

# INFORMATION, EDUCATION & COMMUNICATION (IEC)

## 17.1 INTRODUCTION

The Information, Education & Communication (IEC) strategy aims to create awareness and disseminate information regarding the benefits available under various schemes/programmes of the Ministry and to guide the citizens on how to access them. The objective is also to encourage build-up of health seeking behaviour among the masses in keeping with the focus on promotive and preventive health. The IEC strategy has catered to the different needs of the rural and urban masses through the various tools used for communication.

## 17.2 STRATEGIC IEC/ COMMUNICATION PLAN

The Ministry designed a strategic framework for targeted IEC activities encompassing mass media, along with mid-media and inter-personal activities so as to disseminate information about the various health schemes in the masses. The year-long IEC/Communication Plan had 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 centered around topics such as Integrated Diarrhoea Control Fortnight (IDCF), Breastfeeding Week, Tobacco Control etc. Seasonal ailments such as Dengue, H1N1 etc., needed campaigns for a longer time.

All the IEC activities had a print media component

coupled with TV and Radio Plans. Social Media and Outdoor Media activities substantially strengthened these.

The Media Plan was monitored at the highest level to ensure due implementation and mid-course correction, and possible change in the focus to suit the need.

In a unique initiative, the Ministry partnered with the Directorate of Field Publicity (DFP), under the Ministry of Information & Broadcasting to create enhanced awareness about the various RMNCH+A initiatives and schemes of the Government through the mid-media and inter-personal activities in 184 High Priority Districts (HPDs). These include spreading information on the preventive and promotive healthcare for the adolescents, newly married couples, expectant mothers, feeding mothers, newborns and children. Along with State governments, partner agencies have contributed to making it a big success in creating enhanced awareness and inculcating a health seeking behaviour in the masses in these high priority districts.

## 17.3 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 positive 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. This year, regular advertisements were published in the newspapers for spreading awareness on preventing Dengue, Malaria, Swine Flu. These were effective in dispelling myths and fears and quenching baseless rumours. Similar advertisements were also released to create awareness about Sex Selection(PC PNDT Act.).

Special print media campaigns were taken to mark the launch of Mission Indradhanush, Pulse Polio campaign, World Breast Feeding Week, Young Child Feeding Week, Call to Action Summit, National Nutrition Week, World Mental Health Day, Launch of IPV Vaccine, Safe Motherhood Day, World Hepatitis Day, India International Trade Fair (IITF), launch of Intensified Diarrhoea Control Fortnight (IDCF), to name a few.

The Department of Health and Family Welfare brought out a unique wall calendar for 2016 on the theme of “*Sajag Ham to Swasth Ham*”. The calendar covered several issues highlighting mother and newborn care. It was distributed to different departments of central government, state government, NGOs, donor partners etc.

#### **17.4 TELEVISION**

The IEC Division of this Ministry has been using this medium extensively to spread positive health messages to the target audience. The Ministry has signed a Memorandum of Understanding (MoU) with Doordarshan (Prasar Bharati) for 300% bonus airtime on commitment of Rs.50.00 crore. The objective of this MoU is to promote/highlight policies, programmes and schemes of this Ministry to the last pillar of this country through Regional Kendras.

Doordarshan has also aired spots on Reproductive Child Health (RCH) and Non-Reproductive Child Health as well as Communicable Disease/ Non-Communicable Diseases. The precautionary measures were highlighted through Doordarshan, All India Radio, Pvt. Satellite Channels as well as FM Channels to prevent the spread of H1N1, Dengue and Malaria. TV & Radio spots were also aired during the launch of Adolescent Health, Intensified Diarrhoea Control Fortnight (IDCF), National Nutrition, Breast Feeding, Hepatitis-B, Inactivated Polio Vaccine etc.

The Ministry has also coordinated the production and telecast of one hour programme (Health India) through Lok Sabha TV between 5.00 PM to 6.00 PM on every Saturday. The audience had an opportunity to interact with specialist doctors during the phone-in programme.

TV spots on critical issues covering Maternal Health, Child Health, Family Planning, Adolescent Health and Immunization were also telecast/ broadcast through satellite channels, Digital Cinemas as well as FM Channels through DAVP from time to time.

#### **17.5 ALL INDIA RADIO**

A contract has been signed with All India Radio (Prasar Bharati) for slots to highlight policies, programme and schemes of this Ministry through popular programmes viz. film music, rural programme, women’s programme, before and after Regional News in the 18 High Focus States.

Radio spots on critical health issues are also being broadcast before and mid-break of morning National News as well as before and mid-break of evening National News through All India Radio, New Delhi. The Ministry is also in the process of signing an MoU with All India Radio (Prasar Bharati) with maximum airtime bonus for airing its radio spots. The MoU will be on the same lines as has been signed with Doordarshan (Prasar Bharati).

Senior Officers of the Ministry participated in the phone-in programme of the All India Radio to interact with radio listeners on issues such as Mission Indradhanush, JSSK/JSY, communicable diseases etc.

Additionally, the Community Radio Platforms have also been used by the Ministry for re-broadcasting of programmes that were earlier aired by All India Radio.

Catchy radio jingles were played on private radio stations and FM Channels of All India Radio to create awareness regarding H1N1 (Swine Flu) in February, 2015. This provided information on its symptoms, ways to protect oneself and encouraged timely medical intervention.

### 17.6 SOCIAL MEDIA

Social Media is being used by the Ministry for covering events as well as for dissemination of health messages to the people. Currently, Ministry of Health and Family Welfare uses two most popular social media services: YouTube and Twitter. The YouTube channel of the Ministry houses a wide array of videos including short films, video updates and speeches promoting positive behaviour and adopting healthy life style. The videos are uploaded at regular intervals with their links tweeted through its twitter handle.

There are more than 1.78 lakhs followers on the Twitter handle of the Ministry. It not only

disseminates health messages but also gives updates and information on various events & initiatives of the Ministry. The platform has also been effectively used for various campaigns including PC&PNDT, Child Health, Mission Indradhanush, H1N1, etc.

### 17.7 HEALTH PAVILION AT IITF 2015

The Ministry participated in the 35<sup>th</sup> India International Trade Fair (IITF) at Pragati Maidan during 14-27 November, 2015. The theme of this year's exhibition of the Ministry was "*Prevention is better than cure*". This covered all the preventive measures being taken at the personal, community and government level. The focus of the pavilion was on preventive healthcare across the various spectrums of healthcare including Child and Maternal Health, Family Planning and Adolescent Health, Communicable and Non-Communicable diseases.

During the trade fair, visitors were offered free health check-ups, counseling for population stabilization, HIV/AIDS, Family Planning methods, Yoga demonstration for life style diseases, etc. Performances by the Song and Drama Division of the Ministry of Information and Broadcasting, health quizzes and interactive lectures by health experts were other major attractions of the pavilion. Seven "*Swasth Chetna*" stalls were established across Pragati Maidan for easy access, resulting in more than 69,000 people getting registered for health check-ups.

