

CORONA FIGHTERS CAMPAIGN

Office of Vice-Chancellor for
Global Strategies and International Affairs
Tehran University of Medical Sciences

Esfand, 1398
February 2020



TEHRAN UNIVERSITY
OF
MEDICAL SCIENCES



www.en.tums.ac.ir

#I_am_a_corona_fighter

VISION

A campaign to raise awareness in the region, in Persian, Arabic, English and Urdu languages to combat COVID-2019.

ABOUT US

Corona Fighters is a multilingual student volunteer campaign with the participation of International experts. It is the largest campaign to combat COVID-19 in the Middle East that provides Iranian and International Community with scientifically proven ways to prevent and combat its spread. Furthermore, it will inspire and support millions of people in the Middle East, South Asia, Africa, America and Europe by raising awareness of people, groups and organizations nationally and internationally and offering ways to combat COVID-19.

GOALS

1. Raising public awareness at national, regional and international levels.
2. Sharing lessons learned, experiences, management and therapeutic solutions effective in Iran to cope with this crisis, with health officials in other countries, medical personnel and medical students.
3. Countering fake news about COVID-19.
4. Providing innovative solutions to control COVID-19.
5. Assisting patients and their caregivers at home.
6. Reducing the prevalence of the disease and preventing it from spreading to new communities.
7. Psychosocial support for people living in regions at risk.
8. Promote social responsibility in individuals and groups.

Target Audience

- International students of Tehran University of Medical Sciences and other universities.
- Ministries, organizations, hospitals, doctors, nurses and medical students in other Middle-East countries
- Persian-speaking audience in Iran and abroad.
- Foreign nationals residing in Iran in connection with international students.
- The people of the Middle East, South Asia and Africa.

MESSAGES AND MAIN OUTPUT OF THE CAMPAIGN

SERVICES AND PRODUCTS

- Documented health notifications
- Care and prevention guidelines including personal care, organizational, workplace and life care, dormitories, health facilities, etc.
- Health checklists for places and sites of gathering
- Professionally tested, efficient and effective methods of patient care
- Evaluation and screening forms for suspected individuals
- Badges, logos, banners and campaign elements
- Multimedia content including caring training, successful personal experiences and educational entertainment
- Motivational messages and lectures from reputable scientific, artistic figures
- Virtual education for medical students, physicians and nurses working in other countries
- Online specialist consultation for medical staff and nurses in other countries
- Online medical advice
- Online psychiatric counseling
- Online self-assessment

CAMPAIGN MEDIA

- Advertising channels in the form of website and landing pages
- Advertising channels on social networks including: Instagram and WhatsApp, etc.

PARTNERS

- Inviting Embassies of the region for collaboration, including Pakistan, India, Iraq, Afghanistan, etc.
- Identifying and communicating with national, regional and international partners including awareness campaigns, NGOs and volunteers, UNESCO and UNICEF
- Engaging in health startups with a regional and international perspective
- Inviting health-centric organizations such as WHO-EMRO, M8, etc. for collaboration

THE BUDGET

Funds from Office of Vice-Chancellor for Global Strategies and International Affairs at Tehran University of Medical Sciences and other volunteer assistance

Time Span

Start: Bahman 30, 1398

End: Mordad 31, 1399

RESOURCES

HUMAN RESOURCES

Iranian and international students of Tehran University of Medical Sciences and other universities in the country and region, Iranian students studying in other countries, staff and faculty members of Tehran University of Medical Sciences who voluntarily participate in this campaign.

- Central Committee: 10 people
- Support Committee: 100 people

FUNDS

Required Equipment and Infrastructure:

- Server and backup system and backup for campaign databases
- Resources needed to generate campaign-related elements and gifts

AUDIENCE CAPITAL

- Attracting over 100,000 audience in the country and region
- Setting up a special tracking and scoring system for audience
- Organizing “Corona Fighters Cultural and Art Festival” at national and international level

METHODS OF IMPLEMENTATION

- Multinational teaming of experts in design, content production, content and social marketing, media and health professionals
- Running a trial version of the campaign on web and social networks
- Releasing the original version with regular updates of processes, products and services

MONITORING THE CAMPAIGN

- Slowing down the spread of the virus
- Reducing fear and increase the sense of security in the community
- Webometrics and analysis of the website and social networks of the campaign
- Converting 10 percent of the audience to new customers or partners
- Increasing the visibility of the university by at least two times at the international level
- Establishing the University as a pioneer and leader in the field of health surveillance and scientific authority at the regional and international level