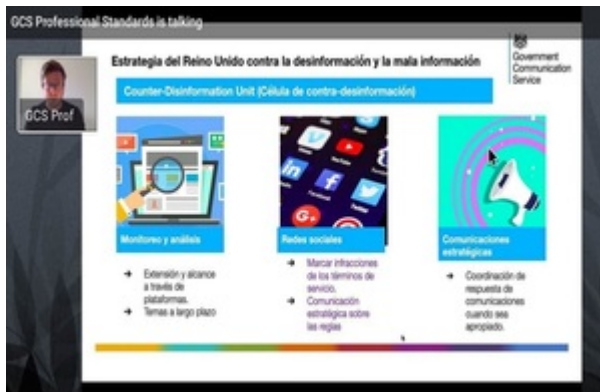


UK works with governments to improve COVID-19 communication strategy

World news story

UK government shares strategies and experiences with Latin American countries.



The Government Communications Service International (GCSI) delivered a virtual seminar to public officials of Guatemala, El Salvador, Honduras, Costa Rica, Bolivia and Ecuador.

The activity consisted of sharing the UK Government communication strategies and experiences around the COVID-19 pandemic. The aim was to help improving government communications capability in prevention of a second wave of the coronavirus for the benefit of local citizens.

Around 80 participants from the Executive's Branch communication offices, ministry of health, secretary of foreign affairs, social security and government's advisors, joined the event. They learnt about coordination tools, coordinated campaigns, media relations and countering misinformation around the pandemic.

The event is part of the UK's cooperation with Latin America related to the COVID-19 emergency, which also includes assistance to reduce poverty caused by the pandemic, provide training on COVID-19 related issues, and work through multilateral organizations to attend immediate health needs.

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