CARE INDIA COVID-19 RESPONSE

Package 1-3
CARE India COVID-19 Response

careindia.org
CARE India Response Strategy – 3 Pillars

• Commitment of **DO NO HARM** for life saving prevention & response activities

• Resilience approach to build capacities faster at community, household & individual levels to prevent re-emergence/ spread of disease; and address livelihood consequences of the disaster

• Collaborate with & support Government/ interagency response for maximizing& accelerating impact

• CARE India COVID Response Fund - **CARE India reserves to kickstart** response with INR 50 Lac contribution

• CARE India COVID Response - 3 COVID-19 Program Packages- Immediate Phase, Recovery Phase & Resilience Building

• CARE response strategy will prioritize most at risk populations & societal groups- Pregnant Women, New Borns, Elderly, Vulnerable groups with underlying health conditions, Migrants, Health workers, Adolescent Girls, Women with disability, single women headed households among others.

• CARE will directly execute the response strategy with the communities we serve and will collaborate with partners to execute the strategy in new geographies.
CARE Capability to Execute on COVID-19 Response

• CARE India’s 1400+ team actively supporting BIHAR Gov’t in COVID response
  • Develop **communication support** for Gov’t education on COVID 19
  • Technical support in **procuring medical supplies** for COVID 19 response
  • **Contact tracing & Monitoring**
  • **testing infrastructure & strengthen healthcare delivery facilities**

• CARE India direct engagement with marginalized communities for health, livelihood & education programs

• 14 States in India, in close partnership with central and state governments

• CARE India has extensive experience of QUICK INITIAL RESPONSE to large scale humanitarian emergencies by mobilizing technical expertise as well as implementation capability on ground- e.g. Tsunami Response, Orissa Cyclone Response etc

• **CARE India solicits generous donations from all CORPORATE ORGANIZATIONS and INSTITUTIONAL DONORS for rapid deployment of COVID 19 response packages at scale**
CARE India COVID-19 Response Package-1

Immediate Phase

Risk Reduction

Procurement and distribution of critical protective gear for frontline workers providing community services and supporting health system for COVID Response

• Support to healthcare providers –private and public- operating at community level with appropriate skills and knowledge to cope with COVID 19.
• Support state governments with processes and protocols needed for contact tracing, community monitoring, infection control and healthcare worker safety based on CARE India’s learning in Bihar
• Orientation videos for frontline workers to keep themselves safe from exposure and equipping to educate communities safe protective practices like social distancing
• Adapting existing hygiene promotion and safety messages (Global and Indian Government endorsed messages) for educating communities on responding to COVID 19

Locations: Orissa, Chhattisgarh, Jharkhand, Andhra Pradesh, Tamil Nadu, Maharashtra, Gujarat, Kerala, Rajasthan, Madhya Pradesh, Haryana, Bihar, Karnataka and Uttar Pradesh
CARE India COVID-19 Response Package-2

Immediate Phase

Hygiene Promotion

Raising awareness to reduce risk of contagion in communities

- Mobilizing village leaders through online outreach (religious leaders, elected leaders, community leaders, Aanganwadi and ASHA workers, teachers)
- Adapting existing hygiene promotion and safety messages (CARE’s internal messages, Government messages)
- Producing posters, jingles, radio messages for Water, Sanitation and Hygiene (WASH) interventions
- Orientation of leaders on message dissemination through public announcement systems, phones and other online media

Locations: CARE’s current programming districts across fourteen states
Direct Benefits availability to enhance resilience of economically vulnerable households with focus on women and girls, single women headed households, elderly women etc.

- Unconditional Direct Benefit Transfers to most vulnerable households with elderly, people with disabilities, pregnant and lactating women involving SHGs and other community groups engaged with CARE’s program
- Direct benefits for work activities for seasonal migrants, daily wage laborers and other economically vulnerable households that lost their income due to COVID 19

Locations: All current CARE Programming locations in fourteen states of India
Thank you