‘GRAND CARE’ - NHGs continue activities to share the messages

‘Grand care’ was the programme launched to spread the message that ‘elderly should take extra care and be with more alert’. Elderly are more vulnerable if affected with COVID-19 pandemic and hence every families should act more responsibly towards care of the elder people in their houses. The aim of GRAND CARE is to spread the message to all.

The details of the same was explained in previous articles (Making an Impact Article - 253, Making an Impact Article - 268, Making an Impact Article - 269, Making an Impact Article - 270). In the second article, our activity of giving a note for discussion in all NHG meetings was mentioned. This note, given two weeks ago, was widely discussed by NHGs. They contacted their neighbours and spread the message to 9.70 lakhs families who are not in Kudumbashree! The district wise statistics of this activity is available in Kudumbashree’s website under this link:

www.kudumbashree.org/pages/863

As the second phase, we have already...
given a second note emphasising the importance of GRAND Care. The request was to discuss this topic again in upcoming NHG meetings. The aim is to ensure continuity of our IEC campaign ensuring continuous flow of message. The note was discussed in the NHG meetings which was held yesterday. Also, NHG s who are meeting today are discussing the note at present.

This time, in the second note, in addition to the instructions, we also suggested all to do a small activity. The activity suggested is to make a poster on the points discussed and stick the posters at their own houses. During the NHG meetings, members will have to recollect the basic concepts of ELDERLY CARE. They were asked to write it down in a paper, as a poster. And they should stick this in own house so that all the family members can read it continuously. We hope that this process will help all to understand its seriousness and make it a practice to take care of elderlies needs. Based in the note, our NHG members have started making posters.

Photos of some of the posters prepared by the NHG members during the NHG meetings is given as a part of this post. Also, photos of NHG meetings with posters is also given. We have already given instructions to share the posters thus made through the social media accounts of CDS and districts so that it reaches all others who are not members of Kudumbashree. I request you all to take up the message of GRAND CARE and spread awareness to more families.