

Communication for COVID-2019 - Progress Overview May 1, 2020

- **128 IEC Materials** being utilized statewide; **6,210,816 persons** under reach through WhatsApp groups of various departments, networks, CSOs
- **Capacity Building of partners is reaching 13500.**
- **Reach through NSS platform** has increased to **1,959,235 till May 1**, increasing by **117,048**, the previous day.
- **Phone calls messaging by WADA Sakhis to Self-Help Group (SHGs) members** reached nearly to 86,916 women till now.
- Training of WADA Sakhis have been completed on Capsule 2, developed for SHG members on how to **boost immunity** during this pandemic

IEC Materials for COVID-19

IEC Material Utilization		
S.No.	Categories	No. of materials available
1	COVID-19 educational materials for multiple audiences	21
2	COVID-19 educational materials for children, youth, family	8
3	Training & capacity building materials for health/ other functionaries	15
4	Materials to support lock down & social distancing for the targeted audiences	8
5	Materials for advocacy	27
6	Materials for faith-based organizations	23
7	Materials for mass media: TV, radio, mobile Telephony, IVR	8
8	Materials for social media	17
9	Any other (SOP, Guideline)	1

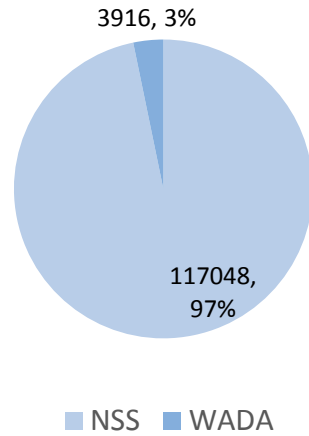
*** 128 IEC materials available**
**** Reach up-to 6,210,816 people across the state through 3031 WhatsApp groups of 19 departments/ networks**

Capacity Building of Partners on COVID

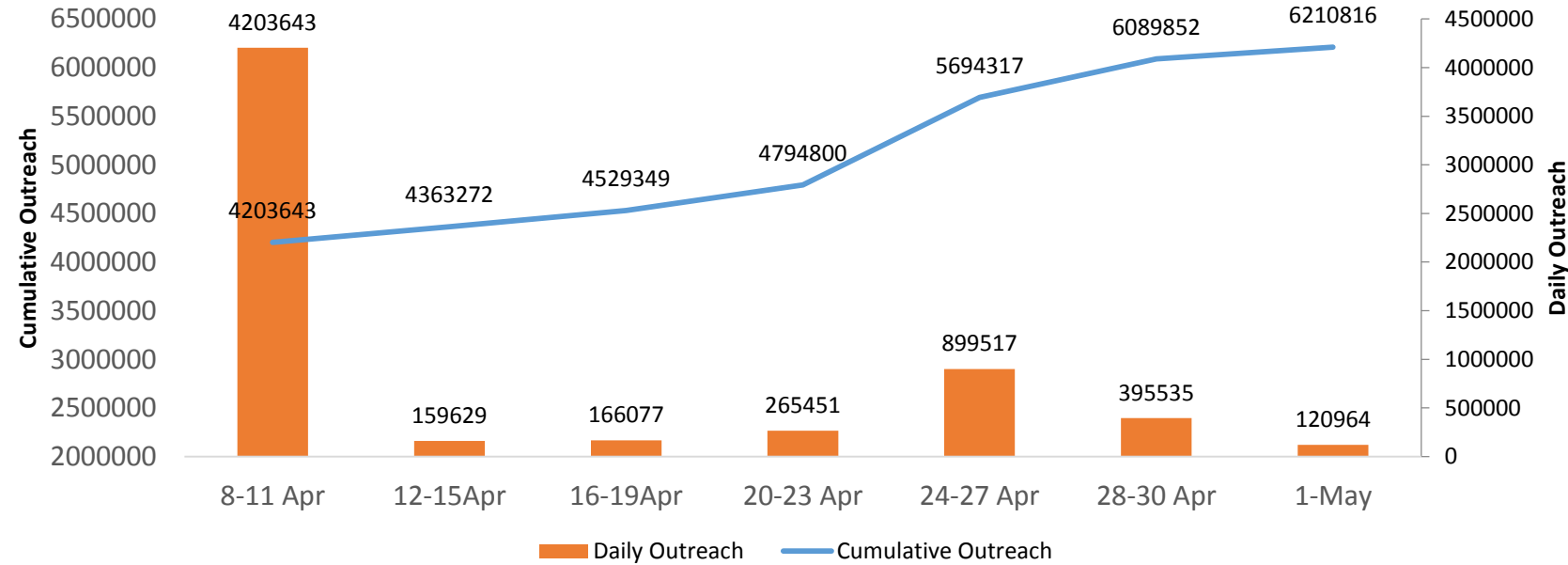
Date	Training mode	Target audiences	No of participants	Reach	Supporting agency
31.03.2020	Zoom	DCPM,DPM, IDSP , SMO (NPSP) DMC,RTC,RCs	590	State	Smnet, NHM, Directorate
01.04.2020	Zoom	BCPM, HEOs,CDPOs, FVs etc	3462	State	Smnet, NHM, Directorate
02.04.2020	Zoom	NSS coordinators, NSS districts nodal	66	State	C4D ,Health and NSS directorate
03.04.2020	Zoom	Bharat Scout Guides	23	Divisional officials	C4D ,Health and BS&G directorate
08.04.2020	Zoom	NSS nodal	64	Varanasi and near by districts	C4D ,Health,NSS directorate and BHU
11.04.2020	Zoom	NSS nodal	66	Bareilly and near by districts	C4D ,Health, NSS directorate and Ruhelkhand University
12.04.2020	Zoom	University and Degree College Professors	112	Across State	C4D Health, Child Protection, NSS Directorate
13.04.2020	Zoom	Three Universities in Allahabad	90	Allahabad and nearby Districts	C4D, Health, NSS Directorate
14.04.2020	Zoom	NSS nodal Counsellor ToT/ Orientation program on COVID-19 TRIFED	200 85	State State and Other States	C4D, CP, NSS Directorate C4D and TRIFED
15.04.2020	Zoom	ToT/ Orientation program on COVID-19 TRIFED	102	State and Other States	C4D and TRIFED
16.04.2020	Zoom	NSS Nodal Officers in Uttarakhand	136	Uttarakhand	C4D, Health and Regional Directorate NSS
17.04.2020	Zoom	NSS Nodal and Coordinators	208	Shamli, Muzaffarnagar, Saharnpur, and Bagpat	C4D, health and NSS directorate
19.04.2020	Zoom	University (Meerut),NSS Nodal and Coordinators	731	Meerut Division	C4D, Health, NSS directorate
21.04.2020	Zoom	NSS nodal, coordinators and volunteers	530	Agra Region	C4D, Health, CDN, NSS directorate
24.04.2020	Zoom	NSS nodal, coordinators and volunteers	1622	Lucknow region	C4D, health , CDN, WASH and NSS directorate
25.04.2020	Zoom	NSS nodal, coordinators and Nodal across the state	4202	State level	C4D, health , CDN, WASH and NSS directorate
26.04.2020	Zoom	NSS nodal, coordinators and Volunteers	1003	Moradabad and Bareilly regions	C4D, health , CDN, WASH and NSS directorate
28.04.2020	Zoom	NSS nodal, coordinators and Volunteers	183	Purvanchal University Jaunpur	C4D, health , CDN, WASH and NSS directorate
Total			13475		

Activity Status (May 1, 2020)

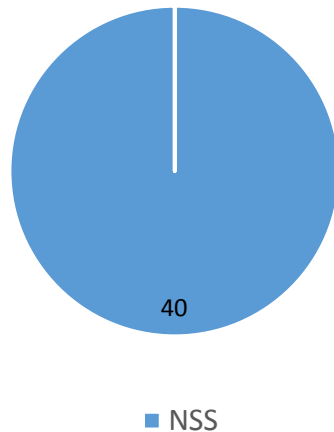
No. of people contacted through WhatsApp
(May 1) ; N=120,964



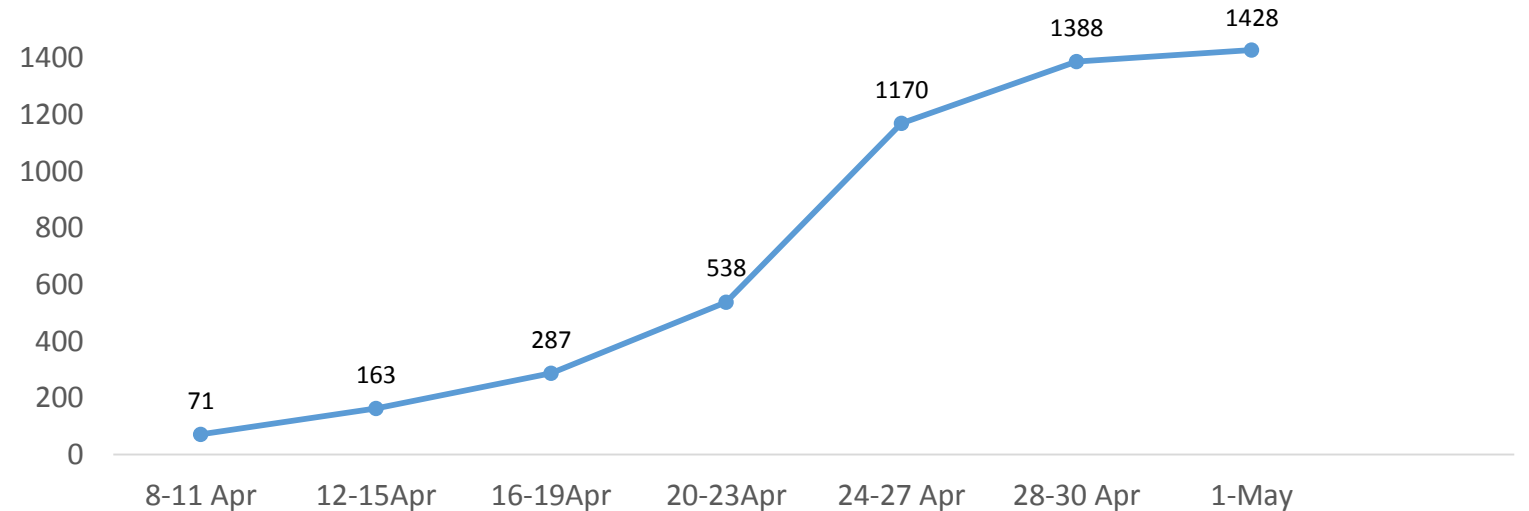
Cumulative Reach made through WhatsApp



Appeals made in Newspaper (May 1)
N=40



Cumulative Appeals made in Newspaper



Activity Status (May 1, 2020)

Self-Help Group Members counseled on phones

