

Intensive & Focussed 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: AatmaNirbhar 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 populations through radio jockeys of FM stations, All India Radio and Doordarshan
- **Encouraging COVID-19 testing** and health seeking behaviour
- **Promoting immunity boosting AYUSH measures**
- Specific communication in view 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
- For **pan-India consistency**, messages/slogans to be developed centrally

Intensive Communication Campaign

- **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 stakeholders:**
 - **Religious leaders to appeal during the festive season.**
 - **NGOs to be roped in for targeted messaging at the grassroots level.**
 - **Social media influencers**
 - **YouTube for unpaid promotion of COVID-19 related messages.**

Intensive Communication Campaign

- **Message to focus on promoting the right way of:**
 - **Wearing mask**
 - **Washing hands**
 - **Following social & physical distancing**
- **Developing Acronym, tag line, jingles, and short animated videos.**

Next Steps

- One Nodal Officer assisted by MIS Official will be deputed in each state and UT to collect, compile the information on Google Tracker
- The Contact details (Email IDs and Mobile No. of Each Official)
- The compiled information on Google Tracker will also be sent by each state and UT on the following Emails
 - rajmaurya.edu@nic.in
 - The Whats App Group of all Nodal Officers will be formed

Next Steps

- **Every state/UT and autonomous body to prepare action plan by 5.10.20**
- **Action Plan to include:**
 - **Likely size of Target Group**
 - **Monitorable Targets as per DoSEL format**
- **A Link on behavioural change will be created on mhrd.gov.in. For the information and will be mailed to the all the nodal officers also.**
- **Appoint a nodal officer and inform the details to: rajmaurya.edu@nic.in**
- **Review by Secretary of the Department every Monday**

Any other innovative activities conducted by States and UTs for communication during COVID-19

THANK YOU