAL ACTION, GLOBAL BEST-PRACTICE SHARING TO TACKLE COVID-19 IN KENYA



WE MUST WORK TOGETHER TO SAVE ONE ANOTHER

[WE ARE COLLABORATING FOR URGENT LOCAL ACTION AND GLOBAL
BEST PRACTICE SHARING TO TACKLE COVID-19 IN KENYA]

NBCC; The National Business Compact on Coronavirus is a coalition convened by The Marketing Society of Kenya comprising of competing hygiene brands , Kenya Association of Manufacturers, Kenya Private Sector Alliance, Public Relations Society of Kenya, Amref Health Africa, Association of Practitioners in Advertising, SDG Partnership Platform, Kenya Red Cross Society, and the UN family in Kenya.

We believe that it is critical that we support the Ministry of Health in addressing the pandemic by raising awareness on COVID-19 and ensuring that we reach the last mile user with handwashing facilities.

Your support is crucial to our efforts and we invite you to support us with cash donations, hygiene products (soap, sanitizers and buckets), media coverage, printing services, dry goods and essentials for marginalized communities and other items.

National Business Compact on COVID-19 Paybill Number: 344555
For more information visit: www.covid19businessresponse.ke

NATIONAL BUSINESS COMPACT PARTNERS



The Flexi Fund is managed by Amref Health Africa with oversight of UN SDG Partnership Platform, Kenya Red Cross, KAM & MSK on behalf of all Compact partners.



Nation wide Appeal and Global Crowd Funding



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DONATION OF SOAP & HANDWASHING FACILITIES



Handing over buckets to Ministry of Health



Digital execution



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OUR PARTNERS



Association of Practitioners in Advertising



Nation Media Group





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