

GOVERNMENT OF ANDHRA PRADESH

HEALTH MEDICAL & FAMILY WELFARE DEPARTMENT

Order No.100 /COVID-19/2020-21

Date: .04.2021

COVID INSTANT ORDER -100

Sub: HMFWD-COVID19-covid appropriate behavior campaign from 6th April to 14th

April 2021 – certain instructions – issued-reg

Ref:- 1. D.O letter from GOI No. Z.28015!66/2021-DvM Cell 5th April 2021
2. GO Rt 121 HMFWD (B2) dept dated 22.03.2021

Government of India has indicated that, the country is currently witnessing a rapid surge in cases which has the potential for overwhelming the healthcare systems in States including AP. This in turn may lead to increased mortality unless containment steps undertaken immediately. GOI has indicated that , high growth rates are being reported from new districts (in tier 2 & 3 towns) that had shown limited spread of COVID-19 in the year 2020.

Government of India has further stated that clusters of cases emerging because of increased intermingling, especially in scenarios where large number of people are in close physical contact in closed spaces. The problem is aggravated due to lack of implementation and follow up of COVID appropriate behavior. The same has also been repeatedly highlighted by various Central Teams sent to states in last few months.

In view of the above, It is important to renew and revitalize the campaign for COVID appropriate behavior involving the community so as to check this unbridled spread of infection, both in districts reporting higher cases and positivity as well as those where the current cases are low but have the potential of spreading.

The District Collectors are accordingly requested to undertake a COVID appropriate behavior on a campaign mode and it should be held from 10th April to 30th April, 2021, with focus on awareness creation on critical elements of COVID Appropriate Behavior duly adhering to physical distancing (2 mtrs), appropriate use of masks/face covers, cough etiquette, avoiding spitting in public places, use of tissue/handkerchief while coughing or coughing in a flexed elbow) and hand hygiene (by

repeated hand washing using soap or through use of hand sanitizers).

There is ample evidence to support the focus on COVID Appropriate Behavior as a mainstay of COVID-19 management and hence the need for not only this mission mode approach during the period but a sustained campaign on a regular basis subsequently.

All mediums of communication, such as TV/Radio/Print/Government websites, use of social media, local channels besides interpersonal communication strategies should be utilized for the same. The districts should rope in newly elected panchayat and municipal representatives, local influencers, celebrities, religious leaders etc. to create public awareness on criticality of these measures.

Self Help Groups (DWCRA), Indian Medical Association(IMA), Andhra Pradesh Private Nursing Homes Association,(APNA) Trade Unions, Farmer's Cooperatives, Dairy Cooperatives, NSS volunteers, NCC Cadets, ANMs, ASHA's and Village/ward Volunteers shall optimally be utilized to spread awareness about COVID appropriate behavior in the community.

Day wise activities may be designed and carried out by the District Collectors emphasizing the importance of mask wearing, social distance of 6 feet and frequent hand sanitization and avoiding public crowding may be taken up.

District Collectors, while focusing on awareness creation, may ensure adherence to COVID appropriate behavior using epidemics act 1897 or powers delegated under Disaster Management Act, 2005 as applicable.

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