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

Intensive Communication Campaign

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