



Disaster Manager <dmjharkhand@gmail.com>

**Fwd: D.O letter of Secy Health & Family Welfare GOI**

1 message

**Shri Sukhdev Singh** <cs-jharkhand@nic.in>  
To: "N.M. Kulkarni," <hlthdept.fdi@gmail.com>  
Cc: dmjharkhand <dmjharkhand@gmail.com>

12 May 2020 at 17:09

Respected Sir  
PFA  
With Regards  
Lalit Shukla

**From:** "padmaja.singh" <padmaja.singh@nic.in>  
**To:** "CS AP" <cs@ap.gov.in>, cs@tn.gov.in, "Chief Secretary Andamans" <cs-andaman@nic.in>, "cs-mizoram" <cs-mizoram@nic.in>, "Keshni Anand Arora" <cs@hry.nic.in>, cs@karnataka.gov.in, cs-arunachal@nic.in, "Chief Secretary" <cs@telangana.gov.in>, "Chief Secretary Punjab" <cs@punjab.gov.in>, "Chief Secretary Odisha" <csori@nic.in>, "Farooq Khan" <lk-admin@nic.in>, "Administrator administrator" <administrator-dnh@nic.in>, "cs" <cs@mp.nic.in>, cs@maharashtra.gov.in, "Manoj Parida" <adviser-chd@nic.in>, "cs-jandk" <cs-jandk@nic.in>, "Shri Vijay Kumar Dev" <csdelhi@nic.in>, "Advisor to LG" <advisor-lg-ladakh@gov.in>, "CHIEF SECRETARY GoUP" <csup@nic.in>, "Shri Anil Kumar Khachi" <cs-hp@nic.in>, "Prakash" <cs-skm@hub.nic.in>, cstripura@gmail.com, "Chief Secretary CS, Puducherry" <cs.pon@nic.in>, "Chief Secretary Nagaland" <csngl@nic.in>, csraj@rajasthan.gov.in, "cs-manipur" <cs-manipur@nic.in>, "Kumar Sanjay Krishna IAS" <cs-assam@nic.in>, "cs-westbengal" <cs-westbengal@nic.in>, "Chief Secretary Bihar" <cs-bihar@nic.in>, "Chief Secretary Office" <csoffice.cg@gov.in>, "Chief Secretary" <cs-goa@nic.in>, chiefsecretary@gujarat.gov.in, "Shri Sukhdev Singh" <cs-jharkhand@nic.in>, "Chief Secretary, Government of Kerala" <chiefsecy@kerala.gov.in>, chiefsecyuk@gmail.com, "cs-tripura" <cs-tripura@nic.in>, "cso-meg" <cso-meg@nic.in>  
**Cc:** "Preeti Sudan" <secyhfw@nic.in>, "Arun Singhal" <arun.singhal@nic.in>  
**Sent:** Tuesday, May 12, 2020 3:37:23 PM  
**Subject:** Re: D.O letter

Sir / Madam

Reference is invited to letter from Secretary (HFW) sent on 06.05.2020 (attached).

2. Please find the attachments mentioned in the above letter. The link mentioned in the letter can be accessed by visiting

mohfw.gov.in > Awareness Material Tab (Under Resources) > Clicking on the link > Thematic Bank of COVID19 Creatives

Regards  
Padmaja Singh  
Joint Secretary (SNA, VI, MT)  
Ministry of Health and Family Welfare  
Government of India  
Nirman Bhawan  
New Delhi  
Tel-23061656

**From:** "Preeti Sudan" <secyhfw@nic.in>  
**To:** "Chief Secretary Andamans" <cs-andaman@nic.in>, "CS AP" <cs@ap.gov.in>, cs-arunachal@nic.in, "Kumar Sanjay Krishna IAS" <cs-assam@nic.in>, "Chief Secretary Bihar" <cs-bihar@nic.in>, "Chief Secretary Office" <csoffice.cg@gov.in>, "Shri Vijay Kumar Dev" <csdelhi@nic.in>, "Chief Secretary" <cs-goa@nic.in>, chiefsecretary@gujarat.gov.in, "Keshni Anand Arora" <cs@hry.nic.in>, "Shri Anil Kumar Khachi" <cs-hp@nic.in>, "cs-jandk" <cs-jandk@nic.in>, "Shri Sukhdev Singh" <cs-jharkhand@nic.in>, cs@karnataka.gov.in, "Chief Secretary, Government of Kerala" <chiefsecy@kerala.gov.in>, "Advisor to LG" <advisor-lg-ladakh@gov.in>, "cs-westbengal" <cs-westbengal@nic.in>, chiefsecyuk@gmail.com, "CHIEF SECRETARY GoUP" <csup@nic.in>, "cs-tripura" <cs-tripura@nic.in>, cstripura@gmail.com, "Chief Secretary" <cs@telangana.gov.in>, cs@tn.gov.in, "Prakash" <cs-

skm@hub.nic.in>, csraj@rajasthan.gov.in, "Chief Secretary Punjab" <cs@punjab.gov.in>, "Chief Secretary CS, Puducherry" <cs.pon@nic.in>, "Chief Secretary Odisha" <csori@nic.in>, "Chief Secretary Nagaland" <csngl@nic.in>, "cs-mizoram" <cs-mizoram@nic.in>, "cs-manipur" <cs-manipur@nic.in>, "cso-meg" <cso-meg@nic.in>, cs@maharashtra.gov.in, "cs" <cs@mp.nic.in>, "Manoj Parida" <adviser-chd@nic.in>, "Administrator administrator" <administrator-dnh@nic.in>, "Farooq Khan" <lk-admin@nic.in>  
**Cc:** "Arun Singhal" <arun.singhal@nic.in>, "padmaja.singh" <padmaja.singh@nic.in>  
**Sent:** Wednesday, May 6, 2020 8:00:16 PM  
**Subject:** D.O letter

Respected Sir/Madam,

May kindly see the attachment, letter from Secretary(HFW).

Regards,

Office of Secretary (Health & Family Welfare)  
Tel: +91-11-23061863, 23063221






"Cleanliness is next to Godliness"

"Cleanliness is next to Godliness"

"Cleanliness is next to Godliness"

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**5 attachments**

-  **advocacy-package-8123099.pdf**  
204K
-  **communication-strategy-state-Govts-8123098.pdf**  
243K
-  **LM-messages-to-counter-stigma-8123101.pdf**  
437K
-  **LM-strategy-8123091.pdf**  
697K
-  **D.O letter dated 6.5.2020 to CSs reg. stigmatisation.pdf**  
920K



भारत सरकार  
स्वास्थ्य एवं परिवार कल्याण विभाग  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय

Government of India

Department of Health and Family Welfare  
Ministry of Health and Family Welfare

D.O. No.U-12019/17/2020-SNA

Dated: 6<sup>th</sup> May, 2020

प्रीति सूदन, आईएएस

सचिव

**PREETI SUDAN, IAS**

Secretary

Dear Colleague,

The COVID-19 pandemic is now being reported from more than 200 countries/territories globally with more than 40 countries now reported to have community wide transmission. Cases in India have now risen to 49391, with 130 districts in Red Zone, 284 districts in Orange Zone and 319 districts in Green Zone. India has augmented stringent response measures to counter COVID 19 and thus far we have managed to keep the curve relatively low with support of all ministries, States and civil society partners.

2. It is however disheartening to note that all efforts at containing COVID-19 are marred by the discriminatory actions against healthcare and frontline workers who have unfortunately become the most vulnerable victims of stigma, ostracization and sometimes worst, acts of unwarranted harassment. Such a situation has hampered the medical community from performing their duties to their optimum best.

3. In addition, the stigmatisation associated with being Covid-19 positive keeps people from seeking help and going for testing, placing their and others' lives at risk. One of the major fears that haunt various suspected persons, health care and sanitation workers is that they are perceived as "carriers of the virus". Stigma may occur after a person is suspected or has been released from COVID-19 facility. Families of these persons are also equally prone to discrimination/isolation.

4. Considering the current scenario, the Government has taken certain critical measures to ensure safety, alleviate apprehension and boost morale of those working on COVID line of duty, those affected by the deadly corona virus and their caregivers. Since stigma and discrimination are associated with fear and other deep-rooted behavioural barriers, a national campaign has been launched by the Central Government. The campaign aims to address fears of the population and promote love, care, respect and solidarity based on a positive narrative.

5. I am happy to share with you a campaign strategy along with a communications package comprising of Key messages, mass and social media creatives, audio-visuals etc. The said materials can be accessed via MoHFW's official website ([www.mohfw.gov.in](http://www.mohfw.gov.in)). We will also transfer the material on an ongoing basis through v-transfer.

6. I urge you to support in rollout of the campaign via wide dissemination of these materials through your State departments and local networks.

*Preeti Sudan*  
Yours sincerely,  
*Preeti Sudan*  
(Preeti Sudan)

Chief Secretary/Administrators of all States/UTs.

Room No. 156, A-Wing, Nirman Bhawan, New Delhi-110 011  
Tele : (O) 011-23061863, 23063221, Fax : 011-23061252, E-mail : [secyhw@nic.in](mailto:secyhw@nic.in)

## **Leaders engagement on addressing stigma against healthcare workers**

Stigma against health workers, across the board, as well as people who may have tested positive or merely suspected of being infected, is reaching alarming levels. We believe that engaging leaders (especially political leaders) to communicate with the population and instilling the role and importance of health care and other frontline workers, while simultaneously addressing issues of fear, become key in such a context. Messages presented and amplified across the spectrum of elected representatives at the state and sub-state level, local authorities, community leaders– will all play an important role.

### **Engagement ideas for Chief Ministers**

#### **Key Messages**

##### **Direct Messages to General Public/ Citizens**

- Thank and celebrate healthcare workers (doctors, nurses, lab technicians, ambulance drivers, front line workers, etc.).
- Reinforce that healthcare workers are ensuring our safety.
- Reiterate that precautions in place to ensure safety of healthcare workers so that there is reduced threat of transmission. We are ensuring that they have protective equipment.
- Highlight stories of patients who have recovered from COVID 19 and the healthcare workers who helped them and are not infected themselves. Invite people to share positive stories online.
- Thank people for their collaboration and support. Emphasize the need for solidarity

##### **Direct Messages to Healthcare Workers**

- Address healthcare workers directly – thank them, share motivational messages, share details of government action to support them.
- Emphasise the need for partnerships and collaboration across the social fabric, and also address the issue of stress and anxiety
- Video address by the CM can be shared through SMS/video clips on Whatsapp groups and can also be published across state media
- Letter by the CM to be sent to all doctors / nurses /community healthcare workers in the state. And the recipients can be encouraged to share this on social media

##### **Participatory Actions**

- Create a dedicated sub-link on CMs website featuring healthcare heroes and send virtual cards [similar to the WHO website]. This can also be publicized on social media.
- Telethon: Generate public support for healthcare providers by asking citizens to give missed call on a given number. Leverage media to disseminate this number as support towards healthcare providers. Share district wise numbers of calls periodically to continue to engage people by adding different questions on different aspects of service that they would like to appreciate

### **Engagement ideas for MPs/ MLAs/ MLAs**

## **Key Messages**

### **Direct Messages to General Public / Citizens**

- Localize and amplify messages to thank and celebrate healthcare and frontline workers, reinforce that healthcare workers are ensuring our safety.
- Reinforce that healthcare and frontline workers safety is secured, so they are not a threat to you. We are ensuring that they have protective equipment. Refer to material/funds donated earlier (LAD funds, one month's salary, overseeing delivery of PPE kits etc.) where possible.
- Appeals to citizens to celebrate and support healthcare workers
- Local leaders can visit the houses of people who have recovered from COVID 19 and use that as a message to reassure others

### **Direct Messages to Healthcare and Frontline Workers**

- District administration to address healthcare and frontline workers in their constituency to reinforce and appreciate their efforts- Video conference with all District Level Village Monitoring Committee members
- Video conference / SMS / Whatsapp message from elected representatives to healthcare and frontline workers in their constituency
- Accompany frontline workers on select home visits – for confidence building and to garner positive media coverage
- Visit select hospitals and meet patients to reassure them, and also meet doctors and healthcare workers to express gratitude

### **Engagement Ideas for Ward members, Mukhiyas, Panchayat & ULB, RWA members**

## **Key Messages**

### **Direct Messaging**

- Further amplify messages from other political leaders
- Thank and celebrate healthcare workers and reinforce the critical role they play via social media
- Appreciate resident healthcare and frontline workers as well as support staff in residential areas on a periodic basis
- Leverage local Whatsapp groups to appreciate support staff providing essential services.
- Appeals to citizens to celebrate and support healthcare workers
- Local leaders can go visit the houses of people who have recovered from COVID 19 and use that as a message to reassure others

### **Direct Action**

- Door to door visits and reassurance to families
- Display of IEC material (including material on contributions of healthcare workers) at panchayat bhavan – encourage children to make posters that can be displayed
- Play anthem at a specific time every day in every neighbourhood

## **Support to Healthcare Workers**

- Support frontline workers (ASHAs/ANMs) to conduct home visits
- Set up / activate existing committees (VHSNC/SMC/Mothers Committees/SHGs) to share information, support healthcare workers, protect from stigma
- Accompany ASHA on select home visits – that can be hugely confidence building and is likely to garner positive media coverage as well
- Visit select hospitals and meet patients to reassure them, and also meet doctors and healthcare workers to express gratitude
- Virtual felicitation for the local healthcare workers.

**Summary of key action points for State Governments /UTs to implement.**  
**All interventions will be reviewed as per the evolving situation.**

- Involve every one in the campaign so that people themselves become messengers.
- Ensure all advocacy and awareness generation interventions are defined and included into state, district and block communication plans.
- Ensure all advocacy and awareness generation materials developed by Ministry of Health and Family Welfare (MoHFW) on stigma and discrimination are disseminated at every level.
- Amplify all messages on pro bono basis through regional / local languages and various communication channels and platforms at state, district, block and community level.
- Regularly schedule meetings of all planned committees and task forces to counter stigma, harassment or violence at each level. Ensure to minutize the meetings and progress on actions.
- The state task force and MoHFW will review all interventions under the campaign and assess the progress and recommend the next actions to improve reach and coverage with key messages and call to actions at state, district, block and community level.
- Involve other relevant departments including ICDS, PRI, NULM, I&B and key development partner organizations, including UNICEF, WHO in state and district level reviews.
- Ensure identification of the nodal officer for COVID 19 IEC activities in each state be in charge of implementation, monitoring and reporting of communication plan on stigma and discrimination. Nodal official to share weekly updates with MoHFW IEC focal point – Gauri Rishi (gauri\_rishi@in.jsi.com) and Suruchi Aggarwal (aggarwalsuruchi@gmail.com)
- Ensure MoHFW developed advocacy and awareness generation products on stigma and discrimination have been translated in local languages (as per prototypes shared) and utilized through various communication channels and platforms as per communication strategy to counter stigma and discrimination #COVID-19.
- Conduct media sensitization to ensure sensitive portrayal of persons affected with COVID 19, healthcare / frontline workers and support staff, dispel myths and counter the environment of fear.

- Orient and engage Radio Jockeys to enable messages against stigma in their shows.
- Fix date and time and conduct video conferences with districts and urban local bodies to review and resolve issues related to stigma and discrimination
- Orient and train state / district level IEC officers, media, health care professionals, tele-counsellors and FLWs and other non-health platforms on training package on stigma and discrimination (developed by MoHFW)
- Utilize MoHFWs material debunking myths associated with Covid-19 (available on Ministry's website)
- Ensure activation of state led helpline numbers for psychosocial support of clinical / public health care providers and community health workforce to address their grievances and concerns as many of them would be working odd hours, under highly pressured circumstances.
- Be cautious about the images that are shared. Make sure they do not reinforce stereotypes.
- Ensure that messages put out in social media are technically correct, accurate and vetted by experts before dissemination.
- Promote 1075 National helpline number for more information pertaining to COVID 19
- States must tag @DoGazKiDoori@CoronaKeKaramveer @DaretoCare@Feel4CovidFighters @6TogetherAgainstCovid @SayNotoViolenceAgainstHealthWorkers in your posts.  
Other recommended handles: @MOHFW\_INDIA, @drharshvardhan, @AshwiniKChoubey, @PMOIndia @SwasthaBharat
- Follow the Ministry of Health and Family Welfare's twitter handle and retweet content to your state / district / personal social media handles
- Make use of COVID 19 related materials developed by the MoHFW available on ([www.mohfw.in](http://www.mohfw.in))



## Messages to counter stigma and discrimination #COVID 19

In view of COVID 19 a message bank has been developed to sensitize the community towards the nature of the virus, so that fear is lessened, they overcome their apprehensions and can be positive towards the frontline / healthcare workers as well as those impacted by COVID 19. Communities need to be aware of how they behave around families that are in isolation – to treat them with compassion and while ensuring safety and distance, allow them to access essential services. It is time that we began to normalize COVID-19 within daily community conversations.

All stakeholders need to ensure to refrain from using terminologies like “COVID 19 Cases” or “COVID 19 Patients”, and refer to them as “Persons affected with COVID 19”.

### Messages in support of healthcare, frontline workers and support staff

- Be supportive and empathetic towards doctors, nurses, and community health care providers.

They are risking their lives to protect you and your families' wellbeing

- *We stand by India's protectors, at a time they are needed the most!*

- **While we stay home secured, they are on guard, at all times!**  
*Healthcare workers across the nation are attending to the affected  
Exposing themselves to Coronavirus.  
They are rightfully identified as frontline warriors by the nation!*

- **Not all heroes wear capes!**  
*We stand together to condemn  
Any form of violence or discrimination*

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- **While we stay home secured, they are on guard, at all times!**  
*Healthcare workers across the nation are attending to the infected*

*Exposing themselves to Corona virus.  
They are rightfully identified as **warriors** by the nation!*

- **Not all heroes wear capes!**  
*We stand together to condemn and voice  
Any form of violence or discrimination caused to the protectors who protect us*
- आपने हमारा खयाल रखा है  
हम आपका साथ नहीं छोड़ेंगे
- हमारे डॉक्टर्स, नर्सों जखुद इस बीमारी के शिकार बनते जा रहे हैं  
लेकिन कोरोना की जंग, एक सिपाही की तरह लड़ रहे हैं  
हम सब आपके साथ हैं  
आपके बहुत आभारी हैं
- जिनके होने से है बेफिक्री  
जिनके होने से है उम्मीद  
वह सब जो हमारी हिफाजत के लिए बढ रहे हैं  
मज़बूत करें उन हाथों को  
जो हमारे लिए लड़ रहे हैं
- जो देख रहे हैं जीवनदान  
हम रखेंगे उनका मान
- जो बचा रहे हैं हमारी जान  
करना है उनका सम्मान
- जिनके हाथों मिल रहा जीवन  
उनका सम्मान करें जन जन
- दिन रात जो कर रहे हैं आपकी देखभाल  
आओ रखें उनका खयाल

- कोरोनाकेखिलाफ़इनकायोगदान  
यादरखेगाहिंदुस्तान
- लगारहेहैंजोकोरोनापरलगाम  
ऐसेयोद्धाओंकोदेशकासलाम
- कोरोनाकोहरायेंगे  
कोरोनायोद्धाओंकाहौसलाबढ़ाएंगे
- कोरोनाकोदेंगेमात  
हमसबकोरोनायोद्धाकेसाथ
- मानवताकीसेवामेंजोलगेलगातार  
होउनवीरोंकीजय-जयकार
- इंसानियतसेजिनकानाताहै  
उन्हेंभारतशीशझुकाताहै

**Messages in support of persons affected with COVID 19 and general public**

- Do not fear - An approximate 80% COVID 19 recover without requiring special treatment
- Fight the ailment, not the ailing
- Anyone can get infected with COVID 19, No one needs to be blamed
- Be a well-wisher to those in isolation/ quarantine and their families. Testing, isolation and quarantine are meant to protect the family and community
- Celebrate recovered persons affected by COVID 19 as winners. They do not have the virus & there is no risk of transmission
- For psychosocial support toll-free helpline number dial – 08046110007
- Use the slogan highlighted by Prime Minister: *CO = "KOI"; RO = "ROAD PAR"; NA- "NA Nikle"*
- कोरोनाबीमारीसेलडो

बीमारसेनही

- कोरोनाबीमारीसेलडनाहै  
बीमारोंसेभेदभावनहीकरनाहै
- जबहोगीबीमारकेलिएकरुणा  
तभीभागेशदेशसेकोरोना
- बीमारोंकेसाथहमददींदिखाएंगे  
तभीकोरोनासेलडपायेंगे
- बीमारोंकाख्यालरखेंगेजब  
कोरोनासेजीतेंगेतब

**National Hashtag (subject to approval)**

- **Tiraskaar Nahi Tilak Karo**
- **Stigma todo Bharat jodo**
- **Together against COVID-19**
- **Stigma khatam to desh Pratham**
- **Feel4 Covid Fighters**
- **Corona KeKaramveer**

## Communications strategy to counter stigma and discrimination

### #COVID 19

#### Why the Strategy?

- In the background of the current COVID-19 pandemic, the most critical service providers i.e. members of healthcare and frontline services who perform relentlessly round the clock to save countless lives, have unfortunately become the most vulnerable victims of stigma and ostracization, which needs to be curbed for effective response measures.
- It is important that people with symptoms immediately come forward to seek help. However, they are apprehensive because of the stigmatization associated with those affected with Covid-19 and their families.
- While the disease is curable, stigmatization against those affected with COVID 19 leads to unnecessary feeling of alienation.

#### Some facts about the current scenario in the country:

- About 80% recover without requiring special treatment
- Around 1 in 6 infected people becomes seriously ill and develops difficulty breathing
- Older people and those with underlying medical problems (such as high blood pressure, heart problems or diabetes) more likely to develop serious illness
- Person-to-person spread - Mainly between people in close contact with one another, through respiratory droplets produced when an infected person coughs, sneezes or talks
- Can spread by patients exhibiting mild symptoms during early stages of the disease, but not feeling ill
- Can spread from contact with contaminated surfaces or objects- by touching a surface or object that has the virus on it and then touching own mouth, nose, or possibly their eyes
- 95% respondent considered COVID-19 as highly dangerous, which it is not!
- As people recognize danger, there is likelihood of fear – and **fear is likely to drive stigma.**

#### Primarily, 3 groups are facing stigma and discrimination:

- Those in quarantine, whether they have tested positive or not
- COVID 19 affected and their caregivers
- Health workers, frontline workers and Sanitation staff

#### The communications strategy will be guided by four pillars namely:

- Advocacy
- Capacity Building
- Community Engagement and Accountability
- Media Engagement

Since the broad objective is to raise social awareness about combating Stigma it is important that appropriate triggers are used and accepted by the people across all spectrums, so that they themselves become 'messengers' in the campaign. The focus therefore needs to be on participatory community techniques and organic promotion and not paid publicity. The role of local influencers and Social Media is therefore critical.

## STRATEGY 1: ADVOCACY:

### **Amplify voices of highest leadership at National and State Level:**

- Engagement via Chief Ministers
- MPs and MLAs in their constituencies to advocate for the campaign via press briefs, media bytes, and social media handles
- Engagement ideas for Ward members, Mukhiyas, Panchayat & ULB, RWA members

Note: Refer to Annexure 1

### **District COVID Dignity Task Force (DCDTF):**

- Formation of DCDTF led by the District Magistrates comprising of ADMs, CMOH, DPOs, DICOs, law enforcement representative and other key stakeholders, to plan and operationalize the strategy.
- States with prevalence of "Shanti Samitis" may engage the network to advocate for the campaign via religious leaders, journalists, writers, influencers and local traders.

### **Inter-sectoral collaboration and social mobilization**

The identified stakeholders (enlisted below) to engage their respective departments, networks and chapters to garner support for awareness generation.

FORUMS / INSTITUTIONS / ORGANIZATIONS	STAKEHOLDERS
<b>National Level</b>	
Inter-ministerial collaboration	Ministry / state departments of Women and Child Development, (WCD), Panchayati Raj , Minority Affairs, Information and Broadcasting, Housing & Urban Affairs, Defense, Home Affairs, Youth Affairs and Sports, Railways, Labour and Employment , Tribal Affairs, Rural Development, and Agriculture and Farmers' Welfare.
Social Mobilization of national level development partners	Development partners, UNICEF, WHO, USAID, BMGF, UNDP, Tata Trust, CHAI, UNFPA, NIPI, TRIFED
<b>State Level</b>	
Professional bodies / institutions	IMA, IAP, Red Cross, Rotary
PRI institutions and other local bodies	Elected representatives, Tea Garden labour unions, employee's union, Brick Kiln labour union/ committees
Urban Local Bodies	Mayor, Municipal Corporators, Officers, Resident Welfare Association Presidents and members and ward members
Faith leaders	Priests, <i>Maulavis</i> , <i>Granthis</i> , Bishops, tribal faith leaders
Non-government organizations, Lobby	NGOs/ CBOs/ SHG groups and Federations, Women's Welfare

groups	Societies Army/Police / Air force Officers /Wives Associations, Milk cooperatives, NGO Alliances, Charitable organizations/ Trusts, lawyers' associations, Relief committees
Private Sector	CSR Foundations, Corporate clubs, PPP initiatives
Media Advocacy	Media agencies, Media houses, various media channels, digital and social media platforms
Public personalities	Celebrities – actors, sportspersons, local celebrities, champions

### **Celebrating COVID-Heroes:**

- Roll-out 'Hero' campaigns engaging local influencer, doctors, nurses, government staff, and patients who have recovered from the COVID 19 (including ones with mild symptoms).
- Develop and disseminate testimonials on mobile and short films of real case studies. Amplify these testimonials via all mass and social media platforms.

## **STRATEGY 2: CAPACITY BUILDING**

- **Training of call center staff of national helpline (1075) and state helplines (104 / 102 or other helplines) for COVID and any other helpline offering psychosocial support on addressing queries related to stigma and discrimination using the FAQs and Training Package (Can be accessed via MoHFW website).**
- **"Dedicated" guidance/SOPs, modules and communication packages on preventing stigma and discrimination for frontline workers will be shared with states.**
- **Psycho-social Support:** Activation of state level dedicated psycho-social support mechanisms for the victims of stigma. Capacity building of tele-counsellors on mental health and psychosocial support (MHPSS) for those affected by COVID-19. NIMHANS is providing tele-counselling (via toll-free number 080-46110007) and may be contacted.
- **States to leverage NACO's Integrated Counselling and Testing Centers (ICTC):** Train counsellors at the ICTC on disseminating positive messages to counter stigma and discrimination.
- **Capacitate staff of District Mental Healthcare Programs on addressing queries related to stigma and discrimination**

## **STRATEGY 3: COMMUNITY ENGAGEMENT AND ACCOUNTABILITY TO PROMOTE KEY MESSAGES**

- **Sensitize and engage regional/local celebrity ambassadors**
- **Celebrated state-level musical groups, choirs, drum beating teams**
- **Power of Faith based organizations:** Amplify engagement with humanitarian networks like the Inter Faith Humanitarian Alliance. Organize state orientations, webinars, and miking (from mosques, temples and churches). The month of April-May is dotted (in some states) with multiple festivals which may be leveraged as an opportunity to disseminate AV materials and written appeals disseminated via religious leaders.
- **Engage SMNET in UP and Bihar** (present in approx. 100 districts) to amplify sensitization and awareness generation via their local networks.
- **Engage non-health platforms** –such as local CSOs, PRIs, Rural Medical Practitioners, SHGs, RWAs and youth networks (NYKS/NCC/NSS/Scouts and Guides), TRIFED to amplify information as 'community's voice'
- **Leverage existing Govt. programs like NRLM and NULM**

## **STRATEGY 4: MEDIA ENGAGEMENT**

- A 360-degree media engagement strategy and action plan developed to address behavioral barriers related to stigma faced by healthcare workers, support staff and persons affected with COVID 19.
- A comprehensive media sensitization package developed by MoHFW is underway and can be accessed via MoHFW website under *Inspirational series on healthcare service personnel*. Open files of all products will be made available to states.

### **Media Outreach**

- Media sensitization on ethical reporting, appropriate vocabulary and amplification of positive human stories
- Seed positive media coverage, key opinion articles by different stakeholders and influencers in national and regional dailies.
- Amplify on pro bono basis mass media engagement via DD, Cable and local networks
- Sensitize and engage Radio Jockeys (RJs) to advocate messaging on stigma via their FM / Radio networks
- Advocacy with media owners, large private sector companies and their media agencies to glorify the work of health workers through their networks
- Regular monitoring of news media reports

### **Social Media:**

- States to activate their Facebook, Twitter, YouTube and WhatsApp to disseminate messages and creatives
- Promote the national helpline number 1075 and state helpline numbers
- Disseminate sample tweets and infographics (developed by MoHFW) via social media platforms
- **Promote Hashtags** across all media / social media platforms