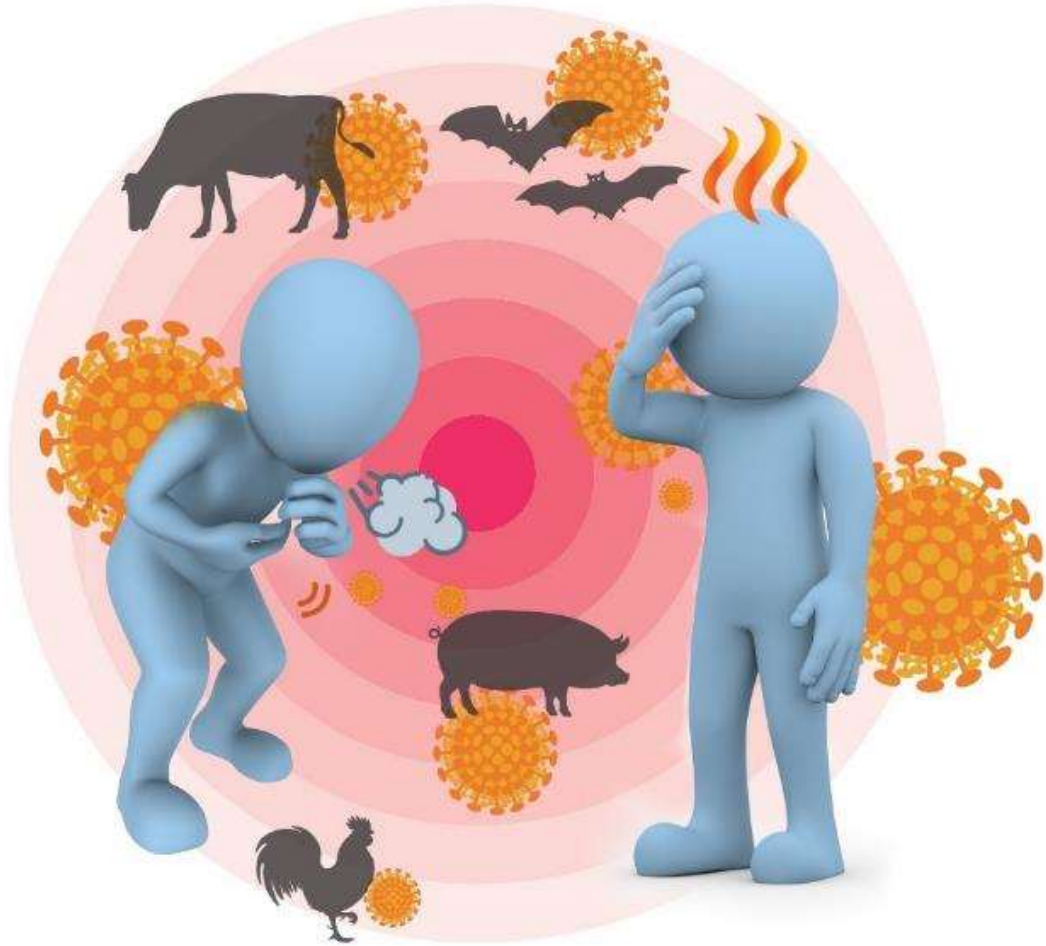


# Severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) causes COVID-19



- SARS-CoV-2 is a new virus.
- The first cases were identified in people with **pneumonia** in Wuhan, China, in late December 2019.
- The World Health Organization (WHO) declared the situation a pandemic on 11 March 2020 signifying
  - Widespread human-to-human spread
  - Large number of affected countries
- As this virus is new, we are learning more all the time, and what we know now may change.

# Symptoms start like many other illnesses

Common symptoms include:

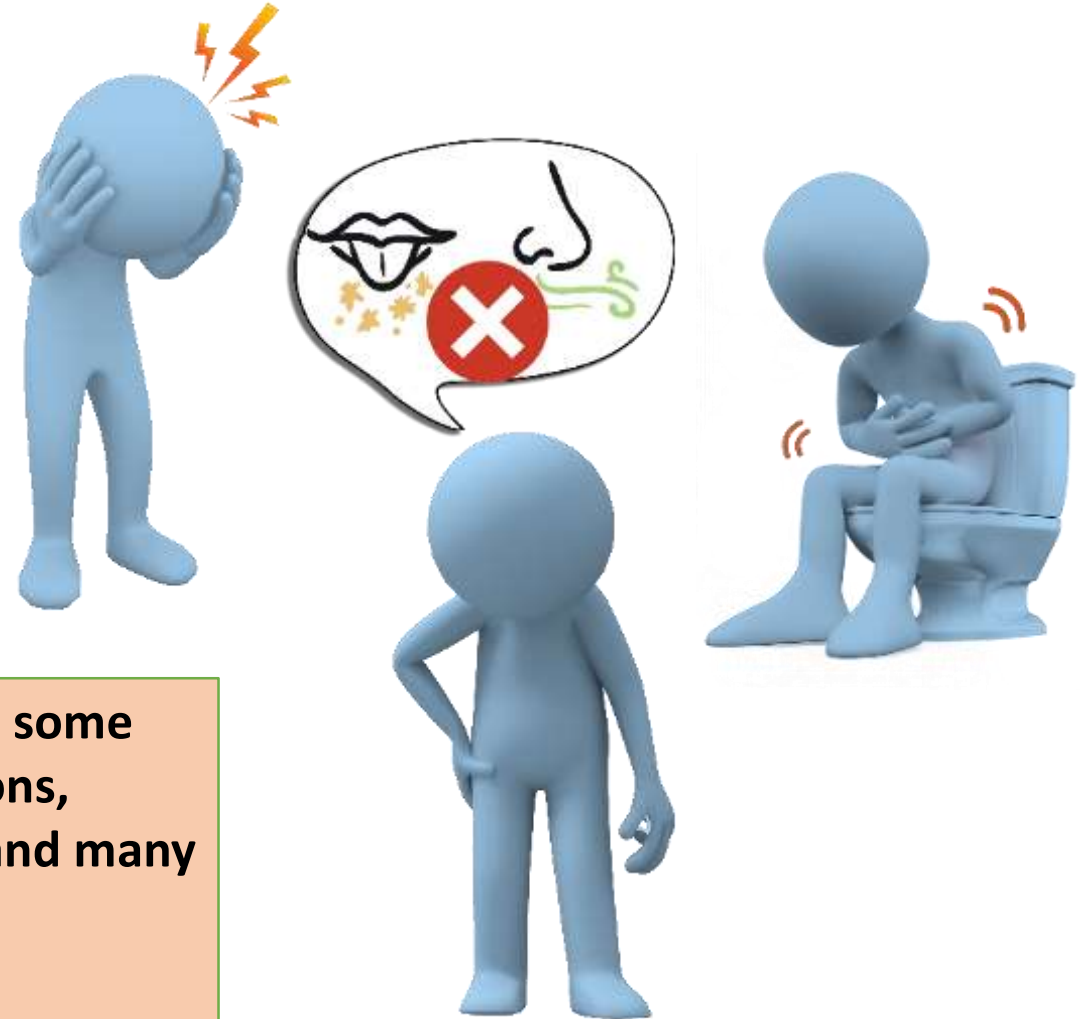
- Fever
- Cough
- Sore throat
- Fatigue
- Shortness of breath

•Symptoms start about one day after exposure but can be as long as 14 days. Most people develop symptoms within 5-6 days.



# It can also cause many other symptoms, including

- Headache / muscle aches
  - Sudden loss of sense of smell and taste
  - Runny/stuffy nose
  - Nausea, vomiting, diarrhoea
  - Rash
- Some people have no symptoms, **most** have a mild illness. It can be severe and sometimes fatal.



Many patients recover fully in about 2 weeks. In others, some symptoms like cough, breathlessness, fatigue, palpitations, moods swings, difficulty in thinking and concentration and many other others may continue for weeks and months.

# Diagnosis and treatment



•**There is no specific treatment** Some medicines have shown benefits and are being evaluated further.

- Mild symptoms can be treated at home with medicines to lower the fever or relieve pain.
- If symptoms are more severe, treatment in hospital is required.

Because symptoms are similar to many other illnesses, tests are needed to make the diagnosis (nose/ throat swab, blood test).



Tests are done only in specialised labs. Results may get delayed. **Isolate yourself while waiting for test results.**

# Prevention

## •Reduce the spread of infection

- **Wear a face mask** (or cloth covering nose and mouth) when in public, especially when it is not possible to keep 1-2 metres (3-6 feet) away from others.
- **Wash your hands frequently with soap and water.** Use alcohol-based hand sanitiser when soap and water are not readily available.
- **Cover your coughs and sneezes.** Do not use your hands, instead use a tissue or your upper sleeve. Immediately throw the tissue in a bin and wash your hands.
- If you have any symptoms even if only mild, stay home.



**Follow guidance from local authorities at all times.**

# Prevention

## •Reduce the spread of infection

- **Avoid touching shared objects** (light switches, handrails, door handles etc) as much as possible. If you must touch such objects, wash your hands or use sanitiser promptly afterwards. Ensure you do not touch your face.
- **Clean and disinfect frequently touched surfaces** each day, more often if you think they've been contaminated. Use normal cleaning supplies.
- **Do not share food, drinks and personal items including mobile phones.**
- **Do not travel if you are sick.**



# More on use of masks

Follow local guidelines

- **Wear a mask:**
  - When in face-to-face contact with others.
  - When physical distancing cannot be achieved.
  - If you are in the high-risk groups.
  - Within a healthcare facility or other public spaces. When indoors, even if physical distancing is adhered to.
- **Wear a medical mask**
  - If you are sick, even if symptoms are mild.
  - If you have tested positive for COVID-19 or are waiting for test results.
  - When caring for a sick person.
  - If you are at a higher risk for severe COVID-19.
- **Masks alone don't protect – they should be used along with other hygiene measures.**
- Follow manufacturer's advice for using the mask.
- **Masks with exhalation valves should not be used.**



**Mask reduces the risk of the wearer spreading the virus.**

# Prevention

## •Avoid potential exposure

- Stay home as much as practical.
- Maintain physical distance – keep 1-2 metres (3-6 feet) away from others, even if they appear well.
- Avoid crowded places. Ensure adequate ventilation, especially in enclosed spaces.
- Keep face-to-face interactions brief.
- Maintain distance when greeting visitors. Avoid shaking hands, kissing or hugging.
- Minimise gatherings with friends and family.





# Prevention

- **Avoid potential exposure**

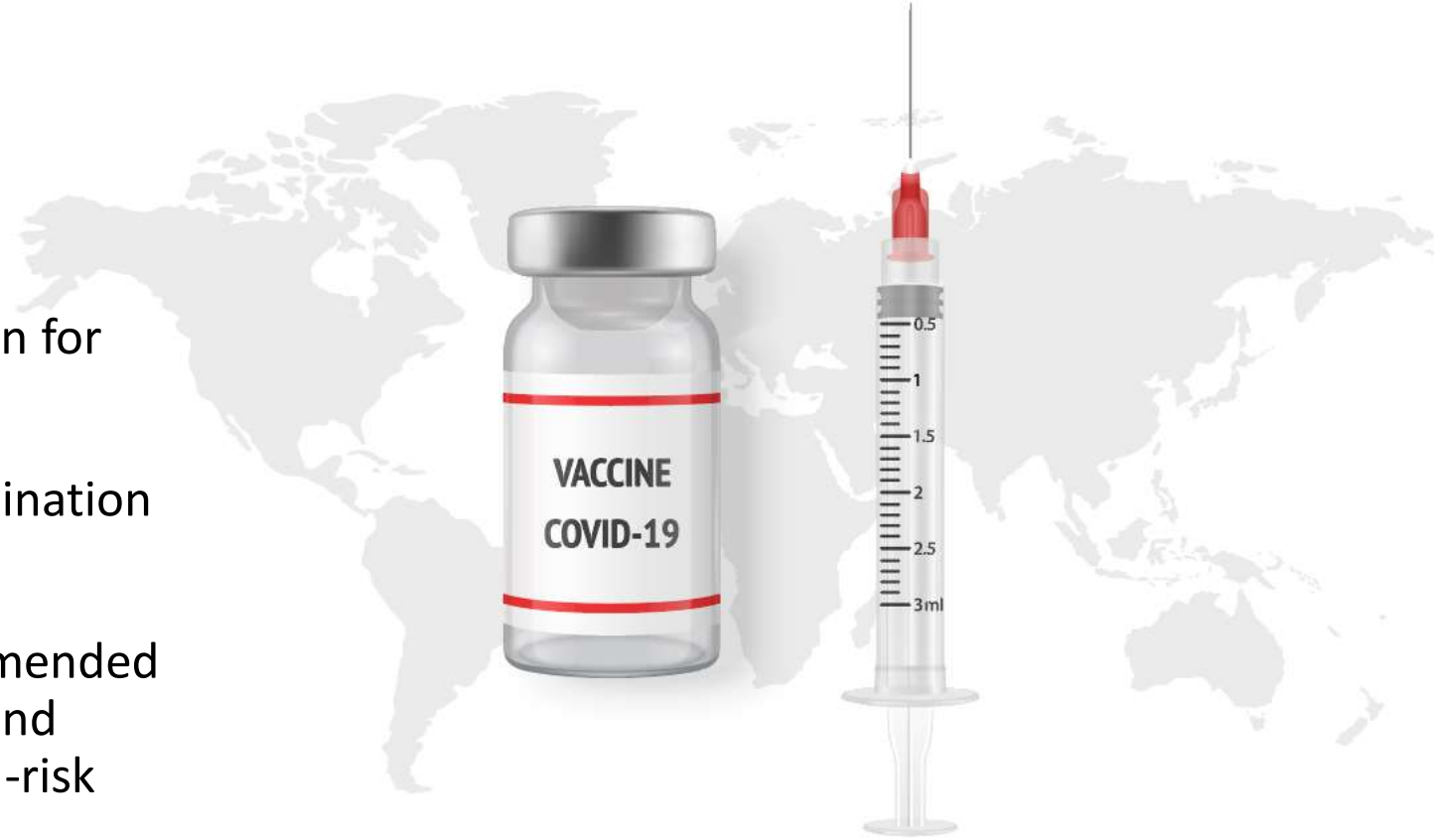
- Work from home, where possible.
- As far as possible, use private transport. Avoid public transport.
- Keep away from people who are sick – don't let them cough or sneeze on you.
- Avoid visiting hospitals and other medical facilities unless you need medical care.



# Prevention

## •COVID-19 vaccination

- Many countries have started vaccination for all adults (ages 18 years and above).
- Closely monitor official advice and vaccination programmes in your location.
- COVID-19 vaccines are safe and recommended for everyone aged 18 years and above and especially for those who are in the high-risk groups.
- Continue to wear mask and maintain physical distance after you are vaccinated.



**If you are eligible, get a COVID-19 vaccine as soon as it's available to you.**

# What to do if you get sick



- **Stay home if you have mild symptoms.** Do not go out to public places. Monitor your condition.
- **Minimise contact with people in the household** until you have recovered. Monitor your condition. Follow local guidelines for self-isolation.
- **Cover your coughs and sneezes** – use a tissue or a mask if available – and wash your hands with soap and water.
- **Seek medical attention** if your symptoms worsen. Make an appointment.
- **Wear a mask in case you need to visit a doctor. Use private transport as much as possible.**

# When caring for a sick person at home

- Limit the number of caregivers.
- Do not allow visitors and pets in the sick person's room.
- Have dedicated utensils, towels and linen for the sick person.
- Wear a mask when caring for the sick household member.
- Make sure the sick person is resting well and is hydrated.
- Monitor symptoms. Watch for warning signs.



# Screening and contact tracing

Is important to stop the spread of the virus

- “Screening” may be done at entry points to detect sick people. You may be asked where you have been, and your temperature may be taken.
- Health authorities may perform “contact tracing” – identifying people who have been in contact with someone with COVID-19.
- These ‘contacts’ may be asked:
  - To stay at home for 14 days so they don’t infect other people.
  - To monitor their health for 14 days in case they develop symptoms.
- Follow the advice of health authorities.



# Health Communication: Challenges In India

- Population: 1.3 Billion Population is a huge challenge
- Rural-Urban Divide: 65% of the population live in a rural or semi-urban areas
- Literacy: 30% population is devoid of literacy. In addition there is significant school drop-out rates.
- Media Access & Penetration: Mass media such as newspapers, television, and the internet do not effectively reach these people

# Barriers to Successful Communication & Adherence



**Individuals may not understand the guidelines** & how to properly follow them

a) Language

b) Medium of communication

**Unclear, changing guidelines** cause confusion among the public and plant seeds for misinformation

**Socioeconomic status** may also be a significant barrier to following recommendations

Acknowledging challenges can make messaging more empathetic, credible, and effective

# USE SIMPLE COMMUNICATION TOOLS

- Posters , hoardings, messages of wall paintings , bus shelters, leaflets
- Above all inter personal communication.





# Folk Art & Health Communication

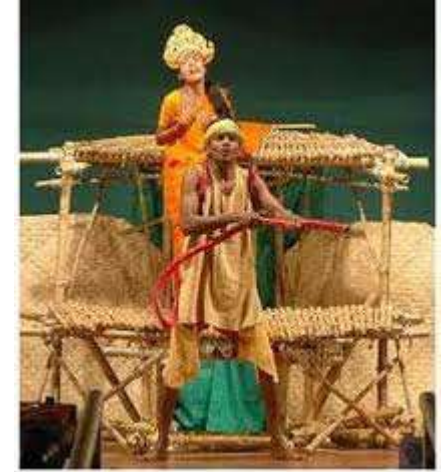


FOLK ART FOR OUR TIMES

# Health Communication & Rural India

- Folk performance is a composite art in India
- It is a fusion of elements from music, dance, pantomimes, ballad recitation, graphic arts and religious and festival pageantry.
- It has deep religious and ritualistic overtones and it can project social life, secular themes, and universal values
- Puppetry, is indigenous to India; it has been a popular and appreciated form of entertainment throughout India
- Puppet theatre has shown remarkable staying power as societies have changed.

# Folk & Traditional Mediums



# Folk Art & Health Communication



# Folk Art & Health Communication





सरकार द्वारा गरीब जनता को मुफ्त राशन वितरण

सामाजिक संस्थाओं द्वारा जरूरतमंदों को भोजन वितरण

सोशल डिस्टेंसिंग का पालन