

COVID-19 Public Health Communication Visual Analysis of Official (Government/Health Ministry) messages



**Global Health
Sig**

Exploring & promoting Global
Health Design research



 **imagination**
LANCASTER

Contents

- Initiative Background
- The Good
- The Bad
- The Ugly
- Key Lessons learnt
- Recommendations

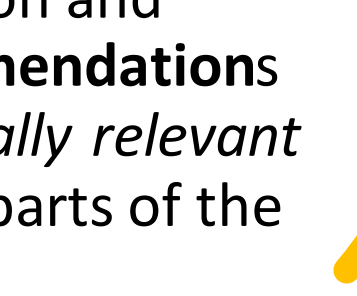
A large orange circle on the left side of the slide, partially cut off by the edge.

Initiative Background

As COVID-19 has been a relatively unknown virus, we are witnessing a rapid rate of new scientific information being published.

In an attempt, to keep up with new and quickly changing knowledge, researchers, policy makers, journalists and the general public have to filter a great quantity of information published frequently, at a scale that has never experienced before.

The main challenge here is not just the sheer volume of information, but critically its translation and **communication into actionable recommendations** that are *contextually, socially and culturally relevant* for different audiences across different parts of the world.

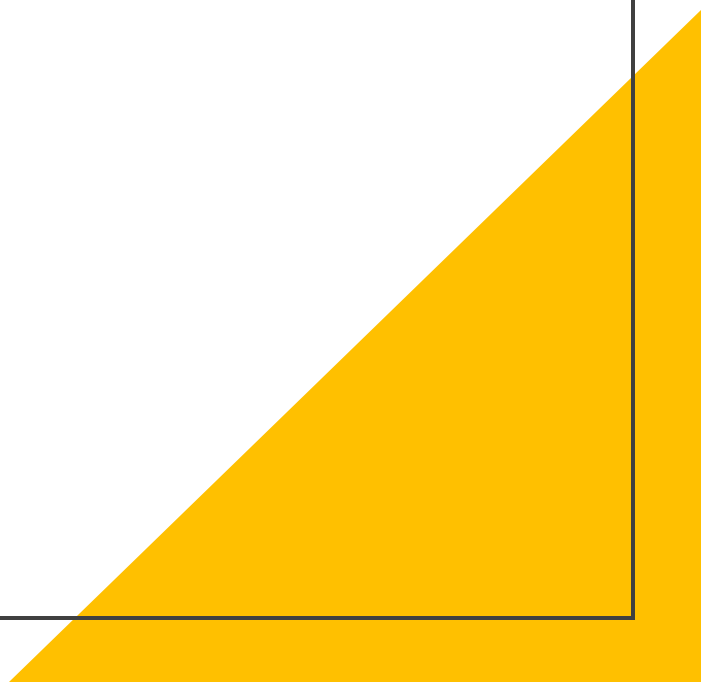
Four yellow curved lines of varying lengths and orientations, located in the bottom right corner of the slide.



Our Aim

to facilitate a multinational and multicultural ***visual and language communication analysis*** of covid-19 public health messages, in order to develop **recommendations** and a **toolkit** that will *guide experts and practitioners to communicate with impact*, so that the *public understands and supports action on COVID-19*.

The Good



Gender inclusive visuals

Messages in the active voice with direct, specific and concrete instructions

Showing how/where to get more info/help

Visuals accompanying message

Simple and short messages

Uncluttered and consistent in terms of colour & style visuals





Culturally relevant visual reinforcing textual message

Messages in the active voice with direct, specific and concrete instructions

Simple and short messages

Showing how/where to get more info/help

Uncluttered and consistent in terms of colour & style visuals

Consistent visual style

The Do's



Wear your mask when in public to prevent the spread of COVID-19



Wear your mask for a period not exceeding 6 hours



Wash your mask with warm soapy water and iron when dry



Cover your face with a mask from the nose, mouth to the chin



Do have at least 2 masks so that one can be worn when the other is being washed

The Don'ts



Do not remove or lower your mask when speaking, coughing or sneezing



Do not touch your nose or mouth when wearing your mask



Do not buy your mask from uncertified places. They are only sold in pharmacies, supermarkets and any other places approved by Rwanda FDA



Masks are sold in sealed packages from the manufacturer. Do not try them before purchasing



Do not share your mask with anyone else



Republic of Rwanda
Ministry of Health



Rwanda
Biomedical
Centre
Healthy People, Wealthy Nation

 114  +250 788 20 20 80  callcenter@rbc.gov.rw     @RwandaHealth

Important ICONS with contrasting colors help people distinguish what they can and can't do.

Uncluttered layout, with clear eye path

Rwanda

Showing how/where to get more info/help

2019 Novel Coronavirus (COVID-19)

What you need to know to help you and your family stay healthy

Consistent visual and
colour style

Simple imperatives given
using common language

Not too cluttered, just
enough information given
for one poster however,
this is the only poster
Ontario has provided.



**Wash your hands with soap
and water thoroughly and often.**

**Cough and sneeze into your
sleeve or a tissue. Dispose of tissue
immediately and wash your hands.**



Keep surfaces clean and disinfected.

Stay home when you are sick.



Further information
sources given

If you have symptoms, call Telehealth Ontario at:
1-866-797-0000
TTY: 1-866-797-0007
Or contact your public health unit.

For more information,
visit **Ontario.ca/coronavirus**

Ontario 

More emphasis on key words

Prevent
COVID-19
Through...


Wash

Avoid

Reduce


Date : 23/03/63

ศูนย์ปฏิบัติการ
ภาวะฉุกเฉิน
สายด่วน
กรมควบคุมโรค
1422
กรมควบคุมโรค
Department of Disease Control




Wash Hands

Wash hands before eating
Wash hands after using the toilet, handling garbage and touching door handles
Wash hands with soap and water or use hand sanitizer/alcohol gel



Avoid getting an infection

Avoid contact with people who are sick
Avoid unnecessary travel to crowded places and outbreak areas
(If necessary, wear a cloth mask or hygienic mask and wash your hands frequently when you go to a crowded place)



Reduce spread of the disease

Reduce spending time in public places
Reduce attending mass gathering activities
Reduce the spread of the disease. If you get a fever, take a leave of absence

f OICDDC

Indicating how to get further contact at visible place

Highly matched images with the text

Consistent visual and colour style

Important words with larger size and different colour

Thailand

Obvious eye path

Words culturally appropriate

Sentences are short, simple

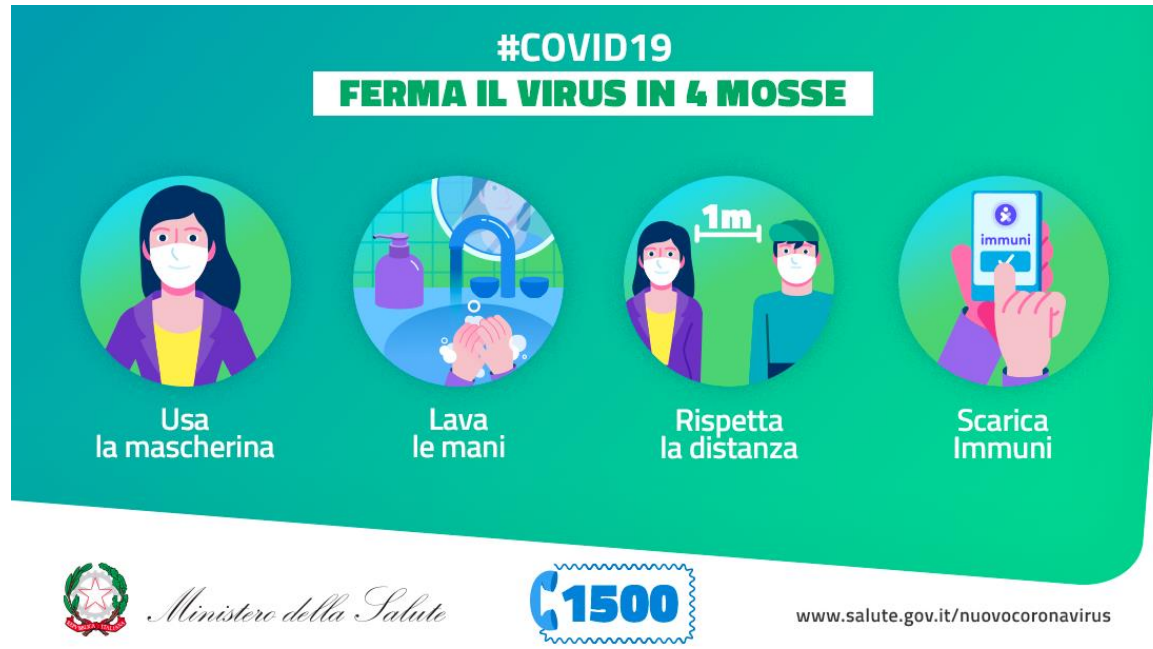
Visual is clear, uncluttered,
and with a culturally appropriate style

clear further information
section



Thailand

The Italian Ministry of Health provided versions for Twitter, Facebook, Instagram



Negative: lack of diversity
e.g. everyone is white

Images are
clear

Text messages are clear
and short.

Italy



COVID-19 public line

Where to find further
information online

#COVID19 E INFLUENZA

UNA MOSSA SEMPLICE CHE VALE DOPPIO



Lavarsi spesso le mani
aiuta a difendersi
dall'**influenza**, da **Covid-19**
e da molte **altre malattie**



Ministero della Salute



www.salute.gov.it/nuovocoronavirus

Previene le infezioni con il corretto lavaggio delle mani



Utilizza sapone
(meglio quello liquido
della saponetta)
e acqua corrente,
preferibilmente calda



Applica il sapone
su entrambi i palmi delle
mani e strofina sul dorso,
tra le dita e nello spazio
al di sotto delle unghie
per almeno
40-60 secondi



Risciacqua
abbondantemente
con acqua corrente



Asciuga le mani
possibilmente con carta
usa e getta, con un
asciugamano personale
pulito o con un dispositivo
ad aria calda



Ministero della Salute

www.salute.gov.it

Come lavare le tue mani? Per prevenire le infezioni bastano 60 secondi



Ministero della Salute

www.salute.gov.it

Diverse complexity levels for the same message



Negative: lack of diversity
e.g. everyone is white

http://www.salute.gov.it/imgs/C_17_opuscoliPoster_340_allegato.pdf
(complete) Handwashing procedure

Italy

Great and funny video on how not to use a mask from the Italian Ministry of Health

"This (the mask) isn't...

A scarf

An earring

A purse

This is a mask.

The mask protect you and your loved ones.

Let's make a good use of it."

<https://www.youtube.com/watch?v=erH-Co72S8Y&feature=youtu.be>

Negative: lack of diversity

e.g. everyone is white

Web address shortened and created for covid

Top banner across all the ministry of health website leading to this page

Visual aid adjustment buttons

Date stamp and last update stamp

English translation button

Daily video report with voice and sign language interpreter. Country and international report.

Visual dashboard with real time updates

Technical data dashboard links

International donations link

Phone numbers

More technical information, some lead to webpages others to google docs to download documentation and graphics, including social media graphics for press use

The screenshot shows the official COVID-19 website for Colombia. At the top, there's a banner with the text "Nuevo Coronavirus COVID-19" and a link "más información aquí". Below the banner is a navigation menu with links like "Inicio", "Ministerio", "Salud", etc. The main content area features a "Reportes y Tableros de Control" section with a map of Colombia showing COVID-19 cases. To the right of the map is a "Reporte oficial de la COVID-19" video player. Below the map is a "Situación a nivel mundial" section with statistics for confirmed cases, deaths, and recoveries. At the bottom, there's a "Documentación" section with links to "NORMATIVIDAD", "DOCUMENTOS TÉCNICOS", "NOTICIAS", "INFOGRAFÍAS", "FORMACIÓN CONTINUA DEL THS", and "PIEZAS GRÁFICAS".

COLOMBIA (website)

Online Virtual assistant Bot chat for questions

This screenshot shows a different section of the COVID-19 website. It features a top banner with the text "No bajemos la guardia! El coronavirus sigue siendo u...". Below the banner is a "¿Qué es el Coronavirus?" section with text explaining the virus. To the right is a "¿A quiénes afecta y cuáles son sus síntomas?" section. Below these is a "¿Cómo prevenirlo?" section with a list of prevention measures. At the bottom, there's a "Videos y Otros Enlaces" section with a video player and a "CONVOCATORIAS THS COVID-19" section. The footer contains contact information for the website, including phone numbers and email addresses.

Latest public health video

Main questions answered in formal but simple and colloquial language with active voice instructions in the second person. ie: "covid produces nasal secretions (snot)"

More public interest videos and podcasts

Print button, social media links, ISO 27001

The first national lockdown only allowed key workers to operate, the government made posters to keep people safe under the key public spaces scenarios: banks and food shops. Material for banks was created for clients only, while food shops posters were created considering the client and also the owners/managers/staff of food shops. Language was clear , icons were inclusive.

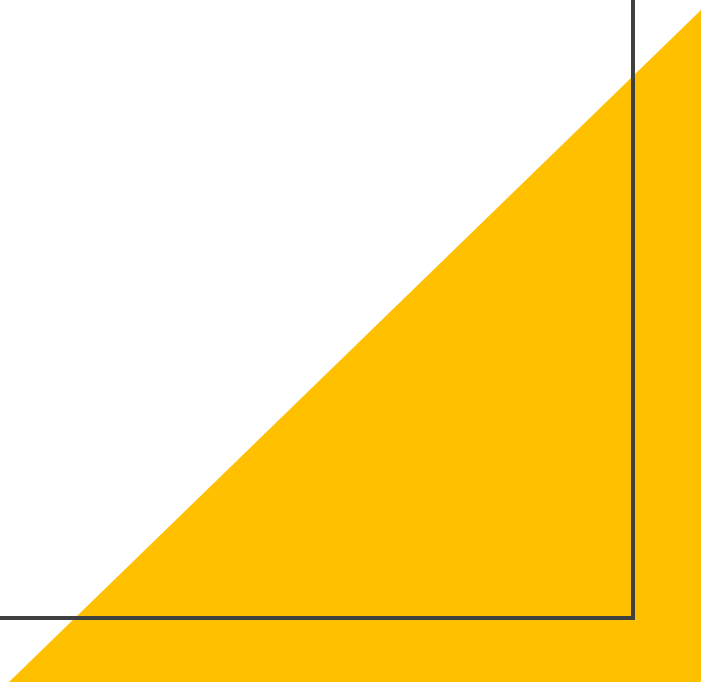


PERU (Bank scenario poster)



PERU (Shop scenario posters, for clients and for staff)

The Mixed



Culturally relevant image
and slogan urging taking
action now

COVID-19
**#BLOCK
THE ROAD**
Let's be responsible

THE DISEASE IS NOW THERE ...
**THANK YOU FOR
HELPING US HELP YOU**

... LET'S RESPECT THE MEASURES PRESCRIBED BY THE GOVERNMENT
TO REDUCE THE SPREAD OF THE VIRUS.

Avoid the crowds
Avoid handshakes and hugs
Respect the safety distances
Avoid touching your eyes, nose and mouth
Cover your mouth and nose when you cough or sneeze
Wash your hands often (for at least 10 seconds)

Source: Gettyimages

© Com Strategies IMAFS 2020

MINISTÈRE DE LA SANTÉ
ImagReune
Com Strategies
H.CM

f t in p i s

Positive message framing

Too small, gender-biased
visuals to see

Too small captions to read

Multilingual message as it exists in English version too

Too small visuals to see

Culturally relevant visual reinforcing textual message

Very specific message on limiting infection spread at home with a clear explanation as to the why

COVID-19
#BARRONS LA ROUTE
Soyons responsables

LA TÉLÉCOMMANDE, CEST COMME TOUS VOS OBJETS QUOTIDIENS; IL FAUT LES NETTOYER POUR LIMITER LA PROPAGATION DE LA MALADIE

© Cbm Strategies MARS 2020

Évitez les foules
Évitez les poignées de main et embrassades
Respecter les distances de sécurité
Évitez de vous toucher les yeux, le nez et la bouche
Couvrez votre bouche et votre nez quand vous toussiez ou éternuez
Lavez-vous souvent les mains (au moins 10 secondes)

Use of 3rd person makes this impersonal



GHANA CORONAVIRUS DISEASE 2019 (COVID-19)

Self -Quarantine Guide



What does self-quarantine mean?

This is a transparent self-restriction of persons' activities when they are not ill with COVID-19 for the purpose of protecting unexposed members of the community from contracting the disease should any at risk person become sick. It also facilitates early detection of the disease for rapid implementation of response measures. It therefore helps to prevent the spread of the disease to close friends, relatives and community members.

This is particularly important for persons who are classified as close contacts of a confirmed COVID-19 case. Close contacts are individuals who have been in proximity of less than 1 meter to a confirmed case from 2 days prior to symptom onset of the case and as long as the person is symptomatic.

Close contacts are required to stay at their homes, hotel room or any identified accommodation without mixing with the general public or family members for 14 days since the last contact with the confirmed case.

Self-quarantined individuals will be followed up by surveillance officers either via phone or via physical visits (in appropriate PPEs) during the period of quarantine.

Who should be self-quarantined?

- Travellers coming from countries/territories/areas with active transmission of COVID-19 as analysed and designated by the Ministry of Health/ Ghana Health Service (refer to the list of countries) shall be in self-quarantine for 14 days.
- Any individual who has been in close contact with a person confirmed to be having coronavirus disease should be self-quarantined for 14 days since the last contact with the confirmed case.

How will I be monitored during self-quarantine?

For purposes of self-quarantine, you are required to provide your name, physical address and telephone contact to contact tracing team. These details will guide our surveillance teams in monitoring you while under self-quarantine.

Do family members or other people I live with also need self-quarantine?

Other members of the household are not required to self-quarantine unless they meet the criteria for self-quarantine as provided by the Ghana Health Service.

If you develop signs and symptoms of COVID-19, members of your household MAY be classified as close contacts depending on your interaction with them and will be required to self-quarantine. It is therefore important to implement effective self-quarantine

Language inappropriate for wider public

Good specific and clear advice

What should I do for effective self-quarantine?

If you are under self-quarantine, you are advised to observe the following prevention and control measures:

- Stay in an airy room away from other people such as family members preferably with separate bathroom and toilet facilities. If you share the same bathroom and toilet facilities, ensure you disinfect it after use using regular household disinfectant or soap and water.
- If you are working, stay at home for the entire duration of the quarantine (14 days from last contact with the confirmed case).
- Ensure that you have adequate food, water, hygiene provisions (toiletries, handwashing facilities, hand sanitizers, etc.) and appropriate medical treatment for existing medical conditions while in self-quarantine.
- Ensure that you have the necessary communication facilities e.g. mobile telephone to communicate with family members and other people while in quarantine.
- Always wash your hands with soap and water regularly or use an alcohol-based hand rub/sanitizer
- Cover your nose and mouth with a single use tissue when coughing and sneezing. Throw away used tissue immediately into a dustbin and wash your hands immediately with soap and water or an alcohol-based hand rub.
- Stay away from pets, as there is a chance that humans can pass the disease to them
- Avoid sharing toothbrushes, utensils, dishes, drinks, towels, clothes or bed linen with anybody in your home.
- Clean and disinfect frequently touched surfaces such as doorknobs/handles, bedside tables, bedframes, and other bedroom furniture daily with regular household disinfectant
- Clean and disinfect bathroom and toilet surfaces at least once a day with regular household disinfectant
- If you develop symptoms of acute respiratory infection, including fever, cough, sore throat and difficulty in breathing, please call for immediate help on the following telephone numbers: 050 949 7700, 055 843 9868

Lack of visuals to enhance understanding

What happens if I do not comply with self-quarantine orders?

If a person is suspected to have breached the guidelines they had voluntarily agreed to follow, the surveillance team will work closely with the person to ensure that they understand their obligations. They will also be helped to appreciate the importance and seriousness of self-quarantine under the current global COVID-19 threat. Individuals who breach the self-quarantine orders will be placed under mandatory quarantine.

What should I do to keep my spirit up while in self-quarantine?

Being under quarantine can be frightening. The following should be done to reduce anxiety:

- Talk to the other members of the family about the COVID-19. Understanding the disease will reduce anxiety.
- Reassure young children using age-appropriate language.

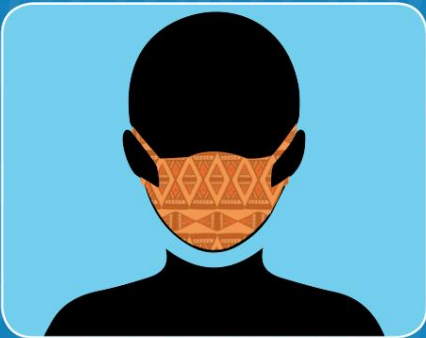
Unclear and unspecific advice

Mix of 1st and 3rd person makes this confusing

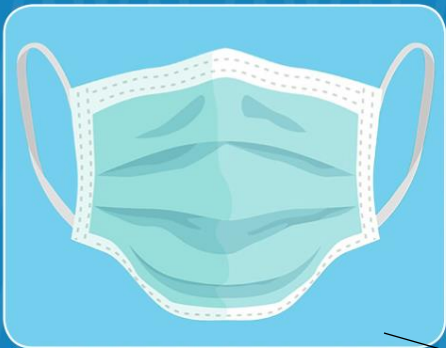
Important texts
were highlighted

The Ministry of Health recommends that:

Everyone should **wear a mask** when in public



People should use cloth masks and leave **medical masks** for healthcare workers only



Handwashing and **social distancing** still remain the most important prevention strategies for COVID-19



Image is unclear, if I don't see the headline, I would think it's raining or something others.



Republic of Rwanda
Ministry of Health



Rwanda
Biomedical
Centre

Healthy People, Wealthy Nation



114



+250 788 20 20 80



callcenter@rbc.gov.rw



@RwandaHealth

Unmatched image,
doesn't link with
headline.

Rwanda

Multiple ways to get
further information or help

GUIDANCE FOR SELF QUARANTINE AT HOME FOR COVID-19 PREVENTION

We all have a role to play in preventing and stopping the transmission of Coronavirus COVID-19 wto protect our collective health and safety. We are all called upon to practice social distancing by staying at home as much as possible, and avoiding physical contact with others.

Who should self quarantine



Anyone with a travel history to affected countries or anyone who has been in contact with a confirmed case, but shows no symptoms, must stay at home for 14 days from the date of contact and closely monitor any symptoms to report to medical professionals.



Anyone experiencing the main symptoms, which are fever, dry cough and shortness of breath, must self-quarantine, and call **114 or WhatsApp 0788 20 20 80 for further guidance.**

How to self quarantine



Do not leave your home, for example to go for a walk, school or any other public places



Stay at home and maintain a distance of at least 2 meters (3 steps) from other people in the home, particularly the elderly, those with chronic medical conditions, pregnant women and young children



Avoid having visitors in the home. Deliveries should be received outside the home.



Do not share dishes, cutlery, towels, pillows or other personal items with other people in your home. After use, these items should be washed thoroughly with soap and water.



If you have to share a bathroom, use the bathroom last and then clean it thoroughly.



Regularly wash your hands with soap and warm water for at least 20 seconds



Rwanda

consistent visual and
colour style

Text is long and dense

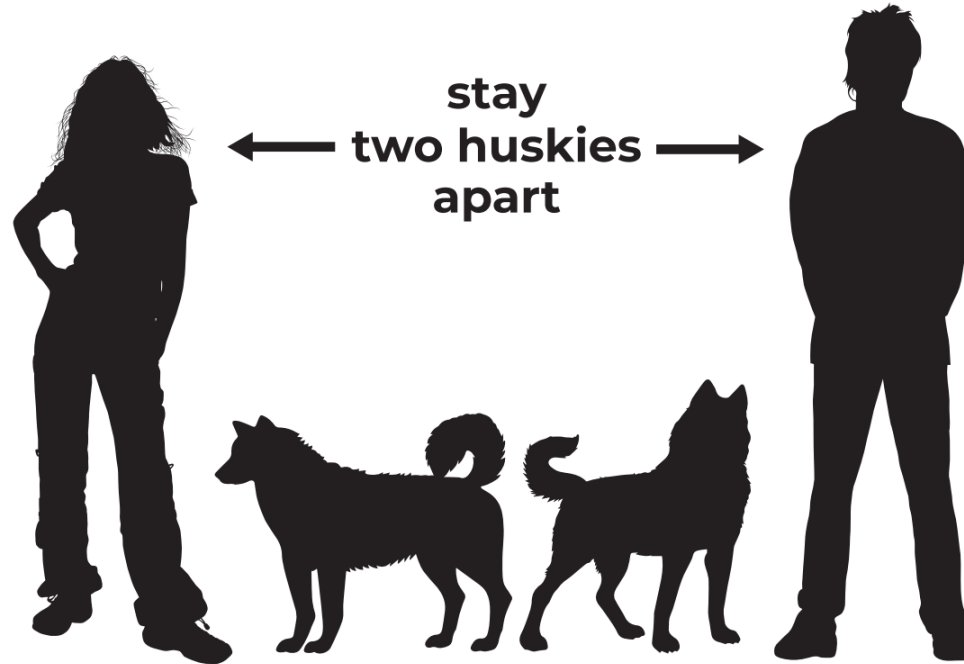
Visuals are related with the
text

It does not explain how
to get further information

Culturally relevant image using a practical, recognisable huskie to demonstrate 2m

What does physical distancing look like?

Answers a single question well



Gender inclusive

Gentle humour doesn't detract from serious points

(or 2 metres/6 feet)

Does not offer further resources of information

Sled optional. When going out for fresh air, resist the urge to pet any doggos you may encounter. Affirmations of their VERY GOOD status may occur from a safe distance.

Yukon

COVID-19 NOVEL CORONAVIRUS

TRAVELLERS' INFORMATION

June 18, 2020

On March 20, 2020, Manitoba declared a province-wide state of emergency to address the COVID-19 pandemic, under the authority of the Emergency Measures Act, and issued public health orders that are in place. For more information on the state of emergency, and how to protect yourself and others, visit: www.manitoba.ca/COVID19.



All international travellers are required to self-isolate for 14 days in accordance with the Quarantine Act.

Domestic travellers entering Manitoba from British Columbia, Alberta, Saskatchewan, the Yukon, Northwest Territories and Nunavut or Northwestern Ontario (west of Terrace Bay) are not required to self-isolate for 14 days if they are asymptomatic and have no known exposure to COVID-19.

All other domestic travellers entering Manitoba (from regions not outlined above) are required to self-isolate for 14 days under provincial public health orders.

Additional information and a list of exceptions can be viewed online at www.manitoba.ca/covid19/soe

Self-isolation is used to lower the chance of spreading the illness to other people. Self-isolation means avoiding situations where you could infect other people. This can help prevent the spread of infections.

Do not attend activities or gatherings where you may come in close contact with other people. This includes work, school and university, public transport (plane/bus/taxi/carpool), health-care facilities, faith-based facilities (church or funerals), grocery stores or restaurants, shopping malls, sporting events, concerts and birthday parties.

If you're experiencing symptoms of COVID-19, take the online self-assessment at manitoba.ca/COVID19.

Contact Health Links-Info Santé at 204-788-8200 or 1-888-315-9257.

Do not call 911 unless it is an emergency.

For more information, visit manitoba.ca/covid19 or call **Manitoba Government Inquiry** at 204-945-3744 or toll free in North America: 1-866-626-4862.

manitoba.ca/covid19

Manitoba 

Consistent visual and colour style

Text heavy and lacking titles and other devices such as bullet points

Definitions included in the text

Writing is difficult to read as it is too small

Not gender inclusive

Does offer further resources of information

Gender and race inclusive

advice short, simple, direct
and specific

Authoritative information
source



clear eye path

Encourage action now

It does not explain
how to get further
information

USA

WASH YOUR HANDS

- 1 Wet** 
- 2 Get Soap** 
- 3 Scrub for at least 20 seconds** 
- 4 Rinse** 
- 5 Dry** 

Clear eye path, specific steps

Authoritative
information source



CS 319651-A 06/12/2020

cdc.gov/coronavirus

It does not
explain how to get
further information



Irrelevant visual

No specific advice on how length the social distancing is

heavy text without any highlighting on key words

Gender inclusive

It does not explain how to get further information

Authoritative information source

Taiwan

With the support of the Ministry of culture two general posters were translated to 4 Quechua dialects and Ayamara (official languages of Peru), and 8 minority native languages. However do most people in these minority groups have access to running water in their homes for example? Are photographs better than icons?

CORONAVIRUSPIQ, WAASHAKUY TAAPAKUY

Mana tsarimanapaq coronavirus kaykunata ruray:

Makita alliq alliq atska
yakuwan jabonwan
paqakuy, kayta
20 segundus ruray.



Ama wishqaqkunapa
chuqaqkunapa
nawpanman wititsu.



Sinqata, shimita
rikrawan papelwan
wishqarnin chuqarnin
tsapakuy.



Ama nawita, sinqata,
shimita rakcha
makiwan yataytsu.



Alliq musayta munarqa ☎ 113man qayakuy. SALUD

952 842 623
<https://www.gob.pe/coronavirus>

PERU (Quechua dialect from central Andes, aprox 1 million speakers)

Girixpoko geromyonkotanu:



Psolpotuko pumyoji gawa
pumyonota gwachri pkoshpakanu



Peromyogpotutinwa
tsrugpotu gongayma



Gepimole segundo yaka
peromyoganu



Tstrupotu gonga
peromyoganu (galuukalurni
rutslogatyawaka)



Kiruksure waka sheyimyopi
sama powralu
popritamyotinwa



Popritamyotinriymako
Pushyatanru gonga
gitslolokyawaka



Puknokanro wa kiruksure waka
panokanru psheyimyopre



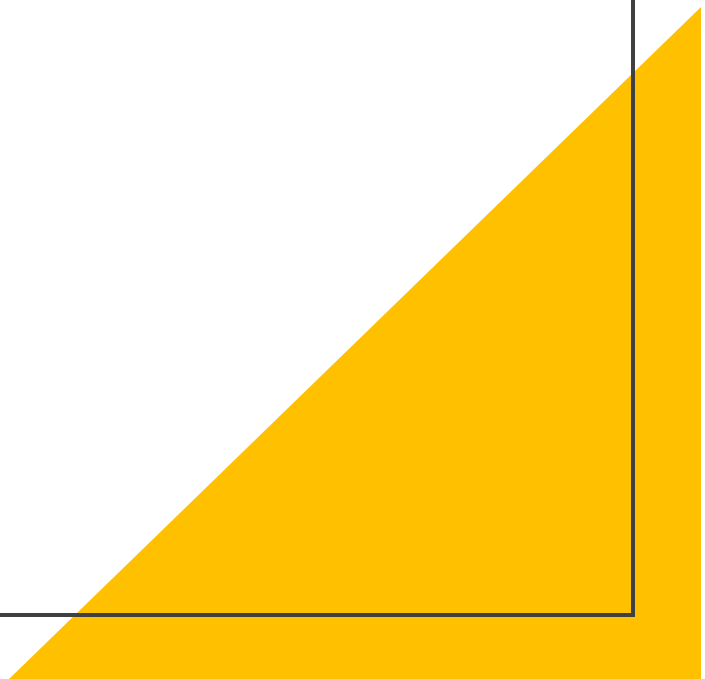
Paluka
gimatlepotutini
pa giwa kwenru
tomgikolu ☎ 113
SALUD

952 842 623
<https://www.gob.pe/coronavirus>

Fuente: Ministerio de Salud
Traducción: Ministerio de Cultura

PERU (Yine language in amazon, aprox 3000 speakers)

The Bad



Unfamiliar words for some intended readers

Culturally irrelevant visuals

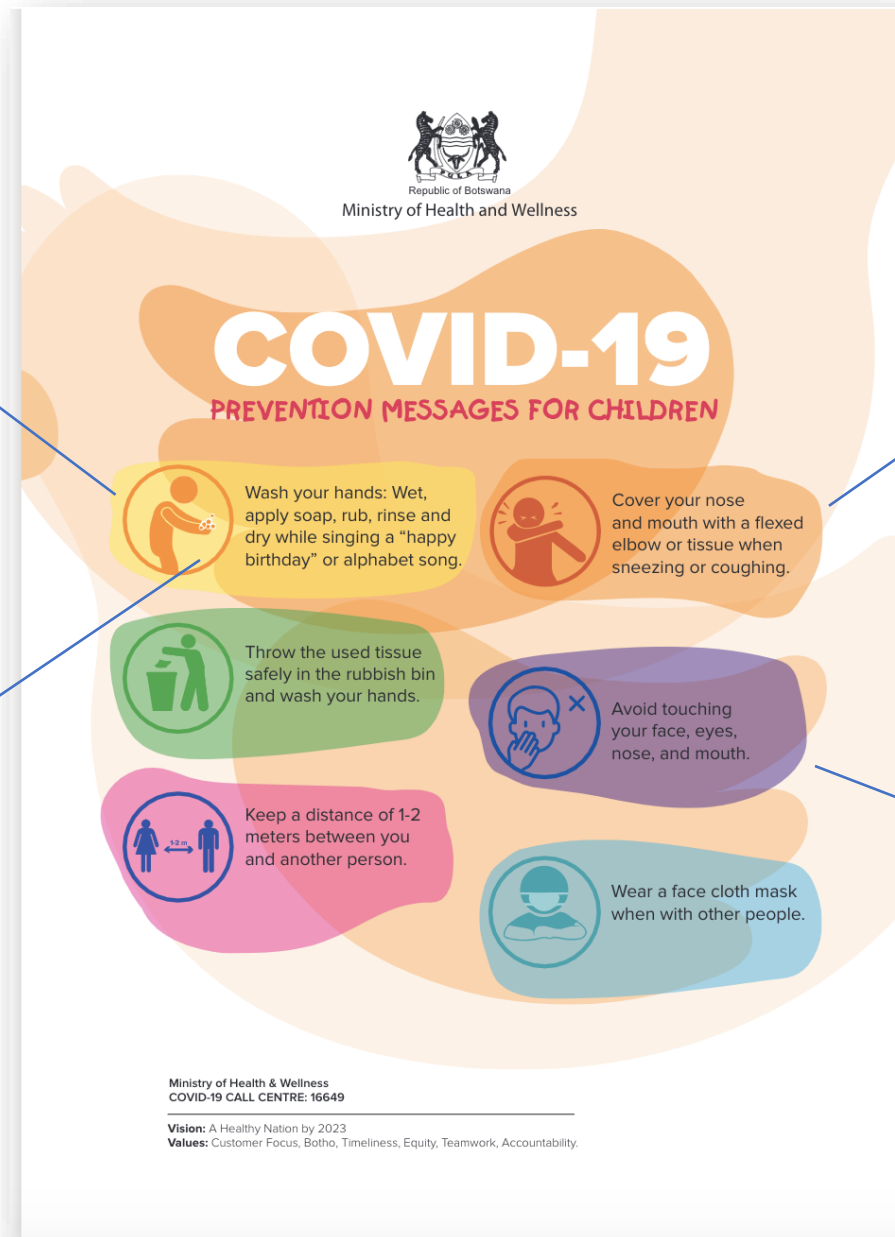


Inconsistent use of colour for messages

No justification of why you need to wear a face mask

Does not explain why or encourage action now

Language inappropriate for children



Inconsistent in style and unclear visuals

Inappropriate for intended children visuals

CORONA VIRUS (COVID-19)

HEALTH TIPS DURING QUARANTINE

Consider the following tips for your wellbeing during your quarantine time;

- Create a routine: Make it a habit to open windows every day, take a shower and try to create a sense of normality. Get creative or learn something new to keep busy.
- Take care of your body: Try some indoor workout routines. Drink plenty of water, 6-8 glasses of water per day and get some rest and plenty of sleep
- Focus on the positives — Amplify good news stories and honor caregivers working tirelessly to resolve the situation.
- Relax: Practice relaxation techniques such as breathing exercises and meditation.
- Adhere to treatment: Use medications as prescribed, if you need more supplies communicate with the institution supervisor
- Stay connected: Make the most of technology and stay in touch with colleagues, friends and family via phone calls, texts, social media and video conferencing.
- Limit media intake: Minimise following news that may cause anxiety, rely on information from credible sources such as MOHW, WHO and CDC.
- Take one day at a time — Try not to project too far into the future. Remember that these are temporary measures and you are not alone.

Ministry of Health & Wellness
Tel: 363 2766
Toll free number: 0800 600 740

Vision: A Healthy Nation by 2023
Values: Customer Focus, Botho, Timeliness,
Equity, Teamwork, Accountability.



Tip are unrealistic, and culturally inappropriate for the intended readers

Visuals do not relate directly to the information in the material and do not reinforce the key messages

Does not explain why or encourage action now


Uses words that are unfamiliar and culturally inappropriate for the intended readers


Actions are not linked to the targeted population


People of all ages can be infected by the new coronavirus (nCoV-2019).
Older people, and people with pre-existing medical conditions (such as asthma, diabetes, heart disease) appear to be more vulnerable to becoming severely ill with the virus.
WHO advise people of all age to take steps to protect themselves from the virus, for example by following good hand hygiene and good respiratory hygiene.


Does the new coronavirus affect older people, or are younger people also susceptible?

#Coronavirus



 **health**
Department:
Health
REPUBLIC OF SOUTH AFRICA


World Health Organization


2030
NDP

Does not explain why or encourage action now

It does not explain how to get further information

The visual is not culturally relevant or relevant to the key message



COVID-19: Get the [latest updates](#), take a [self-assessment](#) or learn about the [COVID Alert exposure-notification app](#).



français

MENU

[Home](#) > [COVID-19](#)

How Ontario is responding to COVID-19

Learn about coronavirus (COVID-19) cases in Ontario and how the province is keeping people safe.

On this page

1. [Daily summary of cases in Ontario](#)
2. [Weekly summary of cases in Ontario](#)
3. [Status of COVID-19 cases in long-term care homes](#)
4. [How Ontario is responding](#)
5. [Laboratory testing](#)
6. [Graphs and tables of COVID-19 data](#)

Daily summary of cases in Ontario

The **daily** report provides an epidemiologic summary of recent COVID-19 activity in Ontario. It will be updated each day at 10:30 a.m.

Related

[Graphs and tables of COVID-19 data](#)

[How your business or organization can help fight coronavirus](#)

[Government of Canada Travel Advisories](#)

[Public Health Ontario](#)

[Public Health Agency of Canada](#)

[World Health Organization](#)

[Poster - What you need to know to help you and your family stay healthy](#)

No advice given on first page of website – all stats and long lists of places and care homes however unsure if this is intended as the main page for COVID

Just one visual on the site – a basic poster

Main image is not really necessary but it occupies a large part of the material.

An incoherent layout composition, the top and bottom sections should be put together.

Inconsistent style, mixing cartoon with real photos.



Tiny word, require the use of a magnifying glass to see.

The contact number text, is too small.

Taiwan

I Am Under Home Quarantine 2/Home Quarantine 1 What Should I Do?

- **Always wear a mask; stay at home and do not go out.**
- **Stay away from your co-residents at a distance of at least 1 meter, and avoid close contact with them (for example, dine together).**
- **Keep your mask on while coughing or sneezing, or use the tissue paper to cover your nose and mouth. Please wash your hands with soap after being exposed to respiratory secretions.**
- **Take the temperature every morning and evening, and record your temperature and health status in details, then report to the authorities honestly.**
- **If any discomfort or symptoms occur, please immediately alert the contact person on the Home Quarantine Notice, the local health authorities, or call the Epidemic Prevention Hotline at 1922, and seek medical attention accordingly. Please avoid taking public transportation on your way to the hospital.**

Central Epidemic Command Center

2020/2/10

Taiwan

No further indication shows which authorities they should report to.

There is no emphasis (larger size, or different colour) on this important contact number, it's so easy to get overlooked.

Lack of visuals to enhance understanding

It does not explain how to get further information

Ministério da Saúde

A COVID-19 é uma doença causada pelo coronavírus, denominado SARS-CoV-2, que apresenta um espectro clínico variando de infecções assintomáticas a quadros graves. De acordo com a Organização Mundial de Saúde, a maioria (cerca de 80%) dos pacientes com COVID-19 podem ser assintomáticos ou oligossintomáticos (poucos sintomas), e aproximadamente 20% dos casos detectados requer atendimento hospitalar por apresentarem dificuldade respiratória, dos quais aproximadamente 5% podem necessitar de suporte ventilatório.

Quais são os sintomas

Os sintomas da COVID-19 podem variar de um resfriado, a uma Síndrome Gripal-SG (presença de um quadro respiratório agudo, caracterizado por, pelo menos dois dos seguintes sintomas: sensação febril ou febre associada a dor de garganta, dor de cabeça, tosse, coriza) até uma pneumonia severa. Sendo os sintomas mais comuns:

- Tosse
- Febre
- Coriza
- Dor de garganta
- Dificuldade para respirar
- Perda de olfato (anosmia)
- Alteração do paladar (ageusia)
- Distúrbios gastrintestinais (náuseas/vômitos/diarreia)
- Cansaço (astenia)
- Diminuição do apetite (hiporexia)
- Dispnéia (falta de ar)

Como é transmitido

A transmissão acontece de uma pessoa doente para outra ou por contato próximo por meio de:

- Toque do aperto de mão contaminadas;
- Gotículas de saliva;
- Espirro;
- Tosse;

<https://coronavirus.saude.gov.br/sobre-a-doenca#como-se-proteger>

General comments:

Information is provided in the form of plain text, there are not images to support understanding.

Messages are not feasible and suitable especially for vulnerable communities.

The tone does not encourage prevention and messages are mixed and confusing.

Ministério da Saúde

Como se proteger

As recomendações de prevenção à COVID-19 são as seguintes:

- Lave com frequência as mãos até a altura dos punhos, com água e sabão, ou então higienize com álcool em gel 70%. Essa frequência deve ser ampliada quando estiver em algum ambiente público (ambientes de trabalho, prédios e instalações comerciais, etc), quando utilizar estrutura de transporte público ou tocar superfícies e objetos de uso compartilhado.
- Ao tossir ou espirrar, cubra nariz e boca com lenço ou com a parte interna do cotovelo.
Não tocar olhos, nariz, boca ou a máscara de proteção fácil com as mãos não higienizadas.
Se tocar olhos, nariz, boca ou a máscara, higienize sempre as mãos como já indicado.
- Mantenha distância mínima de 1 (um) metro entre pessoas em lugares públicos e de convívio social. Evite abraços, beijos e apertos de mãos.
Adote um comportamento amigável sem contato físico, mas sempre com um sorriso no rosto.
- Higienize com frequência o celular, brinquedos das crianças e outro objetos que são utilizados com frequência.
- Não compartilhe objetos de uso pessoal como talheres, toalhas, pratos e copos.
- Mantenha os ambientes limpos e bem ventilados.
- Evite circulação desnecessária nas ruas, estádios, teatros, shoppings, shows, cinemas e igrejas.
- Se estiver doente, evite contato próximo com outras pessoas, principalmente idosos e doentes crônicos, busque orientação pelos canais on-line disponibilizados pelo SUS ou atendimento nos serviços de saúde e siga as recomendações do profissional de saúde.
- Durma bem e tenha uma alimentação saudável.
- Recomenda-se a utilização de máscaras em todos os ambientes. ~~As máscaras de tecido (caseiras/artesanais), não são Equipamentos de Proteção Individual (EPI), mas podem funcionar como uma barreira física, em especial contra a saída de gotículas potencialmente contaminadas.~~

[Veja aqui como confeccionar e usar a máscara caseira.](#)

Estimule familiares, amigos e colegas de trabalho sobre a importância do uso de máscara e da higienização das mãos na prevenção da disseminação do vírus causador da doença COVID-19.

Dicas para viajantes:

Caso você precise viajar, avalie a real necessidade. Se for inevitável viajar, previna-se e siga as orientações das autoridades de saúde locais.
Ao voltar de viagens internacionais ou locais recomenda-se:

- Reforçar os hábitos de higiene e proteção como a utilização de máscara, higienização das mãos com água e sabão ou com álcool em gel 70 %.

<https://coronavirus.saude.gov.br/sobre-a-doenca#como-se-proteger>

Some proposed measures present higher exposure to risks compared to standard ones. Confusing and mixed messages. Lack of accessible further guidance on measures proposed (e.g. "use masks everywhere": how to put and remove a mask safely, "keep a healthy diet": healthy dietary practices tips, "clean toys and other objects often used": how???, etc.)
More children are being intoxicated by hand sanitizers in Brazil this year.

"Keep at least **1 (one) meter-distance** from other people in public and social places. **Avoid hugs, kisses and handshakes**. Adopt friendly behavior **without physical contact**, but **always with a smile on your face**."

"If you are sick, avoid close contact with other people, especially the elderly and chronically ill, **seek guidance through online channels provided by SUS** or attendance at health services and follow the recommendations of the health professional"

"**Wearing masks everywhere is recommended**"

The online support information (e.g. where, which website, etc.) is not provided. Least- and low-income communities likely have very limited access to internet. So the guidance is not inclusive. Literacy is a requirement for understanding.

Ministério da Saúde

Como se proteger

As recomendações de prevenção à COVID-19 são as seguintes:

- Lave com frequência as mãos até a altura dos punhos, com água e sabão, ou então higienize com álcool em gel 70%. Essa frequência deve ser ampliada quando estiver em algum ambiente público (ambientes de trabalho, prédios e instalações comerciais, etc), quando utilizar estrutura de transporte público ou tocar superfícies e objetos de uso compartilhado.
- Ao tossir ou espirrar, cubra nariz e boca com lenço ou com a parte interna do cotovelo.
Não tocar olhos, nariz, boca ou a máscara de proteção fácil com as mãos não higienizadas.
Se tocar olhos, nariz, boca ou a máscara, higienize sempre as mãos como já indicado.
- Mantenha distância mínima de 1 (um) metro entre pessoas em lugares públicos e de convívio social. Evite abraços, beijos e apertos de mãos.
Adote um comportamento amigável sem contato físico, mas sempre com um sorriso no rosto.
- Higienize com frequência o celular, brinquedos das crianças e outro objetos que são utilizados com frequência.
- Não compartilhe objetos de uso pessoal como talheres, toalhas, pratos e copos.
- Mantenha os ambientes limpos e bem ventilados.
- Evite circulação desnecessária nas ruas, estádios, teatros, shoppings, shows, cinemas e igrejas.
- Se estiver doente, evite contato próximo com outras pessoas, principalmente idosos e doentes crônicos, busque orientação pelos canais on-line disponibilizados pelo SUS ou atendimento nos serviços de saúde e siga as recomendações do profissional de saúde.
- Durma bem e tenha uma alimentação saudável.
- Recomenda-se a utilização de máscaras em todos os ambientes. ~~As máscaras de tecido (caseiras/artesanais), não são Equipamentos de Proteção Individual (EPI), mas podem funcionar como uma barreira física, em especial contra a saída de gotículas potencialmente contaminadas.~~

[Veja aqui como confeccionar e usar a máscara caseira.](#)

Estimule familiares, amigos e colegas de trabalho sobre a importância do uso de máscara e da higienização das mãos na prevenção da disseminação do vírus causador da doença COVID-19.

Dicas para viajantes:

Caso você precise viajar, avalie a real necessidade. Se for inevitável viajar, previna-se e siga as orientações das autoridades de saúde locais.

Ao voltar de viagens internacionais ou locais recomenda-se:

- Reforçar os hábitos de higiene e proteção como a utilização de máscara, higienização das mãos com água e sabão ou com álcool em gel 70 %.

"Keep at least **1 (one) meter-distance** from other people in public and social places. **Avoid hugs, kisses and handshakes.** Adopt friendly behavior **without physical contact**, but **always with a smile on your face.**"

"**Wearing masks everywhere is recommended**"

"If you are sick, avoid close contact with other people, especially the elderly and chronically ill, **seek guidance through online channels provided by SUS** or attendance at health services and follow the recommendations of the health professional"

<https://coronavirus.saude.gov.br/sobre-a-doenca#como-se-proteger>

Información para Prensa

Escuchar

Información oficial del Ministerio de Sanidad dirigida a los medios sobre el Covid-19.

Ruedas de Prensa

Notas de Prensa

Podcast

Situación actual

1.648.187 casos confirmados en España

17.960.199 casos confirmados en Europa

62.195.274 casos confirmados en el mundo

Resumen de la situación

Resumen de la situación

Resumen de la situación

Información para la ciudadanía

Escuchar

Esta información está en continua revisión.

Sistema de información

Enlaces a las Comunidades de Sanidad de las Comunidades Autónomas

Destacados

¿Qué hacer ante síntomas de COVID-19? Escuchar

¿Qué hacer ante síntomas de COVID-19? Escuchar

¿Qué hacer ante síntomas de COVID-19? Escuchar

¿Qué hacer ante síntomas de COVID-19? Escuchar

Videos

¿Qué es la app Radar COVID? Escuchar

¿Qué es la app Radar COVID? Escuchar

¿Qué es la app Radar COVID? Escuchar

GOBIERNO DE ESPAÑA

MINISTERIO DE SANIDAD

VICERREINADO

REINADO DEL GOBIERNO

MINISTERIO DE DERECHOS SOCIALES Y AGENDA 2030

ORGANIZACIÓN SANIDAD CONSUMO SERVICIOS SOCIALES PRENSA PROYECTOS NORMATIVOS

016 ATENCIÓN A VÍCTIMAS DE MALOS TRATOS

Información oficial del Ministerio de Sanidad dirigida a los profesionales sanitarios y a la ciudadanía en relación a recomendaciones sanitarias y de salud pública de interés general.

Situación actual

Nueva Normalidad

Información para la ciudadanía

Documentos técnicos para profesionales

Información para Prensa

Spain Travel Health

Si desea localizar información relacionada con el contenido de esta página, [utilice el buscador](#)

TRADUCIR

COMPARTIR

Like 441

DESCARGAR PÁGINA ACTUAL EN PDF

WEB TEMÁTICAS

PERSONALIZA TUS SERVICIOS

RSS

OCULTAR BARRA DE UTILIDADES

Documentos técnicos para profesionales

Escuchar

Esta información está en continua revisión.

Documentos de preparación y respuesta al brote

Plan de respuesta temprana en un escenario de control de la pandemia por COVID-19 19.07.2020 Escuchar

Actuaciones de respuesta coordinada para el control de la transmisión de COVID-19 22.10.2020 Escuchar

Coordinación de acciones para el control de la transmisión de COVID-19 22.10.2020 Escuchar

Estrategia de detección precoz, vigilancia y control de COVID-19 12.11.2020 Escuchar

Procedimiento de actuación para los servicios de prevención de riesgos laborales frente a la exposición al SARS-CoV-2 (COVID-19) 07.10.2020 Escuchar

Nota interpretativa Tabla 1 Procedimiento SPRIL 06.07.2020 Escuchar

Guía de actuación ante la aparición de casos de COVID-19 en centros educativos 24.09.2020 Escuchar

Guía para la toma y transporte de muestras para diagnóstico por PCR de SARS-CoV-2 18.05.2020 Escuchar

Interpretación de los resultados diagnósticos frente a SARS-CoV-2 24.04.2020 Escuchar

Información científico-técnica, enfermedad por coronavirus, COVID-19

Procedimiento de implementación de la App Radar COVID como complemento a los sistemas manuales de identificación de contactos 23.10.20 Escuchar

Declaración del brote de SARS-CoV-2 como una Emergencia de Salud Pública de Importancia Internacional (ESPII) por parte de la OMS 31.01.2020 Escuchar

Recomendaciones para el manejo de pacientes

Adaptación en la UCI de las recomendaciones de los proyectos ZERO durante la pandemia por SARS-CoV-2 20.10.20 Escuchar

Recomendaciones de seguridad del paciente y profesionales en procedimientos intervencionistas en la fase de transición de la pandemia COVID-19 26.06.20 Escuchar

Recomendaciones para la programación de cirugía en condiciones de seguridad durante la pandemia COVID-19 10.11.2020 Escuchar

Manejo de la mujer embarazada y el recién nacido con COVID-19 17.06.2020 Escuchar

Manejo clínico del COVID-19: unidades de cuidados intensivos 18.06.2020 Escuchar

Manejo clínico del COVID-19: atención hospitalaria 18.06.2020 Escuchar

Manejo clínico del COVID-19: tratamiento médico 18.06.2020 Escuchar

Manejo en urgencias del COVID-19 26.06.2020 Escuchar

Manejo en atención primaria y domiciliar de la COVID-19 18.06.2020 Escuchar

Manejo pediátrico en atención primaria del COVID-19 18.11.2020 Escuchar

Recomendaciones para la obtención de donantes convalescentes de COVID-19 15.04.2020 Escuchar

Informe del Ministerio de Sanidad sobre los aspectos éticos en situaciones de pandemia: El SARS-CoV-2 02.04.2020 Escuchar

Información para profesionales sobre el uso de la infografía "Aliviar el duelo en tiempos de coronavirus" 03.04.2020 Escuchar

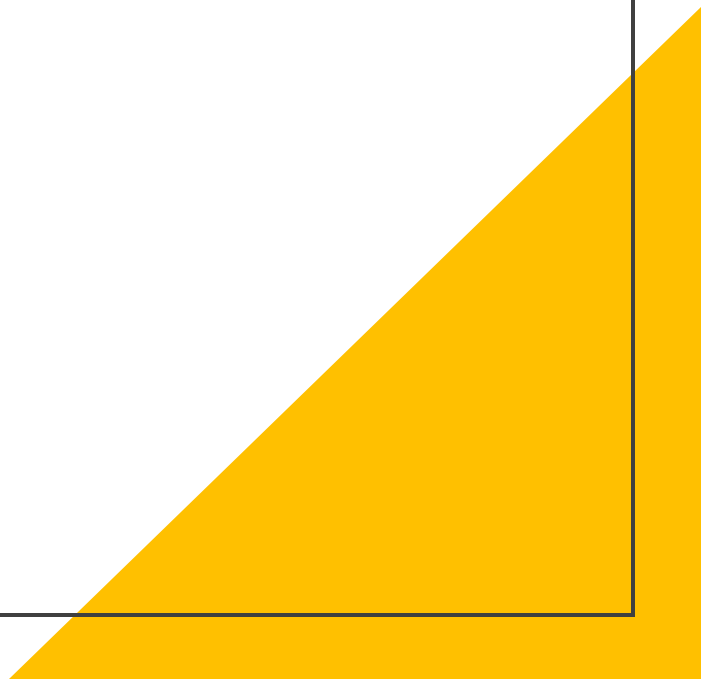
Prioridades del programa de vacunación durante el estado de alarma debido a COVID-19 26.03.2020 Escuchar

SPAIN [\(website\)](#)

Main Page: seems to lead to different users needs:
 "Updates" "New normal" "citizen info" "technical docs for professionals", "Press" "travel"
 However lots of clicks needed, no general information just a suggestion to use the "search tab" for content

Buttons lead to new pages, with very little text, all seem like files where files have been dumped onto, pdfs or videos. A lot of clicking to find what you're looking for, no general information.

The Ugly





Ministry of Health and Family Welfare
Government of India

NOVEL CORONAVIRUS (COVID-19)



There is enough of everything, everyday for everyone
Don't Panic | Don't Rush | Don't Overstock



Maintain at least 1 metre distance in market places, medical stores, hospitals, etc.



Have patience and keep calm while shopping for essential goods/medical supplies



Avoid frequent trips to the market to buy groceries/medical supplies



Avoid shaking hands and hugging as a matter of greeting



Avoid non-essential social gatherings at home



Don't allow visitors at home or visit someone else's home

Observe social distancing at all times

If you have symptoms like cough, fever or difficulty in breathing, avoid any kind of exposure and immediately call the helpline numbers

For information related to COVID-19

Call Ministry of Health and Family Welfare, Government of India's 24x7 Control Room Number 1075 (Toll Free) | 011-23978046, Email at ncov2019@gov.in, ncov2019@gmail.com

Together we will fight COVID-19



mohfw.gov.in



[@MoHFWIndia](https://www.facebook.com/MoHFWIndia)



[@MoHFW_INDIA](https://twitter.com/MoHFW_INDIA)



[mohfwindia](https://www.youtube.com/mohfwindia)

dayp 17/102/13/0032/1920

The poster seems too busy in terms of visuals.


Visuals are not culturally relevant or appropriate

Some tips are unrealistic, and culturally inappropriate for the intended readers


Icons are too small to see and text to read.

Main message does not emphasise the need to take action now.


Colour is not used in a consistent and deliberate way that reinforces the meaning of the messages and enhances its impact



Ministry of Health & Family Welfare
Government of India



Help us to
help you



NOVEL CORONAVIRUS (COVID-19)

COVID-19 testing - when and how?

All individuals need not be tested, because
Disease is primarily reported in Individuals with travel history to the affected countries or close contacts of positive cases

WHOM TO TEST

ALL symptomatic people who

- Have history of international travel in last 14 days
- Had come in contact of confirmed cases
- Are healthcare workers
- Are hospitalized patients with Severe Acute Respiratory Illness (SARI) or Influenza Like Illness (ILI) or severe pneumonia.


Asymptomatic direct and high-risk contacts of confirmed cases should be tested once between day 5 and day 14 of coming in his/her contact. Direct and high-risk contact include:

- Those living in same household with a confirmed case
- Healthcare workers who examined a confirmed case without adequate protection as per WHO recommendations


List of labs (Govt. & Private) can be accessed at: icmr.nic.in

For further information:
Call the State helpline numbers or Ministry of Health and Family Welfare, Government of India's 24x7 helpline numbers


1075 (Toll Free) | 011-23978046
Email to: ncov2019@gov.in , ncov2019@gmail.com




mohfw.gov.in



[@MoHFWIndia](https://www.facebook.com/MoHFWIndia)



[@MoHFW_INDIA](https://twitter.com/MoHFW_INDIA)



[mohfwindia](https://www.youtube.com/mohfwindia)

dayp 17102/13/0031/1920

The visual is not culturally relevant or relevant to the key message

Technical language inaccessible to intended audience.

The poster seems too busy in terms of visuals, text and colours.

Colour is not used in a consistent and deliberate way that reinforces the meaning of the messages and enhances its impact

The following basic guidelines can help you cope during the lockdown, and also keep you and your family members psychologically and physically healthy:

Prepare healthy food – eat nutritious food to keep strong and healthy. You may try a new recipe and teach a family member to cook or bake.

Keep hydrated – drink lots of fluids, especially water, to stay hydrated and healthy. Hydration is an important factor in maintaining overall health and wellness.

Maintain good ventilation – in confined spaces, good ventilation is beneficial. Oxygen from fresh air can enhance your heart rate, blood pressure and energy levels. It also strengthens your immune system.

Exercise regularly – keep fit by engaging in exercise activities such as push-ups and sit-ups; even a brisk or leisurely walk around the house can make a difference. Among other health benefits, exercise also helps to alleviate feelings of depression and anxiety.

Read a book – a good book can help you relax and take your mind away from worry. Even a good magazine or journal can keep you occupied for a few hours. Check some of the online bookshops.

Work in the garden – apart from beautifying your environment, gardening provides substantial health benefits and moderate exercise to keep you fit and healthy.

Do some DIY – do some paintwork around the home and repair broken appliances. Detect and seal all water leaks.

Spring-clean your home – this is the ideal time to shift things such as beds to do a thorough cleaning of your home.

Meditate – it can give you a sense of calm, peace and balance that can benefit both your emotional well-being and overall health.

Provide educational support – do some home schooling, and help your children to catch up with their lessons and studies.

Observe family time – spend quality time with your loved ones and engage in pastime activities together such as playing cards or computer games, or watching a TV show or movie.

Involve children in creative activities – prevent boredom by finding creative ways to keep your children busy such as drawing cartoons, colouring books, etc. A singalong is another form of family entertainment.

Access virtual church services – most churches provide live radio and television broadcasts and online live streaming of their religious services.

Get enough sleep – it helps you stay healthy by giving your body the chance to heal damaged cells and boost your immune system, among other health benefits.

Stay tuned – listen to the radio and watch television regularly to keep updated with latest news and developments.

Keep in touch – maintain regular contact with family and friends through telephone, email or social media (Instagram, Facebook, Twitter, WhatsApp, etc).

Care for the elderly and people with disabilities – ensure that elderly people and people with disabilities are safe and comfortable, and receive a proper diet and take their prescription medicine regularly.

Avoid Fake News – obtain official information from www.gov.za or www.sacoronavirus.co.za or send the message "Hi" to 0600 123 456 for WhatsApp support or call the 24-hour toll-free hotline: 0800 029 999.

Keep contact details of emergency services – ensure that you have the correct telephone numbers of local emergency services such as doctor, police and ambulance.

Seek medical care if sick – should you or any of your family members feel sick, seek medical care immediately.

"I call on all of us, one and all, to play our part. To be courageous, to be patient, and above all, to show compassion. Let us never despair. For we are a nation at one, and we will surely prevail."
– President Cyril Ramaphosa, Monday, 23 March 2020.

STAY HOME
SAFELY. TOGETHER.

CORONAVIRUS (COVID-19) SURVIVAL GUIDE

Inconsistent in style and unclear visuals

It does not explain how to get further information

Unclear font, difficult to read, especially for people with eye illness or look at it from a distance

Cluttered background, not easy to recognise what scene it depicts, also has an inconsistent style with the whole layout like the images and text

irrelevant image

TO PREVENT THE SPREAD OF
COVID-19

WEAR A MASK AT ALL TIMES
inside a facility.

Upon entering a facility make sure to tell
about your history of travel, occupation,
contact, and clusters (TOCC)
in the last 14 days.

Persons with fever / respiratory symptoms / potential exposure to COVID-19
SHOULD NOT enter a facility

Central Epidemic Command Center  www.cdc.gov.tw  1922防疫達人  www.facebook.com/TWCCDC  Taiwan CDC LINE@ **Toll-free hotline : 1922**

Inaccurate illustrations, overly cartoonish. The mask seems too small and doesn't cover the nose.

Irrelevant picture

Taiwan

Text is too small