ANTI-COVID INITIATIVE

γνωρίΖΩ

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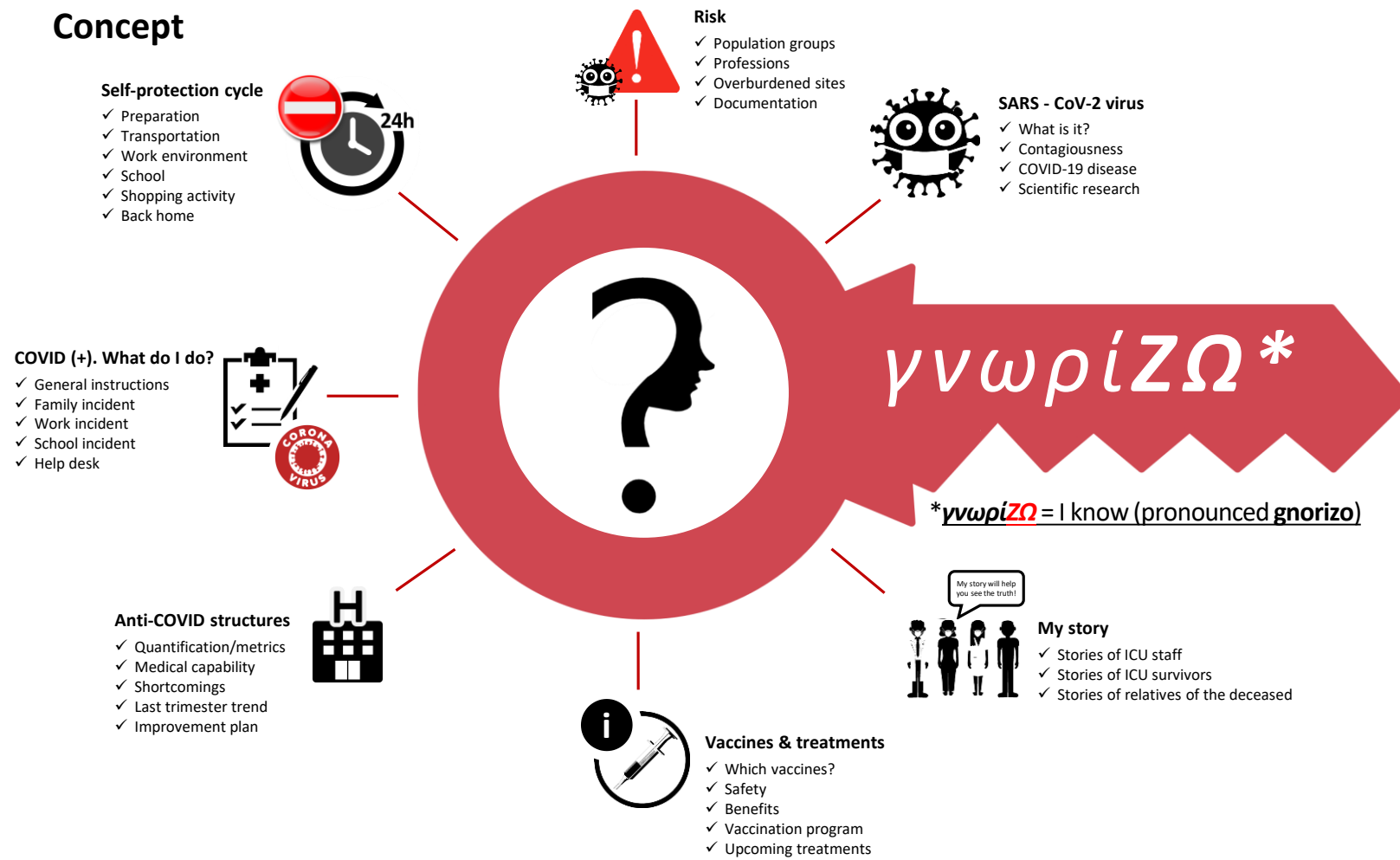11528 Athens, Greece

"This material is open.

ANYONE willing to contribute to the global anti-COVID fight, including Political Leaders, Scientists, Enterpreneurs and others, can freely use any part of it. Yet, all elements of the approach are designed to empower one another, towards the overarching goal:

Establishing common ground against the pandemic..."

Athens, Greece
January 2021

Concept

Self-protection cycle
- ✓ Preparation
- ✓ Transportation
- ✓ Work environment
- ✓ School
- ✓ Shopping activity
- ✓ Back home

24h

Risk
- ✓ Population groups
- ✓ Professions
- ✓ Overburdened sites
- ✓ Documentation

SARS - CoV-2 virus
- ✓ What is it?
- ✓ Contagiousness
- ✓ COVID-19 disease
- ✓ Scientific research

COVID (+). What do I do?
- ✓ General instructions
- ✓ Family incident
- ✓ Work incident
- ✓ School incident
- ✓ Help desk

*γνωρίΖΩ**

γνωρίΖΩ = I know (pronounced **gnorizo**)

Anti-COVID structures
- ✓ Quantification/metrics
- ✓ Medical capability
- ✓ Shortcomings
- ✓ Last trimester trend
- ✓ Improvement plan

My story
My story will help you see the truth!
- ✓ Stories of ICU staff
- ✓ Stories of ICU survivors
- ✓ Stories of relatives of the deceased

Vaccines & treatments
- ✓ Which vaccines?
- ✓ Safety
- ✓ Benefits
- ✓ Vaccination program
- ✓ Upcoming treatments

A few words on the initiative
The initiative aims at establishing common ground on the COVID-19 pandemic. The title is inspired by the Greek word *γνωρίΖΩ* = I know (pronounced as **gnorizo**), which "includes" the verb *ΖΩ* = I live.

ΓνωρίΖΩ is the key to an honest and comprehensible, yet scientific briefing for the pandemic. The core elements of the approach are:
- ✓ A unified & documented content of reference, putting the message of *γνωρίΖΩ* at the center, as a symbol of lifesaving knowledge.
- ✓ Multi-channel distribution (digital booklet, webpage, presentation to mass media, local kiosks, social media).
- ✓ Active engagement of the local authorities and volunteers in each neighborhood.
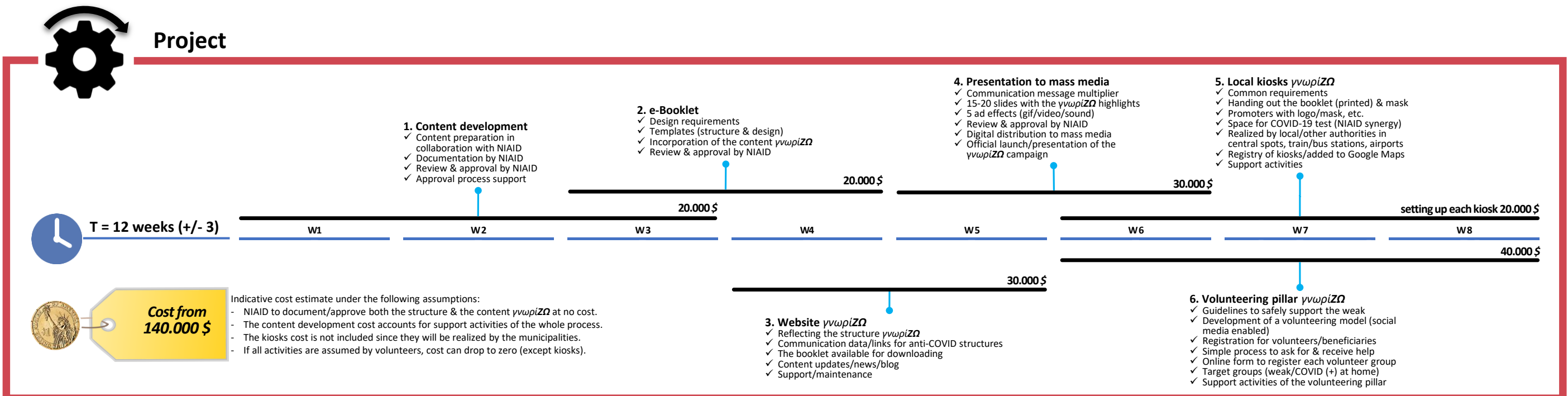
Goals
- ✓ **Removal of Informational Asymmetry**
- ✓ **Marginalization of Fake News**
- ✓ **Restoration of Trust**
- ✓ **Anti-COVID Consciousness**
- ✓ **Mobilization of Citizens**
- ✓ **Self-Help / Mutual Aid**

Assumptions
- ✓ Welcoming of the project *γνωρίΖΩ* by the NIAID[1].
- ✓ A core team (5-8 people) to manage the project.
- ✓ 1-2 graphic/web designers to develop the digital content/means.
- ✓ 1-2 social media experts to develop the volunteer organization model.
- ✓ One/several sponsors to boost the effort at the initial phase.
- ✓ Several ambassadors to spread the message *γνωρίΖΩ* in the scientific community.
- ✓ Local authorities to engage actively at their area.
- ✓ The timeline (below) indicates the ideal duration, given all of the above assumptions.
- ✓ Cost depends on execution scenarios and the engagement level of key players.

[1] NIAID - National Institute of Allergy & Infectious Diseases of the National Institutes of Health – USA

Project

T = 12 weeks (+/- 3)

1. Content development
- ✓ Content preparation in collaboration with NIAID
- ✓ Documentation by NIAID
- ✓ Review & approval by NIAID
- ✓ Approval process support

20.000 $

2. e-Booklet
- ✓ Design requirements
- ✓ Templates (structure & design)
- ✓ Incorporation of the content *γνωρίΖΩ*
- ✓ Review & approval by NIAID

20.000 $

4. Presentation to mass media
- ✓ Communication message multiplier
- ✓ 15-20 slides with the *γνωρίΖΩ* highlights
- ✓ 5 ad effects (gif/video/sound)
- ✓ Review & approval by NIAID
- ✓ Digital distribution to mass media
- ✓ Official launch/presentation of the *γνωρίΖΩ* campaign

5. Local kiosks *γνωρίΖΩ*
- ✓ Common requirements
- ✓ Handing out the booklet (printed) & mask
- ✓ Promoters with logo/mask, etc.
- ✓ Space for COVID-19 test (NIAID synergy)
- ✓ Realized by local/other authorities in central spots, train/bus stations, airports
- ✓ Registry of kiosks/added to Google Maps
- ✓ Support activities

30.000 $

setting up each kiosk 20.000 $

| W1 | W2 | W3 | W4 | W5 | W6 | W7 | W8 |

40.000 $

3. Website *γνωρίΖΩ*
- ✓ Reflecting the structure *γνωρίΖΩ*
- ✓ Communication data/links for anti-COVID structures
- ✓ The booklet available for downloading
- ✓ Content updates/news/blog
- ✓ Support/maintenance

30.000 $

6. Volunteering pillar *γνωρίΖΩ*
- ✓ Guidelines to safely support the weak
- ✓ Development of a volunteering model (social media enabled)
- ✓ Registration for volunteers/beneficiaries
- ✓ Simple process to ask for & receive help
- ✓ Online form to register each volunteer group
- ✓ Target groups (weak/COVID (+) at home)
- ✓ Support activities of the volunteering pillar

Cost from 140.000 $

Indicative cost estimate under the following assumptions:
- NIAID to document/approve both the structure & the content *γνωρίΖΩ* at no cost.
- The content development cost accounts for support activities of the whole process.
- The kiosks cost is not included since they will be realized by the municipalities.
- If all activities are assumed by volunteers, cost can drop to zero (except kiosks).

The following brief analysis of the main deliverables provides more information about the initiative.

(1) **Development of the content γνωρίΖΩ** in collaboration with NIAID, as the reference point of every household for SARS – CoV-2. The proposed content is a 2-level thematic structure:

- **Scientific documentation for SARS – CoV-2** that will include at least the following:
  - What is it?
  - Contangiousness of the virus, including examples.
  - Virus survivability depending on the environment (air, surfaces, etc.).
  - COVID-19 disease and how can it affect our health (including any permanent damage).
  - Documentation of the above with explicit references/links to scientific research.

- **Risk identification & analysis** at least for the following:
  - Population groups and degree of risk per group.
  - The professions with high probability of infection.
  - The main overburdened virus sites that need to be avoided by people.
  - Documentation of the above with explicit references/links to scientific research.

- **24h self-protection cycle** that will specify <u>detailed passive and active protection measures</u> to reduce/avoid infection risk in the following activities:
  - Preparing for going out (provisions / useful accessories).
  - Outdoor movement and transportation.
  - Movement, entry and behavior while shopping.
  - Movement, entry and behavior at work.
  - Movement, entry and behavior at school.
  - Care and provisions upon returning home.

- **"COVID (+). What do I do?"** guide providing standard management scenarios / procedures on the following:
  - Actions of a person when diagnosed with SARS – CoV-2.
  - Incident within the family, initial actions and cohabitation options.
  - Incident at work, immediate actions and management.
  - Incident at school, immediate actions and management.
  - <u>Exclusive helpline</u> to provide guidance to people diagnosed with SARS – CoV-2.

- **Health anti-COVID structures,** which will include at least the following:
  - Metrics of the the anti-COVID structures (ICU, ICU staff, COVID-19 beds, COVID-19 staff, any other).
  - Current medical capability (knowledge, experience, tools, medicines, etc.).
  - Shortcomings in the health care system undermining the anti-COVID effort.
  - Trends, loading/overloading of the structures last trimester.
  - Upcoming actions to improve the anti-COVID health care capabilities.

- **Vaccines & treatments,** which may include:
  - Which vaccines have been ordered to vaccinate the population.
  - Information on the safety of the vaccines.
  - Benefits/coverage/duration of vaccines.
  - Vaccination program (kick off, schedule, frequency, sites).
  - COVID upcoming treatments/medicines.

- **"My story" chapter,** with narratives by people (summary and link to YouTube for each one) that will include at least the following:
  - Stories of ICU staff & a trailer with real shots within the ICU.
  - Stories of patients with COVID-19 who <u>experienced and survived</u> an ICU.
  - Stories of relatives of the deceased.

Execution
The core team of the project *γνωρίΖΩ* and NIAID representatives will formulate a joint task force to develop, document and support the approval process of the content. Indicative development process:
- Letter of Invitation to NIAID to welcome the concept and co-operate/participate in the content development.
- Letter of Acceptance of NIAID to co-operate/participate in the development of the project.
- Invitation to NIAID to appoint team members in the joint task force.
- Presentation of the work plan to the members of the joint task force (and others interested).
- Agreement on the work plan (works, organization, meetings, reporting, issue management, approvals, timeline, etc.).

- Assignments to the team members. Draft field work & scientific documentation in collaboration with agents/liaisons from the NIAID (besides the members appointed).
- Presentation, reviewing and finalization of the draft chapters of the content within the task force.
- Consolidation, review and finalization of the overall draft content *γνωρiΖΩ* by the task force.
- Presentation of the draft content *γνωρiΖΩ* to the NIAID.
- Supporting the NIAID approval process (organization of meetings, text editing, reviewing and formal documents preparation).
- Reporting to the NIAID throughout the afore mentioned development process on a regular basis.

② **Design of the booklet *γνωρiΖΩ*** that will include at least the following:
- Incorporation of the content approved by NIAID to provide thorough information in a single document.
- The design requirements should give prominence to the content.
- Size will depend upon the extent of the content approved. Alternative page formats could be developed (e.g. Letter/A4, Half letter/A5, etc.). Smaller page sizes could be handy to carry in a bag/briefcase.
- The design will be customized to meet the NIAID demands.
- Support of the change/finalization/approval process.

Execution
- Open call and selection of graphics/web designer(s) to develop the booklet.
- Preparation of up to 3 design templates for the booklet.
- Presentation of the designs to the NIAID and initial selection of template.
- Adjustments/customization of the design according to the demands of NIAID.
- Content incorporation and creation of the first draft.
- Presentation of the draft booklet to NIAID.
- Change process and draft finalization.
- Official approval of the booklet by the NIAID.

③ **Website as the digital point of reference *γνωρiΖΩ*** that will include at least the following:
- It will reflect the structure *γνωρiΖΩ* in its topics.
- It will assemble the communication data (telephone, email, sites) of the main services and organizations involved in the anti-COVID effort.
- It will provide a form / drop box to communicate with the website.
- It will include a news/blog to provide additional information and news.
- The website will be supported and updated for the required period of time.

Execution
- Detailed requirements for the website development and operation.
- The selected graphics/web designer(s) (deliverable 2 above) will develop the website.
- Presentation of the website to NIAID.
- Change process to satisfy any additional NIAID demands.
- Official approval of the website by the NIAID.

④ **Presentation *γνωρiΖΩ* to the mass media,** as a multiplier of the message that will include at least the following:
- A call to all mass media to uphold their fundamental duty in democracy and inform people, by actively promoting the campaign.
- A summary of the *γνωρiΖΩ* campaign in 15 – 20 slides.
- The design and graphics of the booklet and website.
- At least 5 small advertising effects / messages (e.g. gif, video & audio up to 10").

Execution
- High level requirements for the presentation.
- Development of the content and the structure of the presentation.
- The selected graphics/web designer(s) (deliverable 2 above) will design the presentation.
- Change process and official approval of the presentation by the NIAID.
- Preparation of a press release for launching the *γνωρiΖΩ* campaign.
- Official launch and presentation of the *γνωρiΖΩ* campaign, inviting all mass media to pass the message to everyone.

⑤ **Local kiosks *γνωρiΖΩ*,** as an option engaging the local and other authorities willing to contribute in the campaign, that will include at least the following:
- Common requirements for the kiosks.
- Provision of printed booklets *γνωρiΖΩ* (printed by the authorities).

- Provision of masks.
- Kiosk promoters, with logo *γνωρί**ZΩ***, providing additional information.
- Separate space to carry out COVID tests (synergy with NIAID/NIH).
- Realization by local/other authorities in central spots, train/bus stations, airports, etc.

Execution
- Development of the common requirements of the kiosks by the core project team.
- Approval by the NIAID of the requirements related to COVID-19 testing.
- Uploading the requirements to the webpage *γνωρί**ZΩ*** for the interested authorities willing to participate.
- Development of a registry of local kiosks in the webpage *γνωρί**ZΩ*** (expression of interest, realization, location, statistics, current status, etc.).
- Adding all local kiosks to Google maps.

6 **Volunteering pillar *γνωρί**ZΩ***,** as an option to engage individuals, that will include at least the following:
- Guidelines to support, in a safe manner, the weak in our neighborhood/area.
- Development of a volunteering organization model, enabling the instant creation of volunteer groups in each neighborhood/area, through social networks.
- Registration mechanism to validate both the beneficiaries and the volunteers per neighborhood/area.
- Development of a simple process where people in need ask for help and the local volunteers respond.
- Development of an online form (website *γνωρί**ZΩ***) to register each volunteer group created.
- Provision of support for the weak/infected (COVID +) at home, to reduce the risk of spreading the disease.

Execution
- Development of standard procedures on how volunteers and beneficiaries interact safely.
- Change process and approval of the procedures by the NIAID.
- Requirements of the assistance mechanism that will be enabled via the social networks.
- Open call and selection of social media experts to develop the volunteer organzation model.
- Development of the volunteer organization model (social media enabled).
- Sharing the model & inviting people to create (administrators) or join (members) a volunteer group in their area.
- Informing people via social/mass media and the website *γνωρί**ZΩ*** for the volunteer groups initiative.
- Creation and registration of each volunteer group in the website *γνωρί**ZΩ***.
- Help desk provided by the social media experts to the groups.