



प्रीति सूदन, आईएएस  
सचिव

**PREETI SUDAN, IAS**  
Secretary



भारत सरकार  
स्वास्थ्य एवं परिवार कल्याण विभाग  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय

Government of India  
Department of Health and Family Welfare  
Ministry of Health and Family Welfare

D.O. No.No.U-12019/17/2020-SNA  
Dated: 6<sup>th</sup> May, 2020

Dear *Mshe,*

The COVID-19 pandemic is now being reported from more than 200 countries/territories globally with more than 40 countries now reported to have community wide transmission. Cases in India have now risen to 49391, with 130 districts in Red Zone, 284 districts in Orange Zone and 319 districts in Green Zone. India has augmented stringent response measures to counter COVID 19 and thus far we have managed to keep the curve relatively low with support of all ministries, States and civil society partners.

2. It is however disheartening to note that all efforts at containing COVID-19, are marred by the discriminatory actions against healthcare and frontline workers who have unfortunately become the most vulnerable victims of stigma, ostracization and sometimes worst, acts of unwarranted harassment. Such a situation has hampered the medical community from performing their duties to their optimum best.

3. In addition, the stigmatisation associated with being Covid-19 positive keeps people from seeking help and going for testing, placing their and others' lives at risk. One of the major fears that haunt various suspected persons, health care and sanitation workers is that they are perceived as "carriers of the virus". Stigma may occur after a person is suspected or has been released from COVID-19 facility. Families of these persons are also equally prone to discrimination/isolation.


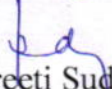
4. Considering the current scenario, the Government has taken certain critical measures to ensure safety, alleviate apprehension and boost morale of those working on COVID line of duty, those affected by the deadly corona virus and their caregivers. Since stigma and discrimination are associated with fear and other deep-rooted behavioural barriers, a national campaign has been launched by the Central Government. The campaign aims to address fears of the population and promote love, care, respect and solidarity based on a positive narrative.

5. I am happy to share with you a campaign strategy along with a communications package comprising of Key messages, mass and social media creatives, audio-visuals etc. The said materials can be accessed via MoHFW's official website ([www.mohfw.gov.in](http://www.mohfw.gov.in)). We will also transfer the material on an ongoing basis through v-transfer.

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6. Your cooperation is solicited for dissemination of messages and amplification of awareness generation material via NYKS and NSS. It would be highly appreciated if you could also arrange to display the materials at any other points of larger footfalls.

  
Yours sincerely,  
  
(Preeti Sudan)

Ms. Usha Sharma  
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