COVID-19 continues to sweep the globe. Aid workers and NGOs worldwide are facing enormous challenges to address the needs of people and communities in crisis. Weak health systems are getting overburdened, people are in danger of losing their lives, movement is limited or even prohibited, causing people to lose their income, creating supply issues and important interventions are suspended. On top of this crises like these have the tendency to exacerbate existing inequality and power dynamics.

World wide organisations are reassessing their existing analyses, strategies, and tactics. Now, more than ever, it is important to consider feedback from affected communities in any response effort in order to provide better and more efficient support.

COVID-19 Community Monitor

Continuous monitoring of your community on COVID-19 (Corona) to empower them with tailored information and support. Leveraging award-winning, secure and field-tested methodologies, we support NGOs to monitor the COVID-19 outbreak within their communities and allow them to engage directly with the communities they work with using messaging apps like Facebook Messenger, WhatsApp and Upinion App.

COVID-19 (Corona) and your community

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Continuous community monitoring on the impact of COVID-19

Our secure two-way communication platform enables monitoring on the impact of COVID-19 via a tool built on top of social media messaging apps like Facebook Messenger and WhatsApp. Every week we send a short set of questions relevant to your community and your interventions. Think of questions like:

- Do you have access to information about the COVID-19 (Corona) virus?
  - Yes, through (please mention organisation / website / social media / other source)
  - No, I don't have access to information about COVID-19 (Corona)
  - I prefer not to answer

All answers: refer to reliable sources, e.g. WHO or local hotlines

Staying connected with your communities

Upinion can help you stay connected with your communities especially in these times of crisis. We have developed a successful approach and online platform that allows organisations to easily and constantly stay in touch with people in crisis. It helps organisations to inform their decisions, co-create their interventions with people in crisis themselves, adjust their activities along the way, and share valuable information that matters to people in crisis or by referring people to relevant services. It allows for an easy way to collect aggregated data and real-time feedback in which there is space for scripted dialogue.
Have you received any food or hygiene assistance since the COVID-19 (Corona) outbreak started?
- Yes, food rations
- Yes, sterilization and cleaning materials
- No, none of the above
- I prefer not to answer

- All answers: if possible refer to your food support and water and sanitation programme

In case you are a health or humanitarian organisation we can also include questions directly related to monitoring the spread of COVID-19 (Corona).

**Timely empowerment of your community**

At best, misinformation can distract from critical support. At worst, it can lead to behaviour that amplifies the crisis or increases the transmission of COVID-19 virus. Direct and timely engagement with affected populations will result in a real time and more comprehensive picture of the situation, allowing organisations to provide tailored information and support.

**Engage securely**

‘Do no (digital) harm’ and respect for privacy and security of individuals are at the core of our research methods. Upinion is committed to the highest standard of collection, storage and management of personal information and data. We are GDPR compliant, ISO/IEC Certified, and members of ESOMAR and MOA.

**Want to know more?**

We believe, especially now, our mission is vital: Amplifying voices of people in crisis situations. We are keen to collaborate with you and empower more people in the COVID-19 (Corona) crisis. Not simply by talking about them but talking with them.

We offer different collaboration schemes and are offering our COVID-19 Community Monitor at discounted rates. We look forward to get in touch and build a tailor made solution. Contact us at info@upinion.com.

**The Best Idea Award 2018**

Spindle Awards (runner-up)

**The Hague Innovators Challenge 2020**

Winner Scale-up price