SEASONAL COMMS

The air pollution season campaign plan

October to January, anchored to CPCB AQI bands and GRAP stages, triggered by the actual air, not a calendar.

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THE TEST

"

A hospital that communicates calmly, accurately and consistently earns trust. One that sells fear loses it.

Every winter people are bombarded with mask pitches, purifier ads and forwarded advice of uneven quality.

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SHARED LANGUAGE

Use the official CPCB scale, not your own

0-100	Good to satisfactory: minimal or minor discomfort
101-200	Moderate: discomfort for lung, asthma and heart patients
201-300	Poor: discomfort to most people on prolonged exposure
301-400	Very poor: respiratory illness on prolonged exposure
401-500	Severe: affects healthy people, serious for the ill

In Delhi NCR, GRAP Stages I to IV map to these bands. A new stage makes news, and that is when people search.

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AUDIENCES

A generic lung message reaches no one well

ASTHMA, COPD	Consented WhatsApp, SMS, doctor videos, care plan reminders
PARENTS	Instagram, YouTube, school programmes, paediatric OPD
ELDERLY	WhatsApp, RWA sessions, regional language video
OUTDOOR WORKERS	Employer partnerships, community camps, local audio
CORPORATES	LinkedIn, wellness talks, office policy guidance

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AQI-TRIGGERED CONTENT

Pre-approved messages for each band

1. Good to moderate: education, what AQI means, weekly
2. Poor: activity timing, warning signs, one WhatsApp on entry
3. Very poor: doctor video on when to seek care, media availability
4. Severe: calm public service, emergency access, zero promotion

Approve templates once in advance, in Hindi and regional languages, and quote the CPCB station you are using.

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CLINICAL VOICES

One doctor for content, one for media

- Pulmonology leads the season
- Paediatrics, children are a priority group
- Cardiology, pollution and heart health is under-communicated
- ENT and ophthalmology for sinus, throat and eye irritation
- Emergency medicine for when to come in

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DO THIS

Channels and programmes that hold up

- WhatsApp alerts only with specific consent, one per band change
- Business Profile posts with clinic timings and accurate phones
- One strong evergreen AQI page, updated through the season
- School sessions: educational, no samples, no children's data
- Corporate talks by a pulmonologist, aligned to advisories

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AVOID

What loses trust in pollution season

- A home-made lung alert scale with different thresholds
- Discount offers or unrelated campaigns on severe days
- Worst ever and everyone at risk claims without official data
- Presenting your OPD trend as city-wide data
- Campaign messages to an appointment list without consent

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READ THE FULL GUIDE

The air pollution campaign plan, in full

- CPCB, GRAP and NPCCHH advisory, decoded
- The AQI-triggered content table and WhatsApp rules
- School, corporate, PR and ad guidance
- gauravphogat.com/air-pollution-season-hospital-campaign-plan

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