

Members of Panchayati Raj Institutions, Urban Local Bodies, and Resident Welfare Associations (PRI, ULB, RWA members)

As the COVID-19 situation persists, there is an urgent need to address issues of stigma and discrimination of healthcare workers and patients (or even those suspected of being infected) emerging across the country. While the scale of the challenge with fear and anxiety at its core make this a complex issue to address, efforts by political and popular leaders can help in changing perceptions and behaviours. In this context, a broad based campaign led by political leaders across national, state, and community levels, focused on communicating with citizens about the role and importance of healthcare workers (including doctors, nurses, ANMs, paramedical staff including lab technicians, ambulance drivers as well as support staff at healthcare facilities) and addressing issues of fear is key.

PRI, ULB, RWA members become the first point of contact for most citizens – they are considered representatives of the people, are seen as legitimate voices aware of larger issues as well as the ground level situation, and citizens expect them to address the challenges they face. They can directly address citizens/general public, healthcare and other essential services workers through one-on-one contact, phone calls/messages, using local whatsapp groups, and through use of megaphones and other ways of public announcements. They can also distribute pamphlets and put up posters on panchayat centres and in other public places. The PRI, ULB and RWA members can also be support healthcare workers directly especially in their home visits and community surveillance related activities.

Message	Channel of Communication/ Dissemination	How to personalize messages
In support of healthcare workers – addressing stigma and discrimination		
<ul style="list-style-type: none"> • Be supportive and empathetic towards FLWs – ASHA, ANM, nurses, paramedical staff including lab technicians and ambulance personnel as well as doctors. They are risking their lives to protect you and your families' wellbeing • While we stay home secured, they are on guard, at all times! • Health workers including CHW, FLW + volunteers are heroes in this story. Let's value them and respect their brave work • FLWs – ASHA, ANM, nurses, paramedical staff including lab technicians and ambulance personnel as well as doctors are working day and night to protect us. Let's support them by cooperating with them • Address healthcare workers directly – thank them, motivational messages, share details of government action to support them. Emphasize the need for partnerships and collaboration. Address issue of stress and anxiety due to the extended hours all healthcare workers are putting in • Today more than ever we need to put up a united front and support those at the frontline – healthcare workers • Healthcare workers safety is secured, and they are not a threat to you. We are ensuring that they have protective equipment. 	<ul style="list-style-type: none"> • Whatsapp messages/SMS • Hoarding and posters • 1:1 messaging • Phone calls • Megaphones for public announcements • Letters to residents 	<ul style="list-style-type: none"> • Door to door visits and reassurance to families • Display of IEC material (including material on contributions of healthcare workers) at panchayat bhavan – encourage children to make posters that can be displayed • Refer to material/funds donated by PRI/ULB/RWA where possible. • Video of honouring healthcare workers • Video of healthcare workers (in/with appropriate PPE) working • Visit healthcare facilities

<ul style="list-style-type: none"> • जिनके होने से है बेफिक्री जिनके होने से है उम्मीद वह सब जो हमारी हिफाजत के लिए बढ़ रहे हैं मज़बूत करें उन हाथों को जो हमारे लिए लड़ रहे हैं • जो बचा रहे हैं हमारी जान करना है उनका सम्मान • कोरोना के खिलाफ़ इनका योगदान याद रखेगा हिंदुस्तान • लगा रहे हैं जो कोरोना पर लगाम ऐसे योद्धाओं को देश का सलाम 		<ul style="list-style-type: none"> • Send a personalized letter to all healthcare workers applauding their work and spirit • Support FLWs (ASHAs/ANMs) to conduct home visits • Set up / activate existing committees (VHSNC/SMC/Mothers Committees/SHGs) to share information, support healthcare workers, protect from stigma
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In support of persons affected with COVID 19 and general public

<ul style="list-style-type: none"> • Do not fear - Approximately 80% COVID 19 recover without requiring special treatment • Accept and provide compassion to those who get infected with the virus as this can lead people to hide it. This undermines our society's, community's and family's efforts to overcome the pandemic. • Be kind! With time, the virus may go away, but the social impacts of discrimination remain and will fragment and leave permanent scars on our society. • Talk positively and emphasize the effectiveness of prevention and treatment measures – it is important to note that for most people this is a disease they can overcome. • Emphasize the effectiveness of adopting protective public health measures taken by Government of India, Ministry of Health and Family Welfare to prevent acquiring the new coronavirus, as well as early screening, testing and treatment. Necessary infrastructure and services are available to support the population. • Fight the ailment, not the ailing • Anyone can get infected with COVID 19, Let's focus on prevention and follow the norms • Be a well-wisher to those in isolation/ quarantine and their families. Testing, Isolation and quarantine are meant to protect the family and community • Celebrate recovered patients as winners. They 	<ul style="list-style-type: none"> • Whatsapp messages/SMS • Hoarding and posters • 1:1 messaging • Phone calls • Megaphones for public announcements • Letters to residents 	<ul style="list-style-type: none"> • Highlight stories of patients who have recovered from covid and the healthcare workers who helped them and are not infected themselves. Invite people to share positive stories online. • Thanking people for their collaboration and support • Emphasize need for solidarity • Visit healthcare facilities
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<p>do not have the virus & there is no risk of transmission</p> <ul style="list-style-type: none">• Adopting the prevention and containment measures is not only about protecting yourself, but about protecting others including your loved ones: grandmother/father, mother, father, children, spouse, friends etc.• For psychosocial support toll-free helpline number dial – 08046110007• कोरोना बीमारी से लडो बीमार से नहीं• कोरोना बीमारी से लडना है बीमारो से भेदभाव नहीं करना है• जब होगी बीमार के लिए करुणा• तभी भागेगा देश से कोरोना• बीमारो के साथ हमदर्दी दिखाएंगे तभी कोरोना से लड पायेंगे		
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