

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 behavior 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 various tools used for communication.

17.2 STRATEGIC IEC / COMMUNICATION PLAN

The Ministry has 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 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 focused multi-media campaigns on schemes of the Ministry. These center around topics such as Integrated Diarrhoea Control Fortnight (IDCF), Breastfeeding Week, Tobacco Control etc., seasonal ailments such as Dengue, H1N1 etc., have needed campaigns for a longer time.

All the IEC activities have had a print media component coupled with TV and Radio Plans. Social Media and Outdoor Media activities substantially strengthen these.

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

The Ministry created wide awareness regarding the National Health Policy, 2017 and the different

regulations such as the National Mental Healthcare Act, 2017 through print, outdoor and social media. This was complemented through media outreach, Op-eds by Hon'ble Health Minister and feature 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 wing 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 various districts around the country. This includes spreading information on the preventive and promotive healthcare for the adolescents, newly married couples, expectant mothers, feeding mothers, newborns and children, NCDs, TB etc. Along with State Governments, partner agencies have contributed to make it a big success in creating enhanced awareness and inculcating a health seeking behaviour in the masses in these 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 positive behavior 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, MAA Campaign on breastfeeding, PMSMA (Pradhan Mantri Surakshit Matritva Abhiyan), Pradhan Mantri Dialysis

Programme, National Health Policy, 2017, Mental Healthcare Act, 2017, AMRIT stores, foundation stone laying of new AIIMS etc. to name a few.

Apart from newspaper advertisements, the IEC Division has published pamphlets/booklets that highlighted the Ministry's consistent efforts in disseminating information and raising awareness on crucial health issues. These documents have been distributed to various stakeholders in advocacy meetings, workshops and on other platforms. A booklet highlighting various schemes of the MoHFW has been published which has been effective in informing the readers.

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, programmes 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, programmes and schemes of the Health Ministry at the grassroots level. 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 Mission Indradhanush, Intensified Mission Indradhanush, Family Planning, Intensified Diarrhoea Control Fortnight, National Nutrition Week and National Breast Feeding in addition to TB, Tobacco, Vector Borne Diseases, etc.

The Ministry has also taken services of Doordarshan Kendra, Prasar Bharti for live telecast 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 pm to 6.00 pm once a week.

The spots on critical issues on 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 immunization, child and maternal health, family planning, vector borne diseases etc. Senior officers of the Ministry along with doctors from Government hospitals have participated in these programmes.

17.6 RADIO

The Ministry has approved an amount of around Rs. 25 crores for broadcast of the spots on all health issues of this Ministry. The programme were broadcast through Primary channel/Local Radio Stations, Vividh Bharati, Regional News, News Bulletin on FM Gold, Mann ki Baat and at National Network in the National news broadcast from Delhi in morning and evening.

Catchy radio jingles were played on private radio stations and FM channels of AIR to create awareness regarding Dengue & Chikunguniya. This provided information on its symptoms, ways to protect oneself and encouraged timely medical intervention.

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 immunization, PMSMA, Pradhan Mantri Dialysis Programme and National Health Policy, 2017.

17.8 DEPARTMENT OF AUDIO VISUAL AND PUBLICITY (DAVP)

The Ministry of Health & Family Welfare has also utilized the services of DAVP through channels empaneled with DAVP within guidelines approved by M/o Information and Broadcasting. The MoHFW has taken services of all National and Regional Satellite Channels, all FM radio, Community Radio as well as

Digital Schemes for highlighting the issues related with RCH/non-RCH.

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 two popular social media platforms: YouTube and Twitter. Videos related to health are being uploaded regularly on YouTube with their links tweeted through its twitter handle. The YouTube channel of the Ministry has a wide array of more than 140 videos including short films, video updates and speeches of the Hon'ble Prime Minister and Hon'ble Health Minister. It has more than 32 lakh views.

There are more than 8.98 lakhs followers on the Twitter handle of the Ministry. This year informative campaigns have been taken up for the National Health Policy, 2017, Mental Healthcare Act, 2017, organ and blood donation, inculcating behavior change towards health seeking activities such as handwashing, healthy eating, nutrition and food fortification etc. Information has also been shared on the achievements of the Ministry under flagship schemes of National Health Mission such as Mission Indradhanush, Intensified Mission Indradhanush, Immunisation and new vaccines along with creating public awareness for vector borne diseases such as malaria, dengue, chikungunya etc.

17.10 HEALTH PAVILION AT IITF 2017

The Ministry of Health & Family Welfare participated in the 37th India International Trade Fair (IITF) at Pragati Maidan from 14th -27th November, 2017 and this year MoHFW won the Bronze Medal at the India

International Trade Fair 2017 for its creative and informative display. The award was presented by Shri C. R. Chaudhary, Minister of State (Commerce and Industry) at a function organized to award the winners. Smt. Vandana Gurnani, Joint Secretary (RCH, IEC) at the Health Ministry received the award on behalf of the Ministry. Shri L. C. Goyal, CMD, ITPO and senior officers of the Ministry were also present at the function. The Health Ministry pavilion highlighted programmes and initiatives of the Health Ministry such as Mission Indradhanush for expanding full immunization coverage, introduction of new vaccines, Pradhan Mantri Matritva Suraksha Abhiyan (PMMSA), Mother's Absolute Affection (MAA) for encouraging breastfeeding, Pradhan Mantri Swasthya Suraksha Yojana (PMSSY) for strengthening the tertiary healthcare sector. Jansankhya Sthirta Kosh (JSK) also participated in the exhibition through a unique selfie corner which encouraged couples to adopt small family norms. It created awareness about various schemes for population stabilization through nukkad natak and street plays at Pragati Maidan. The Ministry of AYUSH also participated to inform and educate people about the traditional systems of medicine. Live yoga demonstration by students of the Morarji Desai National Institute of Yoga and Naturapathy was also conducted every day to popularize yoga among the visitors. Free health check-up was provided at the pavilion by CGHS doctors.

Three Swasthya Chetna camps were also organized by the Health Ministry for providing free of cost health check-up, counseling and referral. AYUSH doctors provided counseling along with doctors from the Central Government hospitals at these camps. More than 62,000 people have visited these health camps during this fortnight.

