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Special initiatives for the elderly in COVID-19 times

By **NV** - Friday 24 April 2020 3:03 pm IST



Thiruvananthapuram: Kudumbashree, hailed as one of the worlds largest women empowerment and poverty eradication missions, has launched a special initiative for the well-being of the elderly in Kerala during the COVID-19 lockdown with a string of confidence-building measures.

The thrust of the outreach has been to take care of the mental health of the elderly and boost their confidence through IEC (Information, Education and Communication) programme.

There are chances of co-morbidity and low immunity among the elderly people. So, it makes them vulnerable to the epidemic. We could successfully convey the message to around 43 lakh people through the IEC campaign,said S. Harikishore, Executive Director, Kudumbashree, which functions as a community organisation of Neighborhood Groups (NHGs) of women in Kerala.

The programme, which focuses on the message elderly should take extra precaution,is one of the three campaigns catering to the senior citizens.

A letter and a video message from the Executive Director were distributed to 'Ayalkoottams' (neighbourhood groups),apart from SMS and posters through WhatsApp, to create a sense of seriousness among the public, he noted.