



## Covid 'Preventive Care' Campaign of Palakkad

Kudumbashree have been in the forefront of covid-19 countering activities from the initial days itself. Likewise, as part of the countering activities, various services are extensively being extended by our district teams. Today, I will explain about the Special Preventive Care Campaign launched under the leadership of the district team of Palakkad, one of the districts which had faced many challenges in connection with the spread of covid-19 pandemic. It is as per the direction of the District Administration, Kudumbashree's Palakkad district team launched 'Pre-

ventive Care Campaign', the informative- outspread awareness campaign. Through this campaign, those who are in home quarantine are being contacted and they are regularly reminded about the importance of quarantine, contact denial, and the significance of staying immune towards disease. The Preventive Care campaign which was started from 1 June aims at neutralizing the spread of covid-19 in Palakkad district. The campaign activities are implemented through the Resource Persons selected in the CDS level. The campaign had already been start-



ed at Sreekrishnapuram, Kadambazhipuram, Ambalappara, Ottappalam ULB, where more covid-19 cases were reported and other containment zones as well.

In Ottappalam Municipality, 280 out of the 282 people in home quarantine were contacted once, 180 were contacted twice and 60 people were contacted thrice during regular intervals and made interventions in making the activities more effective. In Amabalappara CDS, 125 people were contacted twice. In Kadambazhippuram CDS, 80 people were contacted one, 79 people were contacted twice and 68 people were contacted thrice and were given instructions regarding the

campaign. From 31 May onwards, the CDS members of the 14 wards of Sreekrushnapuram CDS contacted those who are in home quarantine in their wards and gave the necessary instructions. Likewise, out of the 197 people, 92 of them were contacted twice and 67 people were contacted thrice over phone.

The Preventive Care Campaign of Palakkad district is the proof of making use of the Kudumbashree system in crisis situations by realizing the needs of the District Administration. Appreciations to the Palakkad District team who are taking up such activities which inspires other district teams.