

**#UTILITIESFIGHTCOVID**

## **OBJECTIVE OF THE CAMPAIGN**

COVID-19 has become a serious global health concern. Water and sanitation service providers have an important role to play in stalling COVID's advance and communication campaigns can help shape public opinion.

Help us raise awareness about the role of water utilities by sharing your story. This campaign will also support exchange of good practices and learning between utilities who are facing or preparing for the crisis.



## **TELL US YOUR STORY**

We want to know the following...

- How are you raising awareness in your community about hygiene practices?
- How are you communicating with staff about the situation?
- How are you maintaining services in the current situation (social distancing, reduced staff numbers, etc.)
- What advice would you give to other utilities preparing for the pandemic?

## **HOW TO PARTICIPATE**

1. Send us a short article ([info@gwopa.org](mailto:info@gwopa.org)) responding to the question(s) above. You can include **pictures** (staff, infrastructure, field missions, etc.) and submit in English, French or Spanish. GWOPA will publish these on our social media channels and website.

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2. Record and send us a short **video/interview** (see guidance below) responding to the question(s) above. GWOPA will publish these on our social media and website.
3. Post on the utility's **social media** channels using the hashtags **#UtilitiesFightCOVID** and **#COVID19** and/or tagging @gwopa

### HOW TO RECORD THE VIDEO?

1. Place the smartphone on a surface that is at the level of your eyes.
2. Make sure there is enough battery – or keep the phone charged during the recording.
3. Make a test video to make sure your eyes, mouth and shoulders are visible, as in the below example:



4. As shown in the above example, leave some “air” to one of the sides – left or right – and look at the picked side while answering.
5. Use the test video to check the quality of the audio – if you are 1 meter away from the phone, the audio should be ok but remember...
6. ... Getting the best-recorded audio for accessibility all comes down to the physical place. Ideally, the perfect recording spot is indoors in a private room. If that isn't possible, find a room that has little to no noise or echo.

To send large files, you can use [wetransfer](https://wetransfer.com/).