

# **INTENSIVE & FOCUSED 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 : AatmaNirbha 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/slogan 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:**

**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.**

# INTENSIVE COMMUNICATION CAMPAIGN

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