



Innovative solutions during Covid 19

A note from our CEO, Alison Naftalin



Warmest wishes to you and your family at this difficult time.

For the last few weeks we have been working to ensure the safety of our teams in Ghana and Uganda, whilst finding new ways to help rural parents support their children during the Covid 19 crisis. This has been and remains our absolute priority.

The situation on the ground

In the effort to contain the spread of the coronavirus, both Ghana and Uganda have closed their borders, and are in varying degrees of 'lock-down'. Schools are closed, which alongside transport restrictions and social distancing rules mean Play Schemes cannot run, front-line partners and our teams cannot travel to communities or continue normal



operations.

However, the need to support our communities is greater now than ever. The coronavirus crisis is incredibly difficult for everyone, but the situation is even more uncertain and confusing for our beneficiaries.

Healthcare systems are weak (for example, there are only 55 ventilators in the whole of Uganda). Villages lack basic sanitation and access to water for hand-washing. Families live hand-to-mouth so stocking up on provisions is not an option and misinformation is spreading like wildfire with potentially damaging results. This national lack of resources and infrastructure will be felt acutely in the remote rural communities we work in.



Solving challenges with innovation

Our people: throughout the last two weeks we have been preparing and transitioning our teams for home working, ensuring that the logistics, technology, practices and protocols are in place to support them as they work to keep delivering our mission.

Our Beneficiaries: Our beneficiaries need accurate information about how they can take action to support and protect themselves and their families, and we are determined to keep providing this during this crisis.

We already have proven content for rural caregivers on parenting, learning at home, health, hygiene and wellbeing. **We are now adapting this so it can be delivered, in local language, via radio and social media.** We are also exploring with our government partners how widely we can share this content, and how we can also support their objectives for distance learning and coronavirus communications.

Donate your lock-down time to help us

We are exploring ways to harness the amazing brain power of our supporters' ever lively minds during this state of lock-down! We know there are some very talented people out there, people like you maybe, who might be willing to lend your technical skills to help us with some special projects. From financial forecasting to research or training, we are compiling a list now and will be in contact with you soon.

Thank you again for all your support. Please know that we are continuing to focus our efforts on finding solutions. We will be keeping you updated with the latest news on the ground as plans progress.

Alison and the Lively Minds Team

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