



Combating COVID-19 *Experiences from the Ground*

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THE CONTEXT

- ▶ Mewat (now Nuh), Haryana is the most backward district in India
- ▶ Home to some of the most vulnerable and marginalised groups in the country, including ~2000 Rohingya refugees
- ▶ Very conservative in outlook and the birthplace of Tablighi Jamaat in 1926
- ▶ Largely a Muslim community that subsists on seasonal livelihoods
- ▶ Literacy rate is 34% among women and 54% among men



THE SPREAD OF COVID

Daily Bulletin on COVID-19, Distt.-Nuh, Dated- 13/04/2020, Evening



District Surveillance Unit,
Integrated Disease Surveillance Programme (IDSP)



CIVIL SURGEON

HEALTH DEPARTMENT, NUH (HRY)

Email: dhs.idspmwt@hry.nic.in

The Detailed Status of Surveillance Activity for COVID-19 as is given below:

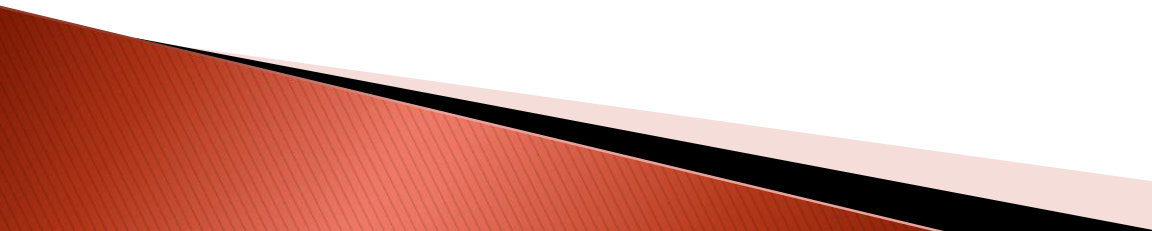
Particulars	Cumulative
No. of Passengers returned from foreign countries till date	84
No. of Person in contact with COVID 19 Positive cases	339
Cumulative number of passengers/ persons put on surveillance till date	1727
Total number of passengers/ persons who have completed surveillance period	254
Total no. of passengers/persons who are currently under surveillance	1473
Total Number of Samples Sent	837
Total Number of Samples found Negative	645
Total number of samples found positive	45
Total active COVID-19 patients	45
Total Number of Samples - Result Awaited	147
Total number of passengers/persons currently hospitalized	48
Total positive COVID-19 patients discharged till date	00

Note:-

- Till date **45** confirmed cases of COVID-19 has been reported in the district.
- Srilanka – 06, South Africa – 01, Indonesia – 01, Thailand- 01, Kerla – 05, J&K -03, Bihar -05, UP- 05, Maharashtra- 02, Tamilnaidu-02, Andra Pardesh – 02, MP- 02.
- **Total 10 Cases reported from Distt Nuh .** (Block FP Jhirka – 01, Punhana – 01, Pingwan -08)

- ▶ Safe till around 31st March – not a single case reported
- ▶ Between April 1 to 5 – 8 positive cases
- ▶ Between April 5 to 20 – 58 cases
- ▶ April 20 onwards, the curve started to flatten
- ▶ April 24 – 15 patients discharged
- ▶ April 30 – another 15 patients discharged
- ▶ May 23 – not a single patient in the hospital

THE CHALLENGES

- ▶ Total lockdown without ample notice
 - ▶ No mobility, no clarity if CR is a media organisation or not
 - ▶ Confusion in the minds of the local authorities
 - ▶ Problems of access
 - ▶ Negotiating unknown territories with a tsunami of misinformation
 - ▶ Messaging was clear regarding handwash only
 - ▶ Confusion on who should or who should not wear a mask, and millions of advise and misinformation
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THE ROLE OF COMMUNITY RADIO

- ▶ Local issues, to local people in local language
- ▶ Run by the community so total awareness of the developments
- ▶ Credibility and Trust
- ▶ Capacity to check authenticity of message
- ▶ Map the community and their need
- ▶ Assess skill sets and create a demand for their skills
- ▶ Work closely with the Local administration and civil society organisations
- ▶ Make this fight everybody's business



TAKING GUARD FOR COVID-19



- ▶ Shift system for reporters to reduce exposure
- ▶ Curfew passes for all reporters during lockdown
- ▶ Permission to travel to villages to record their stories

TAKING GUARD FOR COVID-19

- ▶ Access to CMO/ADC/DC/SP to receive updates on a daily or alternate day basis
- ▶ All important announcements recorded either face to face, or on phone and shared with our sister station Alfaaz-e-Mewat
- ▶ A 24-hour helpline to bust myths and misinformation, rumours and fears



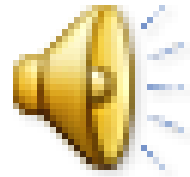
FROM RED TO GREEN: THE ROLE OF RADIO MEWAT



- ▶ Broadcast on COVID for 2 hours from March 20, 2020. Within a week, it was increased to 4 hours daily
- ▶ COVID Bulletins every 4 hours, awareness promos every 30 minutes, dedicated programmes titled *Covid se jung Radio Mewat ke sung*, songs produced and packaged by the Merasis, 3–4 minute COVID Special packages to address myths and misinformation, live programmes

FROM RED TO GREEN: THE ROLE OF RADIO MEWAT

- ▶ Building trust between administration and community
- ▶ Being available 24/7
- ▶ During surveillance and lockdown dispelling myths and misinformation
- ▶ Special focus on women through the *Hinsa Ko No* program and elderly



CARING FOR THE COMMUNITY



- ▶ Regular visits to the villages
- ▶ Interaction with women's groups
- ▶ Support livelihoods
- ▶ Production of masks by women

CARING FOR THE COMMUNITY

- ▶ Distribution of Rations
- ▶ Distribution of masks through Panchayats
- ▶ Special hampers on Eid



The way forward

STRENGTHENING THE NETWORK OF CR

- ▶ **Revisit our roles** as CR stations to bring to community to centerstage
- ▶ **Prepare communities** for the long battle: Looking at life post lock down, adapt to the new normal
- ▶ **Reimagine content:** Mental stress, violence, unemployment, education
- ▶ **Demystify advisories** and keep the community informed
- ▶ **Sustain the campaign:** Conversations on COVID different dimensions
- ▶ **Share experiences:** Develop/share scripts/content in 6 languages
- ▶ **Interact and negotiate** for the CR sector with stakeholders
- ▶ **Launch a series of webinars** on SDGs from the perspective of the pandemic