



CORONAVIRUS OUTBREAK

Highlights, Preparedness and Response

(24-03-2020 to 06-04-2020)

Supporting units, Acknowledgements and Collaborations

It is Lodhran Pilot Project's proud privilege to release the feeling of gratitude to UNICEF, Concern Worldwide (CWW) and individual philanthropists who helped directly to contribute in COVID-19 pandemic emergency campaign. Moreover, LPP would like to acknowledge the efforts and contribution of Community Emergency Response Teams (CERTS), Union Council Disaster Management Committees (UDMCs) and Village Disaster Management Committees (VDMCs) in District Jhang under Building Disaster Resilience Project (BDRP) funded by CWW. In addition, 360 Community Resource Persons (CRPs) formed under Accelerated Sanitation & Water for all (ASWA-II) project in Jhang funded by UNICEF has been a source of great impact on the communities to raise awareness under COVID-19 pandemic emergency campaign. LPP has been able to make a difference in the emergency situation by reaching out to more than 0.3 million people at risk in district Jhang, Multan and Lodhran through social media campaign and radio programs. Efforts, coordination and cooperation of all stakeholders has been remarkable since the prevalence of this pandemic. This emergency response would not have been possible without the support and guidance of our donors. Still one third staff of LPP is performing their duties by maintaining social distances with the communities.

KEY HIGHLIGHTS

- 📌 Overall LPP has reached around half a million people in Jhang, Multan and Lodhran through different initiatives
- 📌 Distribution of 3000 ration packs in Lodhran, Multan and Jhang districts among vulnerable communities i.e. daily wagers, persons with disabilities, widows and elderly
- 📌 Awareness programs for a month focusing on preventive measures and precautions to combat with COVID-19 on Radio (FM Awaz) in district Jhang, Lodhran and Multan.
- 📌 Development and dissemination of Information, Education and Communication (IEC) material in Multan, Lodhran and Jhang districts
- 📌 Awareness campaign through local activists in district Jhang and Lodhran reached 353217 individuals
- 📌 Installation of Hand washing Facility in fruits & vegetable market Lodhran
- 📌 Launching of Social Media Campaign on Facebook, Twitter and WhatsApp groups
- 📌 Provision of 06 infrared temperature guns to District Government Lodhran for initial screening of Corona Suspects

SUMMARY

The COVID-19 pandemic sweeping the globe has affected millions of people. Government of Pakistan along with other key stakeholders are working on multi-risk preparedness activities to ensure the safety of the whole nation with a special focus on the provision of food, health services and awareness about the Corona Virus. Lodhran Pilot Project (LPP) initiated to develop key messages and actions for COVID-19 prevention and control in 03 districts i.e. Lodhran, Multan and Jhang that will serve as the basis for district-level guidance on risk mitigation and safety. Under the emergency situation, LPP launched a social media campaign that aims to spread awareness and sensitize masses at large and to join hands for a larger impact.

HUMANITARIAN AID AND RELIEF WORK

Relief package through social responsibility initiatives, UNICEF and CWW

Distribution of 3000 ration packs among daily wagers and people below poverty line in District Lodhran, Multan and Jhang.



SOCIAL MEDIA CAMPAIGN

Information sharing between public safety organizations and community is critical in emergency situations, especially large-scale events such as floods, epidemics and earthquakes. Now a days, social media and collaborative technologies have become critical components of emergency preparedness, response and recover

“Social media a tool to build expertise, garner trust and disaster preparedness”





MOU signing between LPP and FM AWAZ Radio

Salient Features of our Campaign

FM Radio Campaign on awareness and prevention of Covid-19 in Jhang and Lodhran Districts

Information, education and communication (IEC) material designed and disseminated on different forums like bill boards, bus stops and main roads of Districts Lodhran and Jhang.



کیسیا کرونا وائرس سے بچا کچھ اور؟

کراہ	طہر	گروہ داری	طاہرات
جہاز	✓	✓	تلاش
ٹریڈ	✓	✓	گمانی
بچی	✓	✓	حصن
بہتر	✓	✓	سائس میں دشواری
ٹریڈ	✓	✓	پنوں میں کچھ اور
بہتر	✓	کھانسی	سرور
✓	کھانسی	کھانسی	گے میں سواری
✓	کھانسی	بہتر	بہتر پائل ٹاک
✓	کھانسی	X	چھین

Awareness IEC Material

Twitter and Facebook had been our focus during the social media campaign



Our Volunteers from Universities, communities and activists reached communities through local cable TV channels. Messages were developed in Urdu, Saraiki and Punjabi for maximum outreach



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A0006



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A0026



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A0031

Installation of hand washing facility at fruits and vegetable market of District Lodhran



Emergency response & relief planning in Lodhran

Lodhran Pilot Project is working in close coordination with the District administration of Lodhran and Jhang. Coordination meetings conducted for planning of Roshan Distribution to 3000 HH in District Lodhran. LPP has also provided 06 infrared temperature guns to DC office, Lodhran



Challenges that can lead to worst

The government with its limited resources has established the quarantine centers all across the country to provide the best services to the potential affectees. However, the hygiene has been reported to be compromised under this emergency in quarantine centers. Being one of the key leading NGO under WASH thematic area, LPP intends to provide its support on the basis of when and where required. To tackle the situation, LPP is in close coordination with the supporting units of the district government in furnishing the quarantine centers for the better boarding of potentially affected people.

Lockdown in Punjab to avoid the spread of the virus has nevertheless started to affect the underprivileged and daily wagers due to the closure of earning opportunities. The prevailing situation could badly affect the poorest of the poor and even the lower middle class to cope with the situation. There is a need to bridge the gaps between the vulnerable groups and support units.

Need of time:

Further, there is also a need to work on prevention side through the continuous awareness raising campaign among the masses and provide them the guideline to effectively protect themselves from this pandemic and maintain a healthy environment in their houses and surroundings by adopting social distancing. In order to maintain domestic and personal hygiene, hygiene kits would be needed, especially for women.