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OPPI along with health associations announce campaign to support govt initiatives on COVID-19

14 June 2021 | News

Launch campaign 'No One is Safe until Everyone is Safe'



As India continues to battle the scourge of the second wave of the COVID19 pandemic, the Organisation of Pharmaceutical Producers of India (OPPI) has along with International Alliance Of Patients' Organizations (IAPO), Healthcare Federation of India (NATHEALTH), The Indian Pharmaceutical Association (IPA) and SEARPharm Forum (A Forum of FIP & WHO with National Pharmaceutical Association of the South-East Asian Region (SEAR)) joined hands to support central and state government efforts to ensure dissemination of correct information about COVID-19 and encourage people to get vaccinated.

As a first step, this multi-stakeholder partnership has launched the campaign No One is Safe until Everyone is Safe, which will immediately start disseminating verified information about COVID-19 and encourage people to get their vaccine doses at the earliest.

The key objective of the campaign is to increase awareness and educate citizens through factual, real-time data, to weed out miscommunication and bust numerous myths and incorrect information which are causing confusion and exposing more people to danger. While we believe that this is critical during the second wave of the pandemic, the resources developed in this period will remain relevant and valid for any impending future waves.

This collaborative campaign focuses on four key areas: Individual responsibility; Responsibility towards community; Role of healthcare ecosystem and encouraging vaccination.

The campaign will be followed by a virtual knowledge series to share high-quality educative content on COVID-19 and related issues. Spanning from busting some of the often used myths related to the pandemic to covering emerging global trends, the path to economic recovery and the importance of industry collaborations during COVID-19 and beyond, the series aims at increasing public awareness on the pandemic and the way forward as discussed by leaders from the industry, medical community and academia. The first of the series will start on June 18 and will extend to the end of August.

The industry associations acknowledge the considerable challenges faced by Central and state governments to urgently address the enormous strain the pandemic is placing on healthcare systems, societies and economies. Our collective membership remains committed to sharing our knowledge with regulatory authorities, public health experts and academics to assist with evidence-based decision making.