

OPPI, IAPO, NATHEALTH, IPA and SEARPharm Forum announce a joint campaign to support Government's initiatives of protecting people and reducing COVID-19 transmission

Campaign launch: *No One is Safe until Everyone is Safe*

Mumbai/Delhi, June 14, 2021: 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.

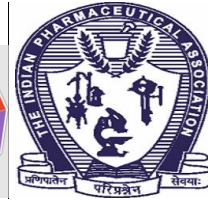
As a first step, this multi-stakeholder partnership has launched the campaign ***No One is Safe until Everyone is Safe***, which will immediately start disseminating verified information about COVID19 and encourage people to get their vaccine doses at the earliest.

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 absolutely 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 ***No one is safe until everyone is safe***, focuses on 4 key areas:

INDIVIDUAL RESPONSIBILITY

- Ensuring that every person takes responsibility to mask up (with N95 masks or double-mask in the case of cloth masks - a combination of a surgical mask inside and a cloth mask as the second layer) and restrict unnecessary travel outside the home to a minimum and as per the prescribed Government guidelines from time to time
- Following social distancing norms and ensuring that they are not participating in any gathering
- Following sanitization protocol regularly to ensure personal and others safety
- Regular temperature and blood oxygen level checks and quarantining at home in case of the onset of symptoms. Consulting healthcare professionals through tele-consulting to



ensure testing for COVID19, where needed and use doorstep delivery mechanism for delivery of prescribed medicines

- Following treatment and prevention guidelines from authentic sources like the Ministry of Health and not resorting to unscientific measures

RESPONSIBILITY TOWARDS COMMUNITY

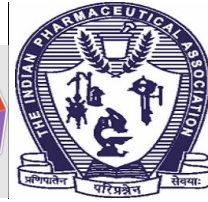
- We need to help all especially those who do not have enough support to take care of themselves
- This can include supporting with the correct and factual information, encouraging others to maintain the social distancing and safety norms, reducing stigma and discrimination and supporting those in-home quarantine
- It will take collective action from all to keep everybody safe. Under the current circumstances, we have to help each other as much possible for the greater good of the society. For example, report those not following norms to the respective authorities

ROLE OF HEALTHCARE ECOSYSTEM

- All stakeholders in the healthcare ecosystem, including hospitals, pharmaceutical companies, pharmacists, should act in consonance with each other to create awareness and make relevant information available on a regular and timely basis
- Healthcare stakeholders must ensure that there are enough life-saving materials available to prevent panic and any subsequent hoarding of essential drugs/medical items
- Healthcare stakeholders must behave in an ethical and just manner following the highest code of business ethics

ENCOURAGING VACCINATION

- We support the Central and State Governments' mission to make vaccines available to citizens who are 18 years and above
- Vaccination doses will soon be adequately available. It is essential for everyone to take the jabs, when it's their turn
- All vaccines are safe and an absolute necessity to fight against the virus providing us the necessary immunity to keep ourselves and our near ones safe



This 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, path to economic recovery and 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.

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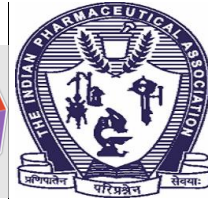
About:

OPPI:

Established in 1965, the Organisation of Pharmaceutical Producers of India ([OPPI](#)) represents the research-based pharmaceutical companies in India. Keeping the patient at the core of our activity, we are committed to support India's healthcare objectives and engage with Government and other stakeholders to find sustainable healthcare solutions.

IAPO:

The International Alliance of Patients' Organizations ([IAPO](#)) is a unique global alliance representing patients of all nations across all disease areas. IAPO is a unique global NGO representing people with chronic illnesses of all nationalities across all disease areas and promoting healthcare around the world that is centered around the needs of the users of the healthcare systems – the patients. The alliance was formed by patients' organizations themselves in 1999, to facilitate collaboration and to promote a patient-centered healthcare agenda around the world.



NatHealth:

NATHEALTH-Healthcare Federation of India (NATHEALTH) has been created with the vision to “Be the credible and unified voice in improving access and quality of healthcare”. Leading healthcare service providers, medical technology providers (devices & equipment), diagnostic service providers, health insurance companies, health education institutions, healthcare publishers and other stakeholders have come together to build **NATHEALTH** as a common platform to power the next wave of progress in Indian healthcare. It is an inclusive institution representing the healthcare ecosystem, having representation of small & medium hospitals and nursing homes. **NATHEALTH** is committed to working on its mission to encourage innovation, help bridge the skill and capacity gap, help shape policy & regulations and enable the environment to fund long term growth. It aims to help build a better and healthier future for both rural and urban India.

IPA:

The Indian Pharmaceutical Association ([IPA](#)) is the National body representing over 1 million pharmacists and pharmaceutical scientists from Industry, Academia, Regulatory, Hospital and Community Pharmacy and work to meet India’s health care needs. IPA is a non-governmental organization that has been in official relations with the FIP and WHO. IPA is member of Drug Technical Advisory Board (DTAB), Ministry of Health and Family Welfare, Government of India.

SEARPharm:

A Forum of the FIP & WHO with the National Pharmaceutical Associations of the South East Asian Region (SEAR) countries. [SEARPharm](#) Forum’s objective is to encourage and support a dialogue and collaboration among national and regional pharmaceutical associations in the South-East Asia region of WHO and WHO SEARO. Bangladesh, India, Indonesia, Sri Lanka and Thailand are the founding nations of SEAR Pharm Forum, while Bhutan, DPR Korea, Maldives, Myanmar, Nepal and Timor-Leste are invited members of the forum.

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¹ Source:

- [Covid-19: Wearing double masks to crowded places keep the virus away, say experts](#)
- [Double masking | Should you wear two masks to check COVID spread? Here is what science says](#)
- <https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>