The whole world is trying to fight back COVID pandemic. Elderly people are more likely to get complications if infected by covid-19 as they have comparatively less immunity and they might have other illness as well. To create awareness for elderly care, Kudumbashree is implementing ‘Grand Care’ programme in association with the Health Department of Kerala. I had elaborated about the same in ‘Making an Impact’ Article- 253. Let me continue introducing the various activities of this programme.

For conveying the message to maximum number of people that elderly people should stay more alert, as they are more likely to get infected by corona virus, we are implementing a general IEC (Information, Education and Communication) campaign as part of this campaign. The message that elderly people should stay alert and their family members and society should stay vigilant and take special care of them are communicated to the public through different communication channels. The message is

Grand Care: IEC Activities
passed through social media, radio, television, newspaper etc.

These activities were started from 20 May onwards. Executive Director’s video message was given on 21 May. Following that, the video messages of Manju Warrier, M Jayachandran, Lakshmi (Radio Jockey, Red FM) etc were also shared. Also the skit of Rangashree Drama team members, posters and graphic videos were published. These messages are being given huge publicity using the whatsapp groups of Kudumbashree which counts around 2 lakh, facebook page and youtube page as well.

The details including the videos, messages and posters etc given as part of this campaign is available in this link: http://www.kudumbashree.org/pages/867

The details of the Grand Care Programme is available in this link: http://www.kudumbashree.org/pages/862