

Covid-19 Prevention

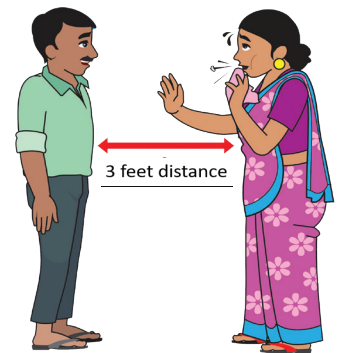
Your Roles and Responsibilities



Role of PRIs in Prevention of Covid-19

In the given context of COVID-19 crisis, the PRI members can play a vital role in the following:

- ▶ Share correct and factual information on COVID-19
- ▶ Promote the key behaviors to be practiced by the village community members to prevent spread of virus (hand hygiene, respiratory hygiene, social distancing, stay-at-home, etc)
- ▶ Support the local authorities in preparedness for containment in case of any positive case and/or contact case
- ▶ Support in surveillance and report/refer suspect cases
- ▶ Minimize panic and promote responsible behaviors
- ▶ Promote services available for women and children
- ▶ Educate parents on how to take care of their children at home when the schools are closed (education, nutrition, psycho-social support)
- ▶ Educate families on the care of pregnant women
- ▶ Ensure the law and order is maintained in their Gram Panchayats
- ▶ Ensure essential supplies to the community, with equal attention to marginalized groups, women and children



What to Communicate?

Articulate the importance of social distancing: One of the most effective strategies for limiting the spread of contagion among people is to reduce human-to-human contact. Please promote social distancing and hand hygiene at all times.

Demystify the fear: Outline the steps the government is taking on behalf of its people. Clearly articulate and communicate preventive actions the government is taking to avert or contain transmission of COVID-19



Promote safety steps that people can take: Use posters, social media postings, leaflets, FAQs, etc. to promote preventive actions people can take (hygiene and avoidance). Let people know when to wear masks, when to get tested, where to get tested, and who to call if they need help or information.

Describe the impact on the society: Describe the potential impact of an outbreak on services, travel, supply chain, business, revenues, etc., so people can plan accordingly.





State the facts: Connect people to timely, accurate information from the government, Unicef, WHO and NCDC. Provide clear instructions about what to do if someone suspects they have been exposed to COVID-19. Communicate the facts from authoritative resources on how COVID-19 is spread and how to avoid infection.



How to Communicate?

Use social media

- ▶ Whenever you see fake news or misinformation, please counter it then and there.
- ▶ Share information from authorized, reliable sources only (such as the government websites, WHO, UNICEF, etc).
- ▶ Do not share all the materials at once. Share information based on the need and only the information relevant to your audience.



Display IEC materials

- ▶ Stick posters at place that are frequented by people (such as Panchayat office, bus stop, milk collecting area, schools, etc)
- ▶ Stick the posters at the eye level (top edge at 5 feet) so it is easy for people to read

Distribute leaflets/handouts

- ▶ Any handouts, such as frequently asked questions, or a brochure on Covid-19, needs to be distributed to concerned people at the earliest.
- ▶ Ensure that the leaflet/handouts are handled after cleaning your hands.
- ▶ Leaf enough leaflets, if you have, at places such as panchayat office, schools, hospitals so people can take them home and read.

Care of the migrants

Due to the current crisis related to Covid-19, many workers are returning to their homes in villages and towns. If any migrants recently returned to your community or village, kindly ask them to self-quarantine at home or their place of stay for 14 days. Tell them about all precautions they should take to keep themselves and others safe from Covid-19. Support them if they require any assistance with their daily needs.

For reliable and timely information, please use the following sources:

Government of India (mygov.in)
Unicef (<https://www.unicef.org/coronavirus>)
WHO (www.who.int)

