

## States make headway in COVID-appropriate behaviour campaign



Numerous IEC activities marked Week 1 of the COVID 19-appropriate behaviour campaign that was launched by the Prime Minister of India on 8<sup>th</sup> October 2020. The activities were in keeping with those suggested by the Department of Drinking Water and Sanitation and to be carried out between October and December 2020.

COVID-19 appropriate behaviours include wearing a mask / face cover, especially when in public places; maintaining a minimum distance of 6 feet from others; and washing hands frequently and thoroughly with soap and water. All these measures taken together can win the fight against COVID-19, particularly during the forthcoming festive season and the onset of winter.

### Activities in States:

**Jharkhand:** As many as 18734 villages were covered under the COVID-19-appropriate campaign, in the very first week (8-16<sup>th</sup> October). The IEC activities included wall writings and painting on ways to keep safe during the pandemic, Gram Sabhas, Swachhata Raths, distributions of plastic buckets, jugs, handwash liquid, masks, soaps and sanitizers, Rathri Chaupals, Swachhata Rallies and hoarding with messages on safe sanitation. On Global Handwashing Day the proper techniques of handwashing were demonstrated by 459,068 Jal

Sahiyas, Swachhagrahis, Nigrani Samitis and others in 18734 villages. All of them also took the COVID pledge, renewing their committee to the sanitation mission.

**Madhya Pradesh:** Having covered 25,033 villages, 23,000 Swachhagrahis took the sanitation pledge and were involved in disseminating IEC messages on ways in which the village communities can protect themselves from the COVID-19 virus. All of them also held handwashing sessions that demonstrated the proper methods of handwashing. Further, 37778 villages were covered in the COVID response behaviour change communication during Pakhwada activities of the Ministry.

**Jammu and Kashmir:** A total of 263 villages were covered during the 47 IEC campaigns carried out by the State, even as week-long handwashing campaigns were held in 63 villages from 9<sup>th</sup> to 15<sup>th</sup> October 2020. As many as 285 sanitation workers took the COVID-19 pledge which committed them to be vigilant, and bear in mind always, the COVID-19 risk to themselves and their colleagues. They promised to take all necessary precautions that prevent the spread of the deadly virus and to follow and encourage others to follow the key COVID-19 appropriate behaviours.

**West Bengal:** A total of 8574 participants, up to GP level were trained on COVID communications using WebEx from BRAIPRD (SIRD). Besides, more than 1.65 crore leaflets with different messages on COVID were distributed to each rural household. The State is also in the process of making wall writing and hanging banners and flexes with messages pertaining to COVID-19.

**Tamil Nadu:** TN is focusing on interpersonal communication through Swachhagrahis in all the 12,525 Village Panchayats and IEC campaigns in the form of wall paintings and distribution of pamphlets to create awareness on COVID-19 and handwashing. Further, 12,000 registered Swachhagrahis were allocated duties of: monitoring of toilet usage; awareness on COVID-19; solid waste management; proper chlorination procedure of overhead tanks at Panchayat level; importance of ODF sustainability and proper techniques of handwashing (for October-15). All these activities were tracked in real time and monitored through the Thooimai Thamizhagam Mobile App. Around 50,000 activities were successfully completed as per the report generated in the TNRD portal.

**Uttar Pradesh:** In Uttar Pradesh, 58,766 Gram Panchayats were covered under the campaign during which wall paintings, posters and signposts on safety protocols for COVID were put up in 61237 villages. As many as 158,770 SMS/WhatsApp messages were sent, reinforcing COVID appropriate behaviour in rural areas. Other initiatives include door to door survey of elderly and unhealthy people by Nigrani Samitis; 8-10 times fogging and sanitation work in all GPs; awareness meetings in GPs; putting up slogans and flex banners; sprinkle cleaning of anti-larvae; awareness messages on tempos and e-rickshaws; general sanitization; and thermal scanning and cleaning work in all GPs with the help of active Nigrani Samitis.

**Punjab:** The Department of Water Supply and Sanitation designed 12 posters on key components of SBM-G Phase II – that will also promote Covid-appropriate behaviour.

**Andhra Pradesh:** AP held IEC campaigns in all the 16,156 villages. The Global Handwashing Day was observed in 6055 villages, in collaboration with UNICEF and other Ministries. COVID Pledge was administered to 446,256 SBM-G officials and workers.

**Gujarat:** As many as 2156 villages were covered under the campaign and special IEC campaigns were held in 1439 villages. Week-long GHD was observed in 2442 villages and COVID Pledge was administered in 51809 villages. Further, Covid response BCC was an integral part of Pakhwada Ministry activities in 2048 villages.

**Tripura:** Leaflets featuring key messages on sanitation, particularly those that can curb the spread of COVID were distributed in all Gram Panchayats of Tripura.