



Corona Savaviours



Guidelines

#CoronaSaviours
#SaveYourselfSaveTheWorld
#FightAgainstCorona

For more information please contact
coronasaviours@itacec.org
or visit
www.itacec.org

Corona Saviours

PROBLEM STATEMENT

The COVID 19 Pandemic arrived in Pakistan in third week of February 2020 and despite efforts at prevention and containment, cases have been identified in increasing numbers across multiple locations in all regions of the country. The emerging picture is one where a large number of COVID 19 infections are likely in the absence of immediate containment measures including social distancing and restricted movement.

ITA has initiated a campaign for mobilizing **Children and Youth** for giving powerful information for Preventing Corona - making **Behaviour Change** a reality. This campaign is aiming to spread awareness and authentic information among the communities especially children and Youth to face this Pandemic **Collectively** and to support the Government, our society, this world and ultimately the humanity.

Objectives:

- To disseminate information through new media and digital learning solutions for learning, healing, prevention and protection through safe behavior for TOTAL Safety
- To support the most vulnerable groups with ration and modest livelihood opportunities
- To mobilize the Influencers/Champions including our Goodwill Ambassadors, Children and Youth Champions to fight against #CoronaVirus
- To Generate Strategic Public Goods during this Apocalyptic Disruption-& Leapfrog Education & Care Outcomes
- To undertake rapid surveys for evidence based policy and actions

Who?

Age Groups: 8 -18 and 19-30

What do they do?

Actively spread the messages for behaviour change during the COVID -19 or Corona Crisis affecting us everywhere in our homes, community and neighborhoods.

Who will send you the messages/information sheets for action?

ITA teams will and let you know the links where these can be found - how to do a step by step information and behaviour transformation for preventing Corona

How to Join?

Please join us through just filling a short form <http://itacec.org/Corona-Saviours-Register>

- Keep posting your pictures and short clips on Facebook, Twitter, Instagram etc with our official hashtags (Mentioned Below)
- Follow us on website and Facebook pages for updates
- Share the Pictures and videos with us at coronasaviour@itacec.org
- Give consent to ITA to share your pictures and videos on our social media platforms (Facebook, Instagram, twitter etc)
- Share the word in your network as an active Corona Savior

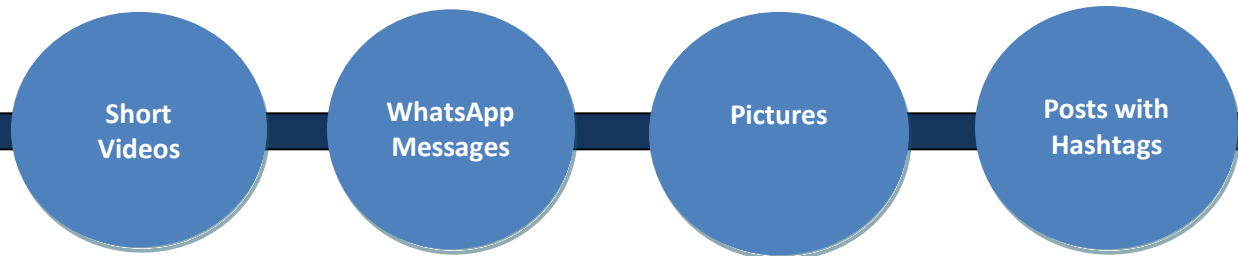
Any Hashtags?

Yes, whatever you post on social media please use 3 hashtags for this campaign

- CoronaSaviours
- FightAgainstCorona
- SaveYourselfSaveTheWorld

How do we know you have done it; that you are Corona Saviour?

The Corona Saviours will be making and promoting the awareness based material e.g.



What Commitment ITA wants from the Corona Saviours?

We know that in the current situation we all are worried, concerned and tensed, but please focus on the following things too, to be an active **Corona Saviour**

- Strength
- Courage
- Believe in yourself
- Stay United
- Collective Voices
- Support the Government

ITA will send Arm Bands, Badges or Masks to all the registered Corona Saviours, who will post and send us their pictures, videos and other awareness material for COVID-19. The gifts will be for appreciating their contribution and continuous efforts.

For further information and any question please contact us at coronasaviour@itacec.org or keep following our website for latest updates and information <http://itacec.org/CoronaSaviours>