

INNOVATIVE STEPS FOR COVID - 19 CONTROL IN KOLLAM DISTRICT – THE TRIPLE ZERO CAMPAIGN

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District case load started increasing in May following the influx of the international/ interstate travelers in May 2020. After a peak in October and a gradual decline over months till December, the case load started increasing again in December following the election, school reopening, unlock policies (reopening of malls/pools/cinema) and Sabarimala pilgrimage. District has adopted an innovative strategy to control the pandemic, foreseeing the super spreader events in the district: “The Triple Zero Campaign”. The Triple Zero Campaign was a group-oriented target-based decentralized intervention plan aimed to reduce the morbidity and mortality associated with COVID 19. Campaign was launched on 15.12.2020 with a long-term vision of “zero infection, zero transmission and zero death”. Multiple elements were enclosed to envision the objectives in a phased manner. In the first phase (December 2020), the main focus was on controlling the anticipated election surge by strengthening the testing and isolation of all the officials involved in the election process. In the Second phase (January 2021) emphasis was given to 3Cs (“Closed contacts, Clusters and Crowded places) especially cashew factories, Brick Lynes, malls and tribal areas. Third phase (February 2021) envisaged 100 % testing among ILI cases, Clusters and contacts. The campaign also highlighted on early identification of complications, timely referral adhering the district referral protocol, strengthening of NCD clinics, e-Sanjeevani and post-COVID clinics coupled with the basic policy- “test, track, treat” and IEC. Triple Zero Campaign paved a way to actively identify the COVID 19 cases, to bring down the anticipated surge in the initial phase, to detect the clusters in its infancy to facilitate the early containment and thereby preventing a super-spreader events in the district. The case fatality rate and test positivity rate of the district has come down when compared to the pre campaign figures. The campaign enhanced achieving the district testing targets by the state. Various elements under the campaign

strengthened district's COVID control activities in a systematic way. **Key Words:** COVID 19, Campaign, Innovation, Cluster, Governance