To

All the Deputy Commissioners in Himachal Pradesh
The Director Higher Education, Himachal Pradesh
The Director Elementary Education, Himachal Pradesh
The Director Smagra Shiksha Abhiyaan, Himachal Pradesh

Dated: Shimla-9,

Subject: Dissemination of Behavior Change Message on COVID 19.

Sir/Madam,

I have the honor to invite your kind attention on the subject cited above. After the unlocking in respect of restrictions imposed for COVID-19, it has been observed that people in general have adopted a lackadaisical attitude towards the prescribed precautions for COVID – 19 and are not following the guidelines/SOPs issued from time to time i.e.

1. Wearing of masks while in public places.
2. Keeping a social distance of at least 6 feet from others and
3. Washing of hands regularly with Soap and water or use of sanitizer to keep hands sanitized if water and soap is not available.

As all the schools in the State have been closed down by the State Government till 31st December 2020 as a precautionary measure and the education is being imparted online in all the schools, the platform of online classes can be utilized for dissemination of the intended messages, children being potent agents of behavior change in their families.

Therefore, it is requested that the teachers in both private and Government schools, who are taking online classes communicate the above mentioned messages in an interactive way for 3 to 5 minutes to the children while taking the online classes. It may be in the beginning or end of the session. This will surely go a long way in changing behavior of masses towards combating COVID – 19.

Yours sincerely,
Endst No. As Above, Dated: Shimla-9, the
Copy for information to:

1. Secretary (Health) to the Government of Himachal Pradesh.
2. Secretary (Education) to the Government of Himachal Pradesh.

Mission Director,
National Health Mission
Himachal Pradesh