We are now going through the crisis situation of covid-19 pandemic. As the people above 60 years of age are generally less immune compared to others, it would cause more difficulty for them if they happen to get infected by this disease. Understanding this, Kudumbashree is running a campaign spreading the message that elderly people need to be more alert.

In the ‘Making an Impact’ Article - 223, it was mentioned that, 1.9 lakh whatsapp groups were formed and 22.5 lakh people were added as members. It’s through these groups, that we spread the message to everyone, that elderly people should be more alert and careful. In addition to this, even before lock down, when NHG meeting was called to publicize the ‘Break the Chain’ campaign this idea was communicated. During that meeting a note was given, which included the message that the elderly people should remain indoors to the extend
possible. This note was discussed in all NHG s of Kudumbashree.

Kudumbashree had been implementing various activities to communicate this message. A video of the Executive Director was sent to convey that elderly people need to take extra care. A letter of the Executive Director mentioning the same was sent to all members. Many relevant posters were sent as IEC. SMS alerts were sent to the mobile of CDS office bearers to spread the message to the NHGs. Through these groups, videos containing the message that elderly people need to stay alert are also spread. Two such videos, developed by Healthh department are added with this post.

In addition to this IEC (IEC- Information, Education and Communication) campaign, we are also implementing activities focusing on the elderly in quarantine and the destitute families. The details of the same was explained in 'Making an Impact' Article - 214 and 'Making an Impact' Article - 222. The results of these would be explained in the coming days.