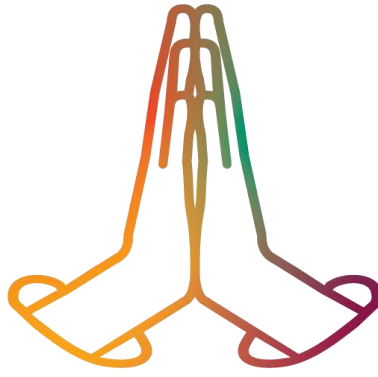


ADVOCACY BRIEF:
RESUMPTION OF PUBLIC ACTIVITIES
DURING GRADUAL EXIT FROM EXISTING RESTRICTIONS
FOR COVID-19 IN SRI LANKA



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TOWARDS A NEW NORMAL



**MINISTRY OF HEALTH
AND INDIGENOUS
MEDICAL SERVICES**



**GOVERNMENT MEDICAL
OFFICERS ASSOCIATION**



**SRI JAYAWARDENEPURA
KOTTE MUNICIPAL
COUNCIL**

**Advocacy Brief on resumption of Public activities
during gradual exit from existing restrictions for
COVID-19 in Sri Lanka**

FOREWARD

In March 2020, the government took action to bring in island wide restrictions on public activities in the interest of preserving public health and safety due to COVID - 19 situation. Having controlled the situation where the country does not still have community transmission, it was decided to gradually relax the existing restrictions to allow public activities to resume to a permitted level, and as a country, to work **'towards a new normal'**.

This **Advocacy Brief on resumption of public activities during gradual exit from existing restrictions for COVID-19 in Sri Lanka** is to support this process to occur in a manageable and feasible manner. This is to enable resumption of economic, administrative and social activities, keeping in mind public health principles, in order to prevent spread of the disease. In development of the Advocacy brief, a range of public and organization activities and functions were considered together with their functional risks, keeping in mind the urgency to inform all stakeholders and the need for equity, following a rights based approach. In compiling this document, WHO recommended and other evidence based standards were considered and adapted to the country and specific context and are presented in a simple, easily understandable format. The timeline approach presented in the brief allows decision making to be reviewed in keeping with epidemiological pattern of the disease.

This brief highlights key interventions and responsive actions to be taken by government and private institutions under the guidance of health authorities. It also considers the need for assurance from selected organizations/ enterprises that they would comply to the 'DREAM' within their organizations, the need for clear instructions to the public on what can be done and how, as well as the need for a social marketing approach on the new normal.

The instruction notes relevant to each public activity and work setting as separate note pages are compiled and given in the annexure 2, which is a separate document. The social marketing approach is described in annexure 3. This indicates that a continuous but refashioned behaviour change strategy is required to get the maximum support through responsible behavior of people.

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INTRODUCTION

The Government of Sri Lanka has considered the need for a gradual return to normalcy, having studied the present situation of the epidemic of COVID-19 in the country. The continued preventive actions together with increased testing, surveillance and quarantine activities are aimed at keeping the COVID-19 transmissions to a low level with manageable case load through the health services.

Countries consider varying factors to decide on reopening. A combination of factors apply in weighing its preparedness versus the economic push to reopen (Refer annexure 1).

Having taken the decision for an exit from existing restrictions, the emphasis should be on a new normal of responsible behaviours that are needed by Sri Lankans. The key behaviour changes needed to be observed by ALL are broadly:

- a. Continued physical Distancing (D- Distancing)
- b. Respiratory Etiquette (RE- Respiratory Etiquette)
- c. Hand hygiene and avoidance of touching face (eyes, nose and mouth) with unclean hands (A- Aseptic technique)
- d. Widespread use of face Masks worn correctly (M- Masks)

Above constitute a DREAM package of interventions at the core of the new normal.

The initial awareness of how COVID-19 infection spreads and the need for above precautions have been shared through several communication methods early in the epidemic and significant awareness already exists among most people. However, there is a need for continued awareness and reinforcement of the messages. In the past eight weeks the people felt compelled to behave in COVID-19 compliant ways largely due to the regular communication and restriction of movement through curfews and travel limits. The relaxation of curfew in some areas did not result in complete adherence with expected or desirable behaviours for COVID-19 prevention. Continued imposing of the curfew drives people to face significant economic hardships. Therefore, it is necessary that the return to

normal and COVID-19 safety be carefully engineered through the adoption of behaviour change strategies in day to day public activities.

A gradual introduction of public activities in a phased manner with clear public guidance on how to conduct themselves is needed. This should be accompanied with relevant communications by government, health authorities, media, employers, CSOs etc. and supported by a strong public communication campaign "**Towards A New Normal**".

It is expected that COVID-19 compliant behaviours, when exerted successfully over a longer term, would also have a positive impact on society wellbeing, limiting the spread of other common communicable diseases transmitted through the respiratory route.

This guideline is based on the following general principles:

- a. General precautions for COVID-19 should be adopted by ALL
- b. Resumption of economic and administrative activities should be facilitated with adherence to COVID-19 prevention principles
- c. Equity and rights-based approach are essential in the measures adopted i.e. all socio-economic groups should be reached and able to practice the measures being advocated
- d. Government to facilitate ensuring a conducive physical environment with special emphasis on supporting transport services
- e. Central, provincial, district and local authorities and respective private organizations should take relevant responsive actions
- f. Evidence based and WHO recommended standards should be adopted with suitable customization
- g. Health authorities to guide and give necessary clearances in specific situations as per the provisions available under the quarantine act.

The public activities considered are as follows;

- a. **Use of Transport** – public transport, private vehicle, three-wheeler, taxi services, delivery services, public activities that require crossing district boundaries, pedestrians

- b. **At workplace/s (formal and informal)** - Factories/large industries, government offices, private sector offices, construction sites, daily wage dependent employees, Lottery sellers & other street vendors, garages/service stations and carpentry shops
- c. **Shops** – Including supermarkets, groceries, pharmacies, wayside stores, village markets and economic centres, communication shops, book shops, electronic stores, clothing/textile shops, and malls
- d. **Services** - bill payments, salons/barber shops/spas/ foot massage, maintenance (electrical, plumbing etc), fuel sheds, care homes for children and elderly, agriculture, animal husbandry, fisheries
- e. **Recreation** - gymnasium, playgrounds, parks, beaches, museums, zoos
- f. **Social functions** - weddings, funerals, social/ political/ cultural gatherings/ functions/ exhibitions/ cinemas/ fairs, sporting events
- g. **Food handling establishments** - restaurants/bakeries/eating houses,
- h. **Education activities** – schools, pre-schools, universities and other education/training institutions, tuition classes
- i. **Healthcare** – hospitals, GP clinics/private practice clinics
- j. **Law enforcement**- Courts, law office, prisons,
- k. **Religious activities**
- l. **Alcohol and tobacco**
- m. **Banking and financial institutions**
- n. **Administrative procedures**
- o. **Travel and tourism**
- p. **Provision of money aids, rations to the needy**

PUBLIC ACTIVITIES THAT NEED TO ADOPT THE NEW NORMAL BEHAVIOURS

The following matrix (Table 1) summarizes the public activities/work settings that need to adopt the new normal behaviours. The table describes the different types of public activities/work settings, for which messages/ behaviours for COVID-19 prevention relevant to the activity are specified. Some organisations may provide a mix of different functions and in different settings. In these cases, the relevant activities must be referred to. The government support needed to improve messaging/physical environment which will aide public behaviour change are elaborate.

Supportive guidelines issued by the Ministry of Health and recommended standards (international best practice/ WHO) are listed in the bibliography.

Table 1: Public activities/work settings that need to adopt the new normalcy behaviours

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
a. Common consideration to all	For all in any publicly responsible situation	Take Personal level measures including handwashing, respiratory etiquette, and physical distancing should be practiced	Government gazette notification on exercising legal authority to enforce continued public responsibility for COVID-19 prevention	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>Step out of home only if it is absolutely needed</p> <p>Stay safe at home</p> <p>Protecting the vulnerable groups:</p> <ul style="list-style-type: none"> -Pregnant women should remain at home but allowed to attend routine clinics. -Other vulnerable groups (persons above 65 years / patients with chronic illnesses) are permitted to move outside the house for a specific purpose for a limited time period. <p>Be especially careful with people whom</p>	<p>Government notice supported with strong communication campaign on resumption of day to day functions will depend on the extent to which each person understands the new normalcy conditions to be adopted and the extent to which these can be followed</p> <p>Several situations mentioned below should be opened up only with a powerful well-articulated communication campaign implemented by Government within a short time, ideally before the restrictions are lifted. People should</p>	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		you have not met for some time and whose whereabouts are not known	<p>be constantly reminded of the new normalcy and that in the event of any lapse due to non-adherence the burden of disease would increase. The Government will be compelled to reintroduce restrictions.</p> <p>All guidelines and gazettes relevant to COVID-19 should be issued in concurrence with the Director General of Health Services</p>	
b. Use of Transport	Public Transport (Currently, buses and trains are only for travel to and	Public transport only to be used for travel to and from the workplace initially Handwashing facilities available at major	The available fleet of public transport has to be increased - urgent import of buses / loan, subsidizing private transport through government.	Operational guidelines on preparedness and response for COVID-

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
	from work)	<p>bus and train stations which will have pedal operated facility</p> <p>Minimize the handling of cash and bring the exact amount for the fare.</p> <p>Do not enter bus if the permitted capacity is exceeded, for your own safety</p> <p>Minimize touching of handrails and other surfaces when you can safely do so</p> <p><u>Driver - Before commencement of the trip</u></p> <ul style="list-style-type: none"> • Vehicle interior including entry points should be disinfected before starting each 	<p>(Current capacity of buses does not permit expected level of physical distancing)</p> <p>All Private buses should be utilized irrespective of their revenue in order to prevent general overcrowding of transport facilities.</p> <p>Police to enforce adequate physical distancing during transport</p> <p>Promote non-motorized forms of transport such as inclusion of cycle lanes and public 'Rent a Cycle 'service in all areas where traffic congestion</p>	<p>19 outbreak for work settings: Interim guidance (17 April 2020) by Directorate of Environment Health, Occupational Health and Food Safety, Ministry of Health and Indigenous Medical Services</p>

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>trip</p> <ul style="list-style-type: none"> • Driver, conductor/helper/ all train station staff and all the passengers should wear face masks. • Keep one-meter distance between the passengers and limit the number of passengers (to 50% of the seating capacity (can tape across every other seat) and gradually increase to 100% of seating capacity without standing). • Minimize the handling of cash and encourage passengers to bring the exact amount for the fare. • Hand wash/ sanitizer/alcohol rub should be available at the entry point of the vehicle /bus stand 	<p>will not be an issue.</p> <p>Restore the habit of cycling in the North and East</p> <p>Introduction of travel pass / season tickets</p> <p>Enforce the conductors of public transport systems to wear a face shield in addition to the face mask.</p> <p>Ensure dedicated transport facilities for frontline staff in COVID-19 response.</p>	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>/railway station to sanitize the hands of passengers during the entry to the transport.</p> <ul style="list-style-type: none"> • All passenger contact points in train stations should be disinfected daily. <p><u>During Travel</u></p> <ul style="list-style-type: none"> • Provide adequate time to get in to the vehicle and get down from it in order to practice non touch technique inside the vehicle/during the travel. • Adopt unidirectional flow inside the vehicle - Identified doors for entry and exit • Health promotional messages and recommended behaviour should be 		

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>transmitted through the public address system inside the vehicle. - e.g. Short videos</p> <p>Widespread disinfection of all surfaces such as ground of bus depots is not required</p> <p>Disinfection chambers for people are not required</p> <p>Interiors of buses must be disinfected at the end of each day (once a day).</p> <p>Frequently touched surfaces can be cleaned with soap and water daily.</p>		
	Private vehicle, three-wheeler, taxi	5-seater - max 3 occupants (including driver)	Advocate taxi service, motor cars and three-wheelers to carry a maximum	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
	services	<p>3-wheeler - driver and 2 passengers max <u>In Taxis (e.g. - Pick me, UBER, etc)</u></p> <p>Protective barrier between driver and passenger seat to be made a requirement</p> <p>Hand sanitizer to be made available for passenger</p> <p>Online payments to be encouraged</p> <p>Cash payments to be made through a small opening in the transparent barrier which can also be sealed during the ride</p> <p>Minimize the handling of cash. Customer to give the exact amount of the fare.</p> <p>Motorbikes/scooters/bicycles - no pillion riders - these forms of single rider methods to be strongly encouraged (a</p>	<p>of 2 passengers. (except for family travel)</p> <p>Advocate to have a transparent barrier between driver and passenger seats</p>	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		good method in the North & East)		
	Delivery services	<p>Employer to assess rider residence with locked down area data base</p> <p>Employers to educate all riders on COVID-19 prevention measures</p> <p>Online payments to be encouraged</p> <p>If payment is already made online, encourage contactless delivery – e.g. package can be left at the doorstep to minimize interaction.</p>	Government to issue notice for these services in compliance with Ministry of Health guidelines for COVID-19 response	
	Public activities that require crossing district boundaries	When the hot spots are narrowed to GN divisions, cross district travel can be allowed. Police should be mainly guarding those areas	This is a strategy that may have to change when exit is happening. For employment people of Sri Lanka did not practice district boundary as the	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>Police roadblocks that are used to check cross district travel can be removed and this will reduce travel time and public hindrance.</p> <p>Public should be updated daily on the distribution patterns of cases, contacts and on the small areas locked down in a non stigmatising way.</p>	<p>successive governments invested more on building roads and making people more connected.</p> <p>Public sector employees (and may be even the other sectors) to be reshuffled so that they can work in their resident districts. In districts with shortage of staff to get employees on contract basis for 6 months/1 year</p> <p>Private sector employees should be allowed to cross boundaries upon organizations compliance to DREAM</p>	
	Pedestrians	Encouragement to walk and refrain from		

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>use of public/ private transport for short distances</p> <p>Maintain distancing when walking</p>		
<p>c. At workplaces – formal/informal</p>	<p>Activities that could be generalized to all formal work settings</p>	<p>All employers should have communicated clearly one week in advance to all employees the work rules to be followed. Employers should establish policies and practices, such as limiting operations to essential processes and flexible work hours (e.g., staggered shifts) to increase the physical distance.</p> <p>Discourage people who do not feel well / have fever and respiratory symptoms from coming to work</p>	<p>Strict personal protection measures to be implemented at the workplace based on ‘Operational guidelines on preparedness and response for COVID-19 outbreak for work settings: Interim guidance’ issued by Ministry of Health</p> <p>The work shifts of different sectors to be started at different times to reduce the burden on public transport</p>	<p>Operational guidelines on preparedness and response for COVID-19 outbreak for work settings: Interim guidance (17 April 2020) by Directorate of Environment Health, Occupational Health and Food Safety, Ministry of</p>

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>Where possible to adopt two work shifts and or two starting times</p> <p>Provide facilities for employees and customers to clean hands before entering the workplace</p> <p>Regular disinfection of surfaces (e.g. desks and tables) and objects (e.g. shared used telephones, keyboards, teller machines, door handles and railings etc.) with a suitable disinfectant several times a day.</p> <p>Keep doors open as much as possible</p>	<p>(e.g.: Public sector to have work shifts from 8 am to 3 pm and private sector to have from 10 am to 5 pm)</p>	<p>Health and Indigenous Medical Services</p> <p>Interim Guidance to conduct a safe meeting in response to COVID-19 (30 March 2020) by Director General of Health Services</p>

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>(non-air-conditioned areas) to minimize the necessity to touch the door handles.</p> <p>Encourage minimum handling of door handles, knobs, rails, other surfaces frequently handled. Display signs to remind correct procedures.</p> <p>Lunch breaks and tea breaks should be given batch-wise to prevent crowding the meal room</p> <p>Minimize the overcrowding of customers by using appointment times, and inform the maximum number that will be taken in at a given time.</p>		

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>Control entry to manageable numbers which the staff can handle. Arrange a suitable place outside while they wait for their turn.</p> <p>Try to keep at least one meter (1 metre) gap between the customers and the officers who have direct customer relations. If this is not possible, wear a face mask while on duty,</p> <p>Avoid using other workers desks / workstations, common telephones, fax machines or other work tools and equipment, whenever possible.</p>		

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>Encourage less paper-based communication and the need to use common fax machines and printers</p> <p>Minimize face to face communication between co-workers if possible and use alternative methods (Public address system, Intercom/emails as appropriate etc.) for internal communication</p> <p>Repeated display of DREAM based Health messages customized to workplace should be adopted</p>	<p>Signages system to be adopted (Refer Annexure 3 on social marketing)</p>	
	Factories/large	Resumption of work should be phased	Guidance on method of full /	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
	industries	<p>out in a way that physical distancing can be managed.</p> <p>Resume work with 2 or more sessions 50% or less employees per roster.</p> <p>Different work hours may be introduced to reduce overcrowding in public transport, when accessing the workplace</p> <p>Establish alternate days or extra shifts that reduce the total number of employees in a workplace at a given time, allowing them to maintain distance from one another.</p>	<p>restricted closure in the event of detecting a COVID-19 positive person, as per Operational Guideline on preparedness and response for COVID-19 outbreak for work settings issued by the Ministry of Health</p>	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		Work settings should be arranged in such a way to keep a distance of one meter between workers.		
	Government Offices	All of the above All senior-level officials to report to work 1/3 of all other staff on any given day, as decided by the head of the department Staff transport to only have 1/2 of seating capacity	Government to encourage workplaces closer to home through redistribution of staff	
	Private sector offices	All of the above Employer to issue a letter of identity to report to work Encourage to secure dedicated transport for the employees	Government to issue a communiqué requesting private sector organizations to give a written assurance to the Divisional Secretariat with a copy to the local	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>Encourage work from home where possible</p> <p>Keep minimum staff as required (1/3 initially)</p>	<p>Medical Officer of Health indicating compliance with the instructions issued by the Ministry of Health (Assurance format to be provided)</p>	
	<p>Private sector Other</p>	<p>Encourage to secure dedicated transport for the employees</p> <p>Employer to issue a letter of identity to report to work</p> <p>If DREAM practices can be ensured operations can run in full capacity</p>	<p>Government to issue a communiqué requesting private sector organizations to give a written assurance to the Divisional Secretariat with a copy to the local Medical Officer of Health indicating compliance with the instructions issued by the Ministry of Health (Assurance format to be provided)</p>	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
			Government should reach all informal sector employees through appropriate messaging in billboards, displays in public places such as bus stands, posters displayed in small shops, boutiques, small eating places, etc (social marketing campaign)	
	Construction sites	This is an industry where different categories of people would come from different parts of the country. Construction industry needs to commence. Employers or contractors should verify	Government should reach all informal sector employees through appropriate messaging in billboards, displays in public places such as bus stands, posters displayed in small shops, boutiques, small eating places, etc (social marketing	

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		<p>from where employees would be coming and should get them to disclose this.</p> <p>There is a need to have temporary accommodation arranged, which is generally the case.</p>	campaign)	
	Daily wage dependent employees	Daily paid labourers can resume work with specific restrictions understood by the employer on social distancing and basic hygienic measures.	As above	
	Lottery sellers & other street vendors	Allowed with social distancing and basic hygienic measures.	As above	
	Other -	Allowed with social distancing and basic	As above	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
	garages/service stations, carpentry shops	hygienic measures.		
d. Shops, supermarkets, groceries, open marketplaces	Supermarkets	<p>Order online for delivery/pick up whenever possible</p> <p>Determine and display to customers the maximum number allowed to shop at a given time, in order to maintain a one metre distance.</p> <p>Display maximum time allowed for shopping (15 min per person)</p> <p>A shopping list is recommended</p> <p>All should wear a mask inside</p> <p>Provide trolleys to all to maintain at least a distance of length of trolley between</p>	Government should give instructions to use relevant messages to communicate on DREAM	Operational guidelines on preparedness and response for COVID-19 outbreak for work settings: Interim guidance (17 April 2020) by Directorate of Environment Health, Occupational Health and Food Safety, Ministry of

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>persons at point of queuing</p> <p>All Supermarkets to arrange in a uniform pattern their products/ to display boards on product category at a uniform and easily seen way, where customers can follow and maintain the distance from another without having to cross paths several times</p> <p>Sale of alcohol and cigarettes prohibited until further notice</p>		Health and Indigenous Medical Services
	Groceries	<p>All Groceries to display outside that either no one will be allowed inside or only few will be taken in depending on space available to maintain one-meter distance</p> <p>In smaller stores, customers to wait</p>	Government can support to distribute posters indicating the relevant message through local authorities	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>outside while order is prepared and given to them</p> <p>All should bring a shopping list and hand over with a bag</p> <p>A queue to be formed outside keeping one metre distance</p> <p>Sale of alcohol and cigarettes prohibited until further notice</p>		
	Pharmacies	<p>Only few will be taken in depending on space available to maintain one-meter distance</p> <p>A queue to be formed outside keeping one metre distance</p> <p>All should wear masks</p> <p>Seating areas for waiting inside small</p>		

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>enclosed areas should be discouraged or reserved only for elderly/ disabled persons</p> <p>Pharmacies to adopt systems of receiving prescriptions over WhatsApp and confirmation of orders with reference number, to be collected at preferred time.</p>		
	Wayside stalls	<p>Customers should maintain one metre distance and wait for their turn</p> <p>All should wear a mask</p>	<p>Government communication campaign for new normalcy should include areas such as way side stalls which are frequented by rural majority. This is an important component of the economy.</p>	
	Village markets and	Vendors to be allocated space giving	Government to educate the masses	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
	economic centres	adequate distancing between vendors and for people to go around whist maintaining distancing for all (Myanmar model markets)	through billboards put up close to village fairs giving the concept and purpose in easily understandable way	
	Communication /photocopy shops	<p>Limited number of persons can be allowed inside the shop depending on space available</p> <p>The number that can be accommodated can be displayed outside</p> <p>Customers should maintain one metre distance and wait for their turn</p> <p>All should wear a mask</p> <p>Hand sanitizer should be given at places where customers are using common devices to make calls, internet access etc.</p>		

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
	Book shops	<p>Limited number of persons can be allowed inside the shop depending on space available</p> <p>The number that can be accommodated can be displayed outside</p> <p>Customers should maintain one metre distance</p> <p>All should wear a mask</p> <p>Hand sanitizer should be provided at different locations in the shop</p> <p>Minimum touch policy should be advocated with limited browsing</p>		
	Electronic stores	<p>Order online for delivery/pick up whenever possible</p> <p>Limited number of persons can be</p>		

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>allowed inside the shop depending on space available</p> <p>The number that can be accommodated can be displayed outside</p> <p>Customers should maintain one metre distance</p> <p>All should wear a mask</p> <p>Hand sanitizer should be provided at different locations in the shop</p>		
	Clothing/textile shops	<p>limited number of persons can be allowed inside the shop depending on space available</p> <p>The number that can be accommodated can be displayed outside</p> <p>Customers should maintain one metre</p>		

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>distance</p> <p>All should wear a mask</p> <p>Minimum touch policy should be advocated with limited browsing</p> <p>Hand sanitizer should be provided at different locations in the shop</p>		
	Malls	Shopping malls have several enterprises within and the conditions specific to those will apply		
e. Services - bill payments, banking, post office, laundry, salons, gas	Bill payments	<p>Encourage online payment mechanisms where possible</p> <p>Extend deadline for payments to 31st May 2020</p>		
	Salons/barber	Salons for restricted services only	Government to issue a communiqué	2-27/2020- General

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
stations, maintenance (electrical, plumbing),	shops/spas/ foot massage	Clear instructions to be given to customer Employees to be fully trained on DREAM	requesting private sector organizations to give a written assurance to the Divisional Secretariat on DREAM compliance in their workplace (format to be provided)	Circular by Director General of Health Services
	Maintenance - electrical, plumbing, etc.	These need to function with precautions	Government to educate the public on how these services can operate	
	Fuel sheds	Function with precautions		
	Care homes for children and elderly	Minimum visitors permitted until further notice Encourage use of video conferencing facilities		

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		Encourage outreach health care		
	Agriculture, animal husbandry, fisheries	Permitted Avoid groups of people getting together		
f. Recreation -	Gymnasiums	In low risk areas these can be resumed Limited number of machines can be operated depending on the space availability Hand wash facilities before use of equipment Frequently touched areas should be wiped with disinfectant after each use		
	Playgrounds	To remain closed until further notice		
	Parks	To be opened with restrictions		

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
	Beaches		Gatherings not to be permitted	
	Museums, zoos	To remain closed until further notice		
g. Social functions	Weddings	Ceremony with limited guests permitted	Government to declare the restrictions on number of guests permitted according to venue (space)	
	Funerals	Conducted with minimal participants, complying with hygienic practices and maintaining social distancing	Government should declare the restriction in persons to attend	
	Social/ political/ cultural gatherings/ functions/ exhibitions/ cinemas/ fairs	Other social gatherings of more than 10 people not permitted until further notice	Government should declare the restrictions until further notice on relaxing this	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
	Sporting events	Permitted with only members of the team (who should be asymptomatic/test negative), no spectators, may be live streamed online/televised		
h. Food handling establishments	Restaurants/ bakeries/ eating houses	Order online/over the phone for delivery/pick up only initially Gradually allow people to be served within restaurants (½ capacity, etc) Sale of alcohol and cigarettes prohibited until further notice		Operational guidelines on preparedness and response for COVID-19 outbreak for work settings: Interim guidance (17 April 2020) by Directorate of Environment Health, Occupational Health and Food

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
				Safety, Ministry of Health and Indigenous Medical Services
i. Education activities	Schools	<p>Schools will not be able to reopen until the instructions issued for preparedness are followed and the local health authorities have given clearance according to the instructions</p> <p>Schools to be reopened in a phased manner with students facing government examinations to start schools first (A/L and O/L students)</p>	<p>Financial resources should be available for all schools to adopt the preparedness conditions stipulated by Health Ministry</p> <p>The government to start special teaching sessions in mainstream media with a prior defined timetable. All schools abide by these teaching methods.</p>	Letter to Ministry of Education by Director General of Health Services

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
			Government should consider providing free data/wi-fi for all students in schools and in other educational settings.	
	Preschools	The vulnerability for teacher and student is very high in preschool setting. The resumption of functions will be postponed until further notice is given by health authorities	More activities of early childhood education to be promoted through mainstream media. Good arts and craft teachers, preschool teachers can be employed	
	Universities and other education/training institutions	A rapid survey of teacher and student preparedness for online training should be conducted. Exams should not be conducted, unless the equity issues are addressed well	Distance learning methods to be explored. Its applicability to all areas is questionable and there needs to be a discussion on this Or else the inequities in educational	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
	Tuition classes	<p>Extra-large classes should not function now</p> <p>Maximum number that can be allowed is one third of seating capacity. Strict physical distancing is needed.</p> <p>Due to limitations in public transport tuition classes that encourage students from far away should be discouraged and the Teacher can have more outreach classes.</p>	<p>outcomes will further widen</p> <p>All tuition classes at the time of resuming (when the Government allows this based on Health clearance) should submit their written assurance to comply with DREAM</p> <p>(transport services may be a limiting factor)</p>	
j. Healthcare	Hospitals - essential services	All healthcare services (government and private) should be resumed with triage systems to identify COVID-19 suspected patients.	Government to ensure that all essential health services can be provided without interruption	Guideline on hospital preparedness for COVID-19 global pandemic by Director

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		OPDs and clinics to function with physical distancing measures - appointment system, increase clinic hours		<p>General of Health Services (12th April 2020)</p> <p>Letter issued on care pathway for fever patients presented at OPD during the COVID-19 pandemic by Director General of Health Services (29 April 2020)</p>
	GP clinics/Private practice clinics	Private primary care facilities should be functioning with physical distancing methods applicable	Ensure primary care facilities are functioning in full capacity, Strengthen online consultations,	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>Appointment systems, online consultations and video calls to be encouraged.</p> <p>The number of patients to be admitted to the waiting area should be limited and chairs should be kept with adequate distancing.</p> <p>Hand washing facilities should be available.</p> <p>Everyone should be wearing face masks.</p> <p>All patients should be screened through inquiry for fever, respiratory symptoms and a contact history and should be offered a time less crowded or in a</p>	<p>telemedicine facilities</p> <p>Strict legal action should be taken for those not permitted to practice who are abusing the current situation.</p> <p>Verification of their SLMC registration should be done.</p>	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>separate waiting area.</p> <p>Based on clinical judgement patients should be referred based on the current epidemiology and guidelines issued by Ministry of Health</p>		
k. Law enforcement	Court cases	<p>Limited number of cases to be taken up with limited number of persons directly involved in the case should be permitted inside.</p> <p>Seated with adequate spacing</p> <p>Hand wash facilities to be available</p> <p>All to wear a mask.</p> <p>People gathering in courts premises outside should not be allowed</p>	Signboards to be put up outside the court premises	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
	Law office	<p>Function with physical distancing. Wear masks and hand wash facilities, sanitizer should be available for frequent use.</p> <p>Adopt appointment system and not encourage queuing up</p>		
	prisons	<p>Restrict visitors</p> <p>Prevent overcrowding</p>		
I. Religious activities		<p>Discourage public gatherings</p> <p>Religious activities to be encouraged to take place at home</p> <p>Where offerings made to the clergy within religious premises, this should be done conforming to practices of DREAM</p>		

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
m. Alcohol and tobacco	Bars/taverns/pubs/nightclubs/casinos/betting centres	To remain closed until further notice	<p>Illicit alcohol and sale of illegal tobacco should be actively raided by police.</p> <p>Legal actions should be taken for online promotion and sale of alcohol and tobacco</p>	
n. Banking and financial institutions	Banks	<p>Encourage online or mobile services.</p> <p>Client services started with 2 sessions: 7.00 am – 12.00N and 12.30N – 5.30 pm</p> <p>Services offered once per week per customer.</p> <p>Hand wash facilities to be provided at entry</p> <p>Counters to be disinfected regularly</p> <p>All should wear a mask</p>		

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
		<p>Clients should be able to call and get a token number</p> <p>Bank employees in front line work must wear a mask or a face shield</p> <p>Bank should display their new normalcy features in a customer friendly way.</p>		
o. Administrative procedures	Motor vehicle registrations, vehicle insurance, emission testing	Extend deadline to May 31st	<p>Government to announce resumption of these activities and further reinforce new normalcy behaviours relevant to these settings.</p> <p>Videos can be displayed at waiting areas to educate the new ways of functioning</p>	
	Applications for NIC, Passports, postal IDs			
	Routine work -	Encourage use of online facilities		

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
	Birth, death, marriage, business registration, etc	Physical distancing in the office, appointment system where feasible		
p. Travel and tourism	Local tourism - hotels	Not to open immediately Can commence when permitted with restricted occupancy	Subject to Government clearance	
	International travel	Persons arriving under exceptional circumstances to be quarantined for 14 days, followed by a further self-quarantine for a week, and cleared for COVID-19 by PCR testing at the end of the quarantine period.	Not permitted until further notice	
q. Provision of money aids,		Strict physical distancing to be adopted All should wear face masks	The Grama Niladari to have a list of needy families in each division.	

Broad activity area	Specific Public Activity /Work Setting	Guidance/message to the public/organisation/service provider	Special interventions to be taken by Government to facilitate the desired behaviour change of public	Existing documents related to the activity
rations to the needy			Coordinate with the DS office and provisions to be supplied according to an appointment system	

TIMELINE FOR RESUMPTION

A general timeline in which resumption of activities can take place is given below. All resumed functions would have to strictly follow the new normal behaviours. General Measures would apply to all functions listed. **The timeline is given based on the current low level of COVID-19 transmission in the country.** There are 2 timelines developed for higher risk areas and lower risk areas. The situation should be reviewed weekly or as appropriate based on epidemiological information. In the event of a lower risk area becoming higher risk, the relevant timeline should be adjusted.

The timeline below is coded as follows;

	Black – No operations
	Red – Higher restrictions (service providers and/or the recipients to be restricted to less than 50% of capacity with strong adherence to DREAM)
	Blue – Restricted (service providers and/or the recipients to be restricted to less than 75% of capacity with strong adherence to DREAM)
	White – Normal operations with strong adherence to DREAM

Table 2: Timeline for gradual resumption of activities in higher risk areas

Public activity / service category		May 18	May 25	June 1	June 8	June 15	June 22	June 29	July 6	July 13	July 20	July 27	August 3	August 10	August 17	August 24	August 31
General measures	Physical Distancing D	To be practiced throughout															
	Respiratory Etiquette RE																
	Hand Washing A																
	Face Masks M																
Transport (should NOT exceed the maximum seating capacity)	Public																
	Private taxi services																
	Service delivery																
Government offices																	
Private sector offices and other (formal)	Supermarkets																
	Shopping Malls																
	Financial institutions (banks, finance companies, pawning centres etc)																
	Clothing/textile shops																
	Agriculture based																
Private/ Other	Grocery																
	Open market/fairs																
	Economic centres																
	Bakery																
	Street vendors																

Public activity / service category		May 18	May 25	June 1	June 8	June 15	June 22	June 29	July 6	July 13	July 20	July 27	August 3	August 10	August 17	August 24	August 31
	Filling stations																
	Construction sites																
	Salons	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Furniture, Electrical, Hardware stores																
	Laundry																
	Tailors																
	Communication/ photocopy shops	■	■	■	■	■	■	■	■								
Law enforcement	Courts	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Prison	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Health sector	Government Hospitals	■	■	■	■	■	■	■									
	Private Hospitals	■	■	■	■	■	■	■									
	General practitioners																
	Pharmacy																
	Laboratory																
Education	Day cares	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Preschools	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Schools	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Higher education centres including universities	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Tuition classes	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Social functions	Weddings	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

Public activity / service category		May 18	May 25	June 1	June 8	June 15	June 22	June 29	July 6	July 13	July 20	July 27	August 3	August 10	August 17	August 24	August 31
	Funerals	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Parties indoor	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Parties - outdoor, beach,	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Public gatherings	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Places of worship	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Recreation	Gymnasium	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Walkways	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Cinemas, theatres	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Children's parks	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Carnivals, musical shows	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Swimming pools	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Entertainment	Restaurants (dining -in)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Restaurant (take away/delivery)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Pubs, and bars	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Wine/liquor shops	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Casino, night club, betting centre	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Spas	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Day rooms and home stays/ guest house	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Hotels and rest houses	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

Table 3: Timeline for gradual resumption of activities in lower risk areas

Public activity / service category		May 18	May 25	June 1	June 8	June 15	June 22	June 29	July 6	July 13	July 20	July 27	August 3	August 10	August 17	August 24	August 31	
		To be practiced throughout																
General measures	Physical Distancing D																	
	Respiratory Etiquette RE																	
	Hand Washing A																	
	Face Masks M																	
Transport (should NOT exceed the maximum seating capacity)	Public																	
	Private taxi services																	
	Service delivery																	
Government offices																		
Private sector offices and other (formal)	Supermarkets																	
	Shopping Malls																	
	Financial institutions (banks, finance companies, pawning centres etc)																	
	Clothing/textile shops																	
	Agriculture based																	
Private/ Other	Grocery																	
	Open market/fairs																	
	Economic centres																	
	Bakery																	
	Street vendors																	
	Filling stations																	
	Construction sites																	
	Salons																	

Public activity / service category		May 18	May 25	June 1	June 8	June 15	June 22	June 29	July 6	July 13	July 20	July 27	August 3	August 10	August 17	August 24	August 31
	Furniture, Electrical, Hardware stores																
	Laundry																
	Tailors																
	Communication/ photocopy shops																
Law enforcement	Courts																
	Prison																
Health sector	Government Hospitals																
	Private Hospitals																
	General practitioners																
	Pharmacy																
	Laboratory																
Education	Day cares																
	Preschools																
	Schools																
	Higher education centres including universities																
	Tuition classes																
Social functions	Weddings																
	Funerals																
	Parties indoor																
	Parties - outdoor, beach																
	Public gatherings																

Public activity / service category		May 18	May 25	June 1	June 8	June 15	June 22	June 29	July 6	July 13	July 20	July 27	August 3	August 10	August 17	August 24	August 31	
	Places of worship	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Recreation	Gymnasium																	
	Walkways																	
	Cinemas, theatres	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Children's parks	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Carnivals, musical shows	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Swimming pools																	
Entertainment	Restaurant (dining in)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Restaurant (take away/delivery)																	
	Pubs, and bars	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Wine / liquor shops	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Casino, night club, betting centre	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Spas	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Day rooms and home stays/ guest house	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Hotels and rest houses	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

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ANNEXURE 1 - TRIGGERS FOR REOPENING

Reopening should only occur once a state (Gottlieb et al., 2020):

- a. reports a sustained reduction in cases for at least 14 days;
- b. local hospitals are safely able to treat all patients requiring hospitalization without resorting to crisis standards of care;
- c. the state has capacity to test all people with COVID-19 symptoms and;
- d. and to monitor all confirmed cases and their contacts

A state must be able to

- a. suppress transmission to a rate of 20 new cases per million people per day, and show it is declining
- b. make a COVID-19 diagnostic test available to every resident of the state who has a fever, and every member of a household of a positive case
- c. conduct instantaneous contact tracing to limit any outbreaks
- d. provide every front-line health care worker with PPE
- e. Put a robust surveillance system in place that allows the state to accurately verify the number of new cases (Emanuel et al., 2020)

References:

- Emanuel, Z, Tanden, N, Spiro, T, Conner, A, DeGood, K, Simpson, E, Rapfogel, N, and Calsyn, M. (2020, April 3). A National and State Plan To End the Coronavirus Crisis. Center for American Progress
- Gottlieb, S, Rivers, C, McClellan, M, Silvis, L, and Watson, C. (2020, March 29). National coronavirus response: A road map to reopening. American Enterprise Institute, Retrieved from <https://bit.ly/2XF1t4g>

**ANNEXURE 2: INSTRUCTIONS FOR SELECTED PUBLIC
ACTIVITIES/WORK SETTINGS FOR THE PREVENTION AND CONTROL
OF COVID- 19**

Annexed as a separate document

ANNEXURE 3: SOCIAL MARKETING CAMPAIGN FOR THE NEW NORMAL IN PRESERVING GAINS TO PREVENT COMMUNITY TRANSMISSION OF COVID-19

Sri Lanka has successfully controlled the COVID-19 epidemic and the government is gradually relaxing the restrictions that was imposed to curtail the spread. Returning to a new normal is important for the people in restoring economic functions in the country.

A key understanding of the important steps being taken to resume public activities is that the **potential to spread remains and the public will have to maintain these prevention measures over a longer time.**

The initial awareness for COVID-19 was effective to a large extent but took place in a somewhat controlled environment with the restrictions imposed. As we are now relaxing these restrictions, we cannot expect that the community at large would behave in the same way.

Concept

A refashioned Social Marketing approach is proposed with a new identity to preserve its importance. The New Normal should be understood by the people through all the public activities that they would be engaged in on a day to day basis

At the core of the New Normal are the key practices that must be appropriately incorporated into public activities (abbreviated as DREAM)

D - Distancing - Physical distancing

RE - Respiratory Etiquette - cough / sneeze using inner side of your elbow without directly in front of you

A - Aseptic techniques - Hand washing, hand sanitizer,

M - Mask - proper wearing of the face mask and its proper disposal

The accelerated social marketing campaign is intended to create more awareness, build favorable attitudes and practices that will conform to the DREAM. A constant reminder of these practices in public activities is required.

1. Branding

When refashioning the existing efforts, it is important to use the approach of Branding. It is proposed to use the following theme



Towards a New Normal

නව ජීවන රටාවක් උදෙසා

புதிய வாழ்க்கை முறைக்கு பழகிக்கொள்வோம்

The brand image of the Sri Lankan traditional way of greeting can be used. This too is a clear sign for physical distancing and culturally appropriate for us.

Evolution of Brand logo is given below:



Use of the Brand Image on Campaign Products

The Social Marketing campaign consists of several products that need to be created.

1. Signages
2. Billboards, posters
3. Social Media posts
4. Videos - long, short
5. Trailers - on TV
6. Songs
7. Audio recordings for Public Address systems



- Currently produced material of the Health Promotion Bureau can be used as a start up whilst incorporating the new branding (Towards A New Normal)
- The support of a communication agency which can produce different products applying DREAM and the proposed symbols is needed. An aggressive dissemination plan must be adopted in the next two weeks and a method of keeping the momentum is needed

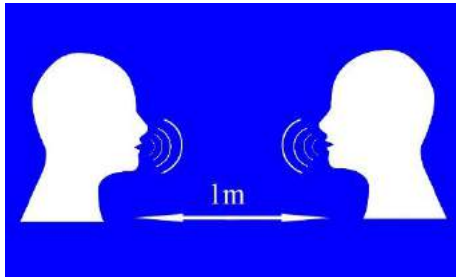
2. Signages

The new normalcy will need the introduction of a set of symbols that remind people constantly of D.RE.A.M. and how they apply in daily public activities

The symbols can be used singly or serially in posters, signposts as relevant to the public activity.

The following signages are proposed as the new set of symbols and are easily understood by all

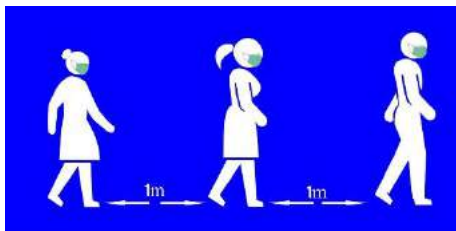
Recommended signage for public use (on Physical Distancing)



Maintain the one-meter distance



Avoid contact with others



Keep a one-meter distance from others even when walking



No public gathering allowed



Respiratory Etiquette -Do not use hands to cover mouth or nose when cough or sneeze. Use the inner side of elbow to cover



Recommended to wear a mask

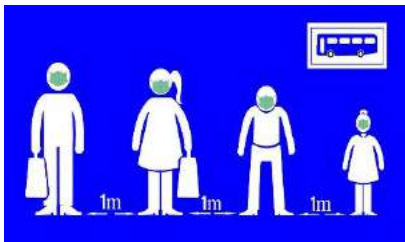


Wash hands

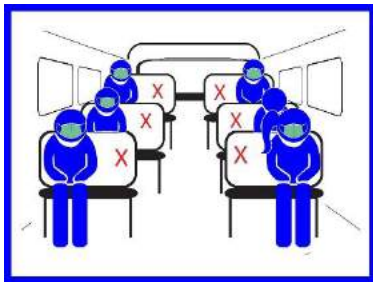


Use hand sanitizer

Recommended for Bus stands, Taxis and Trishaws



Keep one-meter distance at the bus stand



Seating arrangement inside the bus



Three people allowed in trishaw including the driver

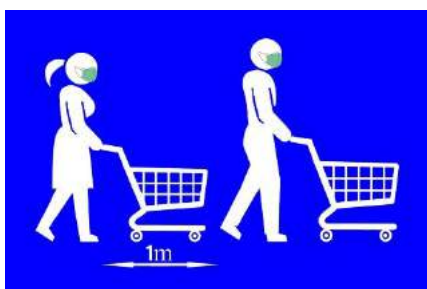


Three people allowed in taxi, including the driver

Recommended for Supermarkets



Indicates the number of persons allowed, and only with carts



Maintain one-meter distance inside the super market



Other recommended signs to use

Multiple use, repeated use of signages: Different organizations, private, public, local authorities should adopt the same for their local awareness. The same signages and the same theme of "Towards a New Normal" should be maintained.

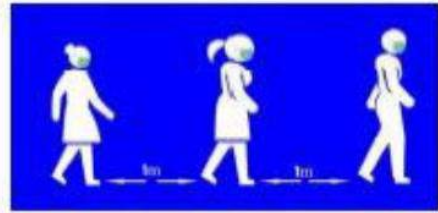
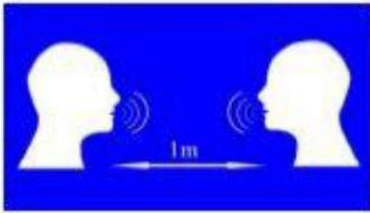
As constant visuals are important, at public places, it would be useful to put up some billboards or use existing ones to introduce the symbols as the new normal.

1. Billboards (sizes 30 X 20, 15 X 10)

A creative billboard needs to be designed to be put up in strategic locations throughout the country (below sample only)



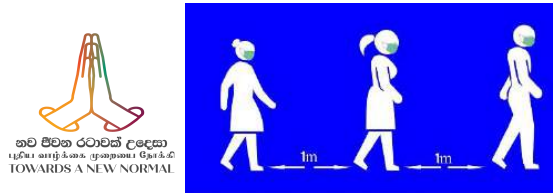
නව ජීවන රටාවක් උදෙසා
ප්‍රතිඥා වාච්ඡිකා මාර්ගයේ යොමුවීම
TOWARDS A NEW NORMAL



2. Signposts

Each signpost will have the greeting hands branding with the relevant sign/signs. See the examples given below:

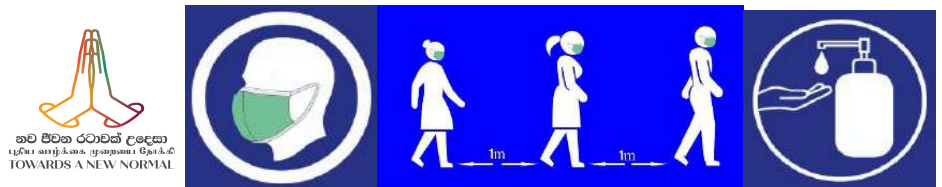
2.1. Roadside



2.2. When a mask is needed



2.3. Outside a Bank



2.4. At the Bus stand



2.5. at Supermarket: Supermarkets can be encouraged to do their sign posting along the lines of this guide as a corporate social responsibility

2.6. Hand wash signages and respiratory etiquette are behaviours that need thorough reinforcing and should be at different locations as many as possible



3. Prime time TV slots

Slots of short duration (5 minutes), twice a day are needed in popular TV channels to make aware the public understands their New Normal when carrying on their routine public activities

Suggested outline of the topics to be showcased are as follows:

Date	Morning 5 minutes	Evening 5 minutes
16	Ayubowan Greeting gestures	New Normal in general Assurance from organizations, enterprises to comply with new normal
17	Supermarket shopping and returning home Grocery shopping and returning home	Transport and the new normal
18	Protecting the Elderly from COVID 19	Supermarket shopping and returning home Grocery shopping and returning home
19	Transport and the new normal	What is Respiratory Etiquette
20	Why is Washing hands so important	Different modes of transport and challenges, What can be done
21	Make your own mask Wear properly, Discard properly	At the Bank, teller machines
22	Visiting your tailor- what is the new normalcy A reminder on how to make your own mask	Street vendor- make it safe for all Respiratory etiquette and hand hygiene Proper wearing of mask
23	Challenges for physical distancing at religious places	Visiting the Hospital OPD/ your family doctor
24	Salons and new normalcy	At the Walkway At the roadside boutique Refraining from touching face
25	Organizing a wedding	Funerals and prevention measures to take A Reminder on elderly
26	Preparing the schools to reopen when permitted What to expect - the new Normal in schools	Clothing and textile shops - what is the new normal to prevent COVID transmission
27	Public functions in general - are we adjusting to the New Normal?	Office setting - have you adjusted to the new normal.?
28	Visiting the Hospital OPD/ your family doctor	A recap on the New Normal Public signages as reminders
29	At a Restaurant - precautions to take	Public functions in general- are we adjusting to the New Normal?
30		Preparing the schools to reopen when permitted, What to expect - the New Normal in schools
	To be planned (new / repeat)	To be planned

The Health Promotion Bureau will be the lead agency to coordinate the above program to comply with the gradual relaxation of the restrictions allowing public activities to return to a gradual normal. The WHO will support in the productions for this program

Airtime will be obtained through Selecine

The Airing time for TV will include

1. Above plan (as shown in the table)
2. Samantha videos to be aired in other channels that were not included in the initial dissemination (Samantha videos are unique creations of Health Promotion Bureau that capture in animated video style public activities that need to be carried out adopting covid prevention strategies)

4. Posters

a. Poster on introducing the signages on how they apply to public activities

200,000 posters to be put up in strategic locations - Health institutions, public places, government office, Divisional secretariat office, Office of Grama niladhari etc



Sample presented above is being improved with support of WHO, print support is costed

b. Other posters - concepts to be created as the campaign evolves

200,000 posters designed and printed needed

5. Audio messaging

Two methods are planned

1. Use of Popular Radio Channels

Morning and evening radio shows - sponsorship for live programs: key messages will be given to be conveyed to public in creative way

Reach local media channels through SLBC to disseminate key messages

2. The radio broadcast time will be coordinated through SalisineUse of short Audio recordings - storyline concept into various public settings- These can be given to all MOOHs to be used with public address systems - we distributed 200 PA systems since the COVID 19 epidemic, and these can be consistently used

6. Social Media -

There has been successful use of social media capturing a large segment of the population who usually access this form. This should continue.

1. The support for new creations is required. A graphic designer to HPB is required

2. The continued posting using social media requires online payment mode. A one-year facility can be procured.