

Calls to Action  
for  
COVID-19 appropriate  
(protective) behaviours

05<sup>th</sup> May 2021  
World Hand Hygiene Day

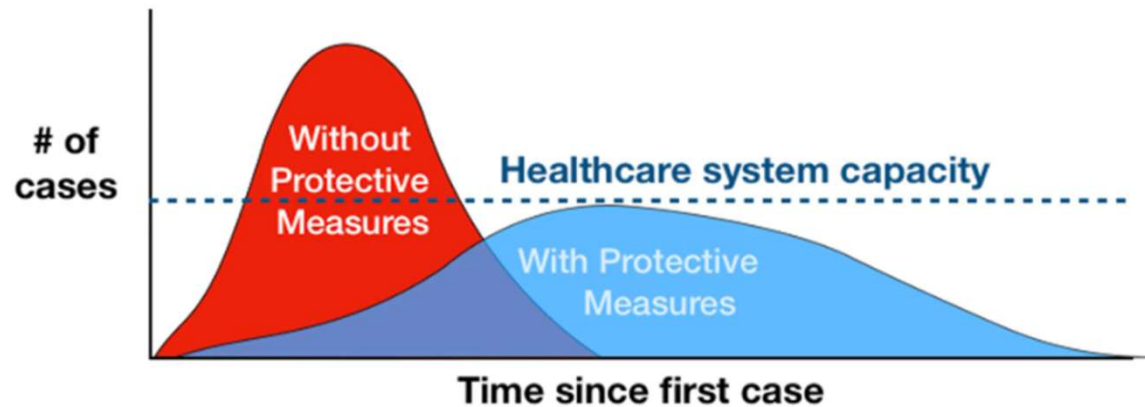
---



# Why COVID-19 appropriate behaviours?

**20 million** COVID-19 cases

**One billion** + people who can be protected from infection



*Adapted from CDC / The Economist*

# Which COVID-19 appropriate behaviours?

Ministry of Health & Family Welfare  
Government of India

NOVEL CORONAVIRUS DISEASE  
(COVID-19)

Help us to help you

## COVID APPROPRIATE BEHAVIOURS

Maintain distance of 6 feet (2 Gaj)

Wash hands frequently and thoroughly with soap and water

Wear home-made reusable face-cover/mask at all times

Avoid touching eyes, nose and mouth

Use tissues/handkerchief while coughing or sneezing and dispose used tissues into closed bin/wash handkerchief

**Badalkar Apna Vyavahar, Karein Corona Par Vaar**

For information related to COVID-19  
Call the State helpline numbers or Ministry of Health and Family Welfare, Government of India's 24x7 helpline number 1075 (Toll Free), Email at [ncov2019@gov.in](mailto:ncov2019@gov.in), [ncov2019@gmail.com](mailto:ncov2019@gmail.com)

[mohfw.gov.in](http://mohfw.gov.in) [@MoHFWIndia](https://www.facebook.com/MoHFWIndia) [@MoHFW\\_INDIA](https://twitter.com/MoHFW_INDIA) [mohfwindia](https://www.youtube.com/channel/UCmohfwindia) [@mohfwindia](https://www.instagram.com/mohfwindia)

## Actions that reduce risk of infection and transmission of infection

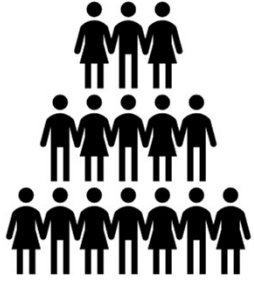
- Correct and consistent mask use
- Thorough and frequent handwashing with soap
- Maintaining physical distance, avoiding closed and crowded spaces
- Respiratory hygiene
- Timely detection of symptoms/exposure, testing and treatment

# Calls to Action for COVID-19 appropriate behaviours

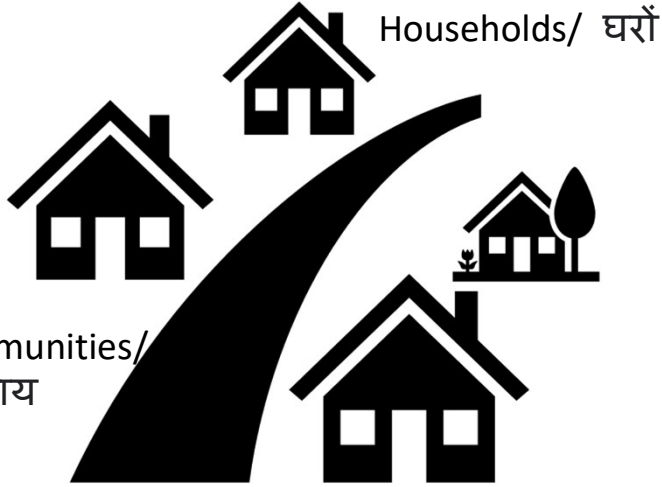
1. **Prioritize** and **emphasize COVID-19 appropriate behaviours** that can slow or break Coronavirus transmission
2. **Communicate** how COVID-19 appropriate behaviours **work together with vaccination to create a protective shield** against transmission
3. **Use appropriate and credible media** and mediums **to reach all groups**, particularly the hard to reach and vulnerable, to deliver and reinforce essential messages for protection
4. **Communicate** using **evidence based, clear, visual, positive messaging**, and establish CABs as having personal relevance and social benefits
5. **Support** the practice of CABs with **improved access** to masks, WASH services, and guidance on ventilation and emerging evidence

# People and places for promoting COVID-19 appropriate behaviours

स्कूल मंडी ट्रांसपोर्ट कार्यालयों



Individuals/ लोग



Households/ घरों

Communities/  
समुदाय



Aganwadi  
Centres/  
आंगनवाड़ी केंद्र



Schools/ स्कूल



Health care  
centres/स्वास्थ्य केंद्र



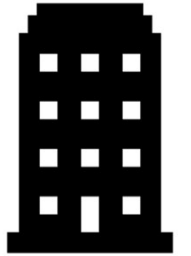
Market places/ मंडी



Transport systems/  
ट्रांसपोर्ट



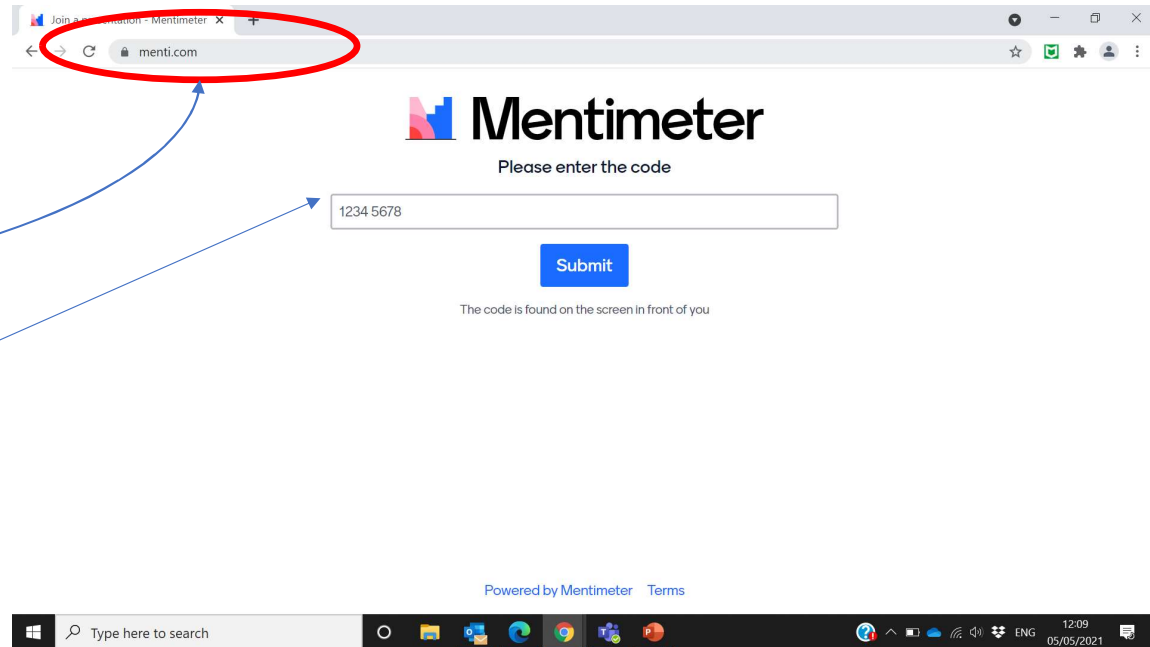
Essential service  
providers/आवश्यक सेवा  
प्रदाता



Offices/  
कार्यालयों

# Mentimeter

- On your browser, type [www.menti.com](http://www.menti.com)
- In the box, type the code **48187949**, and click submit



- Alternatively, click on the link or copy paste the link provided in the chat box on to your browser.  
<https://www.menti.com/stowc3yhuc>

# Mentimeter questions for participants

1. What action will you take for CAB promotion?

CAB प्रमोशन के लिए आप क्या कार्रवाई करेंगे?

2. What kind of support do you need to take action?

CAB प्रमोशन के लिए आपको किस तरह के सहयोग की आवश्यकता है?



# AKF's COVID-19 Response and commitment to Promotion of Covid Appropriate Behaviours

**AKF's commitment:** We at Aga Khan Foundation endorse the Call to Action for widespread promotion of COVID-19 appropriate (protective) behaviours to tackle India's COVID-19 crisis.

We believe and support the reinforcement of CABs through Inter personnel communication and mass media channels. Based on our current learnings we would also like to prioritize dedicated IEC Campaigns to dispel myths and misconceptions on Vaccinations, support district authorities with establishment of dedicated field vaccination sites/camps (In few select districts) and ramping up of existing vaccination centres through establishment of Handwashing stations to promote appropriate hygiene behaviour

**Reach – 27 districts +5 cities in 6 States** (Uttar Pradesh, Bihar, Gujarat, Madhya Pradesh, Maharashtra, Telangana)

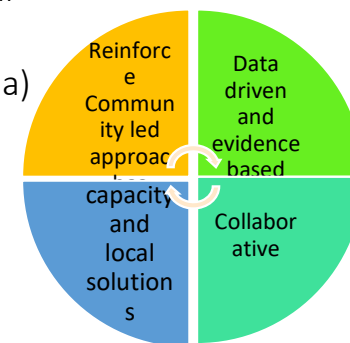
With a direct reach of over two million people

**Raising awareness on COVID-19 Appropriate Behaviours with focus on hand hygiene**

- **Community members and key stakeholders** in more than 2000+ villages and 5 city centres
- **WASH in Institutions:** 4000+ Schools, 174 Health facilities, 8800 Angandwadi Centres

## Key Strategy

- ❖ Capacity building of local institutions/Front Line Workers-Sanitation workers, health workers
- ❖ Introduce models of cost-effective handwashing stations in Institutions and within communities-and a commitment to ensure Household level access to handwashing for over 150,000 families
- ❖ Establishing community led models of soap banks to regularize availability of soap for handwashing.
- ❖ Converge with flagship Government Initiatives such as Jal Jeevan Mission, Swachh Bharat Mission, to leverage funds for hygiene services
- ❖ Facilitating and Strengthening District health facilities and equipping them with medical gear, equipment and infrastructure to develop as dedicated vaccination sites.





अभिषेक कान्त  
Amitabh Kant  
मुख्य कार्यकारी अधिकारी  
Chief Executive Officer

भारत सरकार  
नीति आयोग, संसद भवन,  
नई दिल्ली-110 001  
Government of India  
NATIONAL INSTITUTION FOR TRANSFORMING INDIA  
NITI Aayog, Parliament Street,  
New Delhi-110001  
Tel.: 23096576, 23096574 Fax: 23096575  
E-mail: ceo-niti@gov.in, amitabh.kant@nic.in  
April 23, 2021

**D.O.No. M-11011/8/2020-SJE**

Dear Friends,

As India sees this massive surge in COVID-19 infections, it is important that Indians continue to mask up; even those who have been vaccinated. Scientific evidence on transmission of COVID-19 has shown that it transmits primarily through respiratory droplets and aerosol. According to studies, a single cough can produce up to 3000 droplets some of which can stay suspended in the air for hours. However, multiple studies have shown that face masks can block upto 90 per cent of aerosol and respiratory droplets. Since the outbreak of COVID-19 pandemic, one of the most common precautionary measures recommended by the public health authorities across the world have been the use of face masks. Use of face masks has proved to be a successful strategy in countries that made wearing face masks in public spaces mandatory.

While use of face masks can be critical in reducing the chances of COVID-19 spread, it alone is not sufficient for controlling the spread. Maintaining a physical distance of at least 6 feet, regular hand washing with soap or use of alcohol based hand sanitizer, physical hygiene when coughing or sneezing in public places and not spitting in public places can significantly reduce the chances of spread of the virus when practiced with face masks.

NITI Aayog, tasked with leading the Empowered Group-3 has been engaging with over 110,000 CSOs and NGOs since the outbreak of pandemic in India. We partnered with the Bill & Melinda Gates Foundation to create a massive mask awareness campaign which is available in [open source in regional languages](http://india.niti.gov.in) for the NGOs to download and disseminate. This open destination is <http://india.niti.gov.in> which also been updated to include communication COVID-19 vaccination and voice of experts who dispel common myths and misconceptions and provide accurate information about COVID-19 vaccination.


Today, as COVID-19 cases in India continue to soar, I am reaching out with a special request. Given below are the links to the mask campaign (anthem, radio jingles, out of home creatives) which have been created by Prason Joshi in partnership with the Gates Foundation, Ministry of Health and NITI Aayog.

Please disseminate these widely so that Indians can protect themselves from the onslaught of this virus. Masks are social vaccines, please do your bit. Mask up and share the word.

**Download the link to the Mask Campaign - Link: <https://we.dl/8-0CHZ15H7hr>**  
Included content has –

1. Anthem in Hindi + Languages
2. 35 Secunder Anthem Spot in Hindi and Languages
3. 30 Secunder Anthem Spot in Hindi and Languages
4. 30 Secunder TV Spot
5. 10 Secunder Stings for TV
6. Out of home creatives
7. Aston Bands

With Regards,

Yours sincerely,  
  
(Amitabh Kant)

To- All Civil Society Organizations/NGOs

उपयुक्त व्यवहार की आवश्यकताओं पर जोर दिया

# Resources

सुनील कुमार, आई.एस.  
SUNIL KUMAR, IAS

राजि  
भारत सरकार  
पंचायती राज मंत्रालय  
SECRETARY  
GOVERNMENT OF INDIA  
MINISTRY OF PANCHAYATI RAJ  
Dated: 28<sup>th</sup> April, 2021

DO No. M-11015/141/2020-FD

Dear *Shri Khazhi,*

As you are aware, the spread of Covid-19 pandemic in different parts of the country has recently assumed serious proportions. While, various agencies are actively engaged to combat the situation, it is envisaged that the vulnerabilities of the rural communities need to be especially addressed. Comparatively low level of awareness amongst the rural population coupled within adequate support systems in villages may create a constraining situation in dealing with the pandemic in an effective manner. Hence, it is felt that the Panchayats/Rural Local Bodies are properly sensitized and facilitated towards meeting the challenge and provide leadership, as they have done last year and have received appreciation at the highest level, for various measures to be taken in the short to medium term.

2. It is accordingly suggested for the following actions to be carried out in the rural areas on urgent basis:

1. An intensive communication campaign maybe undertaken for the awareness of rural communities on the nature of the Covid infection, and preventive and mitigation measures, in accordance with the advice of Ministry of Health and Family Welfare (MoHFW), doctors and medical institutions etc. while especially taking care to dispel false notions and beliefs. The background material and creatives for this awareness campaign may be drawn suitably from the digital repository of MoHFW, Govt of India. (<https://drive.google.com/folderview?id=1bXksSNRKF8-4KTAXKAOJ7sVUR1eFm>). Their leaflet on "Clinical Guidance for Management of Adult Covid Patients" is also enclosed herewith which would prove handy for the awareness campaign.
2. The frontline volunteers for the campaign may be drawn from the local community viz. elected panchayat representatives, teachers, ASHA workers etc. and they may also be suitably facilitated with necessary protective systems, like finger oxymeters, N-95 masks, infrared thermal scanning instruments, sanitisers etc. in case

## राज्यों को सुझाव

1. जागरूकता अभियान
2. परीक्षण, अस्पतालों पर वास्तविक समय की जानकारी
3. पंचायतों को ग्राम स्तर पर संस्थागत सहायता प्रदान करने के लिए कहा जाएगा
4. केंद्र और राज्य स्तर की योजनाओं का लाभ उठाया जाएगा
5. समय पर प्रतिक्रिया के लिए विभिन्न स्तरों पर परस्पर जुड़ाव

राष्ट्रीय मानव अधिकार आयोग  
National Human Rights Commission  
Manav Adhikar Bhawan, Block-C, GPO Complex,  
INA, New Delhi-110 023 INDIA  
Fax: +91-011-24663311, 24663312  
E-mail: nhroga@nic.in  
Website: www.nhrc.nic.in

File No. R-18/5/2021- PRP&P

May 4, 2021

Subject: Human Rights Advisory on Right to Health in view of the second wave of COVID-19 pandemic (Advisory 2.0)

The National Human Rights Commission (NHRC) is mandated by the Protection of Human Rights Act, 1993, to protect and promote the human rights of all the citizens in the country.

2. Keeping in view the prevailing situation in the country due to the second wave of the COVID-19 pandemic, and taking into consideration the ground reports relating to human rights violations (particularly denial of the right to access to healthcare & related issues), the Commission hereby issues another "Human Rights Advisory on Right to Health in view of the second wave of COVID-19(Advisory 2.0)"(copy enclosed), which may be read and implemented in conjunction with the earlier 'Human Rights Advisory on Right to Health in the context of COVID-19' issued by the Commission on 28.09.2020.

3. All the concerned authorities of the Union/ State Governments/ UTs are advised to implement the recommendations made in the said Advisory 2.0 and need to submit the action taken report (ATR) within 4 weeks for information of the Commission.

(Bimbardhar Pradhan)  
Secretary General

Encl: Advisory 2.0

1. The Secretary to the Govt of India  
M/o Health and Family Welfare  
D/o Health and Family Welfare  
Nirman Bhavan, C-Wing  
New Delhi – 110001
2. Chief Secretary (All States/ UTs)

1. एनएचआरसी ने सिफारिशें प्रदान की हैं
2. राज्यों को इस सलाहकार 2.0 के आधार पर लागू करना है।
3. 4 सप्ताह के भीतर कार्रवाई की गई रिपोर्ट प्रस्तुत करनी होगी