

Information, Education & Communication

7.1 INTRODUCTION

Information, Education & Communication is now rightfully recognized as an integral part of policy making procedure. Over the years, the thrust of the Department has been to place the IEC as an intervention tool to generate demand for the range of services under National Rural Health Mission and various other schemes implemented by this Department. The communication strategy aims to facilitate awareness, disseminate information regarding availability and access to quality health care within our Government run public health system. The key objective of the IEC strategy is to encourage a health seeking behaviour that is achievable in the context in which people live. The strategy views recipients of health services as not merely users of services but key participants in generating demand for services.

During the year under report, the communication strategy has focussed on sustaining behaviour changes on key health issues through multimedia tools. The strategy framework thus incorporates a variety of activities involving communities and the various media channels. A judicious mix of the following media channels were used for information, education and communication during the year: Interpersonal communication, Community mobilisation, Mass media, Folk and traditional media, Outdoor media, advocacy, events and exhibitions as also Print media.

Among prominent new initiatives taken this year was the launch of health magazine programme called “Swasth Bharat” on the occasion of World Health Day on 7th April 2012. The “Swasth Bharat” programme is being telecast and broadcast through 30 Regional Kendras of Doordarshan and 29 Stations of All India Radio covering 27 States. The half an hour programme is telecast for five days a week in Regional languages at primetime. The objective of the programme is to empower citizens



with information on health related issues. The Ministry of Health and Family Welfare is the first Ministry in Government of India to have signed a Memorandum of Understanding with Prasar Bharti to start such an outreach programme to be able to reach out to wider spectrum of population through Mass media. During April 2012 – January 2013, about 5160 programmes were telecast by Regional Kendras of Doordarshan in which about 6300 specialists, super specialists and health experts participated in the discussions. During this period, about 5590 programmes were broadcast through Regional Stations of All India Radio in which about 5645 health experts participated.

To supplement Swasth Bharat Programme on DD a series of 20 folders in various national health programmes/schemes are being published in Urdu, Hindi and English. Among them, folders on Janani Shishu Swasthya Karyakram, Child Health: Immunization, Programme for the Elderly, Blindness Control programme, Programme on Mental Health, Financial Assistance to Poor Patients, National Programme on Malaria Control, Kala azar and Japanese Encephalitis have already been published by February 2013.

The Department brought a unique Wall Calendar for 2013 on eminent Health Institutions of the country. It was a tribute to these institutions in a way as some of these institutions have for over 150 years contributed to the country's health and their contribution is immeasurable. Among the institutions covered in this Calendar are Lady Hardinge Medical College, New Delhi, NEIGHRMS Shillong, RIMS Imphal, AIIMS, New Delhi. All India Institute of Hygiene & Public Health Kolkata, PGIMER Chandigarh, National Institute of Mental Health & Neuro Sciences Bangalore, JIPMER Puducherry, Pasteur Institute Coonoor, All India Institute of Speech & Hearing Mysore, National Tuberculosis Institute Bangalore, Central Research Institute Kasauli.

It was a result of extensive coordinated IEC exercise that India achieved the distinction of registering no polio case since 13th January 2011 and as a result the WHO taking India off the list of polio endemic countries. A Polio Summit was organised to mark the occasion. Hon'ble Prime Minister of India inaugurated the Polio Summit at Vigyan Bhavan, New Delhi in February 2012.

The year 2012 was also observed as a year of intensification of immunisation. The Mother and Child Tracking System helped follow up of every pregnant mother and infants to keep track of their anti natal and immunisation services. The steady fall in IMR, MMR as also TFR is testimony to sustained IEC efforts being pursued under relevant national programmes implemented by the Ministry of Health and Family Welfare.

The Department's IEC efforts were also supplemented by the States funded for IEC component under NRHM Programme Implementation Plans.

Multiple capacity building workshops with Development Partners such as UNICEF, USAID, UNFPA were also organised with respective programme divisions on issues such as child health, adolescent health, maternal health. The IEC material thus developed with State level personnel was disseminated and utilised to reach out to the public for the Behaviour Change Communication campaigns.

The target audiences for IEC-BCC campaigns include citizens all over the country in various age groups (adolescents, adults – married or unmarried, parents, local opinion makers, grass root level health care providers – ANMs, ASHAs, Anganwadi workers, health care

programme managers and other administrative functionaries of Health departments as also associated departments such as Panchayati Raj Institution, WCD, Water and Sanitation departments as also NGOs and civil society stakeholders as also media personnel.

7.2 DOORDARSHAN

- Doordarshan telecast video spots at prime time on NRHM, RCH issues. The spots were telecast at National Network as well as Regional kendras of Doordarshan, Prasar Bharati.
- Doordarshan also telecast programmes such as panel discussions, interviews covered by Doordarshan time to time related with NRHM.
- An MoU has been signed between Doordarshan, Prasar Bharati and Ministry of Health and Family Welfare with an amount of Rs. 150.00 crore for production and telecast of programme in different format five days in a week from 29 Doordarshan kendras and three days in a week from Delhi Doordarshan Kendra. This programme is called "Swasth Bharat" in Hindi belt area and "Arogyam Bharatam" in southern belt. The purpose of this programme is to highlight and also make aware about the issues related with schemes, policies and programmes of this Ministry at grass root level. The programme has been started from 7th April, 2012.
- The spots in regional languages of north-east region were also dubbed for telecast in north-east as special campaign. Video spots on emergency contraceptive pill, NSV and CuT-380-A were also telecast.

7.3 DAVP

- DAVP has been assigned to produce video and audio spots on NRHM for telecast/broadcast by electronic media through different channels.
- DAVP has released a number of press advertisements
- DAVP has produced adolescent programme "Ten Teen to Nineteen" for broadcast through all FM channels of AIR twice in a week.
- DAVP has also been assigned to produce programme "Ek Kadam Khushhaal Zindagi Ki Aur" for broadcast through AIR from 188 primary

channels, 44 Vividh Bharati including stations of north-east in 19 languages twice in a week.

- DAVP has also been assigned to release audio-video campaign quarterly through satellite channels, FM channels, digital cinema theatres and SMS to highlight policies and programmes of this Ministry at DAVP rate.

7.4 ALL INDIA RADIO

- An MoU has been signed between All India Radio, Prasar Bharati and Ministry of Health and Family Welfare with an amount of Rs 13.00 crore for production and broadcast of programme in different format 5 days in a week from 29 kendras of AIR. This programme is called “Swastha Bharat” in Hindi belt area and “Arogyam Bharatam” in southern belt. The purpose of this programme is to highlight and also make aware about the issues related with schemes, policies and programmes of this Ministry at grass root level. The programme has been started from 7th April, 2012.
- Ministry has also supported to AIR, Patna and Kanpur for production and broadcast the programme on RCH in local language.
- AIR has also been assigned to produce programme “Ek Kadam Khushhaal Zindagi Ki Aur” for broadcast through AIR from 188 primary channels, 44 Vividh Bharati including stations of north-east in 19 languages twice in a week.
- Programme on adolescent health was produced by DAVP which was broadcast from all the FM stations of AIR namely Rainbow and Gold.

7.5 SONG AND DRAMA DIVISION

The Department associated Song and Drama Division of Ministry of I&B to create awareness and reinforce the messages through Inter Personal Communication campaigns to address public health challenges. Publicity Programmes on Health and Family Welfare messages in 30 States/UTs was sanctioned to Song and Drama Division. The States covered included Karnataka, Kerala, Madhya Pradesh, Rajasthan, Chhattisgarh, Punjab, Himachal Pradesh, Jammu & Kashmir, Chandigarh (U.T.), Tamil Nadu, Andhra Pradesh, Puducherry (U.T.), Delhi, Haryana, Assam, Arunachal Pradesh, Meghalaya, Mizoram, Manipur, Nagaland, Tripura, West Bengal,

Odisha, Sikkim, Uttar Pradesh, Uttarakhand, Maharashtra, Gujarat, Jharkhand, Bihar. The issues covered for IEC campaign included messages of national programmes on mother and child health care, family planning, immunisation, non-communicable and communicable diseases.

7.6 FIELD PUBLICITY

The Directorate of Field Publicity of Ministry of I&B was utilised for Inter Personal Communication campaigns to reach out to the masses in remote areas for creating awareness particularly at sub district levels. 2400 special initiative programmes were organised to create awareness among the people on family planning, mother and child health issues, immunisation concern, non-communicable and communicable diseases through the network of 208 field publicity units spread over 22 States. Printed and Audio Visual IEC material developed in various vernacular languages was distributed by the DFP personnel to spread messages on the above mentioned health campaigns.

7.7 HEALTH PAVILION AT IITF 2012

The annual exhibition at Health Pavilion was organised at Pragati Maidan, New Delhi associating the Directorate of Visual Publicity of Ministry of I&B during the India International Trade Fair 2012 also. The theme for Health Pavilion IITF 2012 was Mother and Child Health care services keeping in mind the initiatives taken by the Department during the year particularly on RCH programmes. Nearly one lakh persons a day visited the pavilion at Pragati Maidan, New Delhi. Highlights of 2012 Health Pavilion include live MCTS demonstrations,



life cycle approach display on adolescent health, safe institutional delivery initiatives, neonatal care services, immunisation services particularly highlighting provisions of the newly initiated programme of Janani Shishu Suraksha Karyakram and immunisation care in the year of intensification of routine immunisation. Health check up services for pregnant mothers, children, counselling for population stabilisation, immunisation, HIV/AIDS, family planning methods particularly no scalpel vasectomies, yoga intervention for life style diseases, diabetes and hypertension checkups and quizzes proved to be major attractions of the pavilion. Specific outdoor publicity for the pavilion was organised at the ITPO, Pragati Maidan premises.

7.8 PRINT, OUTDOOR MEDIA

Press Advertisements

The IEC Campaign through Press Advertisement enabled the division to highlight key initiatives in both national and regional media. A number of campaigns were launched through the national and regional press. Especially designed Full and half page colour advertisement were published across the country on the occasion of the launch of Rashtriya Bal Swasthya Karyakram, Pulse Polio National Immunization Day, World Health Day, Independence Day, Gandhi Jayanti, Republic Day etc.

The IEC Division also released Full and half page advertisements based on focused theme such as Maternal & Child Health Care, South Asian Autism Network (SAAN) conference, International Conference on Child Health, Health & Family Welfare Pavilion in IITF- 2012 etc. The Division as part of an integrated IEC campaign covered a range of issues on NRHM related themes which provided a platform for information dissemination, awareness building and advocacy through the print media.

Printed Publicity Material

In order to highlight the Ministry's consistent efforts, a series of print materials viz; folders, leaflets and documents were published.

A series of twenty folders on various National Health programmes/ schemes were under publication in Urdu, Hindi and English. Among them, folders on Janani Shishu Swasthya Karyakram, Child Health: Immunization, Programme for the Elderly, Blindness Control programme,



Programme on Mental Health, Financial Assistance to Poor Patients, National Programme on Malaria Control, Kala azar and Japanese Encephalitis have already been published by February 2013. The folders were meant to supplement mass awareness of the various Health programmes being broadcast through the *Swasth Bharat* programme on DD.

Leaflets on Safe Motherhood, Reproductive Tract Infections, Safe Abortion practices etc are also being published in several regional languages as well as in Hindi and English for circulation to beneficiaries.

Each document reflected critical areas of various programmes of the Ministry. These documents were distributed at major advocacy meeting and programmes to all stake-holders in States/UTs. The prominent documents published during the year were.

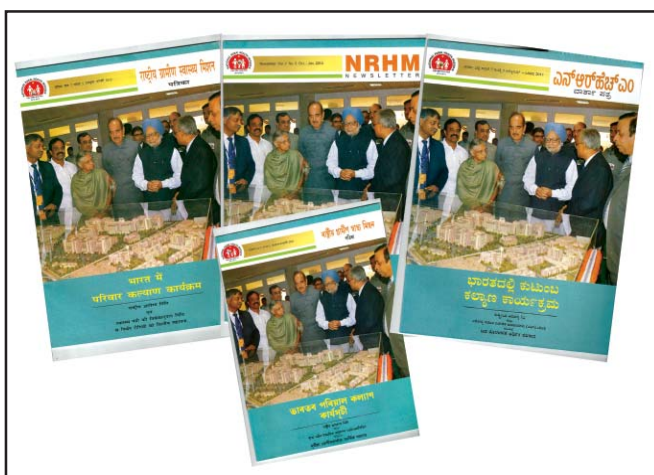
- i) Book on Achievements & initiatives of Ministry in Three Years
- ii) Bulletin of Rural Health Statistics in India
- iii) Book on Family Welfare Statistics in India -2011
- iv) Operational Guidelines for Healthcare of the Elderly
- v) Manual for Medical Officers on Non-Communicable Diseases

- vi) Manual for Health Workers on Non-Communicable Diseases
- vii) Operational Guidelines on Non-Communicable Diseases
- viii) Guidelines on Janani Shishu Suraksha Karyakram in English and Hindi
- ix) Leaflets on RTI/STI Diseases in English and Hindi
- x) “Hamara Ghar” an established house journal of the Department of Health & FW is being published for promotion of Health and Family Welfare programmes for grassroots level workers.

NRHM Newsletter

The NRHM Newsletter is now established as an important publication for promotion of the programmes under National Rural Health Mission as well as other Health programmes. The NRHM Newsletter is being published in English, Assamese, Urdu, Oriya, Punjabi, Marathi, Kannada, Tamil, Hindi & Bengali for NGOs and health functionaries working at the Sub-Centres, PHCs, CHCs and District level. The Newsletter publishes view points of all development partners, viz. NGOs, donor agencies etc. This is the best medium for reaching out to the grassroots health workers across the country.

During the year newsletter issues were brought out on Non-Communicable Diseases, Healthcare of the Elderly, Population Stabilization and Family Planning etc. There has been tremendous response to the Newsletter, especially from the grassroots health workers from different regions. A number of health related issues, in the form reader’s response have been discussed through these Newsletter editions.



Annual Wall Calendar

Department of Health & Family Welfare brought out a unique Wall Calendar 2013 on the eminent Health institutions of the country. It was a tribute to these institutions in a way as some of these institutions have for over 150 years contributed to the country’s health and their contribution is immeasurable. Among the institutions covered in this Calendar are Lady Hardinge Medical College, New Delhi, NEIGHRMS Shillong, RIMS Imphal, AIIMS New Delhi. All India Institute of Hygiene & Public Health Kolkata, PGIMER Chandigarh, National Institute of Mental Health & Neuro Sciences Bangalore, JIPMER Puducherry, Pasteur Institute Coonoor, All India Institute of Speech & Hearing Mysore, National Tuberculosis Institute Bangalore, Central Research Institute Kasauli The Calendar was distributed to various health set ups in the states.

7.9 OUTDOOR PUBLICITY CAMPAIGN

The IEC Division conducted vigorous outdoor publicity campaign on various health issues.

Computerized Railway Reservation Tickets: Health messages have been printed on the back & front of computerized Railway Reservation Tickets and have been made available at almost all major railway reservation centers of Western Railways, Central Railway, Eastern Railway, South Western Railway, Northern Railway, East Central Railways, East coast Railway, South Central Railway and West Central Railway in the country. Health messages printed on computerized Railway Reservation Tickets were New born care, Breastfeeding, Immunization, Spacing methods, Population Stabilization, Female foeticide, Small family, Right age of marriage, Emergency Contraception, Hand washing, T.B., Anti Tobacco etc.

A small outdoor campaign was launched at inside & outside of Srinagar airport on select themes of health. Srinagar has become an important airport with all aircraft companies operating their flights to Srinagar on a daily basis. Some have more than one flight. Flights from Bangalore, Mumbai are now flying to Srinagar. The tourism sector has started booming for first time since Srinagar has become a normal city. To meet this target audience, the Department mounted a small campaign on the issues of Diabetes, Small family, Immunization, Right age of Marriage and Hospital Delivery for safety of mother & child at this place and the response has been very good.

Under the scheme of Innovative Publicity at pilgrim centers, the access cards of Tirupati Devasthanam are printed with health messages. Health messages printed on Access Cards were New born care, Breastfeeding, Immunization, Spacing methods, Population Stabilization, Female foeticide, Small family, Right age of marriage, Emergency Contraception, Hand washing, T.B., Anti Tobacco etc. About 50000 pilgrims visit the Devasthanam everyday, on special days it peaks over one lakh.

All these forms outdoor publicity campaign have encouraging good response from all age groups of audiences.

7.10 MASS MAILING UNIT

Mass Mailing Unit established in 1969, is dispatching a large number of publicity material in Hindi, English and Regional Languages to different destinations through out

country such as Primary Health Centres, Community Health Centres, District Hospitals, State Level Health Functionaries and Officers, Central Government Hospitals, Medical Colleges, ANM Training Colleges, Health & F.W. Training Centres, Mother NGOs, Field Publicity Officers of Ministry of I&B, Regional Directors, Donor Organizations etc.

The material includes NRHM News Letter, Hamara Ghar, Folders, Annual Wall Calendar, Leaflets & various other publication/IEC material developed by Ministry of Health & Family Welfare. The material is being dispatched through Department of Posts via Un-Registered Post (URP) and Express Parcel Post (EPP). During the year under report MMU mailed 1,56,361 Un-Registered Posts (URPs) and 3,662 Express Parcel Post (EPP) to different Health & Family Welfare State/Grass-root level functionaries.