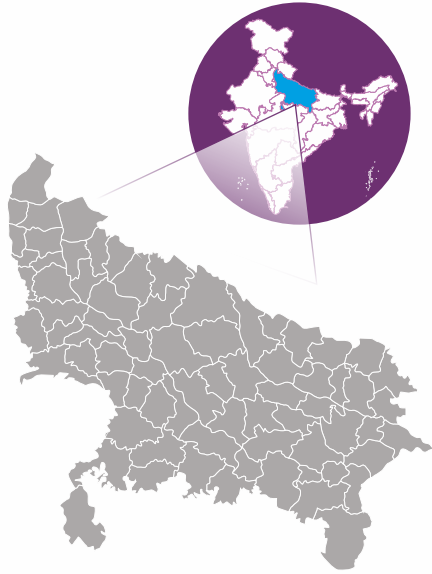


Social Mobilization Network (SMNet) contribution during COVID-19

UTTAR PRADESH

unicef  for every child



First case of COVID-19 was reported on 04 March 2020 in Uttar Pradesh, followed by a state lockdown.

UNICEF advocated integration of messages on COVID Appropriate Behaviours (CAB) into the Dastak Campaign and UP became the first state where ASHAs went house to house with these messages with SMNet supporting training and monitoring.

Post orientation, ASHAs went for household visits where they demonstrated handwashing, social distancing and use of mask in the community.



Platform of interdepartmental coordination meeting for Dastak Abhiyan, chaired by District Magistrates used by SMNet for planning and sharing monitoring and findings of household visits of ASHAs.

Holy month of Ramadan approached, mass religious gatherings had to be avoided. SMNet coordinated appeals from religious leaders, which reached approx. 3 million population every Friday.



SMNet coordinated capacity building efforts for orientation of 44,149 Pradhans and 9,362 village development officers. 3,135,826 migrants were supported by Nigrani Samitis.



To control and prevent further transmission of COVID-19 virus, the Government of Uttar Pradesh initiated Vishesh Surveillance Abhiyan (VSA). SMNet supported microplanning, trainings and monitoring (jointly with WHO and PATH) of House to House teams. SMNet monitored 67,600 households in 431 blocks of 60 districts to provide supportive supervision to 13,473 teams.

SMNet supported the government in Dastak Abhiyan July round monitoring. The monitoring findings were shared daily across the 60 SMNet districts, 17 divisions and at state level.



UNICEF revised the plans for Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA) monitoring, suspended due to the pandemic onset, by developing mobile-based app for monitoring. SMNet monitored 124 PMSMA sessions in August and September 2020.



Hon'ble Chief Minister of Uttar Pradesh launched Pneumococcal Conjugate Vaccine (PCV) in 56 districts on 10 August. UNICEF provided technical assistance in trainings at state and district levels through SMNet particularly on communication, sensitizing media and the event launch.



SMNet monitored 54,003 home isolation cases in 75 districts from August to September. SMNet's daily monitoring and feedback shared with the government led to increased Rapid Response Team (RRT) visits, availability of pulse oximeters, availability of Ivermectin and COVID-19 cases in home isolation.