The message of ‘Break the Chain’ Campaign to 44 lakh families

Through Kudumbashree, the message of the ‘Break the Chain’ Campaign of Health Department is being spread to the 44 lakh families. There are 2,99,297 Kudumbashree neighbourhood groups in Kerala. Each NHG has 10 to 20 members. We have given a detailed note to every NHGs to discuss and spread the message of the importance of ‘Break the Chain’ Campaign. The aim is to spread awareness about the precautions to be taken by each families to stay safe from the spread of the corona virus disease. By discussing this message in the NHG meetings, we hope that we would be able to give leadership to fight back this corona virus disease and address the anxieties of the society.

Instructions has been given to start the NHG meetings only after washing the hands. The need and importance of washing hands using soap or sanitizers will reach to the NHG members and their families through this. Based on the instructions developed by the Health Department, note highlighting duty of each member and general awareness about corona virus disease is given to the NHGs and they have been directed to discuss the same.
It’s noted that mortality due to corona is relatively high for elderly people and those people who are sick. The note for the NHGs includes guidelines for Kudumbashree NHGs about the actions to be taken by the elderly and sick people. Elaborate instructions were given for those who are in quarantine. Also, general instructions for NHG about extending support to the quarantined families is mentioned in the note.

Precautions to be taken by the families to stay safe from the infection of this disease, actions that may be taken by NHG s to ensure the public health as per the instructions from the district administration and Health Department will all be discussed in all NHG s during the weekly meetings. We hope that, by reaching out to 44 lakh families in the state, we would be able to give awareness about corona virus disease to the society. The aim is to ensure that there’s adequate precaution and that there is no panic. We are expecting active participation of the NHG members in ‘Break the Chain’ campaign. We hope that through Kudumbashree s outreach program, the message will reach to grass root level.