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

05th May 2021
World Hand Hygiene Day
Why COVID-19 appropriate behaviours?

20 million/2 crore COVID-19 cases

One billion + people who can be protected from infection
Which COVID-19 appropriate behaviours?

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. **Make communications evidence based, clear, visual, positive**, 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

- Individuals
- Families
- Households
- Communities
- Essential service providers
- Anganwadi Centres
- Schools
- Health care centres
- Market places
- Offices
- Transport systems
Mentimeter

• On your browser, type [www.menti.com](http://www.menti.com)

• In the box, type the code [48187949](http://www.menti.com), 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](https://www.menti.com/stowc3yhuc)
Mentimeter questions for participants

1. What action will you take?
   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.
एनएचआर्सी ने लसफार्शें प्रदा न की हैं। र्ाज्यों को इन सुझावों के आधार पर अपना कायर करना होगा। 4 सप्ताह के भीतर कार्रवाई की गई रर्पोर्र प्रस्तुत करनी होगी।

1. जागरूकता अलभयान
2. परीक्षण, अस्पतािों पर वास्तववक समय की जानकारी
3. पंचायतों को ग्राम स्तर पर संस्थागत सहायता प्रदान के लिए कहा जाएगा।
4. केंद्र और र्ाज्य स्तर की योजनाओं का लाभ उठाया जाएगा।
5. समय पर प्रतिक्रिया के लिए विभिन्न स्तरों पर परस्पर जुड़वाए गए।

Resources

1. The National Human Rights Commission (NHRC) is mandated by the Protection of Human Rights Act, 1993, to protect and promote human rights of all the citizens in the country.
2. 2. Keeping in view the prevailing situation in the country due to the second wave of the COVID-19 pandemic, and taking into account the ground reports relating to human rights violations (particularly 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 2.8)”. which may be read and implemented in coordination 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 2.8 and need to submit the action taken report (ATR) within 4 weeks for information of the Commission.

(Quoted from Press Release)

Secretary General

1. एनएचआर्सी ने सिफारिश प्रदान की हैं।
2. र्ाज्यों को इन सुझावों के आधार पर अपना कायर करना होगा।
3. 4 सप्ताह के भीतर कारावास की गई रिपोर्ट प्रस्तुत करनी होगी।