



THE FIGHT AGAINST COVID-19



IN GEORGIA

The World Bank-funded Communications Campaign project to prevent/decrease the devastating effects of the Covid-19 pandemic in Georgia began in June 2022 and continued for 14 months. The project was mainly intended to strengthen a coordinated approach to strategic communication initiatives and also to provide the population with comprehensive, accurate and clear communications about the vaccines available and the government's immunisation plans.

'Vaccinate for safety, love, relationships, care, our children and the future'

We began the project by running focus group discussions to select a theme, slogan and branding for the vaccination campaign visuals. We provided design and branding for the artwork on 21 ambulances and designed and printed 13 bus stickers.



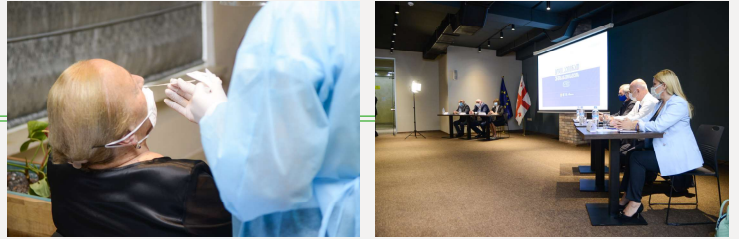
AWARENESS-RAISING EVENTS

During the course of project 11 different events throughout were organised throughout Georgia to raise awareness of various local groups, including doctors, teachers and tourism representatives, on the importance of vaccination to prevent Covid-19. Six regional community meetings were organised in the most sensitive minority settlement regions of Georgia in cooperation with the Zink Project.



PROMOTIONAL VIDEOS

Four videos were shot to raise awareness about the importance of vaccination in different communities across the country.



These videos featured a football trainer (representing people such as teachers/tutors); a paediatrician (representing doctor/healthcare professionals); an entrepreneur (representing business people/owners and SMEs); and a family (representing the elderly, who suffered greatly during the pandemic and were at the greatest risk).



PROMOTIONAL MATERIALS

Promotional materials in Georgian and English intended primarily for use at events were produced, including 900 brochures, 140 'vaccinated' stickers, 200 branded notebooks, 50 awards, 500 T-shirts and 500 bracelets.



'LET'S GET VACCINATED FOR EACH OTHER'

'Let's get vaccinated for each other' was the main official slogan of the campaign. WEglobal was proud to have completed all project activities as required and to have played its part in helping improve public health in the country. Positive, measurable results were observed even before the project had been completed.