

CAPACITY BUILDING CAMPAIGN FOR COVID 19 VACCINE ORGANIZED BY EBSB Club of GDC AKHNOOR



The Covid 19 infodemic has been a constant challenge that has been challenging the world and our country too. The importance of clear, accurate and consistent communication which is responsive to people's need and influences behaviour has never been more critical as it is at this time. It is therefore imperative to have a strategic communication approach from GDC Akhnoor organised Covid-19 awareness campaign about the Covid-19 measures and importance of vaccination in this critical situation under the banner Azadi ka Amrut Mahotsav. Aiming to build the public confidence and trust on the safety and efficacy of the vaccine and its delivery process. They also encouraged to maintain and key preventive Covid-19 appropriate behaviour during and after the vaccination.

The objective of the campaign was to ensure that all eligible groups would receive the vaccine with confidence and all people got correct information and are not influenced by misleading information. In this regard information on vaccine will clarify that vaccine has gone through various trials and is safe. Eligibility criteria and vaccination process when to access the vaccine, process of registration, pre-conditioning for vaccination and post vaccination care and support had been provided. The campaign was organised by Prof Pooja Devi (Unnat Bharat Abhiyan and Nodal Officer EBSB) under the able guidance of Principal Dr. Namarta. Dr. Namarta, Principal of the College acknowledged the efforts of EBSB club for organizing such programs and urge the public to utilize these guidelines to the fullest to engage and empower all with information and knowledge.