Behaviour Change Communication for COVID-19

भारत में विश्व का सबसे बड़ा टीकाकरण अभियान

COVID-19 का टीका लगवाने के लिए
www.cowin.gov.in या आरोग्य सेवा एप पर रजिस्टर करें

Unite2FightCorona
Need for Change in Covid Communications Strategy

- Laxity in observation of COVID-19 precautions despite awareness about it
- False sense of confidence
- Vaccine Hesitancy
  - Low compliance for the second dose of Vaccine
- Communication fatigue on part of the Media
Objective

- To encourage Vaccine-seeking Behaviour:
  - 45 Year old and above
  - Family/parents eligible for vaccine
- To Reinforce adherence to COVID-19 Appropriate Behaviour by driving Behaviour Change: ‘Dawai Bhi, Kadai Bhi’
  - Cleanliness
  - Wear Mask
  - Safe Distance
  - Washing Hands
Outreach

Central Power Research Institute, Bhopal

Jalandhar

DM Office, Nasik

Prem Darwaja, Ahemdabad

Mahila Thana Chowk, Raipur