

Information, Education & Communication

17.1 INTRODUCTION

The Information, Education & Communication (IEC) strategy aims to create awareness and disseminate information about the health seeking behaviour, and about the benefits available under various schemes / programmes of the Ministry. The main objective of IEC is to generate demand for health services and to promote health seeking behaviour. The IEC strategy has catered to the different needs of the rural and urban masses through different modes of communication.

17.2 STRATEGIC IEC / COMMUNICATION PLAN

The Ministry has designed a strategic framework for targeted IEC activities using 360-degree communication approach. All possible means of media including mass media, mid-media and

inter-personal activities are used to disseminate information about various health schemes. The year-long IEC/Communication Plan has month-wise focus on health days and health themes. While some activities were taken up to coincide with 'Health Days', others were week and month-long plans for focussed multi-media campaigns on schemes of the Ministry. These centre around topics such as Ayushman Bharat, Immunization, TB management, Anaemia Mukh Bharat, Integrated Diarrhoea Control Fortnight (IDCF), Breastfeeding Week, Tobacco Control, etc. Seasonal ailments such as Dengue, H1N1 etc., are dealt with through targeted campaigns.

All the IEC activities have had a print media component as well as comprehensive AV spots through TV and Radio Plans. Social Media and Outdoor Media activities substantially supplement



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Partners Forum 2018, New Delhi



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the IEC efforts. The Media Plan was monitored at the highest level to ensure due implementation, mid-course correction, and possible change in the focus to suit the needs. The Ministry created wide awareness regarding the Ayushman Bharat programme, especially Health & Wellness Centres and new AIIMS sanctioned & made operational as part of PMSSY and the hosting of a global health event – the Partners’ Forum 2018 - through print, outdoor and social media. This was complemented through media outreach, Op-Eds by Hon. Health Ministers, Q&A in select newspapers of Hon’ble Ministers and Secretary (HFW) and featured articles.

17.3 PARTNERSHIP WITH DIRECTORATE OF FIELD PUBLICITY (DFP)

In a unique initiative, the Ministry partnered with the Directorate of Field Publicity (DFP), a media unit under the Ministry of Information & Broadcasting, to create enhanced awareness about the Ayushman Bharat programme and other select schemes of the Government through the mid-media and inter-personal activities in various districts across the country. This inter alia spread information on the preventive and promotive healthcare to fight non-communicable diseases viz. diabetes, hypertension and cancer etc. by accessing the screening services at the Ayushman Bharat- Health & Wellness Centres (AB-HWCs). Along with State Governments, partner agencies have contributed to making it a big success by creating enhanced awareness and inculcating a health seeking behavior in the masses in the high priority districts.

17.4 PRINT

The IEC Division has been regularly publishing advertisements in all the leading newspapers of India, including regional languages. The aim of such advertisements is not only to encourage people to adopt healthy behaviour but also to raise awareness and disseminate information regarding availability and access to quality healthcare provided by the Government. Significant health

messages are delivered across the country through print media on International Days like World Population Day, World Health Day, No Tobacco Day, etc.

The Division also published advertisements to mark the launch of Pulse Polio campaign, Anaemia Mukt Bharat, Ayushman Bharat, PMSMA (Pradhan Mantri Surakshit Matritva Abhiyan), Pradhan Mantri Dialysis Programme, AMRIT stores, foundation stone laying of new AIIMS, ‘*namumkin to mumkin*’ series about Govt. achievements, etc.

Apart from the newspaper advertisements, the IEC Division has published pamphlets / booklets to disseminate information and create awareness on crucial health issues. An e-book on various health schemes was also developed and uploaded on the Ministry’s website.

17.5 TELEVISION

The IEC Division has been using this medium extensively to spread positive health messages amongst its target audience. The MoHFW signed an MOU of Rs. 50 crores for 300% bonus airtime with Doordarshan (Prasar Bharati) for telecast of the spots / advertisements on policies, programs and schemes of this Ministry. The signed MOU were utilized at the National Network and 300% bonus airtime was utilized through all Regional DD Kendras in the States. The objective was to highlight policies, programs and schemes of the Health Ministry at the grassroots level. MoHFW is the only Ministry to have such an agreement with Prasar Bharti which has helped to harness the wide network of Doordarshan for its health messaging.

DD has also telecast spots on Reproductive Child Health (RCH) and Non-RCH on different occasions on national network as well as through regional channels. TV and radio spots were aired for Ayushman Bharat, Mission Indradhanush, Intensified MI, Family Planning, Intensified Diarrhoea Control Fortnight, National Nutrition Week and Exclusive Breast Feeding in addition to TB, Tobacco, vector borne diseases etc.

The Ministry has also taken services of Doordarshan Kendra, Prasar Bharti for live telecasts of various important programmes at national level to update the information regarding policies, programmes and schemes to the audience. The Ministry has also coordinated the production and telecast of one hour programme “Healthy India” through Lok Sabha Channel from 5.00 to 6.00 pm once a week.

The spots on critical issues of managing NCDs, Maternal Health, Child Health, Family Planning, Adolescent Health and Immunization and other Health issues were also telecast / broadcast through Satellite Channels, Digital Cinemas as well as FM Channels and Community Radio at the grass root level through DAVP from time to time.

Panel discussions and phone-in programmes have been telecast on Prasar Bharati and Lok Sabha TV for connecting live with audience on various health issues, such as Ayushman Bharat, immunization, child and maternal health, TB, vector borne diseases etc. Senior officers of the Ministry along with doctors’ / health experts from Government hospitals have participated in these programmes.

17.6 RADIO

The Ministry had approved an amount of Rs. 50 crores for broadcast of the spots on all health issues of the Ministry. The programs were broadcast through Primary channels / Local Radio Stations, Vividh Bharati, Regional News, News Bulletin on FM Gold, Mann ki Baat and on national network in the national news broadcast from Delhi in the morning and evening hours.

Catchy radio jingles were played on private radio stations and FM channels of AIR to create awareness regarding TB, AB-HWCs, Measles-Rubella immunization, Dengue & Chikangunya, etc. Information was provided inter alia regarding symptoms, ways to protect oneself and the need for timely medical intervention, in case of various diseases.

In addition to regular broadcasting activities on

Radio, the IEC division carried out three workshops for engaging Radio Jockeys (RJs) towards promoting healthy behaviors and the schemes and programmes of MoHFW. The first workshop was held in Delhi on 3rd July, 2018 and chaired by Secretary (HFW) and all Joint Secretaries; the second workshop was held on 23rd August, 2018 at Bhubaneswar (Odisha) for the RJs of South & East India. These workshops included interaction of the programme officers with the RJs to develop on-the-spot radio products which would then be used by the RJs on their respective channels. The third workshop was a precursor to the Partners’ Forum, and engaged the RJs for spreading awareness through their own platforms on the topics to be discussed at the global event. This helped in creating wide awareness about the meet and also about the global issues in the RMNCH space.

17.7 OUTDOOR PUBLICITY

As part of the 360-degree approach towards communication, outdoor publicity has been used to create awareness on various health issues and schemes of the Ministry. Campaigns have been taken up for AB-HWCs, immunization, PMSMA, Pradhan Mantri Dialysis Programme, etc.

17.8 DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY (DAVP)

DAVP has supported MoHFW by making media plans for its various campaigns, including print, outdoor, TV and radio.

17.9 SOCIAL MEDIA

Social Media is being used by the Ministry for coverage of events as well as for dissemination of health messages. MoHFW uses all three popular social media platforms: Facebook, Twitter and YouTube. Videos related to health are being uploaded regularly on YouTube with their links tweeted through its twitter handle as well as shared on Facebook for even wider reach. The YouTube channel of the Ministry has a wide array of more than 160 videos including short films,

video updates and speeches of the Hon'ble Prime Minister and Hon'ble Health Minister. It has more than 37 lakh views. The YouTube platform is also used for live relay of events, viz. the inauguration of the Partners' Forum 2018 by Hon'ble Prime Minister.

The Facebook page started in July, 2018 has garnered more than 1.19 lakhs followers with the posts reaching lakhs of engagements and views. There were more than 10.31 lakh followers on the Twitter handle of the Ministry till March, 2019. This year informative campaigns were taken up for the Ayushman Bharat, Routine Immunization, TB, Nutrition, organ and blood donation, inculcating behavior change towards health seeking activities such as hand-washing, getting screened for NCDs at AB-HWCs, healthy eating, nutrition and food fortification etc. Information has also been shared on the achievements of the Ministry such as Ayushman Bharat, new AIIMS, Cabinet decisions, Mission Indradhanush, monetary support for nutrition under TB program and new vaccines along with creating public awareness for vector borne diseases such as malaria, dengue, chikungunya, zika etc.

Besides these platforms, IEC division carried out several activities on MyGov platforms. Multiple crowd sourcing activities were conducted in the period of 2018-19. The major activities were: crowd-sourcing of name and logo for the Ayushman Bharat programme, crowd-sourcing the name of the Ayushman Bharat Health & Wellness Centers, healthy selfie competition to fight NCDs, sharing of personal stories towards better mental health, global youth song writing competition, poll on services available at the AB-HWCs etc.

17.10 PARTICIPATION IN EVENTS

MoHFW successfully participated in the 9th Vibrant Gujarat Global Trade Show 2019 held from 18th to 22nd January, 2019. The theme of the pavilion was 'Ayushman Bharat' (AB). The two components of AB i.e. the Health & Wellness Centres (HWC) and Prime Minister Jan Aarogya Yojana (PMJAY) were displayed in the pavilion in association with NHSRC and NHA. Apart from thousands of general public footfall, the pavilion was visited and appreciated by many dignitaries including Shri A.K. Choubey, Hon'ble MoS (HFW) and Ms. Preeti Sudan, Secretary (HFW).

