



ALLIANCE FOR THE AMAZON AGAINST COVID-19

Mitigate the adverse social and economic impacts of COVID-19 on vulnerable populations in Peru, particularly within indigenous communities in the Peruvian Amazon is critical. USAID and the Alliance support the Government of Peru to adequately respond to COVID-19 crisis, particularly in under-resourced Amazon regions of Peru.

This activity seeks to reduce the impacts of the disease through an approach that integrates communication for behavior change / social change and the active participation of the organized community.

Likewise, orientation, counseling and emotional containment services will be provided to the most vulnerable populations, and economic recovery initiatives will be supported for families living in communities in priority geographic areas, taking into account their needs and idiosyncrasies.

HOW DOES THE ACTIVITY WORK?

The Alliance with USAID will support the Government of Peru's response to COVID-19 through: 1) the implementation of a risk communication and community engagement strategy in native communities in the Peruvian Amazon with health messaging and/or social support; 2) the expansion of psychosocial services in priority Amazon areas, including training for mental health professionals to help conduct consultations; and 3) financial education and assistance for people and micro, small, and medium sized businesses (MSMEs), helping them access loans from microfinance institutions.

RESULTS ACHIEVED

- 1,797 people have received counseling services and emotional support.
- 304 community leaders were trained to promote comprehensive community health topics in San Martín, Huánuco, Ucayali and Pasco.
- Approximately 10,000 people were reached with COVID-19 prevention messages through social media and 38 interviews (newspapers, TV, radio) were performed by the Alliance.
- 386 health professionals have received mental health upgrades and training against COVID-19.
- 2,419 people (75% women and 21% in native communities) in 58 locations received financial education training.

PROJECT INFORMATION

IMPLEMENTER: CEDRO

PARTNER: RAINFOREST FOUNDATION US

ALLIANCE DURATION: May 18, 2020- May 17, 2022.

USAID FUNDING: US\$3 million

PRIVATE SECTOR CONTRIBUTION (LEVERAGE): 3,000,000

LOCATION: HUANUCO, SAN MARTIN, UCAYALI, PASCO, JUNIN AND LORETO REGIONS.

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