

PRESENTATION

PANDEMIC TALES: WITH EVERYONE'S VOICES

The pandemic caused by COVID 19, profoundly impacted the life of humanity affecting millions of people, especially vulnerable populations. This global health emergency of the 21st century forced the public policies, especially those related to health and the change health policies and social behavior change to reduce the social behavior in order to reduce the risks of contagion.

The high number of deaths, the increase in unemployment and poverty, violence and mental health problems are some of the effects of the pandemic, which in our country were accentuated by the unstable national political context of the last few years.

With the purpose of generating processes of

interaction, dialogue and mobilization, "**Relatos en Pandemia**" is born, promoted by **Iniciativa ComunicArte Perú**, in alliance with civil society organizations.

We define ourselves as an open community where all voices converge. The essential is to learn to listen to each other, exchange experiences and generate a shared vision to promote agendas for change. **Iniciativa ComunicArte Peru** invites all entities and citizens who are committed to dialogue and social welfare, to join the "**Pandemic Stories**" initiative, which through information and testimonies, seeks interaction, participation, access, knowledge and more citizenship.

COMMUNICATION DURING PANDEMIC TIMES

In an emergency situation such as the one we are going through required a communicative that transcends and is assumed as a shared value, given that health as a shared value, given that health, life and wellbeing depended more than ever on the quality and efficiency of communication.

This situation obliged the public, political, private and social communication systems to dialogue, with the aim of complementing and interacting and interact, establishing links and spaces for conversations for the different moments of the emergency.

In a multicultural and diverse country, informing measures through digital, analog and printed media, was insufficient. It was necessary to consider other spaces and media that provide legitimacy, access and participation, from the territoriality and risk management approaches.

The actors responsible for policies governmental authorities had to announce, explain and, at times, to call on the public, appealing for self-care, solidarity and compliance with the health regulations in the face of a rapidly spreading virus. The weight of the information was centered on the the announcement of the daily data, through official spokespersons, and other voices represented by academics and private analysts in the media.

Paying attention to the demands and needs for information and guidance on diagnostic tests, oxygen, ICU beds, access to medicines, vaccination sites, among others, was the growing concern of the entities that make up the health system. Social isolation made visible a problem that became more acute during the pandemic: **mental health**. Likewise, the painful loss of more than 200,000 Peruvians marked our lives, as did the more than 100,000 orphans.



WHAT ARE WE LOOKING FOR?

Dialogue to analyze and evaluate the process of the pandemic, the communicative performance based on the discourses of the mediators, the information chain, influence, perceptions and responses of citizens. Likewise, to socialize what we have learned and what considerations we should take into account to generate synergies. To this end, various topics were selected, with two cross-cutting themes ethical balance and regional narratives.

For each topic, the location and selection of actors who, on the basis of questions, narrate their experiences, balance sheets, lessons learned and their perspectives.

IQUITOS, THE BEGINNING

In October 2021, in the city of Iquitos, citizens gave us their stories from different perspectives, what was experienced in one of the cities most affected by the pandemic. The visions and opinions lead us to a common point: to learn in order to avoid repeating mistakes and to overcome weaknesses health and social weaknesses. They have also spoke about the initiatives of solidarity, selflessness and effort that made it possible to save lives in times of pain.



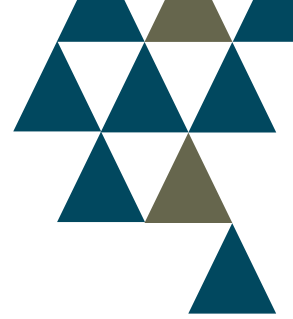
THEMES

- › **Decisions marked by uncertainty:** response and actions. Technical teams
- › **First line:** facing face to the citizen.
- › **Childhood and Teenagers:** the most vulnerable.
- › **Youth in the pandemic:** role, expectations and scope.
- › **Women in the face the pandemic:** facing new adversities.
- › **Migrants and pandemic:** those who arrived, those who returned.
- › **Technology:** Advances and accesses.
- › **Survivors of the pandemic:** a new opportunity.
- › **Mental Health in the pandemic:** a policy to prevent, care and restoration.
- › **Education in a pandemic:** What we learned and what we stopped learning.
- › **The vaccine:** Hope.
- › **Where are they:** the missing in pandemic.
- › **Transgressions:** outside the law.
- › **Mourning:** the pending.
- › **Solidarity:** in times of pain.
- › **Communication:** during the pandemic.
- › **Voices:** The regions speak.
- › **Pandemic:** ethical balance.

EDUCATIONAL COMMUNICATION PRODUCTS

Institutional videos, documentaries, Web, interviews, printed and virtual books, infographics on web site, video clips for social networks.





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A platform that will become
a space for meeting and
interaction (website)
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<http://iniciativacomunicarteperu.org.pe>

A platform for dialogue, interaction and meeting for all voices

Iniciativa Comunicarte Perú, in association with other civil society entities - academic, private and cooperation organizations-, aims to promote and generate spaces for information, dialogue and interaction based on the stories of the citizens in the context of the Pandemic in Peru, which at the same time has marked a new era in world history.

Peru 2023

We are looking for everyone's participation

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