

PEOPLE'S PARTICIPATION

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Report on Awareness Campaign against Covid-19

COVID-19, which was initiated regionally at Wuhan of China, has become a global pandemic by infecting people of almost all the world. Human civilizations are facing threat for their survival and livelihood. No country are getting any substantial relief and solution from this pandemic rather to convince their citizens to make aware and taking precaution by changing their living style. With the number of active Covid-19 cases in India, the government is making efforts to contain the spread of the disease. But tackling rumours and fake news has become a tough task for the government as well as administration. Rumours and unverified half-truths are passed off as facts on social media. This triggers a wave of panic in the public. Even worse is the smug attitude of the so-called educated, well-heeled people who throw all caution to the wind. Horrendously enough, some people with travel history to affected countries conceal it from authorities and fail to follow the mandatory quarantine procedure, putting to risk all those coming in their contact. We are collectively facing a Pandemic threat that is sweeping across the humanity beyond oceans and borders. Considering the seriousness of COVID-19, it's about time we step up against this deadly disease. For the sake of lives lost and the rest of humanity, let us all pledge to beat Corona back.

These are stressful times. **People's Participation** (NGO) playing an important role in raising awareness about COVID-19. What is required is increase in awareness, without any corresponding increase in panic. **People's Participation** shared information about how the disease spreads, the precautions to be taken and also how complacency can prove to be a safety hazard. It is time to dispel myths about the disease. As per the World Health Organization, it must be noted that cold weather cannot kill the corona virus. Thermal scanners can detect if people have a fever but cannot detect whether or not someone has Covid -19.

In a country like India, the voluntary sector bridges the gap between the government and the underserved population of the country. It identifies the needs of the community and provides its support and services, even in the most untouched and marginalized areas, where the government is not able to reach. **People's Participation** also focused on its awareness generation and advocacy programmes with their target communities and local government bodies, primarily through occasional home visits and mainly through phone calls and messages, in keeping with the social distancing protocols.

People's Participation has been spreading awareness, distributing cooked foods and dry rations and advocating for the access and availability of services to the communities and slum children. Awareness-building programmes covered topics like social-distancing, best practices related to public health and hygiene and behaviour change, sanitization, use of face masks, following government guidelines during the lockdown period and ways to protect people from community spreading of the epidemic. These circumstances, emerging from past policy failures, make mitigation of Covid-19 risks through age-old public health measures of improved hand hygiene and social distancing in dense underprovided informal settlements near impractical, and need our urgent attention.

COVID-19 spreads primarily from person to person. Fighting this disease is our joint responsibility. **People's Participation** prepared different leaflets in simple Bengali language to let our beneficiaries' understand the protection system from Covid-19 pandemic. **People's Participation** also conducted many group discussions with the target group people as "beggars- street children- sex workers- domestic help women- slum people- 'Toto & Auto drivers'- vegetable sellers- CWSN & care givers" & others to make them aware on this issue and protection purposes.

People's Participation' aware the poor underserved population on under mentioned issue to mitigate the Covid-19 epidemic from 2020 till date. The target areas were Nimtala Ghat (Bhutnath Temple slums), Dakshineswar temple areas, Kalighat temple areas, Sonagachi Red light area, Sealdah station platform, Howrah Station Platform, Dum Dum Station Platform areas, other slums within Baranagar and more different locations and pockets.

- Clean hands often
- Cough or sneeze in your bent elbow - not your hands!
- Avoid touching your eyes, nose and mouth
- Limit social gatherings and time spent in crowded places
- Avoid close contact with someone who is sick
- Clean and disinfect frequently touched objects and surfaces
- Uses of soaps, masks, take regular bath for every family members
- Eat hygienic foods, adequate sleeps, practices Yoga, listed music etc
- If required; medical test is necessary for Covid check
- Quarantine if required

Conclusion:

During this corona virus pandemic, mostly literate urban people were aware of this pandemic. They are aware of virus infection symptoms such as fever, cough, sore throat, tiredness, running nose and possible infection method from one person to another, so NGO and charitable institutions should encourage the ordinary people and boost their morale in this tough time. People showed confidence that disease can be prevented but are concerned for loss due to pandemic. The majority of people daily interact either to 12 or more people, which is the biggest threat to community transmission, so people should be discouraged from associating with others. Peoples are following trusted sources of information such as TV, newspapers and official government website, so the government should broadcast all relevant information to these platforms. Common men in society are well aware of medical facilities' government initiatives, which are vital to cease the infection. There is a need to intensify the awareness program during this COVID-19 pandemic, to mitigate the pandemic soon as possible.

