











## CATALOGUE OF COVID-19 IEC MATERIALS – UP-TSU and UNICEF UP




S N	Agency	Communication theme	Materials	Links	Key messages	Target Audience	Dissemination	
							Media	Platform
<b>COVID-19 EDUCATIONAL MATERIALS FOR MULTIPLE AUDIENCES</b>								
1	UNICEF	Prevention	Hoarding 	<a href="https://unicef-my.sharepoint.com/:f/g/person/nagupta_unicef_org/EoP04pKsobhBsUCa7KubUQEBtBRDVNcnTd3nc1wGvcRrNA">https://unicef-my.sharepoint.com/:f/g/person/nagupta_unicef_org/EoP04pKsobhBsUCa7KubUQEBtBRDVNcnTd3nc1wGvcRrNA</a>	<ul style="list-style-type: none"> <li>○ COVID Symptoms</li> <li>○ <b>Do's and Don'ts</b></li> <li>○ Respiratory hygiene</li> <li>○ Social Distancing.</li> <li>○ HWWS/Use of sanitizer</li> <li>○ Used Tissue disposal</li> <li>○ Contact Doctor</li> </ul>	Rural and Urban Community		<ul style="list-style-type: none"> <li>● Health, Directorate VBD, GoUP</li> <li>● PRD</li> <li>● DDMA's</li> <li>● Any network</li> </ul>
2	UNICEF	Prevention and reporting of symptoms	Sticker for buses plying on Indo-Nepal Border 		<ul style="list-style-type: none"> <li>○ Respiratory hygiene and cough etiquette.</li> <li>○ Hand hygiene.</li> <li>○ Keep distance min 1 meter from others.</li> <li>○ Wash hand as often thoroughly with soap and water or with alcohol-based hand sanitizer</li> <li>○ Report to the medical team in case of symptoms</li> </ul>	Rural and Urban Community- plying Indo-Nepal border before the lockdown		<ul style="list-style-type: none"> <li>● Directorate VBD, GoUP: CMOs in Indo-Nepal boarder districts</li> </ul>
3	UNICEF	Prevention and reporting of symptoms	Half page press advertisement 		<ul style="list-style-type: none"> <li>○ Respiratory hygiene and cough etiquette.</li> <li>○ Hand hygiene.</li> <li>○ Keep distance min 1 meter from others.</li> <li>○ Wash hand as often thoroughly with soap and water or with alcohol-based hand sanitizer</li> </ul>	Urban and rural		<ul style="list-style-type: none"> <li>● Directorate VBD, GoUP: CMOs in all 75 districts</li> </ul>

					<ul style="list-style-type: none"> <li>○ Travel advisory</li> <li>○ Helpline numbers</li> </ul>			
4	UNICEF	Quarantine			<ul style="list-style-type: none"> <li>○ <b>Do's and Don'ts</b></li> <li>○ If you have a foreign travel history in the last 14 days, or have come in contact with someone like that, self quarantine for 14 days.</li> </ul>	Rural and Urban Community		<ul style="list-style-type: none"> <li>● Health, Directorate VBD, GoUP</li> <li>● PRD</li> <li>● DDMA's</li> <li>● ICDS</li> <li>● Education</li> <li>● Any network</li> </ul>
5	UNICEF	Preventive Behaviours	<p>Poster (1)</p> 		<ul style="list-style-type: none"> <li>○ <b>Do's and Don'ts</b></li> <li>○ COVID Symptoms</li> <li>○ Respiratory hygiene and cough etiquette.</li> <li>○ Keep distance min 1 meter from others.</li> <li>○ Wash hand as often thoroughly with soap and water or with alcohol-based hand sanitizer</li> <li>○ Dispose off used tissue into closed dustbin.</li> <li>○ Contact Doctor</li> </ul>			<ul style="list-style-type: none"> <li>● Directorate VBD, GoUP</li> <li>● All 75 CMOs</li> <li>● Milk Cooperatives/ Societies</li> <li>● ICDS</li> <li>● CP: childline network, DWCD Network, MS network</li> <li>● PRD</li> <li>● DDMA's</li> <li>● BSG &amp; NSS</li> <li>● Any network</li> </ul>
6	UNICEF	Advisory for Public Places and Crowded areas	Poster		<ul style="list-style-type: none"> <li>● Crowded places to avoid</li> <li>● Surfaces to avoid</li> <li>● Preventive hygiene behaviours</li> <li>● Social distancing</li> <li>● Avoiding rumors</li> </ul>	Rural and Urban		<ul style="list-style-type: none"> <li>● Directorate VBD, GoUP</li> <li>● All 75 CMOs</li> <li>● Milk Cooperatives/ Societies</li> <li>● DWCD, CCI and Childline, Labour</li> </ul>




					<ul style="list-style-type: none"> <li>• Helpline number</li> </ul>			<ul style="list-style-type: none"> <li>• network</li> <li>• PRD</li> <li>• DDMA's</li> <li>• BSG &amp; NSS</li> <li>• Any network</li> </ul>
7	UNICEF	Advisory for Doctor and Health Worker	<p>Poster</p>		<ul style="list-style-type: none"> <li>• Use and disposal of mask</li> <li>• Handwashing steps and times</li> <li>• Respiratory hygiene</li> <li>• Social distancing</li> <li>• Avoiding rumor</li> <li>• Helpline number</li> </ul>	Rural and Urban		<ul style="list-style-type: none"> <li>• Directorate VBD, GoUP</li> <li>• All 75 CMOs</li> </ul>
8	UNICEF	Patient Quarantine	<p>Poster</p>		<p><b>Do's and Don'ts</b></p> <ul style="list-style-type: none"> <li>○ If you have a foreign travel history in the last 14 days, or have come in contact with someone like that self quarantine for 14 days.</li> </ul>	Rural and Urban Community		<ul style="list-style-type: none"> <li>• Directorate VBD, GoUP</li> <li>• All 75 CMOs</li> <li>• Milk Cooperatives/Societies</li> <li>• DWCD, CCI and Childline, Labour network</li> </ul>

								<ul style="list-style-type: none"> <li>• PRD</li> <li>• DDMA's</li> <li>• BSG &amp; NSS</li> <li>• Any network</li> </ul>
9	UNICEF	Prevention	<p>Leaflet - Chemists and Pharmacists</p> 	<ul style="list-style-type: none"> <li>○ Greet customers</li> <li>○ Social Distancing</li> <li>○ Hand hygiene</li> <li>○ Precautions during digital payment and money exchange</li> <li>○ Disinfection of surfaces</li> </ul>	Rural and Urban Community		<ul style="list-style-type: none"> <li>• Commissioner, FDA</li> <li>• DDMA's</li> </ul>	
10	UNICEF	Prevention	<p>Leaflet - Grocery Shop Owners</p> 	<ul style="list-style-type: none"> <li>○ Greet customers</li> <li>○ Social Distancing</li> <li>○ Hand hygiene</li> <li>○ Precautions during digital payment and money exchange</li> <li>○ Disinfection of surfaces</li> </ul>	Rural and Urban Community		<ul style="list-style-type: none"> <li>• Commissioner, FDA</li> <li>• Milk Cooperatives/Societies</li> <li>• DDMA's</li> <li>• PRI and Urban bodies</li> <li>• MS/Women group network</li> <li>• DDMA's</li> </ul>	
11	UNICEF	Trucker – for advisory and prevention	Leaflet - Truck Drivers and Transporters	<ul style="list-style-type: none"> <li>○ Greeting community</li> <li>○ Social Distancing</li> <li>○ Hand hygiene</li> </ul>	Rural and Urban Community	Social Media Digital	<ul style="list-style-type: none"> <li>• Transport department</li> <li>• Toll authorities</li> </ul>	

		education		<ul style="list-style-type: none"> <li>Precautions during lift to strangers</li> <li>Disinfection of vehicle inside and outside.</li> </ul>		networks	Department interfacing with Petrol Pumps and highways
1 2	UNICEF	Migrants: for Health worker and Saffai Karmachari (Self care and prevention education)	<p>Leaflet - Migrants</p> 	<ul style="list-style-type: none"> <li>Greeting community</li> <li>Social Distancing, Hand hygiene</li> <li>Wearing of mask &amp; disposal</li> <li>Disinfection of surfaces</li> <li>Arrangement of water and soap</li> <li>Regular proper disposal of waste</li> <li>Message to travellers who reached shelters or home for 14 days home quarantine.</li> </ul>	Rural and Urban Community	Social Media Digital networks	<ul style="list-style-type: none"> <li>PRI- rural and urban bodies</li> <li>PRD</li> <li>DDMAs</li> <li>Labour dept network</li> <li>BSG &amp; NSS</li> <li>CSOs</li> <li>Other networks</li> </ul>
1 3	UNICEF	Advisory for Police	<p>Poster</p> 	<ul style="list-style-type: none"> <li>Dos and Don'ts</li> <li>Social distancing</li> <li>Use of Mask</li> <li>HWWS</li> <li>Sanitation of used equipment and surfaces</li> <li>Role of Police</li> </ul>			<ul style="list-style-type: none"> <li>Police</li> </ul>

1 4	UNICEF	Prevention practices - Dairy Development			<ul style="list-style-type: none"> <li>○ Use of mask and social distancing during milk collection and delivery</li> <li>○ Cleaning of milk utensils</li> <li>○ HWWS</li> <li>○ Cleaning of surfaces</li> <li>○ Contacting helpline</li> </ul>			<ul style="list-style-type: none"> <li>● Dairy Development</li> </ul>
1 3	UP-TSU	Care for the Elderly		<a href="https://ihatin-my.sharepoint.com/:v/g/person/shalini_raman_ahat_in/EYHUXOv-ztxBgUn1quOmSdlBcSg5XE3vmBOsgrffJDao6g?e=wyQdOB">https://ihatin-my.sharepoint.com/:v/g/person/shalini_raman_ahat_in/EYHUXOv-ztxBgUn1quOmSdlBcSg5XE3vmBOsgrffJDao6g?e=wyQdOB</a>	As elderly population is more vulnerable to Corona infection, this flyer has essential information for special care for the elderly	Elderly Citizens	Social Media: WhatsApp, Twitter Facebook	<ul style="list-style-type: none"> <li>● Health, ICDS, Social Welfare, SDMA, Education, Large youth networks like NSS, NCC, Scouts &amp; Guides, Civil Society and CSR like HCL Foundation</li> </ul>
1 4	UP-TSU	Home care and Quarantine			In info-graphic and pictorial form, this flyer has essential information for home care and home quarantine	Rural and Urban Communities	Social Media: WhatsApp, Twitter Facebook	<ul style="list-style-type: none"> <li>● Health, ICDS, Social Welfare, SDMA, Education, Large youth networks like NSS, NCC, Scouts &amp; Guides, Civil Society and CSR like HCL Foundation</li> </ul>



1 5	UP-TSU	Advisory for Citizens	<p style="text-align: center;"><b>Flyer</b></p> 		A flyer in form of advisory on care for those returning from foreign countries, from other states and for other citizens	For Foreign returned and those returning from other states and for common citizens		
1 6	UP-TSU	Advisory for Citizens	<p style="text-align: center;"><b>Press Ad</b></p> 		Advisory on care and protective measures to be followed	For Foreign returned and those returning from other states	Media houses, online portals, Social media (Twitter /LinkedIn/ Facebook)	
1 7	UP-TSU	Care of the elderly	<p style="text-align: center;"><b>Press Ad</b></p> 		Has message on essential preventive measures for the elderly Population	For Elderly Citizens	Media houses, online portals, Social media (Twitter /LinkedIn/ Facebook)	

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18	UP-TSU	Home based care	<p>Press Ad</p>	Essential information for home care and home quarantine	Rural and Urban Communities	Media houses, online portals, Social media (Twitter/LinkedIn/Facebook)		
19	UP-TSU	Mask need and making at home	<p>Brochure- Size-A5- half page- two fold-</p>	Why wear Mask-How to make mask at home if you have sewing machine and making mask at home without sewing machine	Rural and Urban Communities	Social Media, Whatsapp, digital medium		
20	UP-TSU	Mask need and making at home	<p>कोरोना वायरस के संक्रमण से बचने के लिए घर पर मास्क कैसे बनाएं?</p>	Why wear Mask-How to make mask at home with support of sewing machine	Rural and Urban Communities	Social Media, Whatsapp, digital medium		






			Two page flyer- Size- A4					
2 1	UP-TSU	Messages for Pregnant Women	<p style="text-align: center;"><b>Flyer</b></p>	Key precautions and care to be taken during and post pregnancy and steps to follow in emergency situation	For Pregnant woman	Social Media, Whatsapp, digital medium		

**COVID-19 EDUCATIONAL AV MATERIALS FOR CHILDREN, YOUTH, FAMILY**



1	UNICEF	<b>TARA Puppet Series on COVID-19: Episode 1 Corona Quiz</b> (One with sig language and one without)	<p style="text-align: center;">Video</p>	<p style="text-align: center;"><a href="https://unicef-my.sharepoint.com/:f:/g/person/nagu_04pKsobhBsUCa7Ku_bUQEbtBRDVNcnTd_3nc1wGVcRrNA">https://unicef-my.sharepoint.com/:f:/g/person/nagu_04pKsobhBsUCa7Ku_bUQEbtBRDVNcnTd_3nc1wGVcRrNA</a></p>	<p><b>CORONA Quiz</b></p> <ul style="list-style-type: none"> <li>○ COVID Symptoms</li> <li>○ Preventive Behaviours</li> <li>○ Contact Doctor</li> </ul>	Rural and Urban Community	Whatsapp, TV Radio, Social Media	<ul style="list-style-type: none"> <li>● Childline, DWCD, NGOs network</li> <li>● BSG &amp; NSS</li> <li>● Education</li> <li>● PRD</li> <li>● NHM</li> <li>● ICDS</li> </ul>
2	UNICEF	Tara Puppet series on COVID-19: Episode #2	<p style="text-align: center;">Video</p>		<ul style="list-style-type: none"> <li>○ Handwashing steps.</li> <li>○ Critical time for Handwashing</li> </ul>	Rural and Urban Community	Whatsapp, TV Radio, Social	<ul style="list-style-type: none"> <li>● Childline, DWCD, NGOs network</li> <li>● BSG &amp; NSS</li> <li>● Education</li> </ul>



							Media	<ul style="list-style-type: none"> <li>• PRD</li> <li>• NHM</li> <li>• ICDS</li> </ul>
3	UNICEF	Tara Puppet series on COVID-19 : Episode #3	<p>Video</p> 	<ul style="list-style-type: none"> <li>○ Social Distancing and Use of Mask</li> </ul>	Rural and Urban Community	Whatsapp, TV Radio, Social Media	<ul style="list-style-type: none"> <li>• Childline, DWCD, NGOs network</li> <li>• BSG &amp; NSS</li> <li>• Education</li> <li>• PRD</li> <li>• NHM</li> <li>• ICDS</li> </ul>	
.4	UNICEF	Tara Puppet series on COVID-19 : Episode #4	<p>Video</p> 	<ul style="list-style-type: none"> <li>○ Parent Child quality interactions</li> <li>○ Continuing Learning</li> <li>○ Maintaining a positive environment at home</li> </ul>	Rural and Urban Community	Whatsapp, TV Radio, Social Media	<ul style="list-style-type: none"> <li>• Childline, DWCD, NGOs network</li> <li>• BSG &amp; NSS</li> <li>• Education</li> <li>• PRD</li> <li>• NHM</li> <li>• ICDS</li> </ul>	
5	UNICEF	Tara Puppet series on COVID-19 : Episode #5	<p>Video</p>	<ul style="list-style-type: none"> <li>○ Corona Champions</li> </ul>	Rural and Urban Community	Whatsapp, TV Radio, Social Media	<ul style="list-style-type: none"> <li>• Childline, DWCD, NGOs network</li> <li>• BSG &amp; NSS</li> <li>• Education</li> <li>• PRD</li> </ul>	



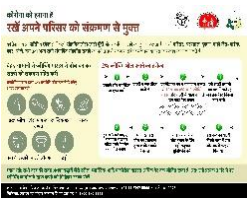

								<ul style="list-style-type: none"> <li>• NHM</li> <li>• ICDS</li> </ul>
	UNICEF	Tara Puppet series on COVID-19 : Episode #6	<p>Video</p> 		<ul style="list-style-type: none"> <li>○ Avoid COVID-19 related Stigma and discriminatory behaviours</li> <li>○ Corona is not linked to any particular country</li> <li>○ Support doctors and frontline warriors</li> <li>○ Undertake positive activities such as gardening in daily routine</li> </ul>	Rural and Urban Community	Whatsapp, TV Radio, Social Media	<ul style="list-style-type: none"> <li>• Childline, DWCD, NGOs network</li> <li>• BSG &amp; NSS</li> <li>• Education</li> <li>• PRD</li> <li>• NHM</li> <li>• ICDS</li> </ul>
	UNICEF	Tara Puppet Series on COVID-19	Video		<ul style="list-style-type: none"> <li>○ Tara Puppet series on COVID-19 teaser 1</li> </ul>			<ul style="list-style-type: none"> <li>•</li> </ul>
	UNICEF	Tara Puppet Series on COVID-19	Video		<ul style="list-style-type: none"> <li>○ Tara Puppet series on COVID-19 teaser 2</li> </ul>			<ul style="list-style-type: none"> <li>•</li> </ul>
6	UNICEF	Meena series-educating child at home	Audio	<ul style="list-style-type: none"> <li>○</li> </ul>	<ul style="list-style-type: none"> <li>○ Around Children issues</li> </ul>	Rural	Radio - AIR, FM, CRS	<ul style="list-style-type: none"> <li>• Childline, DWCD, NGOs network</li> <li>• Community Radio</li> <li>• Education</li> </ul>
7	UNICEF	Full on Nikki series-educating Adolescent at home	Audio	<ul style="list-style-type: none"> <li>○</li> </ul>	<ul style="list-style-type: none"> <li>○ Adolescent issues and life skill</li> </ul>	Rural	Radio - AIR, FM, CRS	<ul style="list-style-type: none"> <li>• Childline, DWCD, NGOs network, Adolescent girls network, Women's Group, BBBP</li> <li>• Community Radio</li> <li>• Education</li> </ul>

8	UNICEF	Mirchi Home Tutition, Live Radio Programme 31 March onwards on Radio Mirchi, Lucknow		<ul style="list-style-type: none"> <li>Encourage youth to stay at home</li> <li>Learn new skills and prepare for life post lockdown</li> </ul>	Urban	Radio Mirchi	
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**TRAINING & CAPACITY BUILDING MATERIALS FOR HEALTH /OTHER FUNCTIONARIES**





1	UNICEF	Preventive Behaviours and Role of ASHAs	<p>Leaflet - ASHAs</p> 	<p><a href="https://unicef-my.sharepoint.com/:f:/g/person/nagupta_unicef_org/EoPO4pksohbSUCa7KubUQEBtBRDVNcnTd3nc1wGVcRrNA">https://unicef-my.sharepoint.com/:f:/g/person/nagupta_unicef_org/EoPO4pksohbSUCa7KubUQEBtBRDVNcnTd3nc1wGVcRrNA</a></p>	<p><b>1- Do's and Don'ts</b></p> <ul style="list-style-type: none"> <li>COVID Symptoms</li> <li>Respiratory hygiene.</li> <li>Social distancing.</li> <li>Handwashing</li> <li>Dispose used tissue in dustbin.</li> <li>Contact Doctor</li> </ul> <p><b>2- Role of ASHAs</b></p>	Rural Community	<ul style="list-style-type: none"> <li>Directorate VBD, GoUP</li> <li>All 75 CMOs</li> <li>DDMAs</li> </ul>
2	UNICEF	Preventive Behaviours and Role of Teachers	<p>Leaflet - Teachers</p> 		<p><b>1- Do's and Don'ts</b></p> <ul style="list-style-type: none"> <li>COVID Symptoms</li> <li>Respiratory hygiene.</li> <li>Social distancing.</li> <li>Handwashing</li> <li>Dispose used tissue in dustbin.</li> <li>Contact Doctor</li> </ul> <p><b>2- Role of Teachers</b></p>	Rural and Urban Community	<ul style="list-style-type: none"> <li>Directorate VBD, GoUP</li> <li>Education Dep</li> <li>All CCI's</li> <li>BSG &amp; NSS</li> </ul>
3	UNICEF	Preventive Behaviours	<p>Leaflet - Gram Panchayat</p>		<p><b>1- Do's and Don'ts</b></p> <ul style="list-style-type: none"> <li>COVID Symptoms</li> </ul>	Rural Community	<ul style="list-style-type: none"> <li>Panchayati Raj Department: 75</li> </ul>




		and Role of Gram Panchayat members		<ul style="list-style-type: none"> <li>○ Respiratory hygiene.</li> <li>○ Social distancing.</li> <li>○ Handwashing</li> <li>○ Dispose used tissue in dustbin.</li> <li>○ Contact Doctor</li> </ul> <p>2- Role of Gram Panchayat including of Pradhan, ward members, Swacchagrahi, and front line workers</p>			<p>districts</p> <ul style="list-style-type: none"> <li>● Directorate VBD, GoUP</li> <li>● Mahila Samakhya Network</li> <li>● UPSRLM</li> <li>● BSG &amp; NSS</li> <li>● PRD</li> <li>● DDMAAs</li> </ul>
4	UNICE F	Preventive Behaviours and Role of SHG members in community mobilization	<p>Leaflet - SHG Members</p> 	<p>1- Do's and Don'ts</p> <ul style="list-style-type: none"> <li>○ COVID Symptoms</li> <li>○ Respiratory hygiene.</li> <li>○ Social distancing.</li> <li>○ Handwashing</li> <li>○ Dispose used tissue in dustbin.</li> <li>○ Contact Doctor</li> </ul> <p>2- Role of SHG members in awareness generation and community mobilization on COVID-19</p>	Rural (also Urban Community)		<ul style="list-style-type: none"> <li>● UPSRLM</li> <li>● Mahila Samakhya Network</li> <li>● Sa-Dhan network for MFIs</li> </ul>
5	UNICE F	Six steps of Hand washing	Leaflet - Six steps of hand washing	<ul style="list-style-type: none"> <li>● Frequent hand washing for prevention from COVID-19</li> <li>● Six steps for hand washing</li> <li>● Use of alcohol based sanitizer</li> </ul>	Rural and Urban Community		<ul style="list-style-type: none"> <li>● Directorate VBD, GoUP</li> <li>● All departments and networks</li> </ul>

								
6	UNICEF	Gram Pradhan – for advisory and prevention education	Leaflet - Pradhans 		<ul style="list-style-type: none"> <li>o Greeting community</li> <li>o Social Distancing</li> <li>o Hand hygiene</li> <li>o Disinfection of village</li> <li>o Water and Soap Arrangement</li> <li>o Regular waste disposal</li> <li>o home quarantine for travellers</li> <li>o About community Kitchen.</li> </ul>	Rural Community	Social Media Digital networks	<ul style="list-style-type: none"> <li>• PRD</li> <li>• DDMA's</li> <li>• BSG &amp; NSS</li> </ul>
7	UP-TSU	Disinfection by using Bleaching Powder	Poster 	<a href="https://ihatiny.sharepoint.com/:v/g/person/shalini_raman_ghat_in/EYHUXOv-ztXBgUn1quOmSdIBcSg5XE3vmBOsgrffJDao6g?e=wyQdOB">https://ihatiny.sharepoint.com/:v/g/person/shalini_raman_ghat_in/EYHUXOv-ztXBgUn1quOmSdIBcSg5XE3vmBOsgrffJDao6g?e=wyQdOB</a>	Depicts the process to make 2% bleaching liquid as disinfectant from bleaching powder	For Health Facilities and Communities	Social Media: WhatsApp, Twitter Facebook	• Health Dept, Malls, Shops, Public Premises
8	UP-TSU	Disinfection by using liquid Bleach	Poster 		Depicts the steps to make 1% Sodium Hypochlorite using bleaching liquid for disinfecting premises	For Health Facilities and Communities	Social Media: WhatsApp, Twitter	Health Dept, Malls, Shops, Public Premises




							Facebook	
9	UP-TSU	Care of the elderly	<p>Poster</p> 		Depicts important Do's and Don'ts and essential preventive measures for the care of the elderly at Home.	For Elderly Citizens	Social Media: WhatsApp, Twitter Facebook	Health Dept,
10	UP-TSU	Hand Washing Steps	<p>Short Film</p> 		Demonstrate proper hand washing steps	For Service Providers	Social Media	Films approved by Directorate of Medical and Health as part of training modules for Service Providers on COVID-19. Use by department as disinfection guideline.
11	UP-TSU	Disinfection of Stethoscope	<p>Short Film</p> 		Step wise process explained to disinfect one's Stethoscope	For Service Providers	Social Media	

12	UP-TSU	Mask Wearing	Short Film 	A film for Service providers demonstrating proper and correct way of wearing a mask	For Service Providers	Social Media	
13	UP-TSU	Film on Disinfection	Short Film 	explaining the process to make 2% bleaching liquid and 1% Sodium Hypochlorite as disinfectants	For Health Facilities and Communities	Social Media	
14	UP-TSU	Film for FLWs	Short Film 	Essential information for FLWs such as; DO's and Don'ts for the community, what to do when in home quarantine etc.	For FLWs such as ASHAs and ANMs	Social Media	
15	UP-TSU	Messages for FLWs	Voice Message 	Essential information for FLWs such as; DO's and Don'ts for the community, what to do when in home quarantine etc.	For FLWs such as ASHAs and ANMs	Interpersonal Communication with FLWs	• Trainings of FLWs by various depts..
<b>MATERIALS TO SUPPORT LOCK DOWN (HOME-BOUND STAY) AND SOCIAL DISTANCING FOR TARGETTED AUDIENCES</b>							

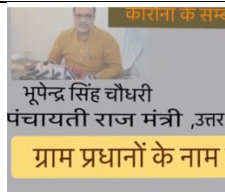
1	UNICEF	Janta Curfew-Social Mobilization for voluntary home-bound stay	<p>Leaflet (6)- Janta Curfew</p> 	<p><a href="https://unicef-my.sharepoint.com/:f/g/personal/nagupta_unicef_org/EoPO4pKsobhBsUCa7KubUQEbtBRDVNcnTd3nc1wGVcRrNA">https://unicef-my.sharepoint.com/:f/g/personal/nagupta_unicef_org/EoPO4pKsobhBsUCa7KubUQEbtBRDVNcnTd3nc1wGVcRrNA</a></p>	<ul style="list-style-type: none"> <li>○ Stay at home</li> <li>○ Social Distancing</li> <li>○ Hand hygiene</li> </ul>	Rural and Urban Community	<ul style="list-style-type: none"> <li>• PRD/ UPSRLM</li> <li>• DDMAAs</li> </ul>
2	UNICEF	Social distancing	<p>Social Distancing (1)</p> 		<ul style="list-style-type: none"> <li>○ Avoid physical contact while greeting people- Do not greet people by shaking hands, hugging</li> </ul>	Rural and Urban Community staying at shelter home, service providers at shelter homes	<ul style="list-style-type: none"> <li>• PRI- rural and urban bodies</li> <li>• PRD</li> <li>• DDMAAs</li> <li>• Labour dept network</li> <li>• BSG &amp; NSS</li> <li>• CSOs</li> </ul>
3	UNICEF	Social distancing	<p>Social Distancing (2)</p> 		<ul style="list-style-type: none"> <li>○ Maintain 1-2 metres of distance with people around you</li> </ul>	Rural and Urban Community staying at shelter home, service providers at shelter homes	<ul style="list-style-type: none"> <li>• Through Milk Cooperatives/ Societies</li> <li>• DWCD, CCI and Childline, Labour network and Women's Group/MS network</li> </ul>
4	UNICEF	Social Distancing	<p>Social Distancing (3)</p>		<ul style="list-style-type: none"> <li>○ Maintain 1-2 metres of distance with</li> </ul>	Rural and Urban Community	

					people around you when eating food or at other times	staying at shelter home, service providers at shelter homes		
5	UNICEF	Social Distancing			<ul style="list-style-type: none"> <li>Maintain 1-2 metres of distance with people around you when buying essentials or at public places</li> </ul>	Rural and Urban Community staying at shelter home, service providers at shelter homes		
6	UNICEF	Preventive - No Spitting			<ul style="list-style-type: none"> <li>Don't spit in open</li> </ul>	Rural and Urban Community		
7	UNICEF	Preventive-hand washing			<ul style="list-style-type: none"> <li>Wash your hands with soap and water for 40 seconds</li> </ul>	Rural and Urban Community	Social Media, WhatsApp	

8	UNICEF	Preventive	Preventive (3) 		<ul style="list-style-type: none"> <li>Do not unnecessarily touch your moth eyes or nose</li> </ul>	Rural and Urban Community	Social Media, Whatsapp	

**MATERIALS FOR ADVOCACY**


**• Appeals by Political Leaders and Social Influencers**




1	UNICEF	Audio /Video Message by PRD minister, UP		<a href="https://unicef-my.sharepoint.com/:f:/g/personal/nagupta_unicef_org/EoPO4pKsobhBsUCa7KubUQEBtBRDVNcnTd3nc1wGVcRrNA">https://unicef-my.sharepoint.com/:f:/g/personal/nagupta_unicef_org/EoPO4pKsobhBsUCa7KubUQEBtBRDVNcnTd3nc1wGVcRrNA</a>	o Message Pradhan about COVID 19	Rural		<ul style="list-style-type: none"> <li>PRD</li> <li>DDMAs</li> </ul>
2	UNICEF	Audio	Message by Health minister, UP		o Message ASHA about COVID 19	Rural	Radio	<ul style="list-style-type: none"> <li>DDMAs</li> <li>ASHAs as part of ASHA training kit</li> <li>All 75 CMOs</li> </ul>
3	UNICEF	Audio	Appeal by State Minister for Skill		o Skill Development	Urban	Radio City	




			Development, Kapil Dev Agarwal				Agra	
4	UNICEF	Audio	Appeal by State Minister for Health and Family Welfare Jai Pratap Singh		○ Preventive Behaviours	Rural and Urban	Radio City Agra	
5	UNICEF	Audio	Appeal by State Minister for Food and Civil Supply Ranvendra Pratap Singh		○ Food and Civil Supply	Urban	Radio City Agra	
6	UNICEF	Audio	Appeal by MD Skill Development Mission		○ Seeking support from SHG members in COVID-19 Prevention	Urban	Radio- AIR Bareilly	
7	UNICEF	Audio	Appeal by Kailash Satyarthai, Nobel Laureate		○ Stay at home and protection of children during emergency	Urban	CMS Commu nity Radio	
8	UNICEF	Audio	Appeal by Editor, NavBharat Times, NCR region		○ Stay positive during lockdown, improvement in environment	Urban	CMS Commu nity Radio	
9	UNICEF UP	Audio	MD UPSRLM	○	○ Preventive Behaviours ○ Informing on migrant	Rural	Whatsa pp	● UPSRLM






10	UNICEF India	English and Hindi Video (2)	Amitabh Bachchan (Celebrity Ambassador)	○	○ Basic precautions ○ HWWS ○ Handhygiene ○ Mask use ○ Social distancing ○ Contact doctor			●
11	UNICEF India	Handwashing	2 English and Hindi videos of Sachin Tendulkar (Regional Ambassador)		○ Handwashing with soap and steps			●
12	UNICEF India	Prevention	English and Hindi Video Trisha Kishnan		○ Preventive behaviours			●
15	UNICEF India	COVID-19 preventive and lockdown behaviour	English and Hindi Video Yuvraj Singh		○ Support lockdown ○ HWWS ○ Use trusted sources of information ○ Do not panic			●
14	UNICEF India	COVID themes	5 English Tik Tok files		○ Preventive Behaviours ○ HWWS ○ Protecting family ○ Contacting Doctor ○ Using trusted sources of			●





					information			
15	UNICEF India	Protecting from transmission	English and Hindi Golu PSA		<ul style="list-style-type: none"> <li>Affected person should observe quarantine in order to not infect others</li> </ul>			
16	UNICEF India	10 Hindi Tik Tok series	Dr. Pravin Khobragade (Health Specialist UNICEF India)	○	<ul style="list-style-type: none"> <li>Technical information related to COVID-19 and preventive behaviours</li> </ul>			
17	UNICEF India	5 Hindi Tik Tok files	Print with music		<ul style="list-style-type: none"> <li>Preventive Behaviours</li> <li>HWWS</li> <li>Protecting family</li> <li>Contacting Doctor</li> <li>Using trusted sources of information</li> </ul>			
<b>• 10 Influencers' Films (2-3 mins)</b>								
1	UNICEF	Govt's preparedness	 <p>Shri Yogi Adityanath, Chief Minister, Uttar Pradesh</p>	<a href="https://www.youtube.com/watch?v=oDcw1cRVc7s&amp;feature=youtu.be">https://www.youtube.com/watch?v=oDcw1cRVc7s&amp;feature=youtu.be</a>	<ul style="list-style-type: none"> <li>Government's preparedness for combating the disease – isolation wards,</li> <li>Expected support from</li> </ul>	Rural and Urban Community	TV, Social media and WhatsApp	

					citizens			
2	UNICEF	Govt's preparedness	 <p>Shri Jai Pratap Singh, Minister Department of Medical, Health and Family Welfare</p>	<a href="https://www.youtube.com/watch?v=YhYa3zpFeg0&amp;feature=youtu.be">https://www.youtube.com/watch?v=YhYa3zpFeg0&amp;feature=youtu.be</a>	<ul style="list-style-type: none"> <li>- Preventive behaviours</li> <li>- Use of mask</li> <li>- Do not go into crowded places</li> </ul>	Rural and Urban Community	TV, Social media and WhatsApp	
3	UNICEF	Appeal to migrants	 <p>Shri Swami Prasad Maurya, Minister Labour</p>	<a href="https://www.youtube.com/watch?v=MXGj12rxkUM&amp;feature=youtu.be">https://www.youtube.com/watch?v=MXGj12rxkUM&amp;feature=youtu.be</a>	<ul style="list-style-type: none"> <li>- Symptoms and social distancing</li> <li>- Seek medical care</li> </ul>	Rural and Urban Community	TV, Social media and WhatsApp	
4	UNICEF	Dos and Don'ts for self quarantine	 <p>Dr Mithilesh Chaturvedi, Director Epidemics, UP</p>	<a href="https://www.youtube.com/watch?v=Q8PkIP6Zu7w&amp;feature=youtu.be">https://www.youtube.com/watch?v=Q8PkIP6Zu7w&amp;feature=youtu.be</a>	<ul style="list-style-type: none"> <li>- Dos and Don'ts for self quarantine for people with foreign travel in the last 14 days</li> </ul>	Rural and Urban Community	TV, Social media and WhatsApp	

5	UNICEF	Appeal to youth for spreading awareness	 <p>Dr. Vikasendu Agarwal, State Surveillance Officer, UP</p>	<a href="https://www.youtube.com/watch?v=y1g_tczPQRY&amp;feature=youtu.be">https://www.youtube.com/watch?v=y1g_tczPQRY&amp;feature=youtu.be</a>	Preventive behaviours <ul style="list-style-type: none"> <li>- 14 days self quarantine in case of foreign travel</li> <li>- Appeal to youth for spreading awareness</li> <li>- Use of mask</li> </ul>	Rural and Urban Community	TV, Social media and WhatsApp	
6	UNICEF	Do not fear Corona	 <p>Dr Himanshu Reddy, Associate Professor, KGMU</p>	<a href="https://www.youtube.com/watch?v=tfKUMSmj2X4&amp;feature=youtu.be">https://www.youtube.com/watch?v=tfKUMSmj2X4&amp;feature=youtu.be</a>	<ul style="list-style-type: none"> <li>-Do not fear in 98% of cases it has mild symptoms</li> <li>-No food restrictions</li> <li>- Avoid going to hospitals if possible</li> <li>- Do not shake hands</li> <li>-Social distancing</li> <li>- Keep your mobile clean, do not share mobile</li> </ul>	Rural and Urban Community	TV, Social media and WhatsApp	
7	UNICEF	Local transmission (at that time)	 <p>Dr Madhup Bajpai, Regional Team Leader,</p>	<a href="https://www.youtube.com/watch?v=Gq22oU_4QTc&amp;feature=youtu.be">https://www.youtube.com/watch?v=Gq22oU_4QTc&amp;feature=youtu.be</a>	<ul style="list-style-type: none"> <li>- Local transmission (at that time)</li> <li>- Advisory for people returning from travel</li> <li>- What to do in</li> </ul>	Rural and Urban Community	TV, Social media and WhatsApp	

			WHO		case of symptoms			
8	UNICEF	Precautions to be taken	 <p>Dr. Kanupriya Singhal, Health Specialist UNICEF</p>	<a href="https://youtu.be/Gq22oU_4QTc">https://youtu.be/Gq22oU_4QTc</a>	<ul style="list-style-type: none"> <li>- Handwashing</li> <li>- Cover your face while coughing and sneezing</li> <li>- Symptoms</li> <li>- Do not spread fake news, rely on credible sources for information.</li> </ul>	Rural and Urban Community	TV, Social media and WhatsApp	
9	UNICEF	When to see a doctor	 <p>Dr Piyali Bhattacharya, President Indian Association of Paediatrics, UP</p>	<a href="https://www.youtube.com/watch?v=vw5g33M1KRI&amp;feature=youtu.be">https://www.youtube.com/watch?v=vw5g33M1KRI&amp;feature=youtu.be</a>	<ul style="list-style-type: none"> <li>- 2019:</li> <li>- What to do if you have symptoms</li> <li>- Cough etiquettes</li> <li>- Hand washing</li> <li>- Do not touch face, mouth, nose and eyes</li> </ul>	Rural and Urban Community	TV, Social media and WhatsApp	
10	UNICEF	What is Corona Virus and precautions	 <p>Dr Rama Srivastava, President Indian Medical Association, Lucknow</p>	<a href="https://www.youtube.com/watch?v=16d5y2hF9X8&amp;feature=youtu.be">https://www.youtube.com/watch?v=16d5y2hF9X8&amp;feature=youtu.be</a>	<ul style="list-style-type: none"> <li>- What is Corona Virus</li> <li>- Precautions to be taken- social distancing</li> <li>- Use of mask</li> </ul>		TV, Social media and WhatsApp	



**MATERIALS FROM FAITH BASED ORGANISATIONS/LEADERS**


1	UNICEF	Video Message Mahant Divyagiri, Mankameswar Shaktipeeth		<a href="https://unicef-my.sharepoint.com/:f:/g/person/nagupta_unicef_org/EoPO4pKsobhBsUCa7KubUQEBtBRDVNcnTd3nc1wGVcRrNA">https://unicef-my.sharepoint.com/:f:/g/person/nagupta_unicef_org/EoPO4pKsobhBsUCa7KubUQEBtBRDVNcnTd3nc1wGVcRrNA</a>	<ul style="list-style-type: none"> <li>How to maintain social distancing during Navratri</li> </ul>	Rural and urban communities observing Navratri	WhatsApp	<ul style="list-style-type: none"> <li>SMNet</li> <li>Other networks</li> </ul>
2	UNICEF	Video appeal by Rajya Adhikari, Purohit, Vindhyachal Shaktipeeth			<ul style="list-style-type: none"> <li>How to maintain social distancing during Navratri</li> </ul>	Rural and urban communities observing Navratri	Doordarsan UP / Youtube and WhatsApp	<ul style="list-style-type: none"> <li>SMNet</li> <li>Other networks</li> </ul>
3	UNICEF	Religious leaders appeal-Darul Uloom Deoband, Saharanpur			<ul style="list-style-type: none"> <li>Avoidance of social and religious gatherings</li> <li>Social distancing</li> <li>Support to Govt decision of lock down.</li> </ul>	Muslim institutions/ population across the country	Print and electronic media. Social Media	<ul style="list-style-type: none"> <li>Health dep</li> <li>SMNet</li> <li>Other Networks</li> <li>Health dep</li> <li>SMNet</li> <li>Other Networks</li> </ul>
4	UNICEF	Religious leaders appeal- Darul Uloom Waqf Deoband			<ul style="list-style-type: none"> <li>Promoting social distancing</li> </ul>	Muslim institutions/ population across the country	Social Media	















9	UNICEF	Tauqeer Raza Khan, President of Ittehad E Millat Council, Member of Dargah Aala Hazrat, Bareilly			<ul style="list-style-type: none"> <li>○ Avoidance of social and religious gatherings</li> <li>○ Prevention</li> <li>○ Social distancing</li> <li>○ Support to Govt decision of lock down.</li> </ul>	Muslim	Social Media	
10	UNICEF	Talib-e-Dua Qazi Tanveer Alam Muzaffarnagar			<ul style="list-style-type: none"> <li>○ Avoidance of social and religious gatherings</li> <li>○ Prevention</li> <li>○ Social distancing</li> <li>○ Support to Govt decision of lock down.</li> </ul>	Muslim institutions/Leader / population across the country	Social Media	
11	UNICEF	Shehar Qazi , Maulana Aqeel Miyan Distt- Banda			<ul style="list-style-type: none"> <li>○ Avoidance of social and religious gatherings</li> <li>○ Prevention</li> <li>○ Social distancing</li> <li>○ Support to Govt decision of lock down.</li> </ul>	Muslim institutions/Leader / population across the country	Social Media	
12	UNICEF	Prof. Zainus Sajideen Shaher Qazi, Meerut			<ul style="list-style-type: none"> <li>○ Avoidance of social and religious gatherings</li> <li>○ Social distancing</li> <li>○ Support to Govt decision of lock down.</li> </ul>	Muslim institutions/ population across the country	Social Media	
13	UNICEF	Haji GM Mustafa District President Jamiat Ulma I Hind , Meerut			<ul style="list-style-type: none"> <li>○ Avoidance of social and religious gatherings</li> <li>○ Social distancing and Prevention</li> <li>○ Support to Govt decision of lock down.</li> </ul>	Muslim institutions/ population across the country	Social Media	
14	UNICEF	Shaher Imam Sayeed Masoom Ali Azad			<ul style="list-style-type: none"> <li>○ Avoidance of social and religious gatherings</li> <li>○ Social distancing</li> <li>○ Support to Govt decision of lock</li> </ul>	Muslim institutions/ population across the country	Social Media	

15	UNICEF	Jamat E Islami Hind- Shariya committee			<p>down.</p> <ul style="list-style-type: none"> <li>○ Avoidance of social and religious gatherings</li> <li>○ Social distancing</li> <li>○ Support to Govt decision of lock down.</li> </ul>	Muslim institutions/ population across the country	Social Media	
16	UNICEF	Qazi- E-Shaher, Allahabad Founder Jamia Darussalam, Allahabad			<ul style="list-style-type: none"> <li>○ Avoidance of social and religious gatherings</li> <li>○ Social distancing</li> <li>○ Support to Govt decision of lock down.</li> </ul>	Muslim institutions/ population across the country	Social Media	
17	UNICEF	Prof. Zainus Sajideen Shaher Qazi, Meerut			<ul style="list-style-type: none"> <li>○ Avoidance of social and religious gatherings</li> <li>○ Social distancing</li> <li>○ Support to Govt decision of lock down.</li> </ul>	Muslim institutions/ population across the country	Social Media	
18	UNICEF	Haji GM Mustafa District President			<ul style="list-style-type: none"> <li>○ Avoidance of social and religious gatherings</li> </ul>	Muslim institutions/ population across the	Social Media	


		Jamiat Ulma I Hind , Meerut			<ul style="list-style-type: none"> <li>○ Social distancing and Prevention</li> <li>○ Support to Govt decision of lock down.</li> </ul>	country		
19	UNICEF	Shaher Imam Sayeed Masoom Ali Azad			<ul style="list-style-type: none"> <li>○ Avoidance of social and religious gatherings</li> <li>○ Social distancing</li> <li>○ Support to Govt decision of lock down.</li> </ul>	Muslim institutions/ population across the country	Social Media	
20	SMNet	Appeal by various Religious Leaders	List and links		<ul style="list-style-type: none"> <li>○ Avoidance of social and religious gatherings</li> <li>○ Social distancing</li> <li>○ Support to Govt decision of lock down.</li> </ul>	Muslim, Sikh, Christian and Hindu institutions/ population across the country	Social and print Media	
21	UNICEF	Faith Leader Swami Chidanand Saraswati, Global Interfaith WASH Alliance (GIWA) Appeal for			<ul style="list-style-type: none"> <li>○ End child marriage</li> <li>○ Avoidance of social and religious gatherings</li> <li>○ Educate and support girls to fulfil their</li> </ul>	Rural and urban populations	Social media and whatsapp	<ul style="list-style-type: none"> <li>● DWCD</li> <li>● Partner organisations</li> <li>● NSS</li> <li>● BSG</li> <li>● UPSRLM</li> <li>● Community Radio</li> </ul>

		Akshaya Tritoia			dreams and ambitions			
22	UNICEF	Faith Leader Sadhvi Bhagwati Saraswati, Global Interfaith WASH Alliance (GIWA) Appeal for Akshaya Tritoia			<ul style="list-style-type: none"> <li>○ End child marriage</li> <li>○ Avoidance of social and religious gatherings</li> <li>○ Educate and support girls to fulfil their dreams and ambitions</li> </ul>	Rural and urban populations	Social media and whatsapp	<ul style="list-style-type: none"> <li>● DWCD</li> <li>● Partner organisations</li> <li>● NSS</li> <li>● BSG</li> <li>● UPSRLM</li> <li>● Community Radio</li> </ul>
23	UNICEF	Faith Leader Shri Mahant Devyagiri, Mankameshwar Math Mandir Appeal for Akshaya Tritoia			<ul style="list-style-type: none"> <li>○ End child marriage</li> <li>○ Avoidance of social and religious gatherings</li> <li>○ Educate and support girls to fulfil their dreams and ambitions</li> </ul>	Rural and urban populations	Social media and whatsapp	<ul style="list-style-type: none"> <li>● DWCD</li> <li>● Partner organisations</li> <li>● NSS</li> <li>● BSG</li> <li>● UPSRLM</li> <li>● Community Radio</li> </ul>
<b>MATERIALS FOR MASS MEDIA TV, RADIO, MOBILE TELEPHONY (IVRS)</b>								
1	UNICEF	DD News 1 April			<ul style="list-style-type: none"> <li>● Religious leaders appeal to community to support governme</li> </ul>	Rural and urban	Doordarshan UP / Youtube and WhatsApp	

			<a href="https://youtu.be/PRqvwmoEibs">https://youtu.be/PRqvwmoEibs</a>		nt initiatives			
2	UNICEF	'Corona No... No...' (15 mins) 1 April On DDUP 3.30, 5.30 and 7.30 pm	 <a href="https://youtu.be/3y97ou2Fpc8">https://youtu.be/3y97ou2Fpc8</a>		<ul style="list-style-type: none"> <li>Preventive behaviours , maintain social distancing</li> </ul>	Rural and urban	Doordarshan UP / Youtube and WhatsApp	
3	UNICEF	Health services in COVID-19 times	Press Ad 		<ul style="list-style-type: none"> <li>Continuation of health services and scrolls for television</li> </ul>	Rural and Urban Communities		
4	UP-TSU	Home care for citizens	Voice Message 	<a href="https://ihatiny.sharepoint.com/:v/g/personal/shalini_raman_ihat_in/EYHUXOv-ztxBgUn1quOmSdIBcSg5XE3vmBOsgrffJDao6g?e=wyQdOB">https://ihatiny.sharepoint.com/:v/g/personal/shalini_raman_ihat_in/EYHUXOv-ztxBgUn1quOmSdIBcSg5XE3vmBOsgrffJDao6g?e=wyQdOB</a>	Essential information for home care and home quarantine	Rural and Urban Communities	IVRS, Mobile Telephone	
5	UP-TSU	Elderly Care	Voice Message 		Essential message on preventive measures for the elderly Population	For Elderly citizens	Sharing links with FLWs and Service Providers	
6	UP-TSU	Advisory Message	Voice Message		advisory on care and protective	For Foreign returned citizens	through	

					measures to be followed by those who have returned from foreign destinations		Social Media	
7	UP-TSU	Advisory Message	Voice Message 		Care and protective measures to be followed by those who have returned from other states	For those returning from other states		
8	UP-TSU	Awareness amongst citizens	Voice Message 		information on care and protective measures to be followed	Rural and Urban Communities		

**MATERIALS FOR SOCIAL MEDIA**




1	UNIC EF	SM Post 1 - 16/3/2020			खांसते या छींकते समय अपने मुंह को रुमाल या टिशू से ढके, इस्तेमाल किए टिशू को कूड़ेदान में ही फेंके। कोई भी व्यक्ति जिसे बुखार, खांसी, सांस लेने में परेशानी हो डॉक्टर से सम्पर्क करें। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCoronavirus		Social Media- Twitter and WhatsApp	
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2	UNIC EF	SM Post 2 - 17/3/2020			<p>अपने आपको, अपने परिवार व मित्रों को सुरक्षित रखने के लिए अपने हाथों को साबुन व पानी से अनेक बार धोएं। हाथ धोने का सही तरीका अपनाएं। #COVID19 #SwasthaBharat #HealthForAll #CoronaOutbreak</p>		Social Media- Twitter and WhatsA pp	
3	UNIC EF	SM Post 3 - 18/3/2020			<p>कोरोना से न घबराएं, खुद बचें और सबको बचाएं जिन व्यक्तियों को बुखार, खांसी या सांस लेने में परेशानी हो, उनके निकट संपर्क से बचें और कम से कम 1 मीटर की दूरी बनाए रखें। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCorona</p>		Social Media- Twitter and WhatsA pp	
4	UNIC EF	SM Post 4 - 19/3/2020			<p>अगर आपको बुखार, खांसी या सांस लेने में परेशानी है तो डॉक्टर से सम्पर्क करें। अन्य व्यक्तियों से 1 मीटर की दूरी बनाए रखें। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCoronavirus</p>		Social Media- Twitter and WhatsA pp	
5	UNIC EF	SM Post 5 - 20/3/2020			<p>कोरोना वायरस से सुरक्षित रहें अपने आपको, अपने परिवार और मित्रों को सुरक्षित रखने के लिए, अपने हाथों को साबुन व साफ पानी से बार-बार धोएं। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCorona</p>		Social Media- Twitter and WhatsA pp	



6	UNIC EF	SM Post 6 - 21/3/2020			<p>खांसते या छींकते समय अपने मुंह को रुमाल या टिश्यू से ढके, इस्तेमाल किए टिश्यू को कूड़ेदान में ही फेंकें। कोई भी व्यक्ति जिसे बुखार, खांसी, सांस लेने में परेशानी हो डॉक्टर से सम्पर्क करें। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCoronavirus</p>		Social Media- Twitter and WhatsA pp	
7	UNIC EF	SM Post 7 - 22/3/2020			<p>अपने आपको, अपने परिवार व मित्रों को सुरक्षित रखने के लिए अपने हाथों को साबुन व पानी से अनेक बार धोएं। हाथ धोने का सही तरीका अपनाएं। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCorona</p>		Social Media- Twitter and WhatsA pp	
8	UNIC EF	SM Post 8 - 23/3/2020			<p>कोरोना से न घबराएं, खुद बचें और सबको बचाएं। जिन व्यक्तियों को बुखार, खांसी या सांस लेने में परेशानी हो, उनके निकट संपर्क से बचें और कम से कम 1 मीटर की दूरी बनाए रखें। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCorona</p>		Social Media- Twitter and WhatsA pp	

9	UNICEF	SM Post 9 - 24/3/2020			<p>अगर आपको बुखार, खांसी या सांस लेने में परेशानी है तो डॉक्टर से सम्पर्क करें। अन्य व्यक्तियों से 1 मीटर की दूरी बनाए रखें। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCorona</p>		Social Media-Twitter and WhatsApp	
10	UNICEF	SM Post 10 - 25/3/2020			<p>कोरोना वायरस से सुरक्षित रहें अपने आपको, अपने परिवार और मित्रों को सुरक्षित रखने के लिए, अपने हाथों को साबुन व साफ पानी से बार-बार धोएं। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCoronavirus</p>		Social Media-Twitter and WhatsApp	
11	UNICEF	SM Post 11 - 26/3/2020			<p>घर पर रहकर कोरोना वायरस के संपर्क से बचें। जब तक बहुत जरूरी न हो, घर के बाहर न निकलें। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCorona</p>		Social Media-Twitter and WhatsApp	
12	UNICEF	SM Post 12 - 27/3/2020			<p>अगर आप या आपके परिजन पिछले 14 दिनों के दौरान विदेश यात्रा कर भारत वापस आए हैं, या कोरोना वायरस से संक्रमित किसी व्यक्ति के संपर्क में आए हैं तो घर के सदस्यों से अलग एक कमरे में रहें। #COVID19 #SwasthaBharat</p>		Social Media-Twitter and WhatsApp	

					#HealthForAll #IndiaFightsCorona			
13	UNIC EF	SM Post 13 - 28/3/2020			कोरोना वायरस से संक्रमित व्यक्ति से शारीरिक दूरी बनाएं, पर दिलों में दूरी ना आने दें। इस समय संक्रमित व्यक्ति को हम सबके भावनात्मक और सामाजिक सहयोग की जरूरत है। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCoronavirus		Social Media-Twitter and WhatsA pp	
14	UNIC EF	SM Post 14 - 29/3/2020			जिन्हें खांसी, बुखार या सांस लेने में कठिनाई है वे मास्क पहनें। अगर आप स्वस्थ हैं तो मास्क पहनने की आवश्यकता नहीं है। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCorona		Social Media-Twitter and WhatsA pp	
15	UNIC EF	SM Post 15 - 30/3/2020			कोरोना वायरस से बचने के लिए भीड़-भाड़ वाली जगहों में जाने से बचें। जब भी बाहर निकलें आसपास के लोगों से कम से कम 1 मीटर की दूरी बनाए रखें। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCorona		Social Media-Twitter and WhatsA pp	

16	UNICEF	SM Post 16-31/3/2020			<p>कोविड - 19 के खतरे को कम करें। अगर जरूरी सामान लेने बाहर जाना है तो सोशल डिस्टेंसिंग के नियमों का पालन करें। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCorona</p>		Social Media-Twitter and WhatsApp		
17	UNICEF	SM Post 17 - 1/4/2020			<p>अगर आप पिछले 14 दिनों में विदेश, देश के किसी राज्य या जिले की यात्रा से लौटे हैं तो जरूरी दिशा-निर्देशों का पालन करें। #COVID19 #SwasthaBharat #HealthForAll #IndiaFightsCorona</p>		Social Media-Twitter and WhatsApp		
SOPs /GUIDELINES									
1	UNICEF	Community Kitchen – COVID 19	<p>Document</p> 	<p><a href="https://unicef-my.sharepoint.com/:f:/g/personal/nagupta_unicef.org/EoPO4pKsohbBsUCa7KubUQEBtBRDVNcnTd3nc1wGVcRrNA">https://unicef-my.sharepoint.com/:f:/g/personal/nagupta_unicef.org/EoPO4pKsohbBsUCa7KubUQEBtBRDVNcnTd3nc1wGVcRrNA</a></p>	<ul style="list-style-type: none"> <li>• How to manage community kitchen</li> <li>• What type of food to be cooked?</li> <li>• Maintenance of sanitation, hygiene and social distancing between cook and others.</li> <li>• Special care to Children, pregnant lady, lactating mother and elder.</li> <li>• Breast feeding</li> <li>• Nutritious food</li> </ul>	Rural and Urban Community		<ul style="list-style-type: none"> <li>• Through ICDS</li> <li>• Police, Childline and NGOs network</li> <li>• PRD</li> <li>• DDMA's</li> <li>• BSG &amp; NSS</li> </ul>	