# ARTS GAMBIA AGAINST COVID-19

A creative campaign driven by Gambian artists to promote vaccination against the COVID-19 pandemic

Key to the success of the campaign has been the strong engagement from Gambian artists and artistic associations. From poetry to dance, music and theatre, the 3 campaign videos are the result of a collective and multidisciplinary effort. A strong partnership between the NCAC, UNESCO, ECOWAS, UN The Gambia and the Gambia Risk Communication and Community Engagement Group (UNRCCE) has allowed the campaign to thrive within and outside the country.

From May to October 2021, several Gambian artists have engaged in a collective effort to raise awareness on preventive measures to limit the spread on COVID-19 with a focus on vaccination.

Their work, guided by the National Centre for Arts and Culture and supported by UNESCO and ECOWAS, has joined past and ongoing efforts from the Government and its partners to halt the epidemic in the country. With a focus on the youngest public, it has reached more than half of the Gambian population through Facebook, Twitter, TV, radio and written press.

1 campaign
20 artists
11 partners
3 videos
boosted by 3 GSM compagnies in local languages
1 million reached

Aar Askan Wi!
PARTICIPANT ARTISTS: 100% ENGAGED

With the participation of:
- Sambou Suso
- Mariama Cham
- Awa Gambia
- Harry Bah
- Cherno Gaye
- Bubacarr Jallow
- Jamell
- Ebrima Joof
- Buba Camara
- Success Seekers
- The Association of Gambian Music Producers
- The Gambia Union of Theatre
- The Gambia Writers Association
Cultural and creative industries in the face of COVID-19

The pandemic has, since early 2020, taken a huge toll in the cultural and creative sector around the world. A global emergency, its effects will be long-lasting and affect the entire culture value chain, including the closing and loss of revenue of cultural institutions and the worsening of the already precarious economic situation of many artists and workers in the industry, especially women.

In response to the impact of the pandemic on culture, on April 2020 UNESCO launched ResiliArt, a global movement joined by cultural professionals worldwide that sheds light on the current state of creative industries through virtual discussions. The Gambia held its ResiliArt debate in May 2020, gathering artists, associations, arts administrators, policy makers and UNESCO experts in an online effort to foster dialogue and chart the way forward during and after COVID-19.

FOCUS ON...

The campaign

Do you want to discover the 3 creations that have shaped this campaign? Hover over the videos on the right to get to know Gambian artists in action against the pandemic!

A key collaboration to reach further!

3 GSM mobile phone service providers in The Gambia: Qcell, Gamcell and Africell, have partnered in the campaign. Through this innovative collaboration, visuals were displayed in large posters in the most frequented spots of Banjul and over 2 million push-sms with key campaign messages were sent to their users.

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