



# Communicating Self-Care - Indigenous communities facing COVID-19

Differential approaches from government

Access to information in local languages

Community cooperation and receptivity

## OBJECTIVE

Internews' project supported and strengthened the communication capacities of the Wayúu and Zenú indigenous communities of the Colombian Caribbean coast through the production and dissemination of content to prevent and manage the pandemic. Activities had a pedagogical focus on health rights, grounded in the cosmovision and cultural practices of the Wayúu and Zenú communities.

As a result of project support, Internews partner El Centro de Internet y Sociedad de la Universidad del Rosario (ISUR), in association with la Red de Comunicaciones del Pueblo Wayúu, Wayúunaiki, the newspaper of the indigenous peoples, and the authorities of the Zenú community produced content in Spanish and Wayunnaiki for the prevention, self-care, and management of the pandemic. Content in local languages, responded to the most urgent information needs of these communities related to the COVID-19 health emergency.

Healthy information environments enable everyone to make:

- Make better informed decisions.
- Find common ground.
- Participate more fully in their communities.
- Hold power accountable.

Internews' framework of information ecosystems provides a valuable lens with which to focus on the elements that make up a 'healthy information environment.' This project focused on three elements in its primary outcomes achieved:

Accountable Institutions

Safe, Inclusive Access

Good information

## MAIN OUTCOMES



**Ensuring access to information:** The pieces in Wayuunaiki are highly valued by the communities since they allow them to obtain information in their native language, reach monolingual audiences (mainly in Alta Guajira, Colombia), and generate pedagogical material that promotes the local language in the children and youth of the community.



**Legitimization of the findings from institutions:** Based on the multiple contents developed in Wayuunaiki and their impact in the region, the Secretariat of Indigenous Affairs of the Governor's Office of La Guajira extended a formal invitation to la Red de Comunicaciones del Pueblo Wayúu, requesting their support in the development of more content in indigenous languages to disseminate information about the prevention, containment, and mitigation of the spread of COVID-19 in ethnic groups (Wayúu, Wiwa, Kogi, Arhuaco).



**Guarantees of a differential approach in government policies:** Based on the video "[Nuestros derechos no están en cuarentena](#)", an audiovisual piece produced through the project, the debate on the funeral rites of the Wayúu community during the health crisis was taken to the permanent Roundtable of Concertation between the Wayúu People and the National Government. Wayúu representatives at the national and local levels participated there, who issued letters to the Ministry of the Interior to develop a protocol to respect cultural rights, particularly funeral rites, during the pandemic and other health crises. This protocol is in the process of being formalized in order to guarantee the customs, traditions, and cosmovision of the indigenous communities.



**Wayúu leaders participate in Facebook training to promote social causes:** A total of 110 leaders from 25 Wayúu indigenous organizations in La Guajira participated in a virtual training day on digital tools to promote their projects and social causes.



**Information outreach that transcends borders:** Several audio and audiovisual materials produced during the project were disseminated, impacting the Venezuelan Wayúu community. On the Venezuelan side of the border, local organizations and radio stations supported sharing information and the diffusion of the project's campaign pieces.



**Cooperation and reception from the indigenous communities:** The communities of these territories showed great interest in participating in producing audiovisual and sound materials that would further raise awareness among the indigenous communities of the area. The Communication with Communities (CwC) initiative in the region empowered these populations with knowledge on issues related to the right to health and their cultural rights, through content on COVID-19 prevention in their native language.



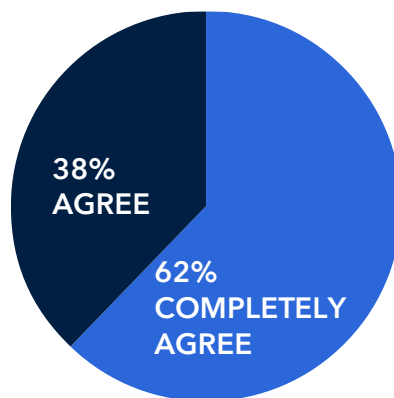
## IMPACT MEASUREMENT

A brief survey was conducted with 24 members of the Wayúu and Zenú communities to gather feedback from a representative sample of individuals on the usefulness of quality of the content that was produced with support from the project.

46.3% AGREED

49% COMPLETELY AGREE

that the information included in the campaign's graphic and audiovisual materials **was sufficient to improve their knowledge about COVID-19.**



that the information provided in the campaign's graphic and audiovisual materials **was clear and helped them to adopt preventive measures against COVID-19.**

For more information, see the full project report [here.](#)



Interactive map with key audiovisual pieces of the project:

[DA CLICK AQUÍ](#)