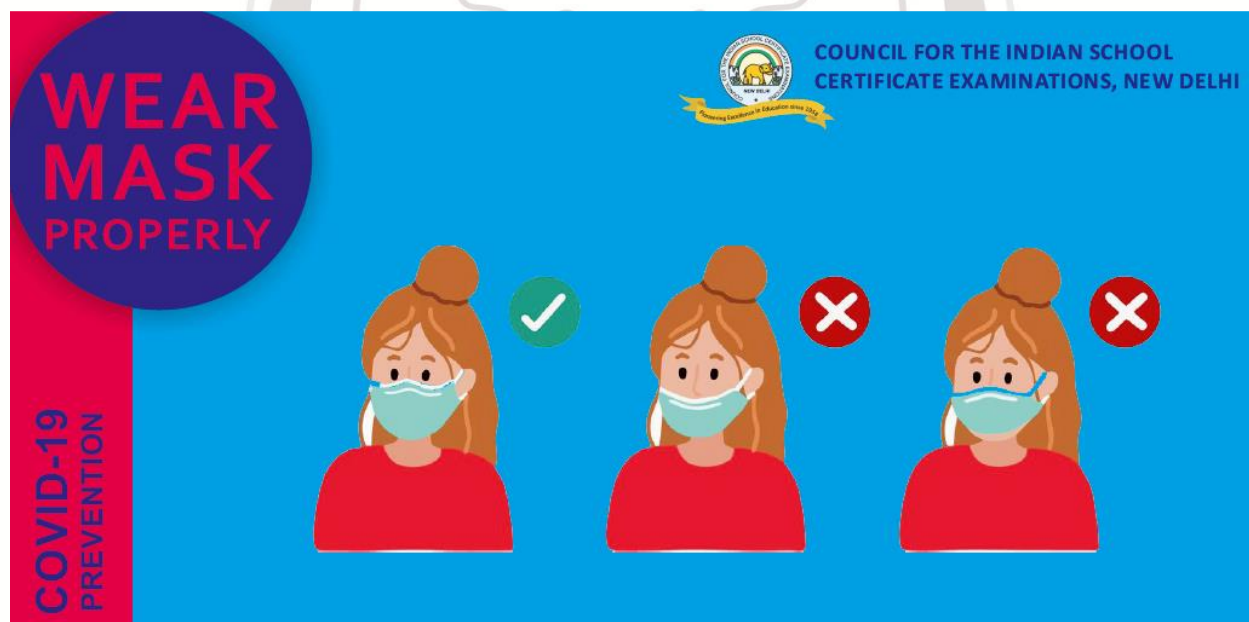
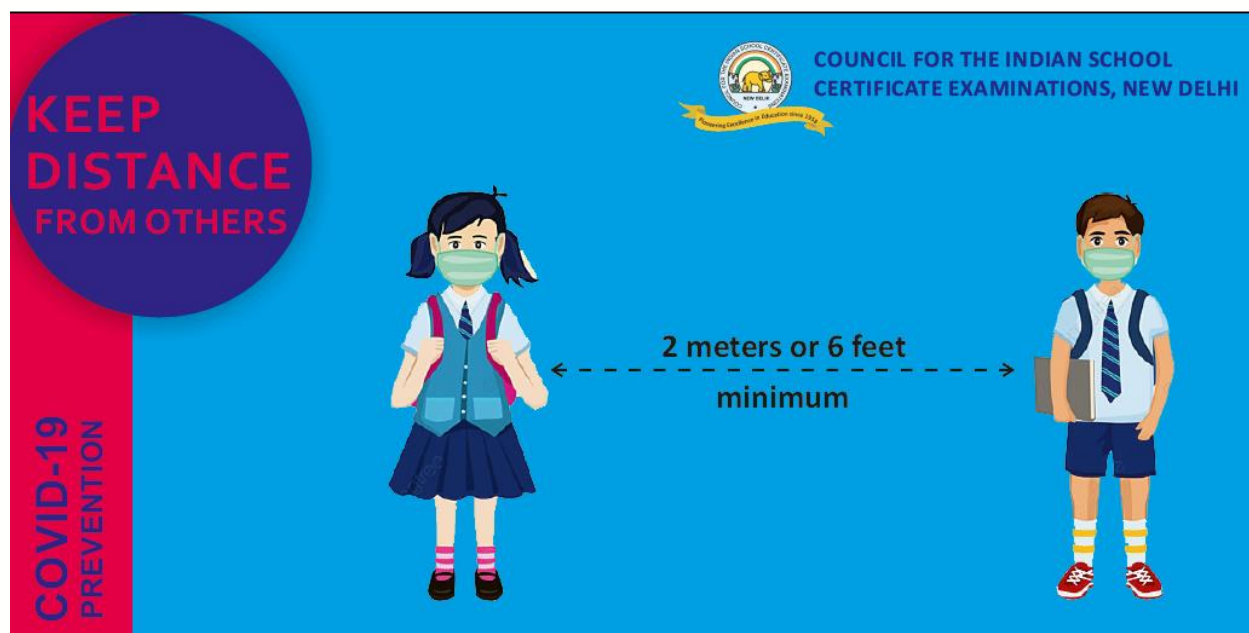


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KANPUR

COVID-19 AWARENESS CAMPAIGN



contact@smccjkanpur.org



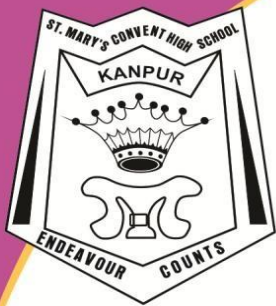
0512- 2381010



53, Tagore Road, Cantt. Kanpur, U.P. -208004



www.smccjkanpur.org



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KANPUR

WASH HAND THOROUGHLY

COVID-19 PREVENTION

**COUNCIL FOR THE INDIAN SCHOOL
CERTIFICATE EXAMINATIONS, NEW DELHI**

1 2 3 4 5 6

WASH HAND THOROUGHLY

WEAR MASK PROPERLY

KEEP DISTANCE FROM OTHERS

2 meters or 6 feet

COVID-19 PREVENTION

**COUNCIL FOR THE INDIAN SCHOOL
CERTIFICATE EXAMINATIONS, NEW DELHI**



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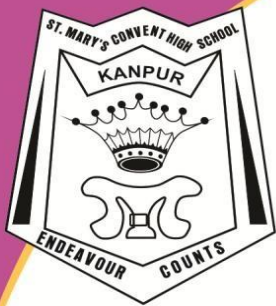
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Intensive & Focussed COVID-19 Campaign

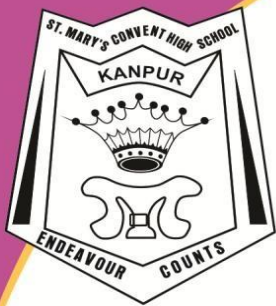
Message Before Every Meeting

**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**





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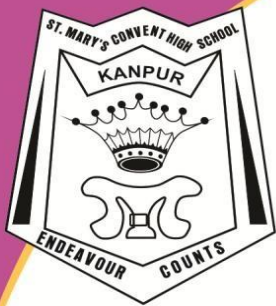
Shift in Communication Strategy

- 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





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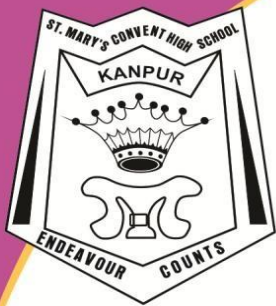
Intensive Communication Campaign

- 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





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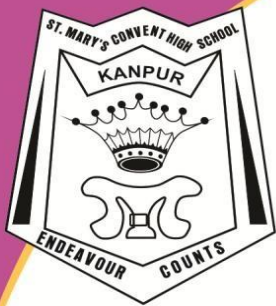
Intensive Communication Campaign

- **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.**





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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.

