

**Contextualization** is essential to making the messages work and is key to effective and appropriate messaging to affected populations. By contextualizing each message, it help to avoid any potential harm than can be created by sending out the wrong information.

Choosing the most **appropriate channel** is another important element. Before you select you will need to ask yourself the following questions:

- a. Does the affect population have access to it?
- b. Does the affected population use and trust it?
- c. Is the medium or channel appropriate for the actual message?

Once you have decided on the appropriate channel, you will need to adapt he message accordingly. For example, using text messages will only allow you to have 160 characters; public service announcements tend to last between 30 and 60 second.

\* All messages can be used for caregivers. Messages highlighted in grey can be used for children.

<b>Child Safety</b>	
<b>Topic</b>	<b>Message</b>
<b>Advice on taking children to gathering</b>	<i>Don't bring your children gatherings like weddings, burials, etc It's better for them to avoid any contact.</i>
<b>Advice if you are going to church with your children</b>	<i>In case you go to church, follow the new rules (example: wash your hands before entering, keep enough space between people, don't shake hands, etc).</i>
<b>Advice on taking children to burials</b>	<i>Don't take children to burials. Ebola can be transmitted during burials or when preparing the bodies.</i>
<b>The importance of wearing shoes</b>	<i>If you have shoes, make sure you wear them to protect your feet not to hurt yourself and bleed. If you don't have shoes, please be more careful on where you put your feet. It's better not to bleed to avoid any body fluid transmission.</i>
<b>If a child is disabled</b>	<i>Pay attention to children with disabilities. Make sure they can get around, access the latrines and wash facilities.</i>
<b>Behavior when a family member is sick</b>	<i>If a member of your family is sick, please don't ask your children to take care of them. Ebola is transmitted through body fluids and body contacts so taking care of a sick family member puts a child at risk.</i>
<b>Behavior when your parents are sick</b>	<i>If your mum or dad is sick, don't take care of them. You can get Ebola if you touch them. It is sad but is dangerous for you. You can be sure that your mum or your dad won't be angry with you as this is for your good.</i>
<b>Location and hotlines of where you can find help and advices</b>	<p><i>If you feel threatened or afraid for yourself or for a child, speak to someone you trust who can help you, or someone from a child friendly space or medical clinic. You can also call this number: <b>XXX</b>.</i></p> <p><i>There, you can get advice on services that have been set up for people and families affected by the emergency. You will find out more about Ebola, how it is spread, and how you can protect yourself.</i></p>

<b>Psychosocial support</b>	
<b>Child reactions to Ebola</b>	<i>Your children may have trouble sleeping, have nightmares or show other reactions that are not usual for them, like being angry or withdrawing from other people. This is a normal reaction and with the support of parents and other family members they can get through this. When children's reactions are severe however or last for a long time they may need help from a counselor. In this case, to help your child, contact <b>XXX</b>.</i>
<b>Where to go for help</b>	<i>Taking good care of yourself is important if you want to help children. Try to find someone around you who can help you and who you can talk to about your problems. For help with dealing with psychological or physical problems, contact <b>XXX for advice</b>.</i>
<b>Where to go for help</b>	<i>If you are afraid of Ebola or want to understand what is happening in the village, speak to someone you trust and who can help you. It can be your mum, your dad, a teacher, a nurse, a person wearing a uniform or someone you trust.</i>
<b>What to tell your children</b>	<i>Talk to the children. Pay attention to them, listen to them and let them explain their concerns and fears.  Without frightening children make sure they understand about Ebola and how it is transmitted; explain to them at a level that is right for their age. Explaining about Ebola to children will help them not to feel so helpless.</i>
<b>Ways to cope as a family</b>	<i>Allow yourself and your family, including your children to mourn the losses you have experienced.</i>
<b>Protect your children even more than usual</b>	<i>Children need adults' love and attention during this difficult time. Watch and comfort them throughout the day to prevent further harm. This is for all age groups of children, including teenagers.</i>
<b>Protect your brothers, sisters and friends even more than usual</b>	<i>You all need love during this difficult time. Watch and comfort your sisters, brothers and friends.</i>
<b>Children are best cared for by people they know and trust</b>	<i>Do not move a child from their community until you are sure that he or she has genuinely been lost or abandoned. If you are aware of children without parents living nearby you, you have a responsibility to notify as soon as possible. For example, call or contact a helpline, a hospital or a social worker.</i>
<b>If you know children who are living without parents</b>	<i>If you know children who are living without parents, be sure to tell an adult so they can get help him or her.</i>

<b>Unaccompanied and separated children</b>	
<b>Why it is important your children know your family name and where you come from</b>	<i>Make sure your children, know their family/father's/mother's name and the name of the town/village you are from. This will help if a child gets separated from his/her family.</i>
<b>Why it is important your sister and brother knows your family name and where you come from</b>	<i>Make sure your sisters and brothers know their family name, and the name of you village. This will help if they are lost or alone. You can teach them their names and the village name by inventing with a fun game.</i>
<b>Keeping track of babies and young children</b>	<i>Attach a badge to the wrist or inside clothes of babies and young children with important information such as their name and address. This will help you reunite with your children in case you separate from them.</i>
<b>Importance of meeting points if a member of your family is leaving for treatment</b>	<i>In case a member of your family need to go to a treatment center, agree on a meeting point and a meeting timing (example: 10am, every day), so that you know where to go to find them again when they come back. Make sure this is a place you all know and feel comfortable with.</i>
<b>Importance of meeting points if you, your dad or mum need to go for treatment.</b>	<i>If you need to go for treatment, agree on a meeting point with your family. When you come back, go to this place and wait for them.</i>
<b>What to do with lost children</b>	<i>If there are children in your neighborhood who seem to have no parents or caregivers, notify <b>XXXX</b>.</i>
<b>If you have lost your parents</b>	<i>If you can't find your dad, your mum or your family, speak to someone you know in the village or any adult. Tell them that you have lost your family. If you do not know anybody, look for someone you think your can trust, look for officials with uniforms, or people with a badge. They will help you.</i>
<b>Where to go for support if you are looking after a separated child</b>	<i>If you are looking after a separated child and are finding it difficult, contact <b>XXX</b> organization for support.</i>
<b>When far from family shelter or home</b>	<i>If you are going far from your family's shelter or from your home, always go with an adult you trust or a member of your family.</i>

<b>Care of survivors</b>	
<b>What to do if a survivor child returns home</b>	<i>If your children have been separated from you (because they went in an Ebola treatment center) and return home, welcome them back into the home and make them feel part of the community again. This will help them recover from any distress that they may have suffered during the period of separation.</i>
<b>Importance of listening to survivors</b>	<i>If someone tells you they have been infected by Ebola and that they are healthy now, let them know by your words and your actions that it is not their fault. Let them know that they are not alone and that you support them.</i>
<b>Care of survivors</b>	<i>Survivors of Ebola who are healthy now need your support and understanding. Be sensitive to their needs and do what you can to support them and help them recover.</i>
<b>Care of survivors within your community</b>	<i>If a child survivor from Ebola is placed within your community, please enable them to settle in your village, to find a place to live, to get a caring environment.</i>

<b>Gender-based issues</b>	
<b>Advice on female genital cutting</b>	<i>Please avoid female genital mutilation and cutting. Ebola is transmitted through body fluids, which are secreted during Female Genital Cutting.</i>

<b>Education</b>	
<b>Advice on Schools attendance</b>	<i>In case your children can't attend school, it is important that you keep in mind that schools will reopen in sometime. In the meantime, let them continue to learn. For example if they have a book or a notebook from last year, encourage them to take time to read it. If they don't have anything, encourage them to remember what you learned last year. They can also ask their brothers or sisters to tell you a story or teach you something.</i>
<b>Advice on Schools attendance</b>	<i>In case you can't attend school, keep in mind that schools will reopen in sometime. When waiting for it, you can continue to learn. For example if you have a book or a notebook from last year, take time to read it. If you don't have anything, try to remember what you learned last year. You can also ask your older brother or sister to tell you a story or teach you something. Do it for your little brothers or sisters, teach them something you know.</i>
<b>Advice on Schools attendance</b>	<i>If the school of your children is open and functioning, do not let them go to school if they are sick or have a fever. Please call the doctor.</i>
<b>Advice on Schools attendance</b>	<i>If your school is open and functioning, do not go to school if you are sick or have a fever. Instead, ask your parents to call the doctor.</i>