



DadiDada Foundation



COVID-19 : SENIOR CITIZENS AND THE NEW NORMAL

SOUVENIR

OCTOBER 1, 2020
THE GRAND JBR HOTEL, LUCKNOW



Ministry of Health & Family Welfare
Government of India



Help us to
help you



NOVEL CORONAVIRUS (COVID-19)

Protect yourself and others!

Follow these **Do's** and **Don'ts**

Do's ✓



Practice frequent hand washing. Wash hands with soap and water or use alcohol based hand rub. Wash hands even if they are visibly clean



Cover your nose and mouth with handkerchief/tissue while sneezing and coughing



Throw used tissues into closed bins immediately after use



See a doctor if you feel unwell (fever, difficult breathing and cough). While visiting doctor wear a mask/cloth to cover your mouth and nose



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Don'ts ✗

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Email at ncov2019@gmail.com

Event

A Brief Introduction

1st October is celebrated as International Day of Old Persons. In 1999, with the International Year of Older Persons, came the Conceptual Framework based on the Plan and Principles with four priority areas:

- The situation of older persons,
- individual lifelong development,
- The relationship between generations,
- The inter-relationship of population, aging and development.

To commemorate the International Day of Older Person, DadiDada Foundation in association with NITI Aayog as a knowledge partner, organised a national conference on 'Covid-19: Senior Citizens and New Normal'. Several ministers and officials of the central govt. and UP govt. along with medical professionals, lawyers graced the event by their presence, where issues faced by the senior citizens during the pandemic and ways to resolve them were primarily discussed.



EVENT FLOW

01

PROBLEMS FACED BY ELDERLY DUE TO COVID-19

Speakers of this Session : **Shri Ramapati Shastri**, Honorable Minister of Social Welfare, Govt. Of UP; **Shri Manoj Dikshit**, Professor & Head, Dept. of Public Administration, University of Lucknow; **Shri Rakesh Tripathi**, Senior Journalist; **Shri Satyanarayan Sabat**, ADG, Lucknow Zone; **Shri Saurabh Pandey**, Director, India Think Council; **Shri Muni Shankar Pandey**, Director DadiDada Foundation

02

LOCK, UNLOCK AND HUMAN RIGHTS OF SENIOR CITIZENS

Speakers of this Session : **Sri Ashok Mehta**, Senior Advocate & Farmer Additional Solicitor General of India; **Sri Kuldeep Pati Tripathi**, Add. Advocate General of Uttar Pradesh; **Sri Jai Narain Pandey**, Member & Co- President of Bar Council of Uttar Pradesh; **Sri Prashant Kumar**, Advocate, Lucknow High Court; **Shri Sarvesh Tiwari**, Advacate & Founding Trustee, DadiDada Foundation

03

DADIDADA GAURAV AWARD 2020

DadiDada Foundation announced Gaurav Awards for exemplary contribution of citizens during the pandemic. To encourage the youth to safeguard, help and support senior citizens, **Shri Sanjeev Singh**, District Magistrate, Fatehpur was honored with the DadiDada Gaurav Samman 2020. **Shri Narendra Kumar Srivastav**, Chief Information Commisioner, Govt. of Uttar Pardesh graced us with insights and appreciating words for the winners

Preface

Corona Virus also known as SARS-COV-2 causes contagious respiratory and vascular disease termed as corona virus disease or COVID-19. The infection first originated during the first week of December 2019, in Wuhan's seafood market, which is a city in South China .

From Wuhan, it is alleged to spread in the rest part of the world. The COVID-19 virus is mainly transmitted through droplets generated when an infected person coughs, sneezes, or exhales. These droplets are too heavy to hang in the air, and quickly fall on floors or surfaces. According to the World Health Organization (WHO), children, elderly and people suffering from any kind of disease are more prone to get infected of corona virus. There are four stages of the spread of the corona virus:

- Infected Travelers: People entering from places where cases of Covid-19 infection have been reported.
- Local Transmission: People coming in contact with the Infected Travelers and getting infected.
- Community Transmission: Transmission source of the virus becomes untraceable within a community.
- Epidemic: A large population all throughout the globe is infected. Currently, the most number of cases are from USA, India, Brazil and Russia. Most of the world has gone through some levels of lock-downs to stop the spread of the virus. No medicine has been found for it, yet.

Elderly are more vulnerable, researches have shown that elderly, especially those with preexisting medical conditions are more likely to have severe corona virus infection, as they tend to have poor immunity. As we become older, we tend to become more headstrong and start behaving more childish. The way we take care of babies' senior citizens should also be taken care of in the very same way. With ageing a lot of changes take place physically and mentally which makes elderly people potential to get health condition. Elder people dwell with different kinds of physical health issues like chronic illness, sensory problems, poor nutrition, impaired cognitive abilities, and mental health issues like loneliness, neglect, and isolate themselves because of which they take a lot of medicines which sometimes intern affect their immune system.

The Ministry of Social Justice and Empowerment issued a few instructions to all NGOs, old age homes emphasizing on paying more attention to the needs of the elderly and keep them safe. The ministry issued a notice saying, All the senior citizens should be getting proper full body checkups frequently. All the NGOs, old age homes, and firms working for senior citizens should provide them masks, hand sanitizers, and educated them, give information about the current situation, and how to take care of themselves and personal hygiene. Senior citizens should not be neglected as they are 1/10th of the total population and an important part of society.

PROBLEMS FACED BY ELDERLY DUE TO COVID-19

Though ageing is the natural stage of human life, it brings innumerable problems for the people who have grown old. A detailed analysis of the major problems faced, as findings from various studies, are explained below:

Financial Problems: As far as economic or financial problems are concerned, they are very basic with all the other problems faced by the aged. With super annotation, a person has to retire from their regular employment, which not only results in loss of sense of purpose and social status; but also a substantial reduction in their income level.

Housing related Problems: Housing for the aged should be suitable not only to the living pattern which they have established in optimum health, but also to conditions of failing health and illness, commonly associated with later years of life such as, failing eyesight or hearing, slowing and unsure steps, diminishing energy and more acute disabilities, such as blindness, forgetfulness, etc. In this pattern, the housing available to most of the senior citizens may be found appropriate and unsuitable to the requirement. The sizable populations of older widows as well as the older males have been facing the problem of "where to live peacefully".

Physiological Problems: With the growing age, older person experiences various anatomical and physiological changes. These changes bring many psychological behavioral and attitudinal changes in them. Consequently, they have to suffer varied sorts of physiological problems such as loss of physical strength and stamina, which become more acute as a person grows older. Dementia is not a specific disease; it is a group of conditions chained together. It is a condition that usually affects the elders (above 65 years). Here the elders tend to think and make up things in their mind and start hallucinating about the thing they think to be true. If we see from a broader perspective, it causes impairment of at least two brain functions i.e. memory loss and judgment. It can happen due to a head injury, a stroke, a brain tumor, etc. Due to lock down, senior citizens remain indoors and this is bringing in more psychological behavioral changes in them which are impacting their health mentally and also physically.

The NITI AAYOG started a campaign called 'Navigating the New Normal'. This campaign focused on introducing people to the 'new normal' of wearing a mask and maintaining social distance in public along with hand sanitizing to check the spread corona virus. The 'new normal' has brought us back on track but unfortunately, the senior citizens still have to stay indoors as they are most vulnerable. The new normal stated that there should be 2ft distance between everybody, compulsion of wearing a mask, washing hands, and using sanitizer. But senior citizens, starting from lock down to Unlock 5, are advised to remain inside. It's us who can help, support, and encourage senior citizens to stay at home. Our behavior will decide if we can overcome this pandemic or not.

Elderly or old age consists of ages nearing or surpassing the average lifespan of human beings. The bracket of old age cannot be defined precisely as it has a different meaning in all societies. The Government of India had adopted National Policy on Older Persons in January 1999. The policy defines, senior citizen or elderly "as a person who is of age 60 years or above". The focus of a day long conference was to have a check and awaken every citizen about the impact of the pandemic on the lives of elderly people of India. Senior citizens are still not allowed to step out of their homes, as a precautionary measure to prevent them from exposure to the highly contagious virus, and are require extra mental and physical support. For the safety of their lives, they are staying home, this makes them feel lonely and emotional. We can help our elderly by staying by their sides and cheering them up. We can also encourage them to do different kinds of work as part-time jobs so that they won't feel bored.



निरंतर विकास पर्यावरण अनकूल बिजली के साथ

एनटीपीसी सीपत सुपर थर्मल पावर स्टेशन

एनटीपीसी भारतीय विद्युत क्षेत्र में अग्रणी



एनटीपीसी भड़ना सोलर

- भारत का सबसे बड़ा एकीकृत विद्युत उत्पादक, 62 गीगावॉट + की स्थापित विद्युत उत्पादन क्षमता के साथ
- विश्व के स्वतंत्र विद्युत उत्पादकों और एनर्जी ट्रेडर्स के लिए प्लैट्स के शीर्ष 250 विश्व ऊर्जा रैंकिंग्स-2019 में रैंक नं. 2 पर
- विविध प्रकार का उर्जा मिश्रण – गैस, सौर, हाइड्रो, कोयला एवं विंड
- एनटीपीसी ने दीर्घकालिक एवं किफायती बिजली उपलब्ध करवाने के लिए अत्याधुनिक व उच्च क्षमता टेक्नोलॉजियों को अपनाया है
- विश्व भर में विद्युत संयंत्र सम्बन्धित विशेषज्ञ सेवाएं उपलब्ध करवा रहा है
- ई मोबिलिटी को बढ़ावा – पब्लिक चार्जिंग इन्फ्रास्ट्रक्चर, बैटरी अदला बदली सॉल्यूशन एवं ई व्हीकल द्वारा



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Shri Muni Shankar Pandey
Director, DadiDada Foundation

Shri Muni Shankar Pandey, Director, DadiDada Foundation said, "The situation is becoming very grave for our senior citizens who are at the mercy of their children, grandsons and daughters. Pandemic is making their conditions even worse. Every second day we hear, some older person getting killed, someone is robbed, some become victim of online fraud, some are being socially boycotted none other than but by their children. Our elders are gems of our society, their experience will teach us a lot and we can do wonders under their guidance. Knowledge derived from them can be utilized in various fields like medicine, administration, government departments, etc. We will be submitting a copy of our suggestions to the Union Ministry of Social Justice and Empowerment and NITI Aayog for consideration. A copy will also be submitted to the Ministry of Social Welfare, Government of Uttar Pradesh."

Talking about 'navigating new normal', he said, "This campaign has been conducted in two parts, first is through a web portal. In today's time, digital media is a very vast platform to spread awareness. This campaign has have been spreading through a web portal in form of behavioral sciences and the use of nudge and social norms theory about COVID-19 and how to stay safe. The second is the media campaign. Media is also a leading source to spread news fast and far to every citizen. The media campaign is focusing on wearing a mask, washing hands, use of sanitizer, and keeping a safe distance of at least 2ft between people during the unlock phase. This will spread awareness among citizens to be safe and have a COVID-19 safe behavior. This campaign has been developed under the guidance of Empowered Group 6, chaired by NITI AAYOG CEO Amitabh Kant. Until a vaccine is available, wearing masks along with practicing hand hygiene and social distancing will be important to slow down the spread of the novel corona virus. In the end, I want to quote, "our future is dependent not on the virus but our behavior."

Shri Ramapati Shastri, Honorable Minister of Social Welfare, Government of Uttar Pradesh said, "Care of our elders is an area of concern. We are somewhere becoming ignorant towards them and this needs to be checked immediately. There should be more accountability of youth towards their elders, grandparents, whether maternal or paternal. This will preserve our culture of respecting elders for years. There is should be law also to make them accountable towards their moral duties of taking care of elders."



Shri Ramapati Shastri
Honorable Minister of Social Welfare,
Government of Uttar Pradesh



Shri Manoj Dikshit
Professor & Head, Dept. of Public
Administration, University of Lucknow

Shri Manoj Dikshit, Professor & Head, Department of Public Administration, University of Lucknow said, "Covid-19 was created in China. Chinese virologist has herself claimed that the COVID-19 was created in a government-controlled laboratory in Wuhan China. After investigating she also took the matter to WHO but she got no response from their too. Several countries like the US, etc. have criticized China and WHO for covering up this big issue. As we know from the past many years' China has a history of making such man-made viruses and spreading them. We have to be safe from those kinds of situations and take care of ourselves and our beloved senior citizens".

Shri Rakesh Tripathi, Senior Journalist, said, "Every human being has the right to live with "dignity" including the senior citizens, and during this pandemic the same right is being deliberately hampered. Let's take a dig on the actual problems which senior citizens had to face and still facing during this whole period while the whole world is getting normalized slowly. Is the government doing enough for the senior citizens? The senior citizens are still advised to stay inside their homes without stepping out for months now. This is all advised for the safety of the senior citizens because they are extremely vulnerable to corona virus infection. But does their safety from corona virus ensure their overall safety? The answer to all the above would be a NO because it seems to be Government has somewhere forgotten the existence of senior citizens in this crucial time of the pandemic. Each one of us are very much interested in our current Youth because they are the future of the Country and they are the one by whom this country would gain a lot. But on the verge of all this, we forget the past and the people behind the Youth of our society are senior citizens. They have to be given same amount of respect and right to live their life because once even these Forgotten Souls were young and had contributed their own bit for the country."



Shri Rakesh Tripathi
Senior Journalist



Shri Satyanarayan Sabat
ADG, UP Police, Lucknow Zone

Shri Satyanarayan Sabat, ADG, Uttar Pradesh Police, Lucknow Zone said "Society must think how we can help our senior citizens. Various initiatives have been taken by police in this regard like our emergency response system 112 of Uttar Pradesh. In this we get registration of senior citizens separately, provide them an ID, we note their details which helps police in providing help if anything happens in future. I request all senior citizens to immediately inform police whenever needed. You all have given so much to the society. We owe you so much. So, we are always ready for you and your safety."



Dr. Rajiv Aggarwal

Health Expert from United Kingdoms

Ayurvedic **Dr. Baldeep Kaur** said "I and my organization Deep Ayurveda are proud to join DadiDada Foundation in their initiative for protecting our elders for COVID-19 spread and fighting for their rights. We offer all sort of suggestions related to prevention of elders from COVID-19. Our elders can reach out to us through your volunteers to avail information related to ayurvedic way of treating COVID-19 virus."



Dr. Baldeep Kaur
Ayurveda Expert

On this note, the first session of the event came to an end. It was moderated by one of our strongest supporters, **Shri Saurabh Pandey**, Director, India Think Council.

LOCK UNLOCK AND HUMAN RIGHTS OF SENIOR CITIZENS

DadiDada Foundation (DDF) works for the welfare of senior citizens in India. Under one of the several programs, the foundation's volunteers educate senior citizens on their rights, besides helping them in availing necessary livelihood services such as legal aid, arranging food and lodging and other basic amenities. During COVID-19 senior citizens have been advised to stay indoors as they are most vulnerable to the disease. We see senior citizens are even not safe at their own home too. The senior citizens staying at homes are also prone to a lot of abuse and go through a lot of problems which affect them mentally, physically and emotionally. Elder abuse is a single or repeated act, or lack of appropriate action, occurring within any relationship where there is an expectation of trust which causes harm or distress to an older person.

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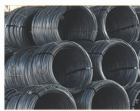


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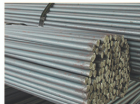
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Shri Ashok Mehta
Senior Advocate, Allahbad High Court

Shri Ashok Mehta, Senior Advocate, Allahbad High Court, extensively emphasizes on the Human Rights of Senior Citizens, he further said that being the civil society, it's our duty to give the dignified life to every citizens as guaranteed by Constitution of India. Our duty becomes more significant during this Corona period, since various guidelines have been issued by Central Government as well as State Government with regard to the prevention from COVID-19, wherein, the senior citizens have been advised not move out of home. Then in these situations their human rights become more sensitive. He also added that Article 41 of the Constitution secures the right of senior citizens to employment, education, and public assistance. It also ensures that the state must uphold these rights in cases of disability, old age, or sickness. Meanwhile, Article 46 asserts that the educational and economic rights of the elderly must be protected by the state.

Shri Hriday Narayan Dikshit, Honorable Speaker of the Uttar Pradesh Legislative Assembly, connected with us online and in his video message he said, "Elders are an asset of our society. They have always given respect importance in our society from ancient times. I applaud the initiative taken by DadiDada Foundation for the cause of the elders. Influenced by the European culture, respect for elders in India has decreased. I believe a conference like this will attract attention of the society towards our elders and our elders."



Shri Hriday Narayan Dikshit
Honorable Speaker,
Uttar Pradesh Legislative Assembly



Shri Kuldeep Pati Tripathi
Ad. Advocate General, U.P.,
Lucknow High Court

Shri Kuldeep Pati Tripathi, Ad. Advocate General, U.P., Lucknow High Court, said that the "We should go to our roots, it's our duty to nurture our Senior Citizens, he also added that to provide the healthy life to the Senior Citizens is our responsibility, and during Covid-19 period, to provide the mental support to the senior citizens are more important, because due to the advisory of the Central Government as well as State Government, our senior citizens constrained to be stay in homes, therefore, they may suffer from various mental sickness. Considering these situations, mental support and care is much significant."

Shri Prashant Kumar, Advocate, Lucknow High Court, very extensively explained and educated the gathering about the various legal provisions which ensure the human rights of the Citizens even during this lock and unlock period. He also explained about the Welfare of Parents and Maintenance Act, 2007, wherein various provisions have been made by legislature for protection of the rights of the senior citizens. He further added that besides the legal provisions it's our moral duties to provide every safeguards to our parents, since our culture, he also said that we should try to focus over moral values as well.



Shri Prashant Kumar
Advocate
Lucknow High Court

Shri Jai Narayan Pandey said, "We should care about the economic, mental, health and legal support to the senior citizens. They are our heritage and safeguarding them is our primary duty. He also explained various legal provisions which provides the safeguards to the senior citizens."



Shri Sarvesh Tiwari
Advocate
Lucknow High Court

On this note, the second session of the event came to an end. This session was moderated by one of the most reliable pillars of our organisation, **Shri Sarvesh Tiwari**, Advocate, Lucknow High Court

DADIDADA GAURAV SAMMAN AWARDS 2020

DadiDada Foundation also announced Gaurav Awards for the exemplary contribution of citizens during the pandemic. To encourage the youth to safeguard, help and support senior citizens, Sanjeev Singh, District Magistrate of Fatehpur was honored with this years DadiDada Gaurav Samman 2020. The award was a token of appreciation towards his exemplary efforts in helping out Shri Rampyari, an elderly patient of dementia from Sahabasi village in Asother. The DM went all out to construct a home for her. He was financing the construction out of his salary. Seeing this, other revenue officers and employees also contributed from their salaries. The DM is also regularly looking out for her physical and mental wellness. This kind of serving attitude needs to be appreciated everywhere.



Shri Sanjeev Singh
District Magistrate,
Fatehpur

After receiving the Dadi Dada Gaurav Samman Awards, **Shri Sanjeev Singh**, District Magistrate, Fatehpur said, "Severing the older persons is our duty and not some kind of charity". He narrated a story where, an aged person Vriddhi Rampyari suffering from dementia was found in the district through a viral social media post & how he found her and helped and supported her. He said, "DadiDada Foundation is well known nationwide for working for the betterment of elderly. We are thankful to DadiDada Foundation for standing and fighting for the rights of senior citizens and recognising our efforts towards elderly".

MOMENTS



COMMUNICATION STRATEGY DURING COVID-19 PANDEMIC

The COVID-19, pandemic took everyone off-guard. It is one of the defining global health crisis and a greatest medical challenge faced since the Spanish flu crisis in 1920. In the initial stage of the pandemic, the correct directives on the occurrence and spread of the virus were indistinct and unknown. Advisories issued by the health agencies like World Health Organization was taken into consideration and measure for social distancing, wearing of mask, and sanitization protocols were followed. However, as the virus began to spread, so did the panic, speculation, and mis-information. During this demanding period, the front line workers, doctors, on one hand were battling to find the cure & treatment for the virus, and on the other hand, the responsibility of spreading correct information also rested on their shoulders.

Behavior Change: Communication strategies and campaigns were developed to inculcate and highlight the importance of behavior change to fight the pandemic. Wearing a mask, following hand hygiene and physical distancing are key steps to follow to stop the spread of virus. For this to be followed and implemented, change in the community behavior was the need of the hour. Every communication that was issued in public domain, emphasized on these changes to be implemented to stop the spread to a large extent.

Society Education: Comprehensive plans were developed to spread appropriate information to the different societies and age groups. The communication strategy varied from that for young generation, parents, middle aged people, those with comorbidity and senior citizens. For each group the focus was different as the virus affects different people inversely and the most affected are those with low immunity. The communication plan focused on precautions that one needs to take and how it varied from children to seniors. Doctors and administration came onboard and participated in both traditional and new age media to spread authentic information to the society and to keep misinformation at bay. Developed practical, informative content driven by the needs, questions, and fears of the society. They participated in number of social media events, webinars and presented each group with a strategy to stay safe, how to effectively stop the spread of virus and how & when to access medical care. Doctors went online to teach the masses the correct ways of wearing mask, hand hygiene and much more.

Communicating with Senior Citizens: People over the age group of 60 are the most affected with the COVID-19. Senior citizens may not only have a low immunity but also comorbidity. However, this does not mean that all those above age 60 will have serious repercussions. Communication strategy was kept direct and simple focusing on the need to keep social distancing and not stepping out of the house unless necessary. Special advisories for senior citizens were issued to combat the virus and staying safe. Due focus was given on visuals and keeping the information as attractive as possible with appealing and vibrant color scheme. Different mediums and sources were used effectively to target the seniors, from newspapers, radio to television, the mediums they highly rely on for information. Diet advisories were issued to enable elderly to have a balanced diet and sessions were conducted on ways of boosting immunity. Special Interactive webinars were organised to keep the elderly involved in different activities and health talks. Option of Virtual Doctor Consults were effectively communicated and taken by the senior citizens. This helped in creating a connect and bridging a gap between physicians and senior citizens who could not manage to meet physically. Doctors are the most important and essential support and information giver for any person especially seniors. Doctor played a vital role in explaining the situation to their patients and avoiding the state of panic. This in-depth relation where doctors counselled their patients to make them understand the gravity of situation played a vital role.

Mental Health: The Pandemic, lock down, and the need to stay indoors has led to people not socializing physically and has confined people to their homes. Working people had to adopt working from home, managing work pressure,

work with no social life. This led to mental pressure and stress. Communication strategies were involved to encourage people to identify a hobby, spend some time in doing what they love apart from their routine chores. Children were encouraged to develop hobbies, help with household chores, and play board games for a healthy bonding with family. Here, the ones who were also seen to have an effect were senior citizens, who could no longer go out for their usual temple trips, walks and to socialize with their friends. On one hand where the younger generation can turn to social media and technology related activities to keep busy, senior may not have that advantage. Communications were highly dependent and directed towards you get generation on the need of spending some quality time with the grandparents and making them understand the need of staying indoors.

Fear Management: To fight this pandemic, staying indoors and social distancing was the need of the hour. The entire situation instilled fear in people which needed immediate and necessary communication of not fearing the virus, however, taking necessary precautions. This fear was further be seen when people stopped turning to their doctors for their follow-ups and medical needs. In many cases it was understood that people were ignoring their health issues due to the fear of getting infected if they consult their doctor physically. However, what people did not realize was this was making them ignore their ailments and was giving them severe health complications. A positive communication strategy on the precautions taken for the safety of patients and employees instilled faith and trust among people. This step made people realize that COVID -19 was one of the many diseases, however, ignoring other health problems because of pandemic was only harming their healthy.

Instilling Positivity: Priority was given to recognize the efforts of heroes on the front line – nurses, physicians, healthcare workers to bring out the positive stories of those who put their own selves at risk to severe the people. These inspirational stories were taken up my media which instilled ray of hope and positivity in the community.

Challenge in Communication during pandemic: Overload of information and misinformation- with the rapid spread of COVID-19, the opinions of people on social media, digital, offline and online media was seen all over. This overload of information created misconception as to which information to follow and which to filter & unfollow. This also made the authentic information taking a back seat with factually incorrect information being forwarded on messages in regard with treatments, precautionary medicines, immunity boosting ways etc. This made it difficult for the physicians, who would receive panic calls from the patients, attendants and public in general. To keep people informed on the essential information and to not panic, physicians in the healthcare industry became media managers and made relentless effort in spreading correct information with an aim to educate.

Role of Communication Specialist in Healthcare post COVID-19: COVID-19 has moved both the healthcare and healthcare PR to the forefront of public and media attention. Healthcare PR has never been this crucial. With the spread of pandemic and so many media houses, social media sites and other information obtaining digital and old school methods, everyone is relying on communication specialists to issue the press releases and comments from medical experts. Media professional and PR is overwhelmed with the patients, their families and the public in general who seek responses and answers on treatment for COVID-19. The pandemic has also given the health care its due share of acceptance and reliability. It has instilled trust and faith in masses towards their physicians. Through proper and effective communication, there is no barrier between the healthcare workers and the public in general. A healthcare PR professional is one who is in the public domain with the aim of serving people and a sense of responsibility of being transparent and trustworthy. This has further enhanced the role of PR communication experts in times to come.

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View of Pellet Plant



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THE WAY FORWARD

Recommendations by Dadidada Foundation based on the proceedings of the national conference on "Covid-19: Senior Citizens and New Normal" organized by the foundation in Lucknow.

- Over the years the rights and needs of the senior citizens have been recognized and formalized. They need a separate set of regulations and operating systems based on their special conditions and circumstances. One important requirement today in the COVID era is to do with their safety and well being. Their physical safety is compromised due to lock down and isolation type of living conditions with or without the family. So physical abuse, sexual abuse, and financial abuse are issues to be dealt with. System to overcome these emerging problems have to be formed which include both social and legal measures. **Regulations and laws relating to this need to be strengthened & formalized, and methods to ensure monitoring and implementation need to be worked out.**
- Isolation and lock down measures affect the mental health of the elders drastically. Their morale and spirits need to be kept high and plans and policy measures to ensure these needs to be formulated. **Whether it is making laws or provisions for the family or the community looking after its elders or setting up the infrastructure to provide these facilities, all have to be considered. The elders need the mental and emotional support of the family so measures need to be taken to arrange for this. Where family is not available there the society through volunteers or organizations need to work put a plan for this.**
- Health care services should be based on the felt needs of the elderly population, which would involve a comprehensive baseline morbidity survey and functional assessment in health areas that are perceived to be important to them. Education, training, and the information needs of older persons will also have to be met. The main thrust of welfare should be to identify the most vulnerable among the older persons such as the poor, the disabled, the infirm, the chronically sick, and those without family support, and provide welfare services to them on a priority basis. Voluntary organizations will have to be encouraged and assisted to organize services such as daycare, multi-service citizen centers, outreach services, the supply of disability-related aids and applications, assistance to old persons to learn to use them, short term services, and friendly home visits by social workers. **Health and welfare services with a special design catering to the senior citizen requirements need to be redesigned and implemented. This would be over and above the social and welfare measures mentioned above.**
- The legal rights and needs of the senior citizens are another aspect to be looked into. Educating and informing the seniors about their rights and the special legal provisions related to senior citizens should be publicized. The seniors and society at large should be made aware of these legal provisions. Also aid in availing these provisions needs to be provided to the senior citizens. **So the legal education of the senior citizens, awareness, and assistance in implementing the law need policy guideline formulation in relation to senior citizens.**

The next area that requires attention concerns the livelihood and day to day living of the senior citizens. Senior citizens who continue to work after retirement are healthier physically as well as mentally and they get an additional source of income. Most importantly this will make them independent and save them from abuses of different sorts like financially, emotionally and physically. Nowadays, employers are actively hiring senior citizens for various assignments. Also, there are many options for working from home or part-time work which can keep the seniors gainfully occupied and financially independent. Programs need to be designed to encourage employers to use this talent and to create awareness among the elders about the opportunities and options available for employment, and using the time wisely. These are the broad areas which need action and the recommendations indicate the steps required to be taken.

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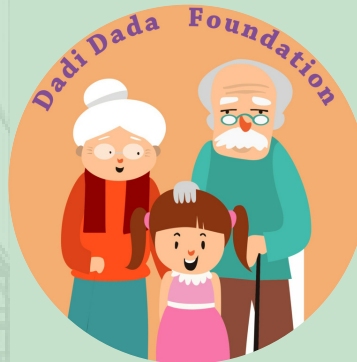
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About Us

The venture of the foundation started with a notion of shifting the pain and unfolded justice of elderly for letting them free from grieving cycle. Eliminating the shadows of darkness, by giving top priority to 'Health Ageing'. Committed to a life having meaningful impact with optimism, the foundation coined with a name acknowledged as "Dadidada foundation". The foundation has been recently recognized as a member of Global Alliance for the Rights of Older People (GAROP), a global organization committed to strengthen the protection of older people's rights and support the move towards a new UN convention on the rights of older people. This is a huge step in the safeguard of elderly. The foundation is committed to work on Senior Citizens focusing on three aspects Health Management, Financial Management while keeping the Legal Assistance in mind.

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