

Nikunja B. Dhal, IAS
Principal Secretary to Government
Health & Family Welfare Department



Lokaseva Bhavan,
Bhubaneswar - 751001

Tel. : +91 674 2536632

Fax : +91 674 2395235

E-mail : orhealth@nic.in

No. 2683 /NHM

Date 09.03.2020

To

All Collectors

Sub : IEC Activities relating to COVID-19

Madam/ Sir,

In view of the emerging situation on COVID-19, it is important that correct information reaches the people to protect themselves from the virus, as below :-

1. High resolution soft copies of all IEC material i.e posters, leaflets, banners, hoardings, School Advisory, Workplace Advisory, Holi Advisory, radio jingles, audio- visuals etc, are available online at www.nhmodisha.gov.in/corona.aspx. This is updated periodically with new material being added.
2. You are required to ensure wide dissemination of correct information on COVID-19 and precautions to be followed to contain it by the following means :-
 - (i) The IEC material is to be widely shared on social media (Facebook & Twitter accounts).
 - (ii) Information & Public Relation Deptt. has been provided high resolution hoarding prototypes in different sizes. The same is to be displayed at prominent locations upto Gram Panchayat level. You are requested to review & ensure that the hoardings are put up.
 - (iii) Health & Urban Development Deptt. has been provided high resolution prototypes of videos and posters to be played/ displayed at Aahar Kendras, Malls, LED boards in public places and other prominent location in ULBs. This is to be ensured by you for your district.
 - (iv) Commerce & Transport Deptt. has been provided high resolution prototypes of scrolling material, videos and posters to be displayed/ played in bus stands, buses and other public places. This is to be ensured by you for your district.
 - (v) All CDM & PHOs have been given high resolution prototypes of posters, hoardings and videos to be displayed in all Public Health Facilities.

<https://health.odisha.gov.in>

ସୁସ୍ଥ ଓଡ଼ିଶା ସୁଖୀ ଓଡ଼ିଶା

Nikunja B. Dhal, IAS
Principal Secretary to Government
Health & Family Welfare Department



**Lokaseva Bhavan,
Bhubaneswar - 751001**

Tel. : +91 674 2536632

Fax : +91 674 2395235

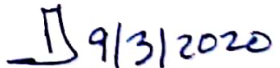
E-mail : orhealth@nic.in

No. _____

Date _____

- (vi) Additionally, "Guidelines for Community Workers" have been uploaded on www.nhmodisha.gov.in . This is to be printed at district level and distributed to all ANMs, ASHAs, AWWs and PRI members, and discussed in the Gram Panchayat and Panchayat Samiti meetings.
- (vii) The "Workplace Advisory" is to be displayed prominently in all government offices, private commercial establishments, industries etc. in the district.
- (viii) The "School Advisory" is to be given to all public and private schools in the district, and to be followed meticulously.
3. The above actions are of critical importance in containing COVID-19. You are therefore to ensure their implementation in your district. Funds available in the district may be used to print & distribute the advisories meant for schools, community level workers, workplaces and government premises. The same will be reimbursed from the Public Health Response Fund. In case of any queries regarding IEC on Covid-19, please contact Mission Director, National Health Mission.

Yours faithfully,


(Nikunja B. Dhal)

Memo No. 2684 /H Dated 09.03.2020
Copy forwarded to the Principal Secretary Panchayati Raj & Drinking Water Deptt for information.

Dgh
Principal Secretary

Memo No. 2685 /H Dated 09.03.2020
Copy forwarded to the Principal Secretary Housing & Urban Development Deptt for information.

Dgh
Principal Secretary

Memo No. 2686 /H Dated 09.03.2020
Copy forwarded to the Commissioner-cum-Secretary, Information & Public Relation Deptt for information.

Dgh
Principal Secretary

Memo No. 2687 /H Dated 09.03.2020
Copy forwarded to the Commissioner-cum-Secretary Commerce & Transport Deptt for information.

Dgh
Principal Secretary

Memo No. 2688 /H Dated 09.03.2020
Copy forwarded to all RDCs for information.

Dgh
Principal Secretary

Memo No. 2689 /H Dated 09.03.2020
Copy forwarded to the Mission Director, NHM, Odisha for information.

Dgh
Principal Secretary

Memo No. 2690 /H Dated 09.03.2020
Copy forwarded to the Director, PH(O)/ Director, SIHFW(O) for information & necessary action.

Dgh
Principal Secretary

Memo No. 2691 /H Dated 09.03.2020
Copy forwarded to all CDM& PHOs for information & necessary action.

Dgh
Principal Secretary