

**GOVERNMENT OF ARUNACHAL PRADESH
OFFICE OF THE CHIEF SECRETARY
A P CIVIL SECRETARIAT :: ITANAGAR**

Action Plan for Covid related IEC Campaign in the State

In a video conference chaired by the Cabinet Secretary, Government of India with all the Chief Secretaries of the States and Union Territories on 1st October 2020 at CS Conference Hall, Civil Secretariat, it was desired by the Cabinet Secretary that the State Governments/UTs may launch an extensive and ambitious campaign related to Covid-19 behavioural change along with the National Campaign which is likely to be launched on 7th October 2020.

To further prevent, control and create wider awareness related to the Covid-19 during the ensuing festive months and winter season, ideas and guidelines were framed and presented by the Secretary Information and Broadcasting, Government of India to be adopted by the State Governments/UTs for strict implementation and monitoring. Accordingly, following was decided.

1. Engage teachers, Panchayat Sevaks, Self Help Groups (SHGs), NGOs, Gaon Burahs, Anganwadi, ASHA workers, Gram Preraks and other field level workers in disseminating Covid-19 related information in local dialects on regular basis.

Special customized Local Jacket should be provided to the Gram Preraks for distinguishing them apart especially during door to door campaign.

Action by:- Department of IPR, alongwith DCs

2. Landing Page of all the Government departments to mandatorily have a running ticker with basic Covid-19 messages of wearing a mask, maintaining physical/ social distance, and hand hygiene.

Action by:- IT Department, NIC, and all concerned departments.

3. Identification of Media Influencer and Brand Ambassadors and engaging them to create need of behavioral awareness for managing COVID-19 pandemic.

Action by:- Department of IPR, and Health & Family Welfare

4. Send Covid-19 related Push Messages on tele-medicine, home-isolation, nearest covid facilities, self monitoring, how to use pulse oximeter etc.

Action by:- Department of IPR, Health & Family Welfare, IT

5. Make short videos/ clippings in local dialect on,
 - a. Fear of testing to remove the fear psychosis
 - b. Remove stigma attached with covid-19 positive patients
 - c. Respiratory health issues with the onset of winter
 - d. Vulnerable section of the society with co morbidities

Action by:- DIPR.



6. Engage social/community leaders to appeal to people to celebrate the festivals while taking necessary precautions and maintaining the SOPs to prevent further spread of covid-19 in the State.

Action by:- District Administrations

7. Extensive use of Social and Electronic Media to create awareness on covid-19 pandemic.

Action by:- Department of IPR, H& FW, IT, all stakeholders with valid social media accounts.

8. Every print advertisement should mandatorily carry the 3 basic messages i.e., wearing mask, maintaining physical/social distance, and hand hygiene.

Action by:- Department of Health & Family Welfare/ Department of IPR

9. A detail SOP for meetings to be issued with the approval from Department of Health & Family Welfare.

Action by:- Department of IPR, H& FW.

10. Video Conference with Deputy Commissioners and DIPROs on the strict implementation of IEC Campaign and maximum utilization of government and departmental machineries. **Action by:-**

Department of Health & Family Welfare/ Department of IPR

11. Secretary IPR will be the Nodal Officer for all Covid related IEC Campaign in the State.


This is issued with the approval of the Competent Authority.

Sd/-(Naresh Kumar), IAS
Chief Secretary,
Govt. of Arunachal Pradesh

Memo. No.Secy (Health)-01/2020/131
Copy to

Dated Itanagar the 6th October'2020.

1. The Commissioner (Planning), Govt. of Arunachal Pradesh, Itanagar.
2. The Commissioner to HCM, Govt. of Arunachal Pradesh, Itanagar.
3. The Secretary, IPR/Health/Education/IT & MIC/DA, Govt. of Arunachal Pradesh, Itanagar.
4. The Special Secretary to HCM, Govt. of Arunachal Pradesh, Itanagar.
5. All Deputy Commissioner's, Arunachal Pradesh.
6. The Director Health Services, Govt. of Arunachal Pradesh, Naharlagun.
7. The Director, IPR, Govt. of Arunachal Pradesh, Naharlagun.
8. Office copy.


(P. Pratibhan), IAS
Secretary, Health & Family Welfare.
Govt. of Arunachal Pradesh
Itanagar.