Various activities are being implemented by Kudumbashree to make the public aware about the necessary actions which we all should adopt to prevent covid-19. We had already elaborated about the awareness classes given associating with the Indian Medical Association and also about the activities of the 'Chain Call' programme. Following that, we have launched a campaign named as 'Mission Covid-2021' through the Kudumbashree network. We request all the kudumbashree members to take up this campaign, communicate the concepts and take it to the next level.

This campaign is being implemented, making use of the strength of Kudumbashree organizational network. Kudumbashree Response team (KRT) which consists of 5 NHG members are the core of this campaign. 1064 CDS Chairpersons in Kerala, Resource Persons from each CDS (minimum of 2 persons each), ADS members and the office bearers (five members each) of about 3 lakh NHGs would take this campaign to the families. A local governing committee comprising of Resource Persons and CDS Chairperson would function in all the LSGIs across the state. A block level committee of resource persons would function for supervising the same and there would be yet another committee in the district level as well. The activities of this campaign are progressing well.
programme are fully taken up and is being implemented only under the leadership of the members of Kudumbashree organizational system and resource persons. This is the speciality of this campaign.

As part of the campaign, the LSGI level committee would form a five membered 'Kudumbashree Response Team (KRT) which includes the office bearers in every NHGs, at first. ADS would regularly update them about the information regarding covid and educate them to extend various services. The CDSs would give necessary guidance to the ADSs. The NHG members would take these information to their families. A handbook have been prepared for the same. This book is available in this link : https://www.kudumbashree.org/pages/159. In addition to this, audios and videos would also be shared regularly with the NHG members for the next one month.

If anyone become covid positive among the Kudumbashree families, the CDS team which functions under the respective LSGIs would arrange the medicine, food, oxygen, vehicle, counselling etc whenever needed. Now awareness regarding the preventive measures against covid-19 is being given to those with chronic diseases, those who are specially abled, their parents, persons with disabilities and the beneficiaries of Destitute Free Kerala Programme. They would also be extended the needed covid support and instructions on mental health as well. Also, the instructions and information given by the Government as well as Kudumbashree regarding covid and other information including the financial assistance would be taken to all NHG families on time. All NHG members would be given information about vaccination and support will be given to those who need assistance in making the registrations for getting the vaccine. Thereby they would ensure that all the NHG members have taken the vaccine. Needed support will also be given to the war room that functions in the LSGI level and to the Help Desk as well.

The key feature of this campaign is that the data regarding the progress of the campaign is not being collected or compiled in the state level. The experiences regarding the classes given in each LSGIs under the leadership of Kudumbashree resource team and the information shared among the NHGs, would be shared once in a week in online mode in local level. Following that, the Resource Persons of the CDSs under the respective blocks and the CDS Chairpersons would share their experiences in the block level online meetings. Cross learning would be made possible through these experience sharing and thereby improve the activities. In addition to the various awareness materials given from the state level team, the district teams may do more activities in the local level. Hope each and every family would be all set to prevent covid-19 through this campaign which is fully being implemented through the Kudumbashree organizational system.