

Intensive & Focussed COVID-19 Campaign

Message Before Every Meeting

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

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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

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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**

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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.**

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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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