

Appendix 4: Communication Plan

Community Education Plan

Pre-COVID lockdown, your community members will have never used your mosque in the way you will be asking them to use it now. Therefore, it is important you invest in an effective Communication Plan to:

- educate your community members before, during and after attending the mosque about the new rules they must follow
- follow-up this up with regular reminders

A suggested Mosque Re-Opening Communication Plan is provided below:

1 - Seek feedback early

Engage your community members early to inform them of your plans for how and when you are re-opening/ what new rules will be in place, and seek their feedback. For example:

- Online survey sent by email/social Media
- Personal 1-to-1 phone calls to regular worshippers
- Ask your volunteers to get feedback from at least 5 family/ friends each and share centrally

Once you've decided your new rules:

2 - Use BIMA poster

"Thinking about coming to the mosque...?" is a graphic produced by Muslim medical professionals in BIMA (British Islamic Medical Association)

It outlines to community members what types of people should remain praying at home, to educate community members about the risks

It is important to educate community members that they also have a responsibility for keeping themselves

and other community members safe

3 - Explain new rules: Written/Graphics

Summarise your new rules in an A4 letter, email or social media message to community members

Use graphics such as the BIMA poster with your message

Ask your staff/volunteers to send to their personal contacts

Print and display your new rules on your noticeboards/entrances

Provide a printed flyer/leaflet with your new rules to each worshippers when they attend the mosque for the first time

4. Explain new rules: Verbal/Video

Record a short video by your Imam(s) or other mosque representative, explaining the new rules

Record an audio message for your mosque's ansaphone service, phone line on-hold message or local radio station/receiver

Ensure the Imam gives a short reminder of the new rules before/ after daily prayer services and/ or play a pre-recorded message on mosque's internal speaker system.

5. Signposting

1. Queries - provide the COVID safety officer's contact details so they can respond to any queries from community members about the new rules
2. Testing - have a list and contact details on how community members can access local COVID testing centres
3. Advice - similarly for welfare, financial, medical, mental health, bereavement, domestic abuse or other advice, you can signpost community members to local services where they can access help