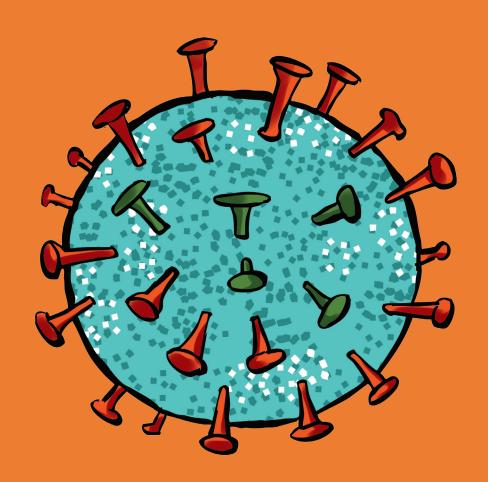


A handbook for journalists







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Introduction

The Novel Coronavirus (2019-nCoV) was first identified in Wuhan, China, in December 2019. By the end of March 2020, 205 countries had reported cases of Covid-19, the disease caused by the virus, with about 700,000 cases of infection and 33,000 deaths across the world^[1].

In India, the first case of 2019-nCoV was reported in Kerala in the last week of January 2020. Since then, about 1353 cases have been reported from 27 States and Union Territories. ^[2] The State of Tamil Nadu has reported more than 300 cases and 110 samples were under investigation at the time of writing. In Kerala, about 290 people are infected while 120,000 others are under observation. ^[4]

The 2019 n-CoV poses a potential threat to children, families and communities at large. There are direct health implications of the virus infection itself, as well as the risk of secondary morbidity and mortality, inevitable disruption of basic services such as health, education and social protection programmes, and severe impact on the economy and livelihoods of the marginalised people. The total lockdown for 21 days announced by the Government of India had created fear, panic, anxiety and stress among children and parents.

In order to reduce the spread of infection, it is essential to provide correct information and dispel myths, misconceptions and misleading facts while encouraging social distancing, promoting personal and hand hygiene and prompting the seeking of treatment for flu-like symptoms. The media and other concerned agencies carry the important responsibility of appropriate risk communication.

The media can play a significant role in raising awareness, dispelling myths and exposing misleading information, as well as in promoting kindness, preventing stigmatisation and infusing confidence among the people by disseminating fair and accurate reports. It can also contribute to creating a positive atmosphere by putting out stories of effective coping and recovery.

This handbook for journalists, brought out jointly by the UNICEF Office for Tamil Nadu & Kerala and the Press Institute of India, Chennai, is an attempt to empower journalists (editors and reporters) to help India beat COVID-19 through well-thought-out, researched and responsible articles and feature stories.

Note: This handbook is oriented specifically to the Novel Coronavirus pandemic. The basic concepts, however, can be used as a blueprint, with appropriate modifications, for covering any health issue that affects large sections of society.

¹ As per WHO Sitrep 70

² MOHFW, GOI, as on 31 March 2020,

³ Stopcoronatn.in

⁴ The Economic times, 26 March at 7:45 pm

Understanding the Novel Coronavirus

To report effectively on any subject, a thorough understanding of the subject is imperative. In this case, at the heart of the matter lies a virus.

A virus can generate so much news – community outbreak, cancellation of events, celebrities falling ill, Sensex collapse, and so on and so forth. Journalists are professionally oriented to track such developments and report on them. The steps to take to avoid getting infected by the virus, the symptoms of infection, how to prepare the family to deal with an emergency, whom to contact for services, etc are also good subjects for feature stories.

Readers and viewers want to know that what they are getting is immediate, relevant and accurate information, which will help them manage risks and cope with the situation. Therefore, it is essential that journalists have a correct understanding of the entire issue and all its implications.

Here is a brief outline, in question-and-answer form, to get you started:

What is the Novel Coronavirus?

The Novel Coronavirus (CoV) is a new strain of the Coronavirus. The disease caused by it, first identified in Wuhan, China, has been named **Coronavirus Disease 2019 (COVID-19)** – 'CO' stands for Corona, 'VI' for Virus, and 'D' for Disease. The virus is referred to as 2019 Novel Coronavirus or 2019-nCoV.

The 2019-n CoV is a part of the same family of viruses as the ones which cause Severe Acute Respiratory Syndrome (SARS) and even some types of the common cold.

The World Health Organization (WHO) has declared COVID-19 to be a pandemic^[1]. Characterising COVID-19 as a pandemic is not an indication that the virus has become deadlier. Rather, it's an acknowledgement of the geographical spread of the disease.

What are the symptoms of COVID-19 and how does the virus spread?

Symptoms can include fever, dry cough, a runny nose, fatigue and difficulty in breathing. Some may display very mild symptoms or no symptoms at all. In more severe cases, infection can cause pneumonia, grievous illness, and even death. Older people, and those with underlying medical problems are at a higher risk of developing serious illness.

A 'pandemic' generally refers to an epidemic that has spread on a more global scale, affecting large numbers of people. Exactly when enough places have enough infections to declare one isn't a black-and-white decision. But generally, the WHO is looking for sustained outbreaks in different continents. An 'epidemic' is a large outbreak, one that spreads among a population or region. An 'outbreak' is a sudden rise in cases of a disease in a particular place.

The symptoms of COVID-19 are similar to those of the flu (influenza) or the common cold, which are a lot more prevalent. This is why testing is required to confirm that someone has COVID-19.

Like other Coronaviruses, the Novel Coronavirus, too, is transmitted through direct contact with respiratory droplets of an infected person (generated through coughing and sneezing), and touching surfaces contaminated with the virus.

How can the virus be prevented from spreading?

It's important to remember that key preventive measures for all the Coronavirus-linked diseases are the same – frequent hand-washing and respiratory hygiene (covering your cough or sneeze with a flexed elbow or tissue, then disposing of the tissue in a closed bin).

The COVID-19 virus may survive on surfaces for several hours, but simple disinfectants can kill it.

Also, there is a vaccine for the flu – so remember to keep yourself and your child up-to-date with vaccinations.

In brief, to avoid the risk of transmission, people should:

- Wash their hands frequently using an alcohol-based hand rub or soap and water.
- Cover their mouth and nose when coughing or sneezing.
- Avoid close contact with anyone who has a fever and cough.
- Seek medical care early if they have fever, cough and difficulty breathing.
- Share previous travel history with their healthcare provider.

Fact check

A swith other diseases, there are a lot of myths and incomplete or inaccurate information being bandied about regarding the Novel Coronavirus, especially as it is a new disease. Journalists, who are under pressure during the crisis to come out with reports in various branches of the media on the evolving situation, are in danger of falling into the trap of disseminating such myths and inaccuracies as 'facts'. Before putting out articles, features, reports or audio-visual programmes, use the ready reckoner of Frequently Asked Questions below as a cheat sheet to quickly identify whether the information you have is authentic and endorsed by reliable authorities.

1. Can cold weather and snow kill the Novel Coronavirus?



There is no reason to believe that cold weather can kill the Novel Coronavirus and linked diseases. The normal human body temperature remains around 36.5°C to 37°C, regardless of the external temperature or weather. The most effective way to protect yourself against the Novel Coronavirus is by frequently cleaning your hands with an alcohol-based hand rub or washing them with soap and water.

2. Does taking a hot bath prevent COVID-19?



Taking a hot bath will not prevent you from catching COVID-19. Your normal body temperature remains around 36.5°C to 37°C, regardless of the temperature of your bath or shower. Actually, taking a hot bath with extremely hot water can be harmful, as it can

burn you. The best way to protect yourself against COVID-19 is by frequently cleaning your hands. By doing this you eliminate viruses that may be on your hands, and thus avoid infection that could happen when you touch your eyes, mouth and nose.

3. Can the Novel Coronavirus be transmitted through goods manufactured in China or any country reporting COVID-19 cases?



Even though the NovelCoronavirus can stay on surfaces for a few hours or up to several days (depending on the type of surface), it is very unlikely that the virus will persist on a surface after being transported over long distances and exposed to different weather conditions and temperatures. If you think a surface may be contaminated, use a disinfectant to clean it. After touching it, clean your hands with an alcohol-based hand rub or wash them with soap and water.

4. Is the Novel Coronavirus transmitted through mosquito bites?



To date, there has been no information or evidence to suggest that the NovelCoronavirus could be transmitted by mosquitoes. It is a respiratory virus which spreads primarily through droplets generated when an infected person coughs or sneezes, or through droplets of saliva or discharge from the nose. To protect yourself, clean your hands frequently with an alcohol-based hand rub or wash them with soap and water. Also, avoid close contact with anyone who is coughing and sneezing.

5. Are hand-dryers effective in killing the Novel Coronavirus?



No, hand-dryers are not effective in killing the 2019-nCoV. To protect yourself against the Novel Coronavirus, you should frequently clean your hands with an alcohol-based hand rub or wash them with soap and water. Once your hands are clean, dry them thoroughly by using paper towels or a warm air-dryer.

6. Can an ultraviolet disinfection lamp kill the Novel Coronavirus?



UV lamps should not be used to sterilise hands or other areas of skin as UV radiation can cause skin irritation.

7. How effective are thermal scanners in detecting people infected with the Novel

Coronavirus?



Thermal scanners are effective in detecting people who have developed a fever (those who have a higher than normal body temperature) because of the 2019-nCoV infection. However, they cannot detect people who are infected but do not as yet have an elevated temperature. This is because it takes between two and ten days for people who are infected to become sick and develop a fever.

8. Can spraying alcohol or chlorine all over your body kill the Novel Coronavirus?



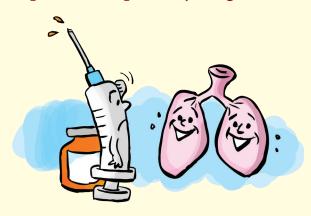
No, spraying alcohol or chlorine all over your body will not kill viruses that have already entered your body. Spraying such substances can be harmful to clothes and mucous membranes (eyes, mouth). Be aware that both alcohol and chlorine can be useful to disinfect surfaces, but they need to be used as per appropriate recommendations.

9. Can pets spread the Novel Coronavirus?



At present, there is no evidence that companion animals/ pets such as dogs or cats can be infected with the Novel Coronavirus. However, it is always a good idea to wash your hands with soap and water after contact with pets. This protects you against various common bacteria such as E. coli and Salmonella that can pass between pets and humans.

10. Do vaccines against pneumonia protect you against the Novel Coronavirus?



No, vaccines against pneumonia, such as the pneumococcal vaccine and Haemophilus Influenza Type B (Hib) vaccine, do not provide protection against the Novel Coronavirus.

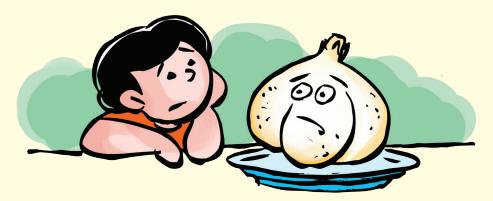
The virus is so new and different that it needs its own vaccine. Researchers are trying to develop a vaccine against 2019-nCoV, and WHO is supporting their efforts. Although existing vaccines are not effective against 2019-nCoV, vaccination against respiratory illnesses is highly recommended to protect your health.

11. Can regularly rinsing your nose with a saline solution help prevent 2019-nCoV infection?



No, there is no evidence that regularly rinsing the nose with saline water has protected people from infection with the Novel Coronavirus. There is some limited evidence that regularly rinsing nose with a saline solution can help people recover more quickly from the common cold. However, regularly rinsing the nose has not been shown to prevent respiratory infections.

12. Can eating garlic help prevent 2019-nCoV infection?



Garlic is a healthy food that may have some antimicrobial properties. However, there is no evidence from the current outbreak that eating garlic protects people from the New Coronavirus.

13. Does the New Coronavirus affect only older people, or are younger people also

susceptible?



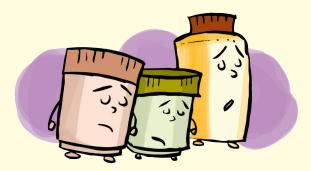
People of all ages can be infected by the Novel Coronavirus. Older people, and people with pre-existing medical conditions (such as asthma, diabetes, heart disease) appear to be more likely to become severely ill after contracting the virus. WHO advises people of all ages to take steps to protect themselves from the virus; for example, by following good hand hygiene and good respiratory hygiene.

14. Are antibiotics effective in preventing and treating the New Coronavirus?



No, antibiotics do not work against viruses, only bacteria. The 2019-nCoV is a virus and, therefore, antibiotics should not be used as a means of prevention or treatment. However, if you are hospitalised for the 2019-nCoV, you may receive antibiotics because bacterial coinfection is possible.

15. Are there any specific medicines to prevent or treat the Novel Coronavirus?



To date, there is no specific medicine recommended to prevent or treat the Novel Coronavirus.

However, those infected with the virus should receive appropriate care to relieve and treat symptoms, and those with severe illness should receive optimized supportive care. Some specific treatments are under investigation and will be tested through clinical trials. WHO is working with a range of partners to accelerate research and development efforts.

Different perspectives

Straightforward, accurate reports backed by statistics is a given in times of crises such as this. But apart from the general, comprehensive reportage, there are various angles of the problem that need to be explored and brought to light, various groups with special needs which have to be addressed. Here are some layers that journalists can explore during the COVID-19 pandemic.

The mind matters

Physical ill-health is the most direct and obvious fallout of being infected with the Novel Coronavirus. But mental health is also compromised, as an indirect fallout. Much attention is being devoted to this aspect, and it offers scope for meaningful reportage. The effect of the disease on the mental health of the public hinges on the stress that it has created. An understanding of the stressors will help journalists generate articles and programmes which can be of significant impact.

Specific stressors particular to COVID-19 outbreak include:

- (a) risk of being infected and infecting others, especially if the transmission mode of COVID-19 is not 100 per cent clear.
- (b) the fact that common symptoms of other health problems (a fever, for instance) can be mistaken for COVID-19 and lead to fear of being infected.
- (c) worry over children being at home alone (due to school closures) without appropriate care and support.
- (d) risk of deterioration of physical and mental health of vulnerable individuals; for example children, older adults and people with disabilities, if caregivers are placed in quarantine and other care and support is not in place.
- (e) potential consequences of measures to contain the virus on people's livelihoods this applies as much to the common man as to heads of organisations and also governments.

Specially vulnerable groups - women and children

When it comes to health issues, women and children fall under the more susceptible categories. They have to be seen through different lenses when portraying the effect of COVID-19. Journalists reporting from the ground can take ideas to generate women- and child-oriented stories from the following questions and answers:

1. Is it safe for mothers to breastfeed their babies if they are infected or suspect that they are infected with 2019-nCoV?

Mothers in affected and at-risk areas with symptoms of fever, cough or difficulty breathing should seek medical care early, and follow instructions from a healthcare provider. Considering the benefits of breastfeeding and the insignificant role of breastmilk in transmission of other respiratory viruses, the mother could continue breastfeeding.

However, precautions should be taken, as there is a risk of transmission from mother to infant through respiratory droplets and direct contact, as well as indirectly through contact with contaminated surfaces. These precautions include wearing a mask when feeding the child, washing hands before and after feeds, and cleaning/ disinfecting contaminated surfaces. If a mother is too ill, she should be encouraged to express milk and give it to the child via a clean cup and/or spoon – all while following the same infection prevention methods.

2. Can pregnant women pass the Coronavirus to unborn children?

At this time, there is not enough evidence to determine whether the virus is transmitted from a mother to her baby during pregnancy and delivery. Nor is there conclusive evidence regarding the potential impact this may have on the baby. All pregnant women should be advised to follow appropriate precautions to protect themselves from exposure to the virus, closely monitor themselves for symptoms of COVID-19 and seek advice from the nearest designated facility throughout the course of the pregnancy.

3. Does COVID-19 affect children?

This is a new virus and we do not know enough yet about how it affects children or pregnant women. We know it is possible for people of any age to be infected with the virus, but so far there have been relatively few cases of COVID-19 reported among children. The virus is fatal in rare cases, so far mainly among older people with pre-existing medical conditions.

4. How can a parent or caregiver support a child to learn at home if schools are closed?

Parents and caregivers should be prepared to support their children to continue to learn at home, including by reading, learning through play, working together on assignments shared by schools, and supporting safe engagement with online learning platforms where available, as well as by tuning in to educational radio and TV programmes.

5. What should parents and caregivers know about online or remote learning?

UNICEF is supporting online and remote learning in coordination with national governments and other local partners. It is important to:

- Engage actively in children's learning Use technology as one component of a learning experience that includes human interaction, recognising that technology alone cannot replace teachers or parental presence and guidance. This is especially true for younger children.
- **Protect children's data** Parents and caregivers should check the digital resources children are accessing and protect them from those that do not seem safe or that require detailed personal information. Children's identity, location and ethnic or religious affiliations should not be required information to access learning resources.

6. How can teachers support children to learn if schools are closed?

Teachers across the globe, in addition to engaging with digital learning platforms, are setting up monitoring systems with children, including WhatsApp groups and Skype calls. Some teachers may also choose to organise small groups to remotely check children's homework and assign new activities.

STORY IDEAS

Apart from these angles, journalists may also focus on

- 1. In-depth reports on a specific response to social problems caused by COVID-19
- 2. An exploration of how the response is implemented, and how it works
- 3. An examination of the evidence, both qualitative and quantitative, of what is known so far about the effectiveness of the response
- 4. Explaining the caveats and limitations of the response

The ethics and etiquette of covering the pandemic

Reportage on the spread of the Novel Coronavirus can be completely factual, statistics-based analytical pieces, opinion pieces, human interest stories, or a mix of all these. As with reporting of any sort, accuracy should be given prime importance. Along with that, journalists have to exercise sensitivity while reporting about ongoing developments and while mentioning specific cases. They have to ensure fair and impartial reporting, while respecting the privacy and sentiments of individuals, particularly those who have lost loved ones or are facing traumas like unemployment, financial insecurity, displacement or neglect.

Dos & Don'ts for Journalists

Here are some DOs and DON'Ts on reporting about the Novel Coronavirus

DOs	DON'Ts	
Report about the New Coronavirus disease (COVID-19) with the support of facts and information from authentic sources.	Do not attach locations or ethnicity to the disease. Remember, viruses don't target people from specific populations, ethnicities, or racial backgrounds.	
Use terms like 'people who have COVID-19', 'people who are being treated for COVID-19', 'people who are recovering from COVID-19' or 'people who died after contracting COVID-19'	Do not refer to people with the disease as 'COVID-19 cases' or 'victims'	
Talk of people 'acquiring' or 'contracting' COVID-19.	Do not talk about people 'transmitting COVID-19', 'infecting others' or 'spreading the virus' as it implies intentional transmission and assigns blame.	
Be accurate about the risks of contracting COVID-19; base your work on scientific data and latest official health advice.	Do not repeat or share unconfirmed reports, and avoid using hyperbolic language designed to generate fear, such as 'plague', 'apocalypse', etc.	
Talk positively and emphasise the importance of effective prevention measures, including following rules on social distancing, staying at home, and frequently washing hands with soap and water.	Do not promote traditional and unscientific hygiene practices which can lead to social isolation, stigma and discrimination.	

When interviewing people who are suffering due to the pandemic, be respectful of their sentiments and emotions.

Do not add to the trauma of people who are already finding it hard to cope, by insisting on answers to painful questions, unnecessarily exposing their vulnerabilities or rekindling grief or anger.

Stay safe. Take proper precautions while covering stories from the field. Practise hand hygiene and respiratory hygiene and maintain adequate distance from other people.

Do not expose yourself to the risk of getting infected. Don't shake hands or have physical contact while greeting people in the field.

SAFETY FIRST

Journalists are expected to report from the frontline during the COVID-19 crisis and are given entry into places and situations from where the general public is barred. But this does not mean that journalists are invincible. They are responsible for their own safety, their professional community and family. Hence they need to take every precaution against an infection.

Steps to protect yourself from COVID-19

Stay aware of the latest information on the COVID-19 outbreak, available on the WHO website and through your national and local public health authority. Most people who become infected experience mild illness and recover, but it can be more severe for others. Take care of your health and protect others by doing the following:

1. Clean your hands often

- Wash your hands often with soap and water for at least 20 seconds especially after you have been in a public place, or after blowing your nose, coughing, or sneezing.
- If soap and water are not readily available, use a hand sanitizer that contains at least 60 per cent alcohol. Cover all surfaces of your hands and rub them together until they feel dry.
- Avoid touching your eyes, nose, and mouth with unwashed hands.



2. Avoid close contact

- Avoid close contact with people who are sick
- Put a distance between yourself and other people if COVID-19 is spreading in your community. This is especially important for people who are at higher risk of getting very sick.
- Maintain at least a one-metre (3-foot) distance between yourself and anyone who is coughing or sneezing.
- Avoid physical contact while greeting people. You may do namaste, nod or bow.



3. Stay home if you're sick

- Stay home if you are sick, except when you need to access medical care
- If you develop symptoms of cough, fever, tiredness and difficulty in breathing, contact a doctor immediately.



4. Cover coughs and sneezes

- Cover your mouth and nose with a tissue when you cough or sneeze, or use the inside of your elbow.
- Throw used tissues in the trash.
- Immediately wash your hands with soap and water for at least 20 seconds. If soap and water are not readily available, clean your hands with a hand sanitizer that contains at least 60% alcohol.



5. Wear a facemask if you are sick

• If you are sick: You should wear a facemask when you are around other people (for example, sharing a room or vehicle) and before you enter a healthcare provider's office. If you are not able to wear a facemask (for example, because it causes trouble breathing), then you should do your best to cover your coughs and sneezes, and people who are caring for you should wear a facemask if they enter your room.



• If you are NOT sick: You do not need to wear a facemask unless you are caring for someone who is sick (and they are not able to wear a facemask). Facemasks may be in short supply and they should be saved for caregivers. You could, however, wear home-made cloth face masks that can be reused after they are washed.

6. Clean and disinfect

• Clean AND disinfect frequently touched surfaces daily. This includes tables, doorknobs, light switches, countertops, handles, desks, toilets, faucets and sinks, as also microphones, recorders, computers, smartphones and telephones.



• If surfaces are dirty, clean them: Use detergent or soap and water prior to disinfection.

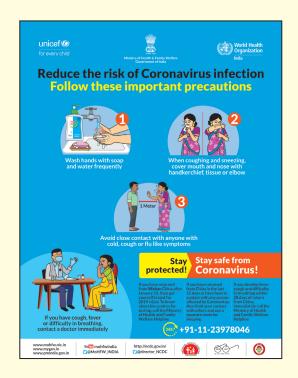
IMPORTANT: If you are in or have recently visited (past 14 days) areas where COVID-19 is spreading, take steps to quarantine yourself until you are sure that you are neither infected nor a carrier.

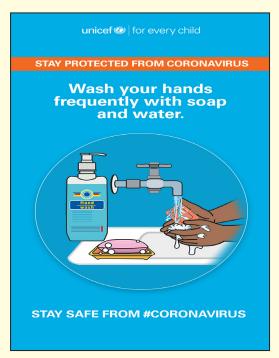


Some reliable sources of information

- 1. World Health Organization COVID-19 https://www.who.int/emergencies/diseases/novel-coronavirus-2019
- 2. Ministry of Health and Family Welfare, Govt. of India https://www.mohfw.gov.in
- 3. Tamil Nadu Government www.stopcoronatn.in
- 4. The Lancet resource page: https://www.thelancet.com/coronavirus
- 5. CDC site https://www.cdc.gov/coronavirus/2019-ncov/index.html
- 6. UNDP coronavirus updates https://www.undp.org/content/undp/en/home/covid-19-pandemic-response.html
- 7. Springer Nature research covid resources https://www.springernature.com/gp/researchers/campaigns/coronavirus
- 8. Indian Scientists' Response to COVID https://indscicov.in
- 9. ICMR page on COVID-19 https://www.icmr.nic.in/content/covid-19
- 10. UNICEF www.unicef.org

Awareness material









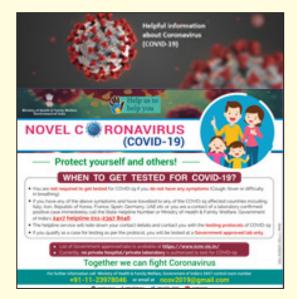








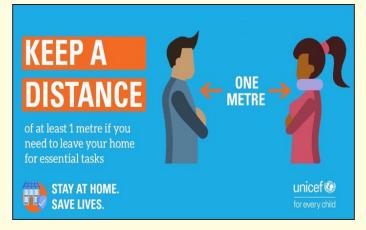


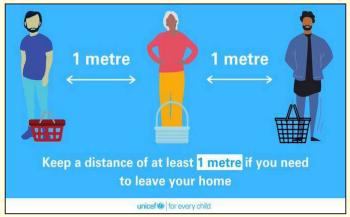




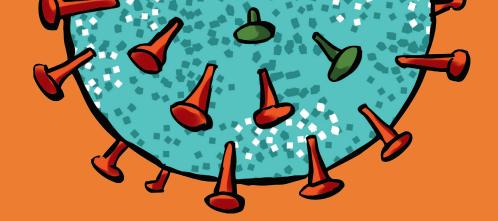












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