

## **A communication strategy to address the public on the advent of a pandemic**

The prosperity government is one poised to move the state to a greater level. It is led by a servant leader with a proven record of listening and humility. Bayelsa state needs a leader who will act according to the yearnings of the people, who is humble, God fearing, driven with the passion to bring development to the state, also possess the courage to defend the ijaw struggle. These are virtues dominant in the person of the governor.

As the world face a pandemic of this sort, preventive measures will be taking by leaders globally to protect its citizen and in some case may affect some of the basic rights of the people. The prosperity government which is one with a mandate to protect its citizen and stir the state to development, has made some laws geared towards ensuring none of its own be a victim of the wild spread disease.

### **The Goal of communication include**

- To give hope to the citizens of the state as the country face the scourge of a wide spread disease
- Acquaint citizens with the effort of the government to ensure no body contract the disease.
- Encourage all with different political affiliation to shun party differences and key into the effort of the government to fight the scourge.

### **Audience**

#### *I. Students and youths:*

This includes all students who have left school to stay at home and youths who are artisan who cannot go to work because of the disease.

#### *II. Market men and woman:*

These are traders who can no longer go and sell in the market because of the preventive measures adopted by the government.

#### *III. Those at the other side of the political divide:*

These are members of the opposition parties who may not share the same political ideology

#### *IV. Public and private workers*

These are government and private employees.

## **Message**

**Students and youths:** Schools and activities that will encourage public gathering and physical contact were stopped to curb the spread of the disease. This is to ensure our children and every young people remain healthy, free from the wild spread disease and geared towards ensuring we don't record any case in the state.

**Traders/Market men and women:** markets can help spread the disease if not managed properly; one may not know who is already a carrier. In other to curtail the dreaded disease, the government deems it fit to partially shut down activities in the market leaving only those with essential goods. This is done to discourage public gathering in other to curb the spread of the disease. This measure is to ensure everybody remains healthy, free from the disease and geared towards ensuring the state does not record any case.

**Those at the other side of the political divide:** The pandemic is real it is not politics neither is it over-hyped, many have died globally. This measure is to ensure everybody remain healthy, free from the disease and geared towards ensuring the state does not record any case. This is a time we need to work together. This government is for all, regardless of the party affiliations. For a greater state, we have to work in unity.

## **Public and Private workers**

This is an appeal to you to bear with the government and support her effort to keep everyone safe by staying and working from home and taking all necessary precautions as directed. I assure you that as soon as the pandemic is over, prompt effort will be taking to ensure everyone go back to their offices and work place.

## **Communication Channel**

- Radio and Television

This medium will be used to pass the message to the market men and women, Public and Private Workers and those in opposition parties

- Social media

This will be used to convey the message to students and youths who are artisan. A high number of the youths use social media. This medium will also be used to pass the message to those with different political affiliations.