



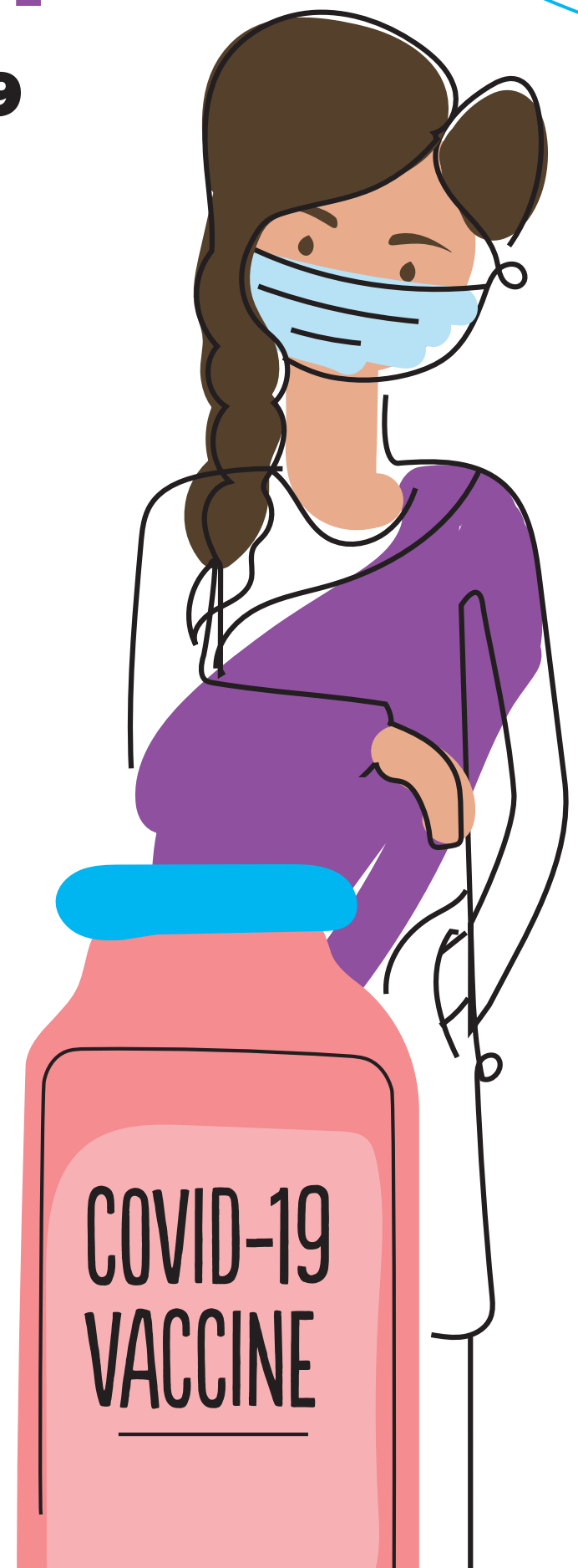
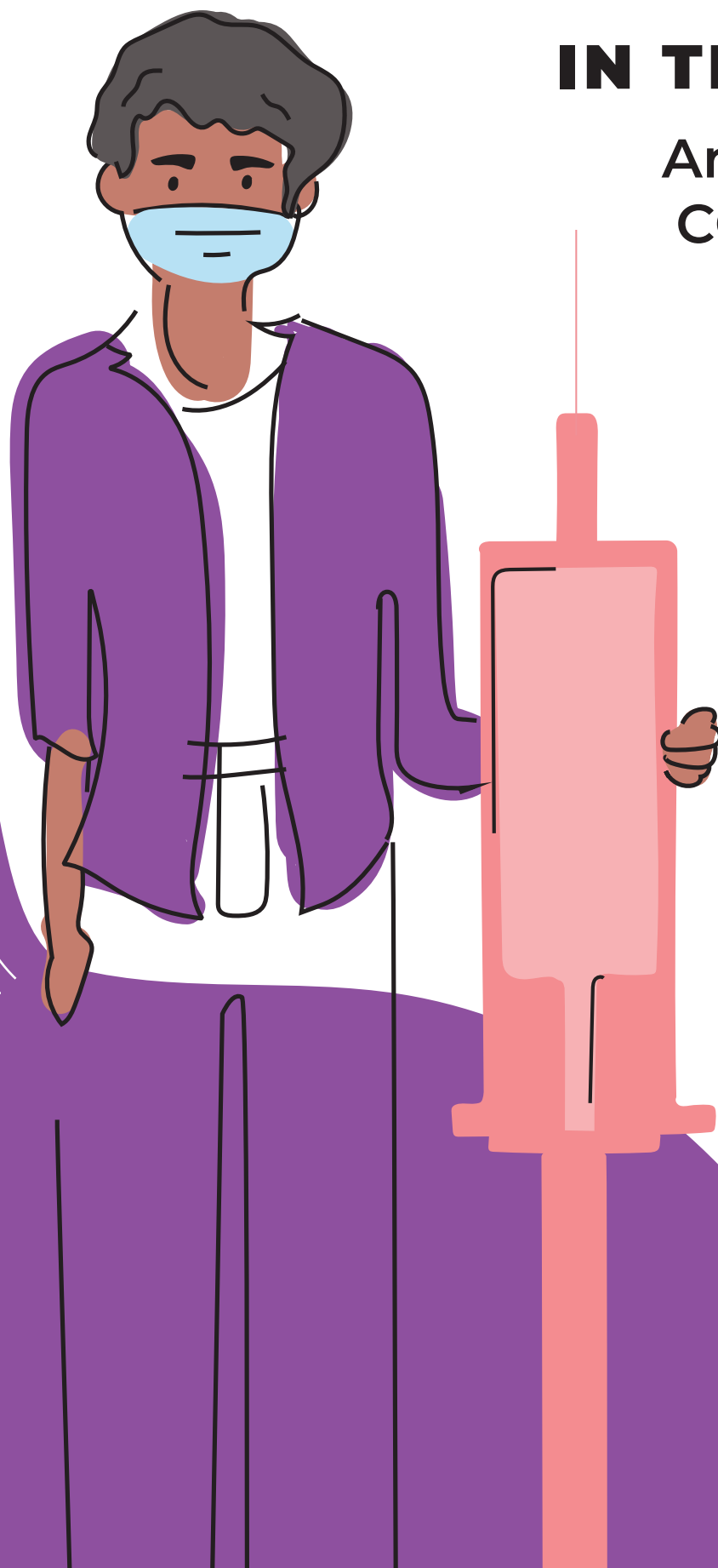
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Government of India



YOUNG PEOPLE LEADING THE WAY

IN THE FIGHT AGAINST COVID-19

An Actionable Toolkit in support of
COVID Appropriate Behaviour and
#LargestVaccineDrive





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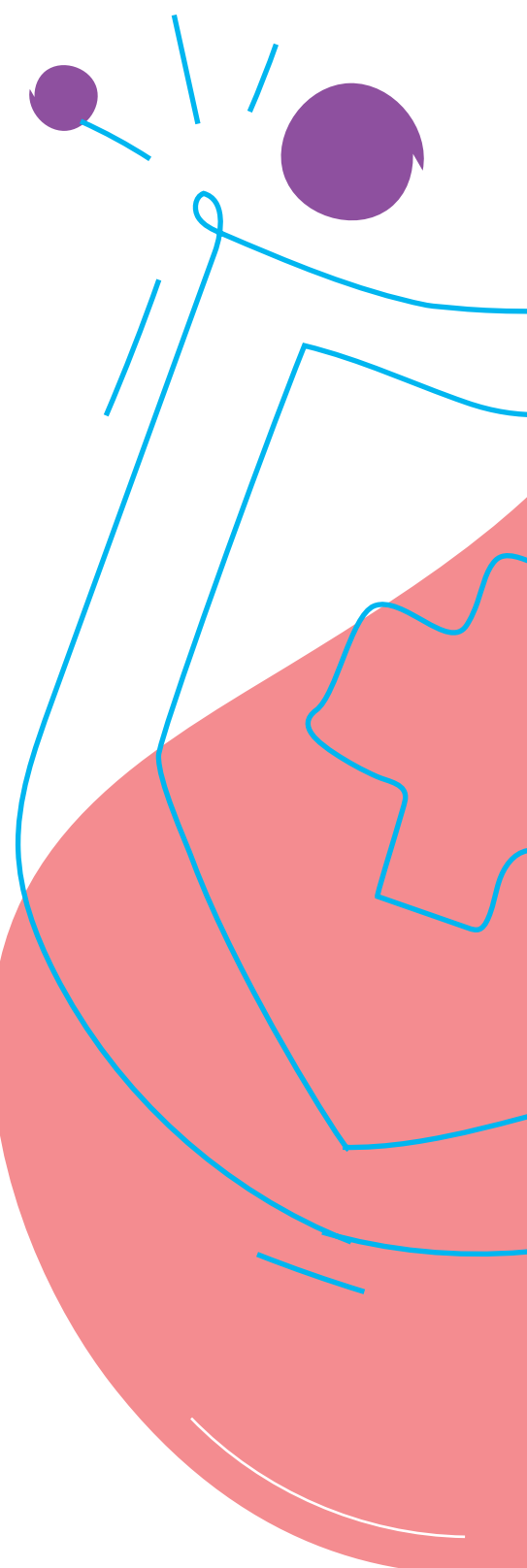
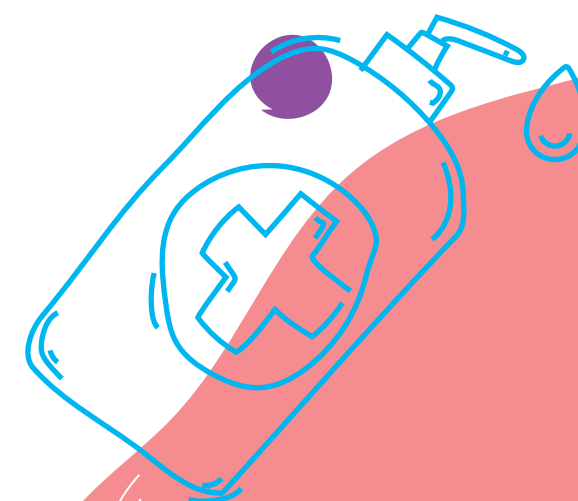
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OBJECTIVE OF THE TOOLKIT

This toolkit is designed to encourage eligible citizens who are above 18 years of age - to become Youth Champions in the fight against COVID-19 supporting the **#LargestVaccineDrive** and **COVID Appropriate Behaviour**

Make COVID Vaccination a cool thing to do!





UNDERSTANDING ADVOCACY

Advocacy simply means to identify an issue and call for change.

Advocacy aims to ensure that every member in the society is able to:

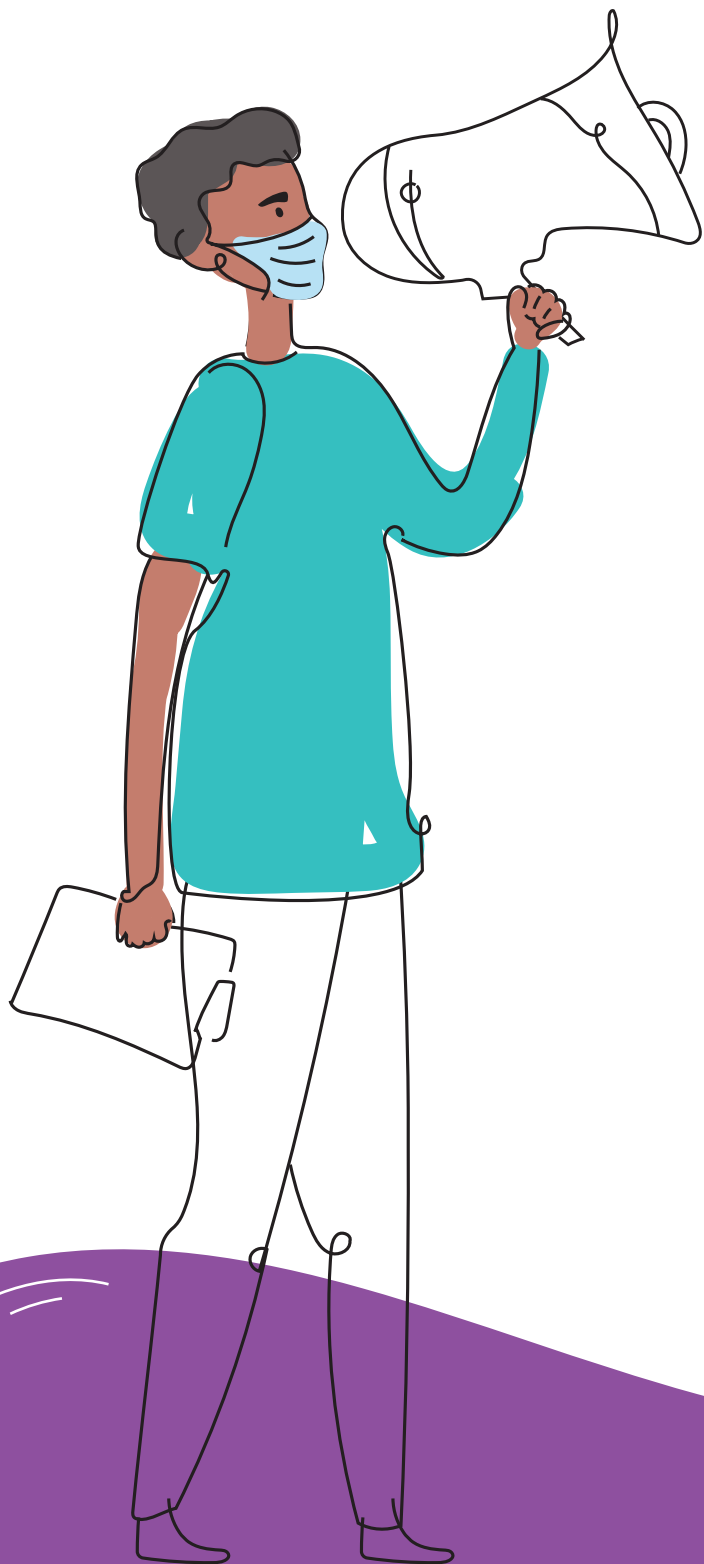
- **Have their voice heard** on issues that are important to them
- Protect and **promote their rights**
- **Support initiatives** and social causes

**WE CAN START A CHAIN REACTION,
A POSITIVE ONE**

India is a young country where almost half of the population is below the age of 25 years.

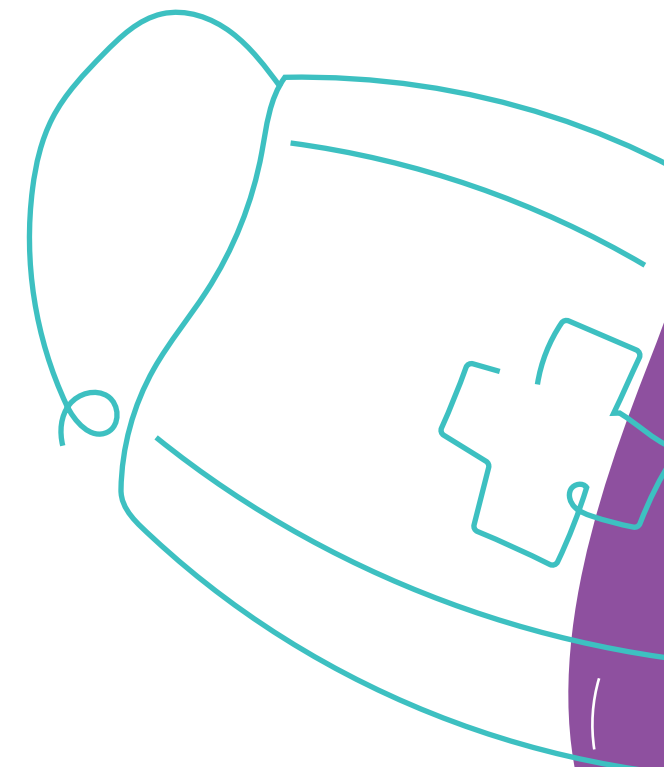
By advocating, you are not forcing people to change the mindsets, you are asking them to weigh in perspective and

DO THE RIGHT THING





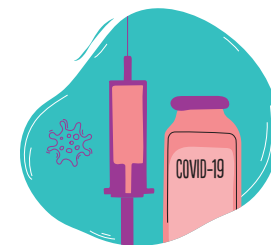
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This toolkit will help to:



Encourage positive behaviour



Get vaccinated on your turn and share your positive experience



Share correct and credible information on COVID-19, CAB and the vaccination drive



Take care of your own psychosocial health and well-being and support others - together!



Counter hesitancy, myths, rumours





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LET US SEE WHAT WE CAN DO IN 2 MINS

**FOLLOW Ministry of Health and
Family Welfare for the latest
information and updates**

 [MoHFW Website](#)

 [MoHFW Twitter](#)

 [MoHFW Facebook](#)

 [MoHFW Instagram](#)





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HAVE 10 MINUTES? HERE IS WHAT WE CAN DO

Spread correct and reliable information with your friends by sharing:

Creatives on COVID-19 Vaccination Drive, COVID Appropriate Behaviour, and Psychosocial health and well-being on your social media handles

Put up posters at strategic locations in your

community: Take printouts of creatives and put them up in your apartments, neighborhood markets, outside milk / grocery stores or on park entrances

Click a 'V for Vaccine' selfie after you get vaccinated and share your experience **using the Ministry's template**





HAVE 10 MINUTES? HERE IS WHAT WE CAN DO

Counter fake news and misinformation

Share Myth Buster posts by MoHFW on social media handles. Connect with family and friends online and ask the MythBusters questions to bridge the knowledge gap

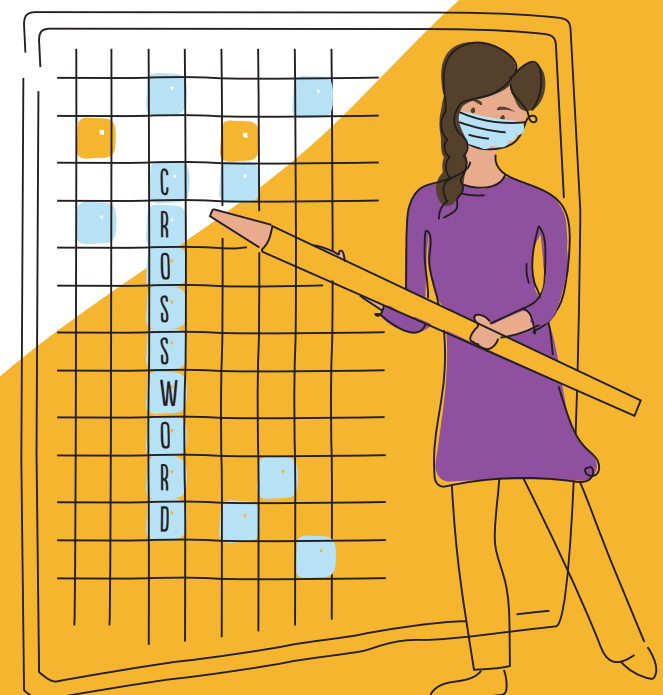
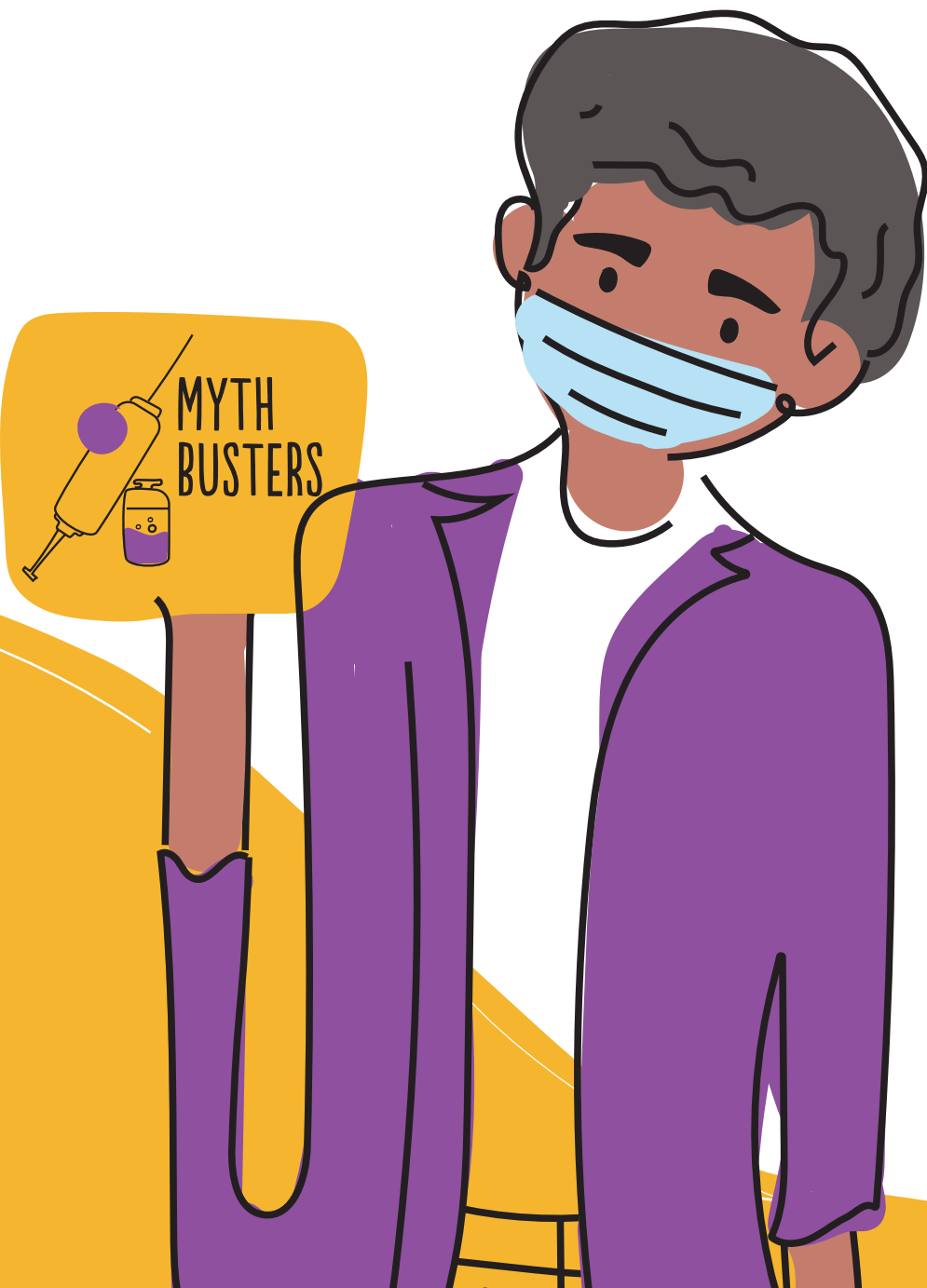
Go LIVE to Save Lives:

Organize virtual live sessions and share your positive experience of vaccination, positive stories of hope and strength and support others to deal with anxiety, depression or fear related to COVID-19

Use this COVID-19 Crossword puzzle to test your knowledge. Challenge your friends to answer and solve the same.

Say it with a Sticker:

Use the MoHFW sticker pack to share WhatsApp friendly stickers reminding your loved ones to follow COVID Appropriate Behaviour and ensure they take care of their mental health and well-being





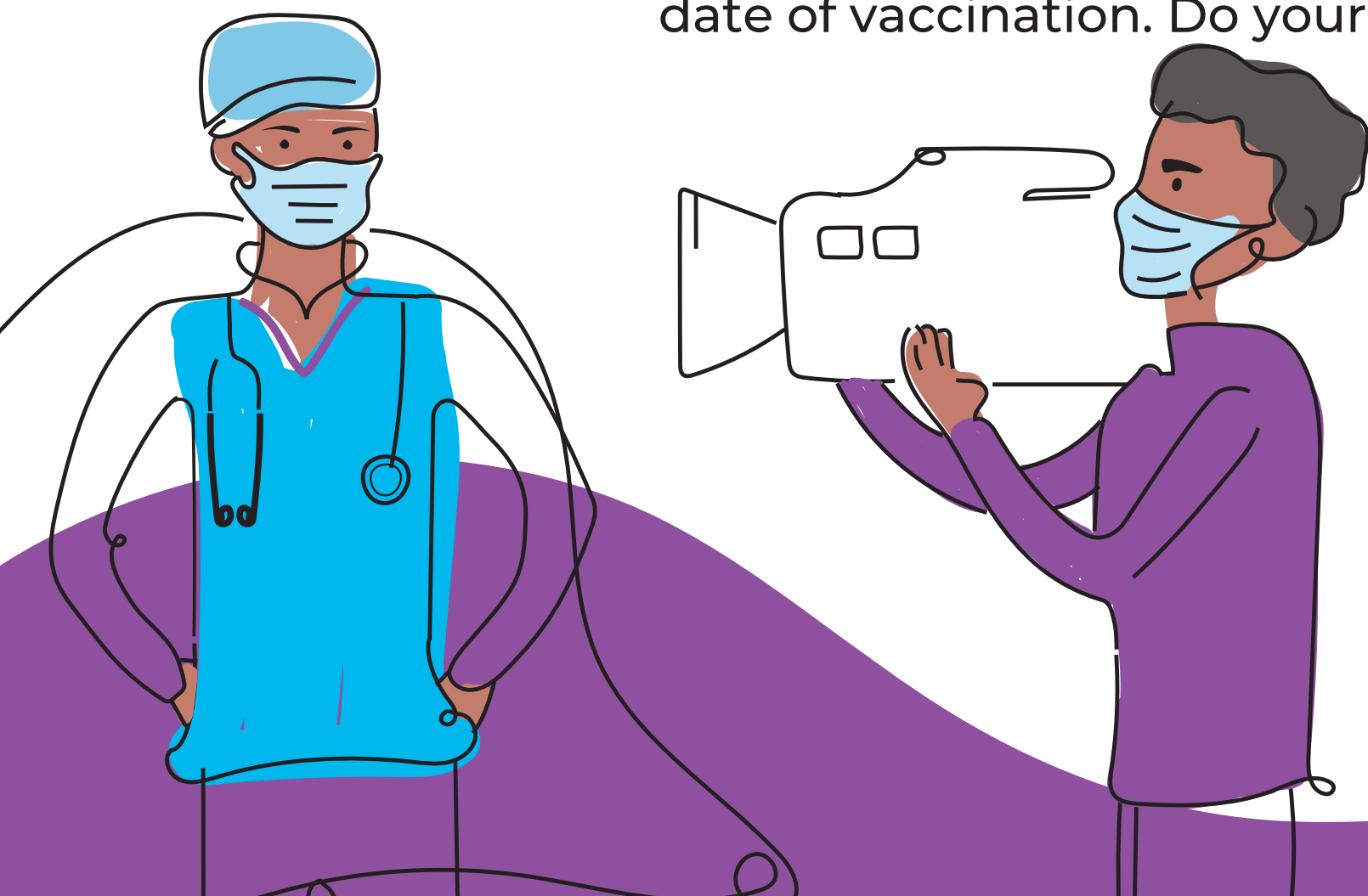
ACTIONS THAT TAKE 15 MINUTES OR MORE

Interview Frontline worker or a Healthcare worker supporting the vaccination drive; or **persons recovered from COVID-19**, and share their testimonials / stories through your social media handles

Use your creativity to share your voice and spread awareness on COVID-19 and the Vaccination Drive. Format could range from Reels, short stories, poetry, rap or music, or doodle out comic strips

Help people facing difficulty to register online such as elderly or those who might not have access to the internet/smartphone; Help them register on the CoWIN portal and support in taking them to the vaccination centre on the date of vaccination. Do your bit!

Mental health is important: Share positive messages of hope and strength and factual information on maintaining one's psychosocial well-being using MoHFW's creative pack





SOCIAL MEDIA PLATFORMS

Twitter:

For quick on-the-go content (280 characters)

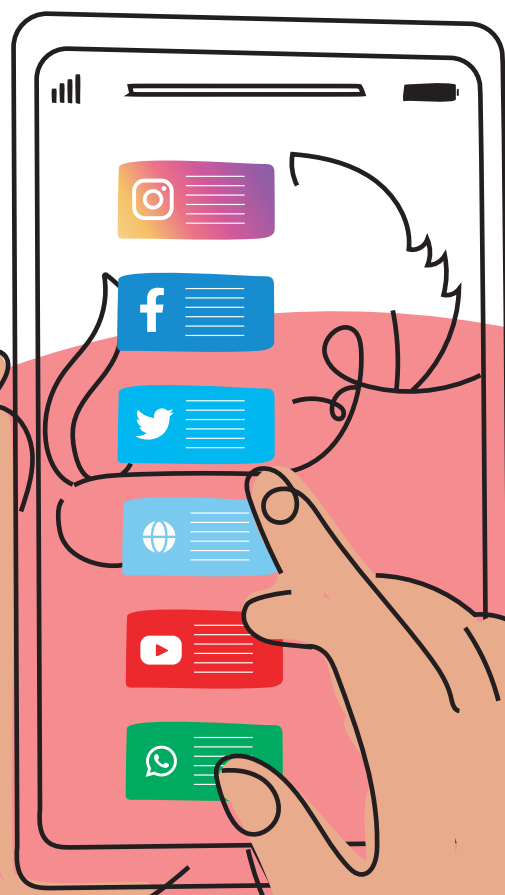
YouTube: Suitable for videos and testimonials. Link can easily be shared on other social media channels

Sharechat: Share photos, collages and videos in 15 regional Indian languages

WhatsApp:

Share messages, creatives, short videos and GIFs. DO NOT forward unreliable information and become a true Youth Champion!

Koo: Quick on the go content in 22 regional Indian languages



Don't forget to use:
#Unite2FightCorona
#LargestVaccineDrive
#IndiaFightsCorona



DEVELOPING DIGITAL CONTENT

Making a video:

- Set camera to portrait mode at an optimal distance
- Find quiet and well-lit location to shoot your video
- Speak clearly and at comfortable speed
- Edit videos with apps like KineMaster or reach out to us for editing assistance

Clicking selfie or pictures:

- Click pictures in portrait mode in well-lit space
- **Add frame, filter or sticker by MoHFW** and **tag MoHFW** and your friends while posting

Doing a LIVE session:

Must have: stable camera setup, mic or quiet surroundings and a well-lit space

Keep notes handy if required and speak with clarity and at a medium pace





ADVOCACY IN AREAS WITH LOW DIGITAL MEDIA ACCESS

Trusted messengers:

Identify local celebrities, Self-Help Groups, Non-Government Organizations and private / government doctors, nurses, and other community healthcare workers; Share MoHFW developed creatives for further amplification.

Share information via local newspapers:

Develop and share informative articles using the content provided on [MoHFW website](#)

Engage with community radio to facilitate sharing of relevant COVID-19 related messages in local language





BE MINDFUL OF THE CONTENT YOU SHARE

Motivational:

Share stories and content which can uplift, encourage and inspire others to brave the tough times

Positive:

Your content should aim to put a smile on someone's face and encourage them to stay strong





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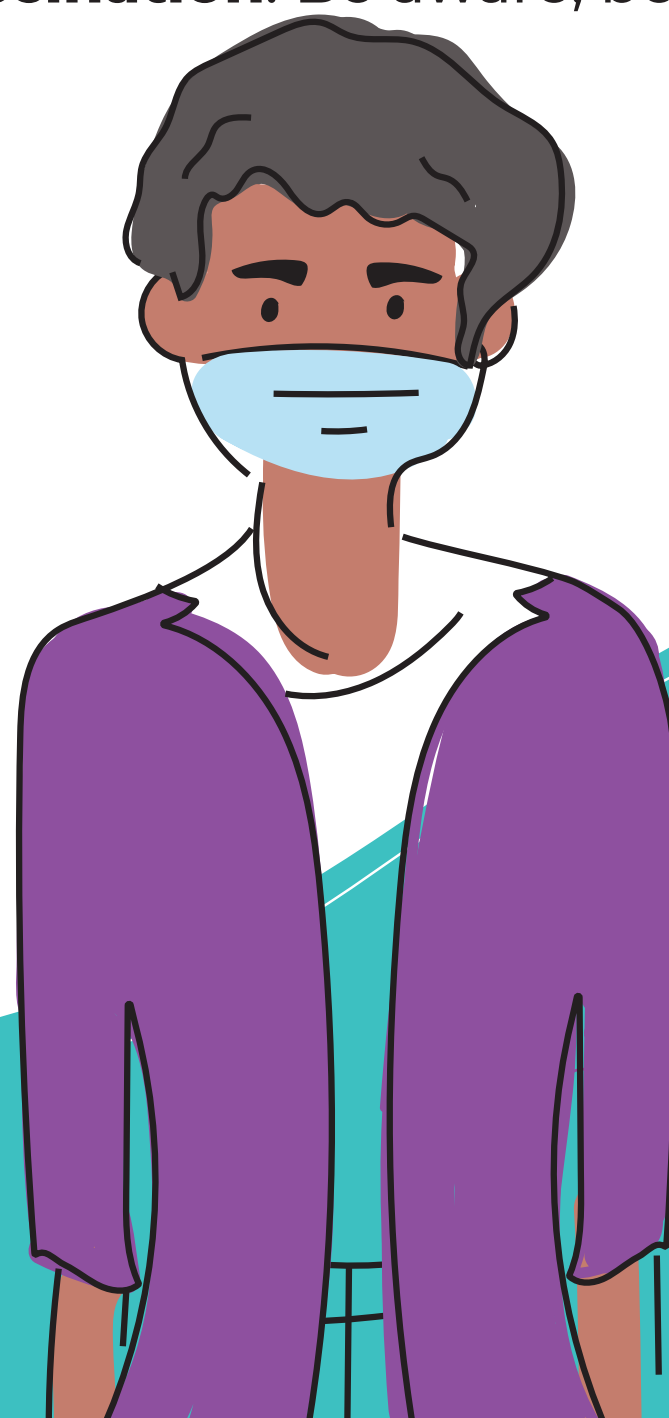
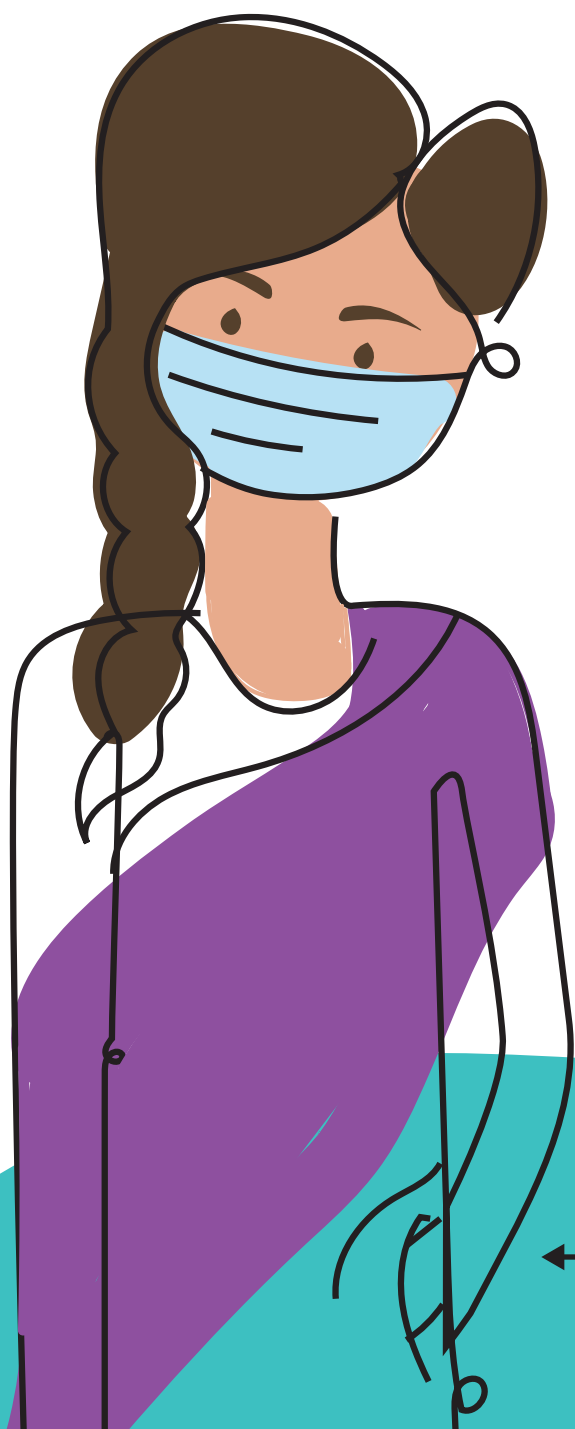
SIGN UP TO JOIN THE CAUSE, NOW!

TAG: @MoHFW_India

(Your friends, your organisation,
or any other organisation you think would be interested)

REMEMBER

The intention is to **spread awareness, share stories** which are powerful and inspiring and keep the **sentiment positive towards vaccination**. Be aware, be responsible.



6 FT DISTANCE
←-----→
2 GAJ KI DOORI

