

Launch of the COVID-19 community awareness campaign in Erbil on 7 November 2020 Erbil, Iraq, 8 November 2020 – The World Health Organization (WHO), in partnership with the Ministry of Health of the Kurdistan region of Iraq, launched a COVID-19 prevention and awareness-raising campaign yesterday in an attempt to halt the recent surge in cases in Erbil and Duhok.

The campaign, the fifth in Iraq, targets a community of approximately 4 million people in Erbil and Duhok with prevention and infection control messages and highlights the importance of wearing masks, following proper hand hygiene and maintaining physical distancing among individuals in all settings.

"The community has to be aware of its responsibility and capability in containing the spread of the virus and controlling the level of infection in their towns and cities to protect their families and loved ones," said Dr Adham Ismail, WHO Representative in Iraq.

"WHO and local health authorities are now more concerned than ever before as the recent resurgence of the virus worldwide requires decisive action in raising community awareness and educating people on changing certain behavioural practices that negatively impact their health and expose them to infection," Dr Ismail added.

The campaign will start a week of activities in the Erbil governorate and proceed to Duhok for another week of activities. Over 20 carefully selected sites, including refugee and internally displaced person camps in both governorates, will be covered.



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Tuesday 1st of July 2025 02:19:54 AM