We had already written about the activities implemented for spreading the awareness that ‘elderly should be more careful’ of COVID. This communication strategy was adopted as a part of activities to counter the COVID-19 pandemic. We explained about the ‘Grand Care’ Programme which we started to achieve this aim. Activities done as a part of ‘Grand Care’ was elaborated in ‘Making an Impact’ Article - 253, ‘Making an Impact’ Article - 268, ‘Making an Impact’ Article - 269, ‘Making an Impact’ Article - 270, ‘Making an Impact’ Article - 291 etc. The effort of contacting elderly people of Kerala through phone and giving awareness messages to them is progressing well.

The activity of contacting elderly members over phone is jointly implemented by Kudumbashree and Woman and Child Development. It’s done as per the guidance and supervision of the Health Department. In 2020, Women and Child Development Department, as a part of another activity, had collected contact details of 40 lakh elderly people living in Kerala. We are contacting elderly people using this data base. People are contacted directly (through phone) and are given the message that they should take special care.

This project is implemented through Resource Persons. Three or four Resource Persons are entrusted by Women and Child Development Department (mostly Anganwadi teachers) and one Resource
Person is engaged by Kudumbashree in every local body. RP s are given the responsibility to call elderly people of their local body. When the data base is more we increase number of RP s. Upto 12 Resource Persons are functioning in some Municipal Corporations. These Resource Persons call and get connected to elderly people through phone and disseminate the message about the need to take extra care. There are 6264 Resource Persons functioning in Kerala for implementing this activity.

We started this programme on 22 June. The Master Trainers of Women and Child Development Department and Kudumbashree were given training and they gave cascading training to the Resource Persons. And then the process of contacting elderly people over phone was started. As of now, 11,18,551 people were called and the message was conveyed. The convergence activities for fulfilling the needs of the elderly people are also taken up as part of this effort.

We consider this as a very important task. Our Resource Persons were given only a small amount as a one time allowance to recharge their mobile phone. Each Resource Person of Kudumbashree and Women and Child Development Department is engaging in this activity, spending their valuable time. Hence it can be considered as an example of their volunteerism. The activity is continuing and we hope that it will lead to good outcome.