At present, entire world is fighting back covid-19. Everyone is trying not to get infected by the corona virus by staying alert and acting according to the instructions of the Government. The elderly people are more likely to get complications if infected by the corona virus, as they might have other illness and have comparatively less immunity. We had explained about the special activities started by Kudumbashree for taking care of the elderly from destitute families and elderly people who are in quarantine in ‘Making an Impact’ Article 214 and in ‘Making an Impact’ Article 234. We had already explained about implementing ‘Grand Care’ program as a part of our fight against corona virus in ‘Making an Impact’ Article-253.

Now GRAND CARE project is entering its next phase.

From today onwards, we will explain about various activities being implemented as a part of this programme. Grand care project is conceived as an IEC (Information, Education and Communication) strategy to convey the message that elderly people should stay with more alert. The aim is to
spread the message to more people. The first activity of ‘Grand Care’ Programme is to publicize the messages all across the society through our NHGs. There are 3 lakh NHGs in Kudumbashree which has more than 44 lakh members. The message that elderly should be given special care need to be passed to 44 lakh families. This activity is started from today (30 May) onwards. Directions were given either to arrange NHG meetings after getting the special approval of the District Administration, keeping the covid-19 protocol or to convene virtual NHG meetings making use of the information technology.

When NHG meetings will be held in the upcoming four weeks, they would be given special notes highlighting that elderly must be given special care. NHG s will discuss this note. The notes are prepared with the approval of the Health Department. The notes would not only be discussed in the NHGs, but also each of the NHG members would convey about the same to their family members. The matters discussed with the family members should be shared with some neighbors who are not in Kudumbashree NHG. Likewise, a family consisting of four members should discuss this matter with others who are not NHG members. Passing on the message to others will be done through phone.

We hope that by discussing the note on ‘elderly care’ in NHG meetings, we would be able to take this message directly to 50% of the families in Kerala who will further take this message to all other families who are not in Kudumbashree.

Details about the Grand Care Programme is available in this link:
http://www.kudumbashree.org/pages/862
The details about the NHG meetings and other activities is available in this link:
http://www.kudumbashree.org/pages/863