

**GOVERNMENT OF ANDHRA PRADESH
HEALTH MEDICAL & FAMILY WELFARE DEPARTMENT**

Order No.83-A /COVID-19/2020,

Date: 16.10.2020

Sub: HMFWD –COVID-19 – Intensified IEC Activities on controlling and containing COVID19 – Day wise activities-Instructions issued.

Ref : 1.G.O RT.NO.520, Health Medical & Family Welfare (B2) Department,
Dt.09.10.2020

2. COVID Instant Order-83, Dt.13.10.2020

COVID INSTANT ORDER -83 A

The Government of Andhra Pradesh has undertaken several measures including strengthening of surveillance for prevention, containment, and control of COVID-19. After an intensive activity to control and contain Coronavirus the State has reached a stage where the number of cases are declining on a day to day basis.

However, to further reduce the spread of infection building awareness in the community on COVID appropriate behaviour is very critical. In this direction the Government has issued G.O RT.NO.520 cited at reference above for intensified IEC/BCC activities to contain and control COVID and detailed Standard Operating Procedures with IEC protocols have also been issued as COVID Instant Order 83 dated 13/10/2020.

Intensified IEC activities on COVID appropriate behavior with day wise activity is prepared as detailed below for strict implementation by district collectors:

S.No	Date	Activity	Details of Activity	Officers Responsible for Implementation
1	21.10.2020	1. Rallies	Rally with frontline workers & COVID workers at District Level, duly maintaining COVID appropriate behaviour	District Collectors
			Rally with frontline workers & COVID workers at Mandal/Municipality level, duly maintaining COVID appropriate behaviour	District Officers in charge of mandals designated by district collectors
			Rally with frontline workers & COVID workers at Ward/Village level, duly maintaining COVID appropriate behaviour	Tahsildar's/MPDO's/ Municipal Commissioners

	21.10.2020	<p>2. Meeting with Municipal Commissioners, Panchayat Raj Officials to explain about campaign on COVID appropriate behaviour</p> <p>3. Meeting with Chamber of Commerce & Shop Keepers/ Merchant Associations</p> <p>4. Meeting with Cinema Halls owners/Management</p>	<p>Briefing the committee and association members on:</p> <ul style="list-style-type: none"> • G.O Rt No: 520 and COVID Instant Order-83 • Starting the campaign in electronic and print media on COVID appropriate behaviour • COVID appropriate behaviour to be followed by Shops and establishments, and Cinema Halls • IEC Hoardings & posters to be displayed • No mask, No entry policy to be enforced • Importance of maintenance of physical distance while shopping • Hand Sanitization of customers • Disinfection of Premises • Other COVID related activities and their importance 	Joint Collectors and Municipal Commissioners
2	22.10.2020	<p>1. Verification of COVID appropriate behaviour and enforcement in all Cities/ Municipalities/ Towns/Villages</p> <p>2. Verification of COVID appropriate behaviour in all shops and establishments</p>	<p>Verification of Implementation of</p> <ul style="list-style-type: none"> • G.O Rt No: 520 and COVID Instant Order-83 • Display of Hoardings/posters/stickers at shops and establishments • No mask, No entry policy • Maintenance of physical distance while shopping • Availability of Hand Sanitizers • Disinfection of Premises • To conduct rallies duly maintaining physical distance in all towns/municipalities on COVID appropriate behaviour with people's slogans and posters 	District Officers in charge of mandals/ Municipal Commissioners/ Tahsildar's/ MPDO's
3	23.10.2020	<p>Verification of COVID appropriate behaviour and enforcement in Cinema Halls at all Cities/Municipalities/ Towns/Panchayat's</p>	<p>Verification of Implementation of</p> <ul style="list-style-type: none"> • G.O Rt No: 520 and Instant Order-83 • Display of Hoardings/posters/stickers at Cinema Halls • No mask, No entry policy • Maintenance of physical distance while entering into Cinema Halls • Availability of Hand Sanitizers • Disinfection of Premises 	Joint Collectors in Cities, Municipal Commissioners in Towns and Tahsildar's/ MPDO's in all panchayati's/ Villages

4	24.10.2020	Meeting with Owners and management of Hotels/Restaurants/ Shopping Malls	<p>Briefing the Owners and Management on:</p> <ul style="list-style-type: none"> • G.O Rt No: 520 and COVID Instant Order-83 • COVID appropriate behaviour to be followed by all Hotels, Restaurants/Shopping Malls • IEC Hoardings & posters to be displayed outside and inside Hotels, Restaurants/Shopping Malls • No mask, No entry policy to be enforced • Importance of maintenance of physical distance • Hand Sanitization of customers • Disinfection of Premises • Other COVID related activities and their importance 	Joint Collector / Municipal Commissioner
5	25.10.2020	1. Village/Ward secretariat level awareness	<ol style="list-style-type: none"> 1. District Level - Meeting with all MPDO's & Municipal Commissioners and briefing them on COVID appropriate behaviours and their enforcement in Villages/Wards 2. Mandal Level - Meeting with all Panchayat Secretaries and briefing them on COVID appropriate behaviours and their enforcement in Panchayats/Villages 3. Municipality Level - Meeting with all Panchayat Secretaries and briefing them on COVID appropriate behaviours and their enforcement in Panchayats/Villages 	<p>Joint Collector-V&WS</p> <p>MPDO's</p> <p>Municipal Commissioner</p>
		2. Verification of COVID appropriate behaviour and	Verification of Implementation of	Municipal Health Officers in Corporations/ Municipalities/Towns

		enforcement in Hotels/ Restaurants/Shopping Malls at all Cities/Municipalities/Towns/Panchayati's	<ul style="list-style-type: none"> • G.O Rt No: 520 and COVID Instant Order-83 • Display of Hoardings/posters/stickers at Hotels/Restaurants/Shopping Malls • No mask, No entry policy • Maintenance of physical distance • Availability of Hand Sanitizers • Disinfection of Premises 	Health Officials/ Sanitary Inspectors in Villages
6	26.10.2020	1. Verification of COVID appropriate behaviour at Village and Ward Secretariat Level	<p>Implementation of IEC activities at Village/Ward level by Village and Ward Secretaries through:</p> <ul style="list-style-type: none"> • G.O Rt No: 520 and COVID Instant Order-83 • Erection of Hoardings/affixing posters • TOM TOM in villages on COVID appropriate behaviour • Mike announcements in all Wards and Villages through Autos/Rikshaws • House to House to visit by Volunteers & ASHAs and explaining COVID appropriate behaviour thorough demonstration 	<p>Municipal Commissioner/ MPDO's/</p> <p>Panchayat Secretaries</p>
		2. Religious Heads meeting	<p>Briefing the Temple Executive Officers on:</p> <ul style="list-style-type: none"> • G.O Rt No: 520 and COVID Instant Order-83 • COVID appropriate behaviour to be followed at all Temples • IEC Hoardings & posters to be displayed outside and inside at all prominent locations • No mask, No entry policy to be enforced • Regular announcements maybe given on COVID appropriate behaviour • Maintenance physical distance and Hand sanitization have to be displayed at queue lines • All the frequently touched surfaces shall be sanitized periodically with 	District Collectors

			<p>1% sodium hypochlorite solution.</p> <ul style="list-style-type: none"> Adequate care should be taken at tonsuring location (kalyana katta). 	
			<p>Briefing the Faith Leaders on:</p> <ul style="list-style-type: none"> G.O Rt No: 520 and COVID Instant Order-83 COVID appropriate behaviour to be followed at all Mosques and churches IEC Hoardings & posters to be displayed outside and inside at all prominent locations No mask, No entry policy to be enforced Maintenance physical distance and Hand sanitization have to be displayed at prayer locations People should sanitize before entering mosque/church 	District Collectors
7	27.10.2020	Distribution of Masks and Sanitizers	<p>Conduct a meeting and appeal to procure and supply Masks and Sanitizers for distribution to general public by</p> <ul style="list-style-type: none"> Industrial establishments under CSR activity NGO's Philanthropists Business Houses Management of big malls, shopping complexes and establishments 	District Collectors
8	28.10.2020	Competition for students online/offline on COVID appropriate behaviour	<p>All colleges Principals/School Headmasters/Management of all Govt & Private Schools to conduct online and offline competitions COVID appropriate behaviour</p>	DEO/APC/RIO
9	29.10.2020	SHG Groups-Awareness & Rally	<ul style="list-style-type: none"> Awareness generation on COVID appropriate behaviour to Zilla Samkhya/ Mandal Samkhya Awareness generation on COVID appropriate behaviour to Village Organizations 	<p>PD DRDA/ DPM Trainings</p> <p>APM, YSR Kranthi Padham(YKP)</p>

			<ul style="list-style-type: none"> Awareness generation on COVID appropriate behaviour to SHG Groups Individual Member level awareness in SHG meeting by SHG leader 	Community Coordinator VOA's
10	30.10.2020	Candle Rallies	Candle Rally by Senior officers, Doctors, Celebrities at District Level	District Collectors
			Candle Rally by Mandal Level officers, Doctors, Celebrities at Mandal/Municipality Level	District Officers in charge of mandals designated by district collectors
			Candle Rally by Village level officers, Doctors at Village/Ward Level	Tahsildar's/MPDO's/ Municipal Commissioners

The District Collectors are requested to conduct a detailed meeting with all the departments immediately and issue necessary guidance to officials to implement the activities as planned without any deviations

The District Collectors are also requested to submit compliance to the Commissioner Health and Family Welfare on implementation of above instructions through mail to mdnhmap@ap.gov.in.

Soft copy of publicity material can be downloaded from
https://drive.google.com/drive/folders/1cb9ZL6_UhJEGf5IU7sF0qVnXuyfMEkdn



PRINCIPAL SECRETARY TO GOVERNMENT

To
All the Collector & District Magistrates

Copy to:
The Director, Medical Education, AP, Vijayawada
The Director, Public Health & Family Welfare
The Commissioner, APVVP, Vijayawada
The Regional Directors of Medical & Health Services, Andhra Pradesh
All the DM&HOs in the State
All the DCHSs in the State