



### **Webinar on Covid-19 appropriate behaviour in 2021**

Covid-19 appropriate behaviour (CAB) play a great role in preventing the spread of the corona virus. However, with over a year of the pandemic related communication, information overload and fatigue have set in. There is also confusion pertaining to priority messages for COVID-19 prevention and the most appropriate communication channels for widespread dissemination. As the second wave of COVID-19 engulfs India, it is critical that along with vaccination efforts, emphasis and support to protective behaviour information dissemination is enhanced and strategized as per the need of the hour. CSOs have a lead role to play as the government health system is overstretched.

On the occasion of World Hand Hygiene Day (5 May 2021), IRC, India Sanitation Coalition, UNICEF, WaterAid India, WHO, and the SuSanA India chapter are organizing a webinar with experts from the field of Public Health, WASH, Disaster Management, and more. The purpose of the webinar is to activate organizations and networks across sectors to join the call to action - to work with different groups of stakeholders in dissemination of CAB for the second wave of the pandemic. The webinar, followed by an e-discussion, will be used to develop a readily available guidance document to be shared with the Central and state governments as well as CSOs for dissemination through multiple channels.

The objectives of the webinar are:

- To ensure development partners endorse and commit to the Call for Action
- To reach out to as many CSOs as possible to disseminate critical (and updated) CAB messages, using appropriate communication tools.
- To collectively agree on channels for regular updates, exchange of solutions, resources, and evidence, keeping in mind the changing situation.

The details of the webinar are as given below -

Date: 5 May, 2021

Time: 4:00 - 5:30 PM

Link to register: <http://tiny.cc/CA050521>

#### Agenda

Time	Item	Speaker
4:00-4:10	Context Setting	WaterAid India
4:10-4:20	Opening Remarks – Need for CSO support	Official from the Government of India (NITI/MHFW/ Jal Shakti) + WHO
4:20-4:40	Need to continue CAB: The call to action	Endorsements and commitments WHO UNICEF USAID PATH SPHERE ISC AKF SVYM CFSN NFSM Alliance
4:50-4:55	Communication channel for the Call to Action - Share Call to Action, invite comments on SuSANA - Invite for contribution to relevant/ updated communication collateral repository on SuSANA	IRC
4:55 -5:15	Comments from participants	WaterAid India + IRC