

## Appendix 1: Codes

	<b>Code</b>	<b>When applied</b>
1	Communication effects	Anything that refers to effect of COVID-19 health risk communication on the target populations
2	Awareness of communications messages	Any mention of knowing COVID-19 health risk communication messages
3	Message source	Respondents recall of the medium or sources of a COVID-19 related message
4	Fear and anxiety	Feelings and thoughts of negative outcomes to self and others related to the epidemic
5	Community support	Mention of any community organization that provided /provides tangible and/or intangible assistance in response to the effects of the epidemic
6	Sadness and depression	References to feelings ranging from unhappiness to being overwhelmed (spectrum) by the epidemic or health risk communications about the epidemic
7	Assurance	References to feelings of confidence in any actions taken with respect to COVID-19 and its effects
8	Emotional/personal support	Mentions of a source or person that makes the participant feel connected/not isolated
9	Concern for economic well-being	Any reference to preoccupation with changes in financial or income situation resulting from the epidemic
10	Relevance of messages to vulnerability	Any reference to COVID-19 health risk communication messages being specific to or inclusive of their vulnerability
11	Connection to services	References to efforts made to facilitate participants' access to services and information related to coping with the epidemic and its effects
12	Coping strategies and interventions	Reference to actions, facilities and infrastructure provided to the vulnerable to help them cope with COVID-19

13	Loss of support	Reference to any loss of services, access to facilities and other support as a result of COVID-19
14	Innovations	Reference to an adaptation or new way of delivering a service to the vulnerable groups
15	Adoption of preventive behaviors	Reference to behaviors adopted by participants to prevent transmission of COVID-19
16	Barriers to preventive behaviors	Reference to beliefs, lack of resources or other circumstances that limit or prevent the adoption of behaviors promoted to prevent COVID-19 transmission
17	Stigma experiences	Reference to experiences of stigma and/or discrimination related to being vulnerable and transmitting or being affected by COVID-19

## Appendix 2: Media content analysis form

**From material published or aired between 4 March and 30 June 2020.**

Title of the media piece

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Media platform

- Newspaper (digital and printed)
- Radio
- Television
- Social media
- Printed material in public space
- Digital media in public space
- SMS message
- Other (state).....

Name of production agency/organization

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Date of production

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Date of production placement or release

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Frequency of placement (times of day, weeks, months etc.)

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Intended audience (select all that apply)

- General public
- Elderly (ages 65 and older)
- Children under age 16
- Persons with physical disability
- Persons with cognitive disability
- Persons with or at risk of developing mental health issues
- Persons with or at risk of developing a noncommunicable disease
- Pregnant women and new parents
- Carers of vulnerable persons
- Frontline healthcare workers
- Essential workers (public transport drivers, teachers, shop attendants)

Format of the message delivery. Check all that apply:

- Live broadcast
- Pre-produced audio/visual package or segment
- Interactive (Facebook Live event or talkback radio)
- Press conference
- Demonstration
- Feature article
- Still pictures/drawings

What was the central theme or message of the media communication? (select all that apply)

- Social/physical distancing
- Hand Hygiene
- Respiratory hygiene (Wearing a mask in public)
- Staying at home
- Signs and symptoms of COVID infection
- Mental health
- Stigma reduction
- Maintaining healthy lifestyle (Nutrition & Exercise)
- Countering misinformation (Myth busting)

How was the theme or message conveyed to the audience?

- Through music
- Written word
- Voice-over narration
- First person testimonial/narration
- Signing
- Motion graphics/animation
- Static graphics

Describe the tone of appeal that was used.

- Fear/warning
- Humour
- Factual
- Challenging
- Empowering
- Protective of others
- Protection of self

What accessibility features were included in the message?

- Subtitles
- Sign language
- Other