



# Stop Stop COVID campaign in Lao PDR

An overview

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ພວກເຮົາມາ **ຮ່ວມໃຈພ້ອມໃຈ** ປະຕິບັດ **ຢ່າເມີນເສີຍ**  
ຊີວິດເຮົາສໍາຄັນ ພວກເຮົາມາເຮັດເພື່ອກັນ ແລະ ກັນ  
ຢຸດເຊື້ອ **"ໄວຣັສ ໂຄໂລນາ"**



**STOP COVID**  
ເພງ ຮ່ວມໃຈຕ້ານໂຄວິດ



ເຮົາຫມັ້ນລ້າງມື ໃສ່ຜ້າປິດປາກ ຢູ່ບ້ານເກັບໂຕ ຢູ່ຫ່າງກັນສອງວາ



# Results of one-week performance

28 April to 5 May 2020



More than  
**600,000**  
people reached

Viewed close to  
**145,000** times

Shared more than  
**500** times

COVID-19  
Behavioural  
Change  
Communication  
(BCC)



How were BCC products developed?

Preview

Program



Transition  
Quick Transitions +

COVID-19  
Behavioural  
Change  
Communication  
(BCC)

How were BCC products developed?

# Partnership with celebrities and influencers



ພວກເຮົາມາ **ຮ່ວມໃຈພ້ອມໃຈ** ປະຕິບັດ **ຢ່າເມີນເສີຍ**  
ຊີວິດເຮົາສໍາຄັນ ພວກເຮົາມາເຮັດເພື່ອກັນ ແລະ ກັນຢຸດເຊື້ອ **"ໄວຣັສ ໂຄໂລນາ"**

**ແງ ຮ່ວມໃຈຕ້ານໂຄວິດ**

ດ້າ ເອແພດສ໌ | ໄທ້ ນາງພະຍາ | ດຸນ ດີວາ | ອິນດູ່ ສີຫາປັນຍາ  
ອິນ ພານາຊິດ | ຫມິຍູ ທິບພົມວົງ | ໂສລະຍາ ລິນຄອນດີ | ແຮ່ນນໍາ ໂຣເຊັນບູນ



# Partnership with print media and broadcasting



# Partnership with print media and broadcasting

