



COVID-19 (nCorona) Virus Outbreak Control and Prevention State Cell

Health & Family Welfare Department

Government of Kerala

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“BACK TO THE BASICS”

The “Back to the Basics” campaign has been launched in the context of an upward trend of COVID cases in Kerala state. The campaign outlays the strategies for prevention and control of COVID-19 with a renewed focus on the fundamental concepts and strategies which has provided dividend to the state in the earlier phases of the pandemic. The campaign aims to rejuvenate the adherence to COVID-19 prevention measures in the state by the community as well as among the health care workers and front-line workers. It is prudent to initiate this campaign to control the new cases.

BACK TO THE BASICS for the community:

The basic principles of prevention of COVID-19 are:

1. Maintain a distance of at least two metres with all people all the time
2. Always wear clean face mask appropriately everywhere all the time
3. Perform hand hygiene after touching objects and surfaces.
4. Perform hand hygiene before and after touching your face.
5. Observe cough and sneeze hygiene always
6. Avoid direct social interaction and avoid unnecessary travel
7. Protect the elderly and the vulnerable- Observe reverse quarantine
8. Do not neglect even mild symptoms; seek health care

These basic doable principles if practiced by all members of the community can contribute to breaking the chain of transmission of COVID-19.

BACK TO THE BASICS for the health care workers and front-line workers:

The basic strategies for control of COVID-19

1. Screening of individuals for symptoms and potential exposure
2. Testing all suspected individuals
3. Isolating the cases
4. Contact tracing
5. Quarantine of exposed persons and their testing
6. Symptom surveillance
7. Treatment of cases
8. Post COVID follow-up and care
9. Cluster containment strategies
10. Health education of the community.

The focus of the campaign by health care workers and front-line workers should be on strengthening the control activities of COVID-19. These strategies can result in large benefits for the population of Kerala.

All teams at the district and state level may take appropriate actions.


Principal Secretary