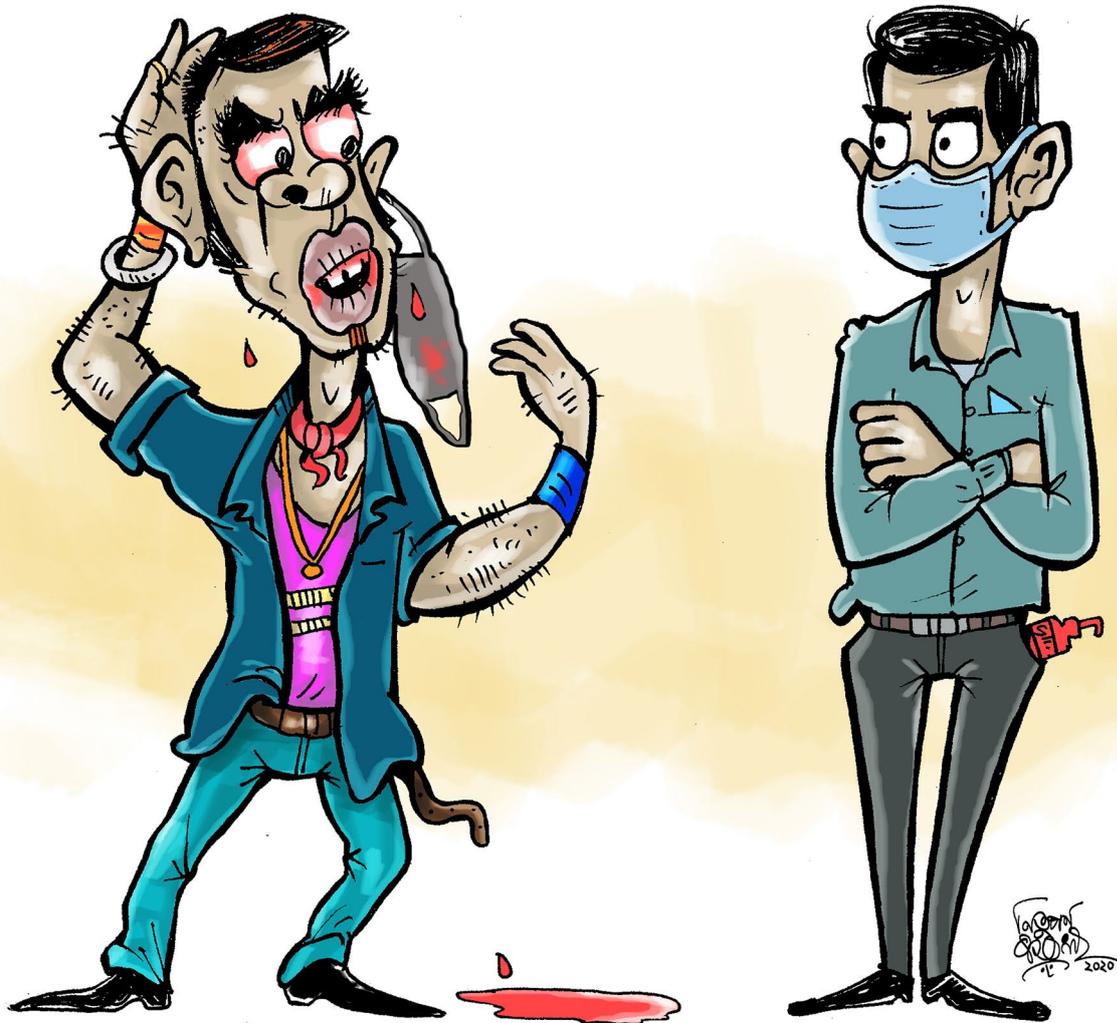


BEYOND COVID

New Normal for Urban Population



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Directorate of Health Services (FW), Assam



सत्यमेव जयते
Government of Assam



National Health Mission, Assam

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New Normal for Urban Population



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Foreword

The dauntless spirit and courage of our healthcare workers have kept Assam at the forefront of the war against the novel coronavirus. It is not only their utmost dedication that makes them stand strong like an unyielding wall before this scourge, but also the well-framed healthcare programmes and activities of the government which support them the most when they need it.

Strengthening core capacities in the health sector like augmenting healthcare infrastructure, promoting research and development, capacity building of various stakeholders — especially in view of the pandemic through awareness campaigns for control and prevention, have been remarkable efforts towards battling the virus. Our State has remained one step ahead during this pandemic with bold, innovative action. Starting from dealing with people's grievances from economic and social perspective to mitigation of risks related to health as part of the nationwide mission 'Jaan Bhi, Jahan Bhi', we have been trying our best to speed up recovery and instil the 'New Normal' among people.

I am glad that efforts are also being made to control the damage wrought by the virus to the social fabric of our State. Several activities for the benefit of groups of people affected

by the pandemic have been given importance and highlighted with result-oriented solutions.

In this context, it was a pleasure to associate with Dr. Anamika Ray Memorial Trust (ARMT) in preparing this document on 'Beyond COVID: New Normal for Urban Population', an online multimedia interactive document. It gives concrete shape to the excellent idea of engaging people from different walks of life in urban populated areas to help them experience the changes that have occurred during and after the pandemic. I believe this scientoon document will not only create awareness among people about COVID-19, but also help them cope with the changes coming in its wake. This work promotes scientific thinking in layman's words and images, which will enable them to accept the changes with scientific reasoning and emphasis on facts.

I congratulate the team for their creative efforts in bringing out this admirable document.

Dr. Lakshmanan S, IAS
Mission Director
National Health Mission, Assam

Foreword

As the people of our country begin to rebuild lives and livelihoods disrupted by the pandemic, even as they prepare to take vaccine shots while bracing for yet more waves of attack by the fast-mutating coronavirus, we at UNICEF are already carrying out programmes to help cope with this unprecedented situation. We have been actively engaged in facilitating various provisions for their succor, as well as devising effective communication policies to raise awareness and motivate them to make appropriate behaviour changes. As for frontline workers, people need them the most during this pandemic, but at the same time, people ought to understand what frontline workers need to perform their roles. Need-based assessments and initiating actions accordingly were also part of our COVID-19 Response Plan.

To mitigate the risks of transmission of pathogen, as well as adopt and maintain new desirable behaviours, we have initiated community outreach programmes as part of Risk Communication and Community Engagement (RCCE) strategy, so as to engage, educate and empower communities to deal with the pandemic. The basic part of our COVID-19 Response Plan is to reach out to communities about the threat posed by the virus, make them aware of preventive measures, engage them and develop need-based feedback mechanisms about the available support services for COVID-19.

An effective communication strategy will successfully complete a cycle when efforts are made to reach each section of society during and after the pandemic. Moreover, when projects as per need-based assessment are implemented in the most innovative manner, the success rates of both the process and its impact increase. With this firm conviction, UNICEF Assam is happy that the making of this innovative document 'Beyond COVID: New Normal for Urban Population' in association with Dr. Anamika Ray Memorial Trust (ARMT) will set a new benchmark in the field of communication strategies for COVID-19. It will serve as a new handbook of COVID-19 communication, informing and educating urban communities about the 'New Normal' in post-COVID era. This online multimedia interactive document with its signature style of portraying simple science concepts through cartoons about the pandemic and how to confront it will surely engage and empower communities in urban populated areas.

I extend hearty congratulations to the team for developing such a beautiful work on health communication.

Dr. Madhulika Jonathan
Chief of Field Office
UNICEF, Assam

Preface

The COVID-19 pandemic has impacted every part of the globe and its reverberations will likely be felt for a long time. Normal life went topsy turvy across entire regions and countries, livelihoods were imperiled and economies shattered. In particular, many marginalized communities and groups have suffered immensely. The SARS-CoV-2 virus has extracted a terrible human toll for over a year since the fag end of 2019. With year 2020 spent in grimly battling its disruptions, the world community nevertheless has to look ahead, plan and implement public health strategies and fine tune tactics in the field to effectively combat pandemics in future. Humankind has faced and overcome such scourges before, and surely it will be no different with COVID-19.

As we begin to talk about healing and resuming normal lives and livelihoods, the expectation is to benefit from antidotes that nations are racing to

develop. While vaccination drives have gotten underway in several countries, the largest in India, we can look forward to medicines becoming available soon at the neighbourhood hospital and pharmacy. But the coronavirus is fast mutating and returning in waves. Our resolve is to win this war; however, we could be in for the long haul before we ultimately prevail. Till that happy time comes, we all need to follow precautions to save precious lives. This calls for making appropriate changes and adjustments in our behaviour, to adopt a set of good practices so as to cope with such crises. We may take a vaccine shot now and await a proven medicine within a year or two, but in the meantime, we need to wear mask, wash hands with soap or use sanitiser, keep safe distance from others, use disinfectants and follow other Covid precautions and hygienic practices. Bringing about behavioral changes among people living in both urban

and rural areas is the primary means to defeat COVID-19. It is important to be aware of good and bad behaviours, which will bring about benefits or consequences respectively when pandemics are holding sway. This understanding will surely help in staying safe and vastly improving the chances of survival. Dr. Anamika Ray Memorial Trust (ARMT) is happy to produce this document on 'New Normal for Urban Population' in collaboration with UNICEF. The Trust has been deeply involved with efforts to bring about awareness, espouse behavioural changes and promote health & wellness strategies to combat COVID-19 and deal with its aftermath. Thanks to UNICEF which has been undertaking various initiatives against this public health challenge across multiple fronts, ARMT has taken the opportunity to produce this document.

The Trust has utilized the better part of 2020 and early 2021 in the best possible ways with the production of various outcome-based activities. Prior to engagement with UNICEF, the Trust in association with National Council for Science & Technology Communication (NCSTC), DST, Government of India prepared an online multimedia resource guide on A-to-Z of COVID-19 titled 'COVID Katha - A Multimedia Guide for Mass Awareness' which eventually became a national document. It was formally released by Union Minister of Health and Family Welfare Dr. Harsha Vardhan on May 3, 2020. ARMT also released a book titled 'Break the Fake Toons' based on its own month-long campaign titled 'CheckTheFake on Covid-19' that focused on combating INFODEMIC, the pandemic of information disorder. The Trust didn't

stop there, it further came up with a document titled 'MOTIVATION' with the objective to create awareness among more than 3 crore students of higher education across the country about the mental toll due to confinement during the pandemic, as well as encouraging them to adopt and use various coping strategies.

The present work document carries behavioural changes needed to combat COVID-19 in urban populated areas. It is a multimedia interactive document aimed at developing new norms among people to stay safe and reap benefits, along with providing information for general awareness about COVID-19. It accounts for two behaviour sets - the bad behaviour of 'Covidiot' as compared to the good behaviour of 'Covideal'. Covidiot endangers himself as well as others and suffers the consequences. This is in contrast to the good behaviour of Covideal (pronounced 'Cov - ideal'), which is a model of intelligent response, watchfulness and civic responsibility during the pandemic. Covidiot has been visualized as unthinking, undisciplined, irresponsible, reckless, self-indulgent, contemptuous of others' safety and scornful of scientific temper. On the other hand, Covideal is visualized as curious about the pathogens and their transmission, the diseases they cause and the science behind it, ready to apply his/her mind to overcome the challenge, disciplined and ever willing to make necessary sacrifices. He/she follows relevant health advisories/guidelines/SOPs, adopts good practices, takes precautions and makes the needed behavioural adjustments. Above all, Covideal is

always ready to use his head to fight another day, while Covidiot gives in to his worst impulses every time to be his own worst enemy!

This work is based on an empirical research work carried out by Dr. Anamika Ray Memorial Trust. Before preparation of this document, the Trust undertook a formative research and developed about 50 entries for the Message Matrix on bad behaviour and its consequences as well as good behaviour and its benefits. Before finalizing the document, a pilot study was conducted with 20 randomly selected individuals belonging to different parts of Guwahati city. In the final consideration, 15 messages were selected to represent the most appropriate behaviours (as well as their opposites) in the urban population during COVID-19, depending on which cartoons were prepared to engage readers and drive home visually the need to make behavioural changes. This is a first of its kind document on the concept of 'Communication for Social and Behavioural Change (SBCC)' targeted at the urban population in the context of COVID-19. ARMT hopes it will become a handy document to enlighten the public about the ways to fruitfully experience the new normal in post-COVID era.

May 31, 2021

On behalf of Dr. Anamika Ray Memorial Trust, I extend my sincere gratitude to Dr Madhulika Jonathan, Chief of Field Office, UNICEF Assam for her kind support and for providing the thought-provoking Foreword. This work would not have been possible without the guidance and coordination by Mr. Suresh Parmar, C4D Specialist and Dr Gitali Kakati, State C4D Consultant, UNICEF Assam. In conceptualizing the themes, ARMT's Vice Chairperson Mr. Rajat Baran Mahanta, formerly Joint Secretary of Government of Assam, guided the team. I am grateful to the entire team of Mr Raman Bora, Dr. Anupa Lahkar Goswami and Mr Raja Das for their valuable inputs in development of concept, research and scripting, and Ms. Himashree Deka and Mr Pallab Bharali for their assistance in production. Dr. Sanjib Bora and Mr. Nituparna Rajbongshi made special efforts in making the entire document attractive by their design, cartoons and illustrations. I am thankful to the members of the Board of Trustees of Dr. Anamika Ray Memorial Trust, especially Chairperson Professor M.C. Sarma and Treasurer Mr. Bhaskar Jyoti Bhuyan for their encouragement.

Dr. Ankuran Dutta
Managing Trustee,
Dr. Anamika Ray Memorial Trust

Decoding the Matrix

Every good behaviour is rewarded with a benefit, every bad behaviour comes with a consequence which must be suffered. Our response to a pandemic like COVID-19 is not exempt from this iron rule. This is where this message matrix comes in, to be appreciated, understood and adopted. The goal is to stay safe, healthy and strong, both for the individual and the community.



Websites



Documents



Youtube links



Good Behaviour



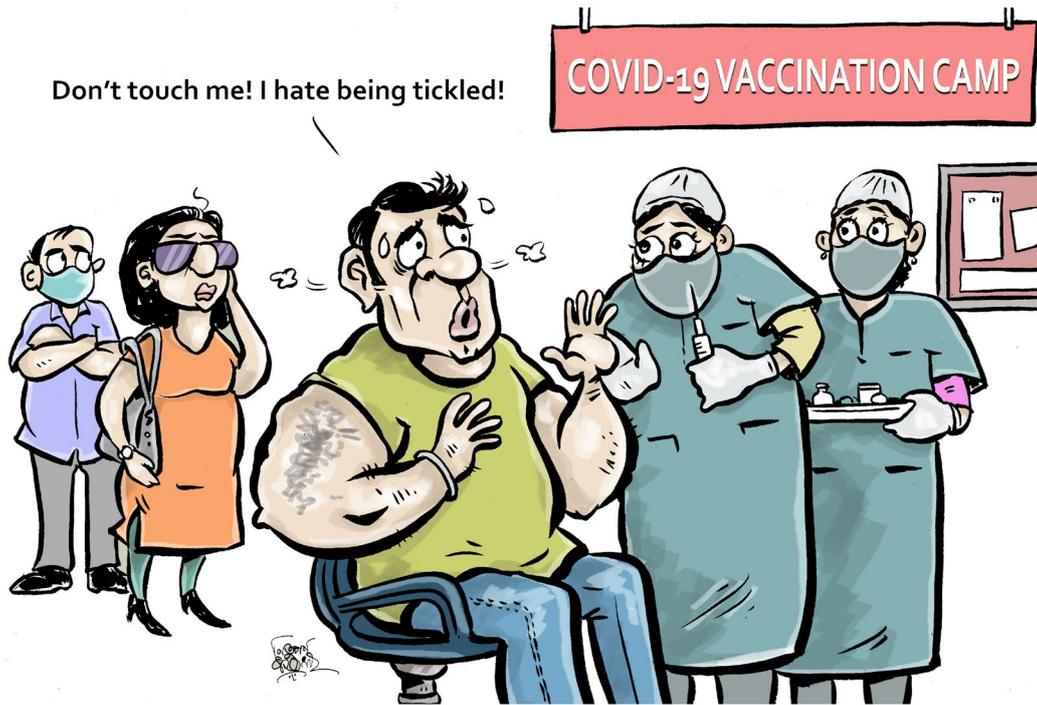
Bad Behaviour



Benefits



Consequences



TAKE THE JOB

Vaccine is strong shield against infection

COVID Gyan:

MASS VACCINATION can give a population herd immunity against the coronavirus, as done against past scourges like small pox and polio. Dead/inactive form of the virus, or a small and safe part like it's protein or nuclear material, is introduced into the human body to trick the immune system into producing antibodies. There are misconceptions that vaccine will cause Covid or infertility; it is unnecessary for recovered people; there will be no need to wear mask, sanitise hands or keep physical distance after taking the shot. Junk such myths, take the job, follow safety protocols as the virus could mutate and return.



Proactively takes
COVID vaccine

Immune system gets
boost to fight
coronavirus



Avoids vaccine, spreads
misinformation

Remains vulnerable
to infection



WHO Website



MoHFW Docs



ICMR Website



Gavi Video

*Aa dekhe zara,
Covid mein kitna hein dum!*



*Bach ke rehna re baba,
Covid ki nazar hein...*



MASK HAI ZAROORI

Masks save lives from coronavirus

COVID Gyan:

MASK protects healthy user from infected people, while those infected must wear it to prevent onward transmission of virus. Mask blocks infective respiratory droplets spread through air and should cover nose, mouth and chin properly. High grade medical masks should be worn by health workers and vulnerable people with conditions like diabetes, immunity disorder and lung/heart/kidney disease. With virus mutants becoming highly transmissible, non-medical masks including respirator types like N95/N99 and fiber masks can be supplemented with another mask having proper filter (double masking). Masks can be made hygienically at home, balancing qualities like fit, filtration, breathability and durability.



Wears mask to cover
nose & mouth

Easy, reliable & low cost
means to avoid infection



Does not wear mask

Could become infected
with coronavirus, and
spread it to others



WHO Website



MoHFW Docs



WHO Video



DEADLY DROPLETS

Block airborne infection the right way

COVID Gyan:

SARS-CoV-2 virus is mainly transmitted through respiratory droplets. It occurs when a person is in direct contact (within 1 m) with an infected individual coughing, sneezing, blowing nose or spitting. The nose, mouth and eyes get exposed to droplets of sizes 5-10 μm to less than 5 μm in diameter. While large droplets between 60-100 microns fall to the ground before crossing 2 m, these go farther on coughing and over 6 m on sneezing. Apart from precautions against infective droplets and contaminated surfaces, WHO recommends precautions against airborne transmission of minute viral particles in case aerosols are generated.



Coughs/sneezes/blows nose into flexed elbow/handkerchief/tissue paper, never spits in open places

Prevents virus from becoming airborne and spreading fast



Coughs/sneezes/blows nose/spits openly, sprays droplets

Endangers other people if he/she happens to be infected



WHO Docs



The Lancet
Research Paper



US National
Library of Medicine



DIVIDED WE STAND

Keep apart to snap transmission chain

COVID Gyan:

PHYSICAL DISTANCING is the practice of staying at least 6 feet away from others to avoid catching infectious diseases like COVID-19. It helps slow the spread of pathogen, though it is also necessary to wear mask, observe hand hygiene and disinfect surfaces. Common spaces should be used with separate timings, entry & exit; crowded places are best avoided. It is preferable to stay and work from home, going out only for essential tasks and shopping. Physical touch, handshakes & hugs should be shunned. If needed, go for self quarantine or isolation; keep social contact through communication devices.



Always careful in keeping physical distance

Avoiding physical contact is vital to ward off infection



Doesn't maintain physical distance from others

Virus spreads rapidly through physical contact



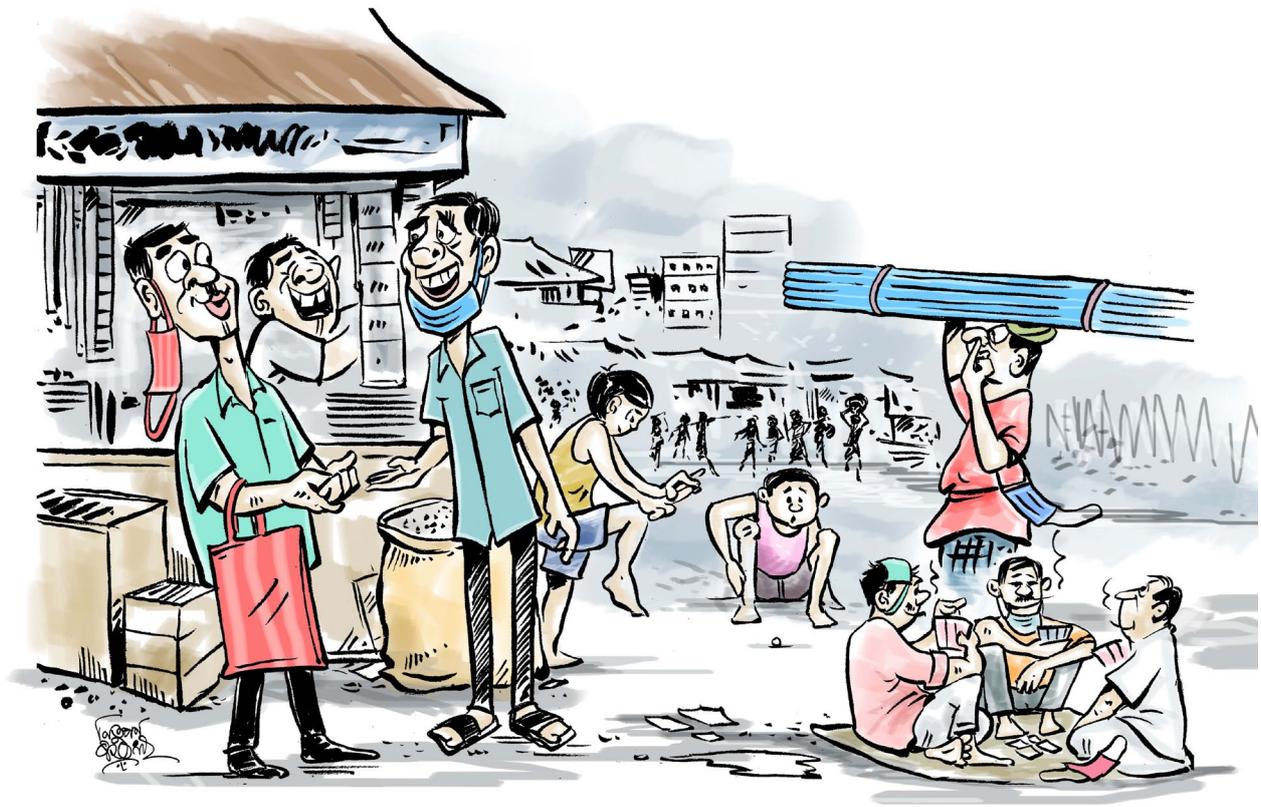
WHO Website



MoHFW Docs



my GOV Videos



TOUCH OF COVID

Wash-sanitize-disinfect to battle contagion

COVID Gyan:

HAND hygiene is effective against transmission of pathogens through contact (the other route being droplets by air). Touching infected people or contaminated surfaces leaves viruses/bacteria on hands, from where they spread to the person's mouth/nose/eyes by self-touch, or to other people or surfaces. Hands should be thoroughly washed with soap and dried or sanitized with alcohol-based hand rub/spray after touching objects/goods particularly when outside, caring for sick people, handling animals or waste, preparing food, using toilet, coughing or sneezing etc. Hand washing is a sensible behaviour, and providing facility for it at public spaces is important.



Washes/sanitizes hands carefully, avoids touching own face

Ensuring clean, disinfected hands is necessary to keep the virus away



Doesn't wash/sanitize hands, carelessly touches objects and own face

Gets infected and infects others by touching contaminated surfaces



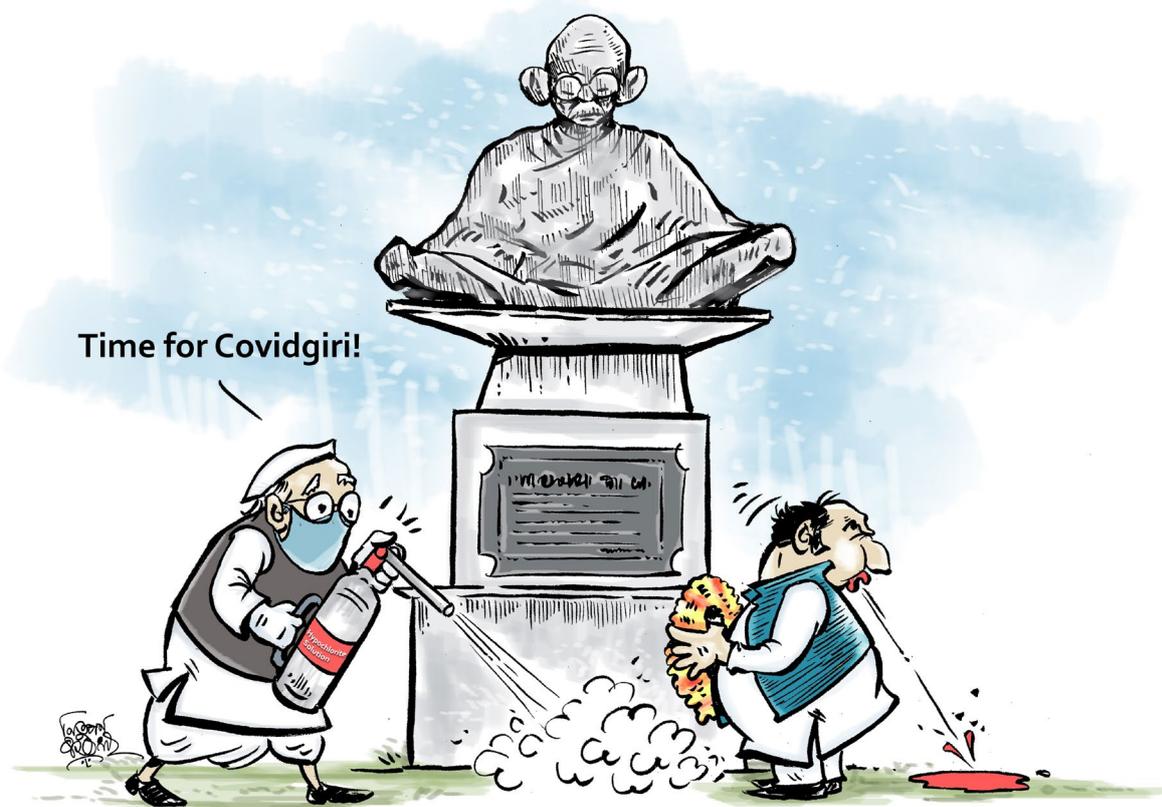
WHO Poster



NHP Gov



ICMR Docs



CLEAN UP, STAY SAFE

Unhygienic habits raise infection risk

COVID Gyan:

HYGIENE & SANITATION are indispensable to combat outbreaks of infectious diseases, whether any cure or vaccine is available or not. Both figure among UN's Sustainable Development Goals. While hygiene encompasses all practices necessary to keep oneself and surroundings clean to preserve good health, sanitation is more about proper disposal of sewage and solid waste. The COVID-19 pandemic has again shown that public health should be a major thrust area for governments, while underlining the need for fundamental behaviour change in households and individuals towards cleanliness, along with spending more on soaps, detergents, sanitizers, disinfectants and cleaning aids as essentials.



Disposes waste carefully, disinfects surfaces and personal things, washes with soap

Cleanliness & hygiene at home/workplace keep contamination risk low



Dirty living/working area, neglects to clean frequently-used surfaces, doesn't wash after reaching home

Virus spreads indoor through contaminated surfaces, soiled material, physical contact etc.



UNICEF Website



WHO Docs



MoHFW Docs



LUCK BY CHANCE?

No place for complacency or panic in facing pandemic

COVID Gyan:

POSITIVITY, rational attitude and scientific temper help to deal with the uncertainties brought on by pandemics, when lives and livelihoods are both at peril. Some people remain complacent, believing they will never fall prey to disease, refusing to take any precautions. At the other extreme are those who react in panic — avoiding medical tests & treatment, accepting fake remedies or conspiracy theories on social media, pandering to pseudo-science, going for risky self-medication, needlessly hoarding medical supplies and foodstuff. People with such attitudes invite danger not just to themselves, but to their family and all who come into their contact.



Takes pandemic threat seriously but calmly, seeks medical test & counsel pro-actively

Preparing & testing early ensures not being sorry afterwards



Downplays pandemic threat; panics and avoids medical test & counseling, goes for self-medication

Risk of infection is heightened, life-saving treatment may come too late



WHO Website



ICMR Docs



MoHFW Video

There is no Covid!
It's all government
lies & conspiracy!

Yes there is Covid!
Phone networks
are spreading it!



KNOW YOUR ENEMY

Informed response needed to tackle Covid-19

COVID Gyan:

INTELLIGENT response to pandemics requires accurate & reliable information. The nature of the disease and its symptoms, the pathogen and its transmission mode, places of outbreak to avoid, guidelines for health check-up/movement/work/essential tasks, do's & don'ts etc should be followed. But when information is abundant over internet and social media, which information to choose? Portals of WHO and government agencies should be accessed. WHO has warned of 'infodemic' — the surfeit of (mostly fake) information about COVID-19. Techniques like SIFT — Stopping to check, Investigating the source, Finding trusted coverage & Tracing to the original — can help to evaluate information critically.



Remains up-to-date with
reliable pandemic
information/advisories/
guidelines

Can respond intelligently to
virus threat and remain safe



Doesn't follow pandemic
advisories/guidelines, spreads
misinformation/fake remedies

Pandemic misinformation/
ignorance about safety practices
can be fatal



WHO Website



WHO Website



ARMT Website



Science Direct
Website

Paas Aao, Paas Aao Na...



DANGER IN NUMBERS

Gatherings play outsized role in spreading virus

COVID Gyan:

MASS gatherings are events bringing together large numbers of people, thereby putting under strain the planning & response resources of the health system. These can turn into 'super spreader' events of contagious pathogens. Outbreaks have resulted from gatherings in bars/restaurants, marriage parties, religious congregations, stadiums, cultural processions and political rallies. The 3Cs — crowded, closed and close contact spaces — should be avoided. It is better to meet in open spaces. Crowd management through proper layout covering entrances/exits/seating/movement, frequent disinfection of venue, good ventilation, limiting event duration, thermal screening, ensuring mask wearing and physical distancing are all necessary.



Avoids gatherings, takes necessary precautions if unavoidable

Avoiding crowds and keeping physical distance help to check infection



Holds/attends gatherings without precautions, and even when unwell

Crowded gatherings can become super-spreader events of virus



WHO Website



WHO Website



Website



The Lancet
Research Article



WAIT, WATCH, WIN

Movement restriction is key to stamp out pandemic

COVID Gyan:

MOBILITY restriction is an effective public health tool in breaking transmission chain of contagious pathogens. Those infected are isolated and treated, those exposed and considered to be at risk of infection are marked and placed under quarantine or they go into self-quarantine/isolation, a locality where outbreak occurs is made containment zone and nobody is allowed in or out, an entire population can be kept indoors by imposing lockdown. In India, rules & regulations framed under laws relating to epidemic control, disaster management etc have been enforced, contact tracing via phone apps employed, and violators jailed or fined to restrict movement.



Strictly follows quarantine/
containment zone restrictions

Obeying movement restrictions
makes it possible to control
pandemic



Flouts quarantine/
containment zone restrictions

Violating movement
restrictions causes the virus to
spread rapidly



MoHFW Docs



my GOV Video



my GOV Video



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HONESTY PAYBACK

Providing correct details make contact tracing effective

COVID Gyan:

CONTACT tracing involves the identification, listing and managing of people coming in contact with an infected person. It is useful in initial, sporadic and cluster transmission cases. The infected person is asked to provide travel history and contact details — activities, places visited and persons met since onset of symptoms. The contacts are then informed about their status, preventive actions needed and what to do if feeling unwell. Monitoring & follow-up can stretch for 14 days or more, requiring honest cooperation from individuals as well as community engagement. IT tools make the process easier, while data privacy is a legitimate concern.



Cooperates with health authority/agencies, keeps recommended apps

Mapping the spread of pandemic accurately is crucial in controlling it



Hides or lies about travel & contact details

Tracing patterns of virus transmission and identifying people at risk become difficult



Research Paper



WHO Website



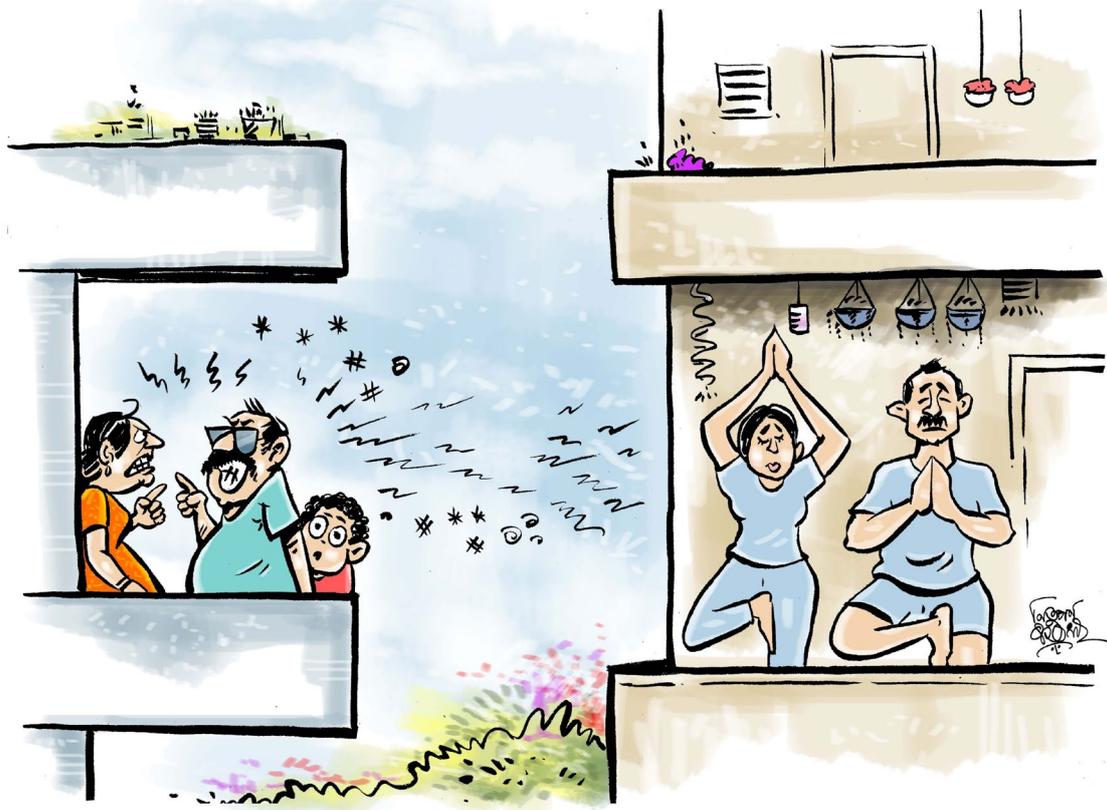
WHO Website



WHO Video



mnHealth Video



GOOD HEALTH MANTRA

Forced indoor stay takes toll on mind & body

COVID Gyan:

HEALTH, physical and mental, can be adversely impacted by pandemic restrictions. To offset sedentary habits, WHO recommends 150 min of moderate intensity or 75 min of vigorous intensity physical exercise per week, or a combination of both; these can be performed at home, requiring no special equipment; standing up and walking are beneficial; fitness can be pursued online. If getting fresh food is difficult, diet has to be smart and provide immunity — small portions, balanced, low in salt/sugar/fat, adequate water. Maintaining regular routine, creative pursuits, social contacts, support networks, de-stressing techniques, meditation can all help to stay mentally strong.



Eats well, exercises regularly, avoids abusive behaviour, discusses problems frankly, shows understanding

Healthy mind in healthy body are together indispensable to fight pandemic



Neglects proper diet & exercise when forced indoors, turns aggressive

Health goes down, domestic violence rises during lockdown



WHO Website



WHO Website



MoHFW Video



MoHFW Website

Char botal vodka,
Kaam mera roj ka,
Na Covid mujhe roka,
Par mai ne usko thoka...



SHUN SPURIOUS HIGHS

Isolation & addiction form evil cocktail

COVID Gyan:

BOREDOM, frustration, anxiety, depression and other negative mental states can harm people during pandemics. Domestic violence and child abuse incidences spiked sharply as vast swathes of the world stayed cooped up indoors due to COVID-19. Substance abuse rose with reports of widespread alcoholism, cannabis & drug use, vaping etc; addicts indulged themselves alone or in virtual parties online, some consumed dangerous combinations of prescription drugs. Reduced accessibility to psychiatric counseling, detoxification centers and treatment caused additional suffering to people with substance use disorders (SUD), while leaving them vulnerable to infection due to improper object use and lowered immunity.



Shuns addiction, finds constructive things to do, stays positive, forms support groups

Avoids physical & mental disorders, risky behaviour and bad decisions; stays fit & healthy; unlocks creative potential



Gets introverted due to isolation & boredom, indulges in substance abuse

Substance abuse damages body's immunity and mind's ability to cope



NIDA
Research Paper



Research
Website



Video



NO TO BLAME GAME

Stigmatization is bad for solidarity

COVID Gyan:

SOCIAL cohesion ensures that a pandemic, however destructive, will be overcome. Doctors, health workers, bankers, cleaners, essential service providers are being hailed as frontline warriors against COVID-19; their families too need support for sacrifices made. Stigmatizing the sick damages society's morale. Patronising terms like 'COVID patients/families' should be avoided. Those who recover ought to be extolled for beating the virus — telling their stories can help bring about understanding of the disease itself, while motivating others to stay positive, change risky behaviour and adopt safe practices. Providing essentials or money and performing tasks for those affected help build social goodwill.



Never harbours irrational, discriminating mindset

Considerate attitude helps society stand united against pandemic



Stigmatizes Covid-19 survivors/warriors

Denial of human dignity corrodes social cohesion



MoHFW Video



MoHFW Video

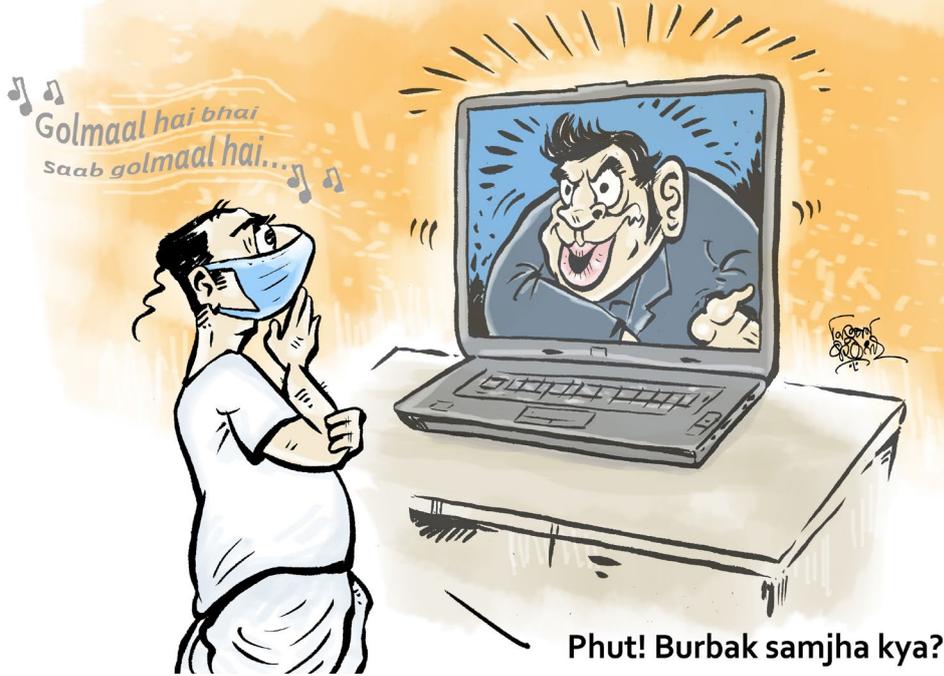


MoHFW Docs



WHO Docs

**Congratulations,
you have won our CORONAPATI lottery!
Now share your bank details, password...**



STAY SHARP ONLINE

Ignoring internet security invites ruin

COVID Gyan:

CYBER crime can be a big menace during pandemics — as seen when the world moved largely online for work, services, education, information and entertainment during COVID-19 lockdowns. Most users, ignorant of internet safety protocols & etiquette, lay themselves open to online threats like cyber bullying, predation, inappropriate content, sexting/sextortion, malware/ransomware/spyware, bank frauds, phishing attacks, financial scams, data theft, fake news & ads, rumor mongering etc. To remain safe from cyber criminals and hackers and display proper conduct online, it is important to learn early about digital safety practices, safeguarding data privacy, recognizing and reporting online threats promptly.



Takes all precautions and displays proper conduct online

Post-pandemic new normal of online study & work set up, higher awareness of cyber crime



Does not observe internet safety protocols & etiquette when online

Falls victim to cyber crooks taking advantage of rising online activity during pandemic



UNICEF Website



Website

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