

Intensive & Focused COVID-19 Campaign

Message Before Every Meeting

**Wear Masks, Follow Physical Distancing,
Maintain Hand Hygiene.**

Rationale-

- Combating COVID-19 amidst unlocking of economy
- Upcoming Festival Season
- Concerted action with State/UT Governments & Autonomous Bodies

Shift in Communication Strategy

- Central message in the earlier communication strategy.
 - During lockdown: “Stay Home, Stay Safe”
 - During Unlock: Atman Nirbhar Bharat
- New strategy for “Unlock With Precautions”:
 - Unlock does not mean the end of the pandemic.
 - Focus on COVID-19 Appropriate Behaviour with economic needs.
- Continuous emphasis on the need to embrace technology.
- Region-specific targeted communication in high case-load districts.
- Specific messages for social and religious situations based on SOPs.

Other Focus Areas

- **Aarogya Setu**
 - Promoting active use through push notifications.
 - Encouraging downloads among untapped population through radio jockeys of FM stations. All India radio and Doordarshan.
- Encouraging COVID-19 testing and health seeking behaviour.
- Promoting Immune Boosting AYUSH measures.
- Specific communications in views of the approaching festive season.

Intensive Communication Campaign

- Campaign duration: Two months (October- November, 2020)
- Simple, easily understandable messages to reach every citizen.
- Dissemination throughout the country using social media, personal communication, along with traditional media, AIR, DD, FM.
- Messages on ways to combat COVID-19, and behavioural changes.
- Communicating the present COVID-19 situation for people to understand its seriousness and magnitude.

Intensive Communication Campaign

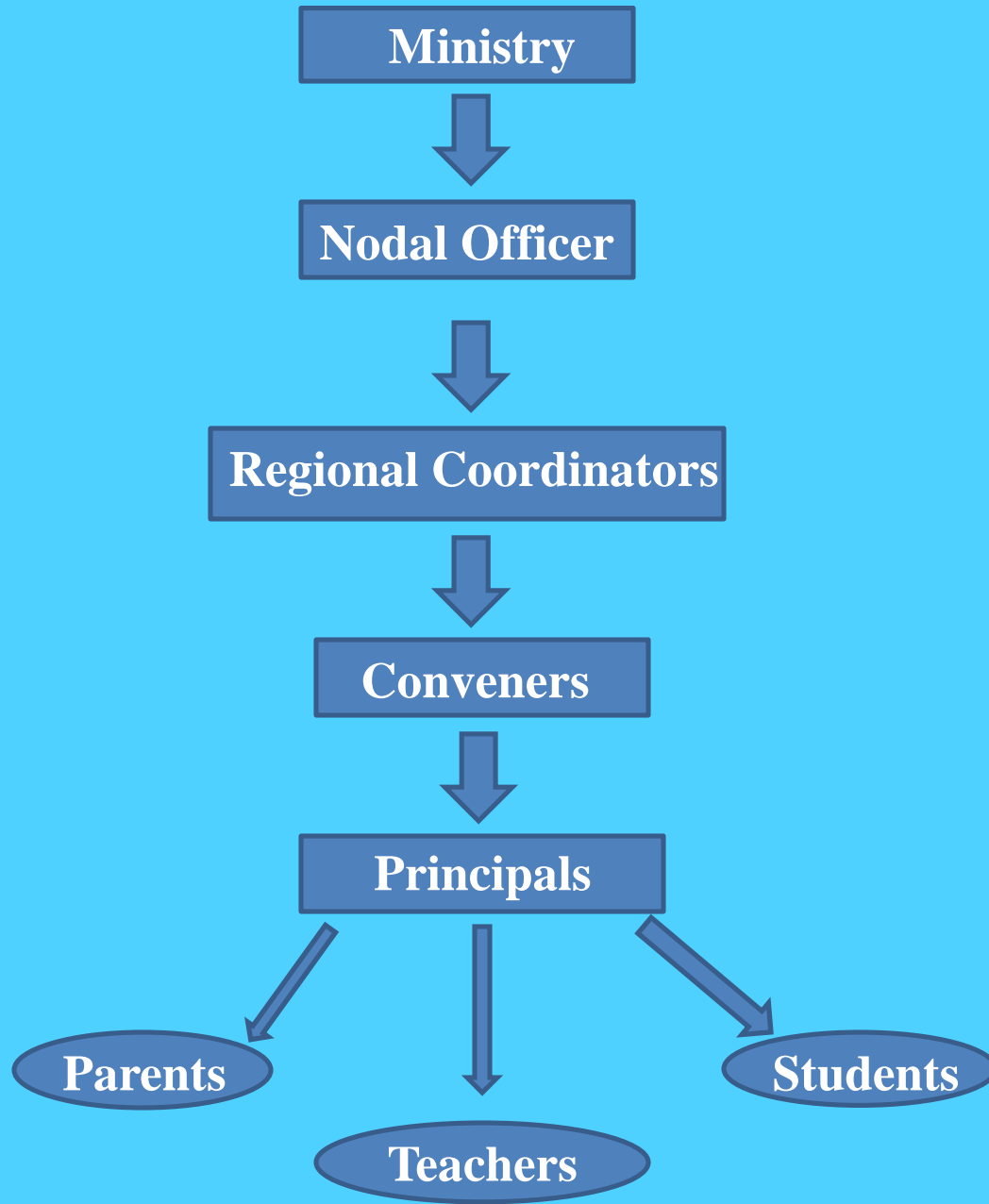
- For pan-India consistency, messages/slogans to be developed centrally.
- Banners and Posters at public places
- Involving Front-Line workers:
 - Teachers
- COVID-19 messages at landing pages of Government websites.
- Messages on bills/ receipts/ communication of different offices.

Intensive Communication Campaign

- Involving all stakeholder:
 - Religious leaders to appeal during the festive season.
 - NGO's to be roped in for targeted messaging at the grassroots level.
 - Social media influencers.
 - YouTube for unpaid promotions of COVID-19 related messages.

Intensive Communication Campaign

- Messages to focus on promoting the right way of:
 - Wearing masks
 - Washing hands
 - Following social and physical distancing.
- Developing Acronym, tag lines, jingles and short animated videos.



Pledge

I _____ commit to be vigilant and bear in mind at all times, the risk to myself and my colleagues from COVID-19.

I promise to take all necessary precautions that prevent the spread of this deadly virus. I promise to follow and encourage others to follow the key COVID Appropriate Behaviours.

To always wear a mask / face cover, especially when in public places.

To maintain a minimum distance of 6 feet from others

To wash my hands, frequently and thoroughly with soap and water.

Together we will win this fight against COVID-19.



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**KEEP
DISTANCE
FROM OTHERS**



← 2 meters or 6 feet
minimum →



**COVID-19
PREVENTION**



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**WEAR
MASK
PROPERLY**



**COVID-19
PREVENTION**

WASH HANDS THOROUGHLY



COVID-19
PREVENTION



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Thank You