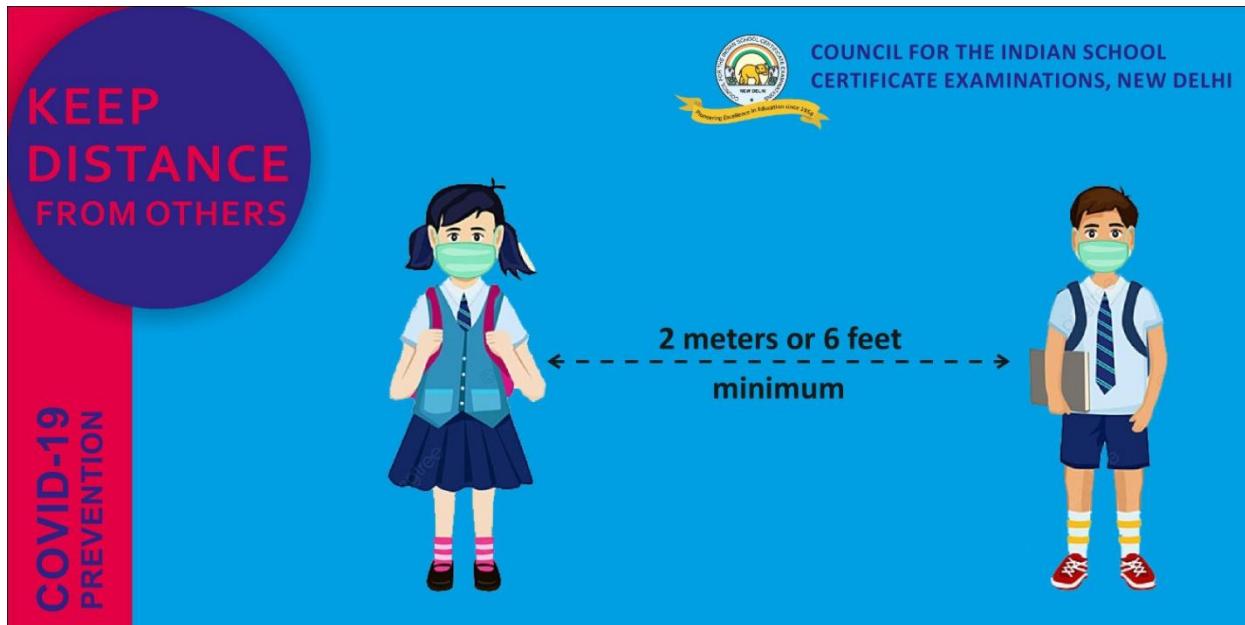




St. Mary's Convent Inter College

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Intensive & Focussed COVID-19 Campaign

Message Before Every Meeting

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

1

Rationale

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

2

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

3

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

4

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

5

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

6

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.

7

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.**

8