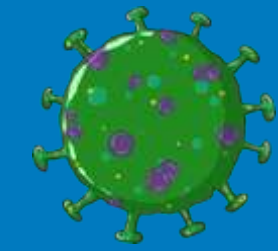
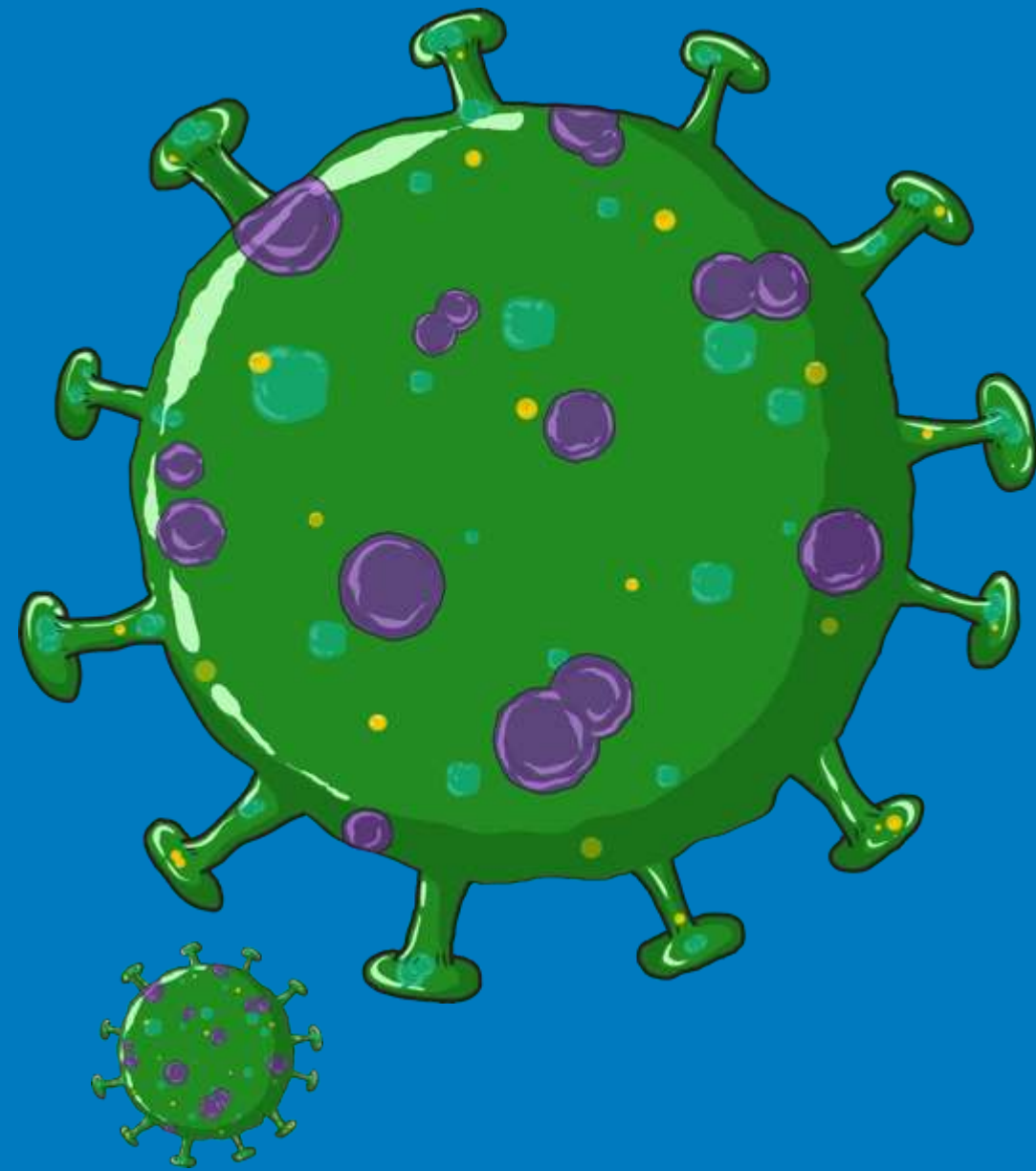




Ministry of Health & Family Welfare
Government of India



COVID-19

RESPONSE AND CONTAINMENT
MEASURES

TRAINING OF ANM, ASHA, AWW



SESSION 8

How to meet special communication needs in urban areas

ACTIVATING
SUPPORT

SAFE
PRACTICES

STIGMA AND
DISCRIMINATION

ACTIVATING SUPPORT

Community support should involve key stakeholders identified in the area and trained to given safe inputs and support

ADVISE COMMUNITY MEMBERS TO

- Volunteer for supporting the Community help-desk set up by local municipality
- Support the task of distributing masks in the community, ensuring that they are given to those who most require. Mask management to be taught while distribution
- Community representative to ensure that community cleaning and disinfection drive to be taken up regularly by the Municipal corporation
- Give information through local political and religious leaders involvement
- Give information out through common essential services like garbage vans, milk supply van etc.
- Free distribution of bleach/sodium hypochlorite solution and use of the disinfectant to be planned in the community

ACTIVATING SUPPORT

Remember urban areas are densely populated with limited health staff. You need to develop community support to keep everyone and yourself safe.

- Identify the high risk groups in the community and help them to isolate themselves to protect them from getting infected
- Be in touch with the government services to organise to get the mid-day meals delivered to the children's homes.
- Get key influencers who can help you with vigilance and tracking people who may possibly be infected and report it for referral.
- Community level cadre to be trained to ensure compliance of protocols during lock down period
- Community level structure to be identified to transform into quarantine facilities

PRACTICING SAFE BEHAVIOURS

Remember many daily wage / unorganized sector workers with severe economic hardship would go to work despite restrictions increasing their vulnerability

Reach out to specific group of people such as labourers, housemaids, shelter home migrants and daily wage workers and advise them to follow:

- Frequent handwashing with soap and water for 40 seconds especially after coming from outside, before eating food and after going to toilet.
- Change clothes and if possible wash oneself using soap after coming from outside. Avoid touching eyes, nose and mouth.
- Avoid spitting in open places and use only a wash basin or spittoon
- Maintain a distance of minimum 1 meter from others
- Contact community help-desk/ health facility if they develop fever, cough or difficulty in breathing or need any information

Stigma and Discrimination

Remember urban areas are densely populated with limited health staff. You need to develop community support to keep everyone and yourself safe.

Resident Welfare Associations

1. Many of the societies have stopped maids and other helpers from entering. While this is correct as this will keep people at home, the way of managing this distancing is stigmatizing
2. Words like “They will bring this disease to us” “The disease will spread because of them” etc are stigmatizing
3. Work with the local influencers and key decisionmakers of the area to sensitise people
4. Use the mass media clips to sensitise
5. Use government orders to show why housing societies should not discriminate against the working class like car cleaners, maids etc.