

INFORMATION, EDUCATION & COMMUNICATION

7.1 INTRODUCTION

Information, Education and 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 the 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 focused 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 mobilization, Mass media, Folk and traditional media, Outdoor media, advocacy, events and exhibitions as also Print media.

The success of communication programmes takes years to measure. It is the success of a programme which tells how the communication campaign has worked. The sustained IEC campaign on Polio and hard work of health functionaries over several years has a great unprecedented success as no incident of Polio has been reported since 13th January 2011, thus paving the way

for Polio free India. Three years continuous without Polio is without doubt the result of a focused and well-coordinated IEC campaign for Polio free India.

Among prominent initiatives of the Department, the Health magazine programme "Swasth Bharat" has been produced & 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 - March 2014, about 12,460 programmes were telecast by Regional Kendras of Doordarshan in which about 15405 specialists, super specialists and health experts participated in the discussions. During this period, about 14913 programmes were broadcast through Regional Stations of All India Radio in which about 15201 health experts participated.

An agreement was reached to advertise/publicise our national programmes for one hour during a week. The Programme 'Healthy India' produced and telecast through Lok Sabha TV on every Saturday at 5.00 - 6.00 pm.

To supplement Swasth Bharat Programme on DD a series of 20 folders in various national health programmes/schemes are published in Urdu, Hindi and English. Among them, folders on Janani Shishu Swasthya Karyakram, Janani Suraksha Yojana, 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, Japanese Encephalitis, TB, Cancer, Diabetes, Tobacco Control, Cardiovascular diseases and Family Planning have been published for distribution across the country.

Special issues of NRHM Newsletter in multiple languages have been brought out on issues relating to preventive measures of Dengue, Malaria and H1N1. Besides, issues on Non-Communicable Diseases, Healthcare of the Elderly, Population Stabilization and Family Planning etc. and health awareness focusing on behavioural change communication strategy have been brought out for health functionaries/health workers.

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, ASHA, 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, civil society stakeholders and media personnel.

7.2 DOORDARSHAN

- Doordarshan telecast programmes such as panel discussions, interviews covered by Doordarshan time to time related with NRHM.
- An MOU has been signed between Doordarshan, Prasar Bharti and Ministry of Health and Family Welfare with an amount of Rs. 190.28 crores 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 for the year 2013-14. 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 levels. The programme has been started from 7th April, 2012 till March 2014, 12460

programmes have been held all over India and 15405 experts have participated in the programmes.

- A programme called 'Healthy India' produced & telecast through Lok Sabha Channel on every Saturday at 05.00 to 06.00 PM.

7.3 DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY (DAVP)

- DAVP has been assigned to produce video and audio spots on NRHM for telecast/broadcast by electronic media through private FM channels, digital cinema theatre and satellite channels at grass root levels. The spots highlighted the schemes, policies and programme for the common masses in different channels.
- DAVP has released a number of press advertisements.
- DAVP was engaged for awareness campaign on behalf of Ministry of Health & Family Welfare for 15 minute magazine based radio programme broadcast from 188 primary channels in 19 languages including the stations of Vivid Bharati. The programme on Adolescent Health highlighting the critical health issues on adolescent were broadcast through all FM stations of AIR through DAVP.

7.4 ALL INDIA RADIO (AIR)

- An MoU has been signed between All India Radio, Prasar Bharti and Ministry of Health and Family Welfare with an amount of Rs. 17.29 crores for production and broadcast of programme in different format 5 days in a week from 29 Kendras of AIR for the year 2013-14. 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 levels. The programme has been started from 7th April, 2012. Total of 14913 programmes have been held and 15201 experts have participated till March 2014.

- AIR has been assigned to broadcast the programme "Ek Kadam Khushhaal Zindagi Ki Aur" for broadcast through AIR from 188 primary channels, 44 Vivid Bharati including stations of north-east in 19 languages twice in a week. AIR has also been assigned to broadcast of radio programme based on adolescent health under titled 'Teen Teen to Ninteen' from 22 FM Stations in 10 languages.

7.5 HEALTH PAVILION AT IITF 2013

The annual exhibition at Health Pavilion was organised at Pragati Maidan, New Delhi associating the Directorate of Advertising and Visual Publicity of Ministry of I&B during the India International Trade Fair 2013. The theme for Health Pavilion IITF 2013 was "Health with Equity" keeping in mind the initiatives taken by the Department during the year on various Health issues/programmes. Nearly fifty thousand persons a day visited the pavilion at Pragati Maidan, New Delhi. Highlights of 2013 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 intensification of routine immunization. Health check-up services for children, counseling for population stabilisation, HIV AIDS, family planning methods particularly No Scalpel Vasectomies, yoga intervention for life style diseases, diabetes and hypertension check-ups and quizzes proved to be major attractions of the pavilion also Drawing Competition for school children and specific outdoor publicity for the pavilion was organised at the ITPO, Pragati Maidan premises.



The Health Pavilion at IITF - 2013 was awarded silver medal among the pavilions of Ministry category.

7.6 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 advertisements were published in the newspapers across the country on the occasion of World Population Day, Pulse Polio National Immunization Day, Rashtriya Kishor Swasthya Karyakram, Independence Day, Gandhi Jayanti, important Health days, etc.

The IEC Division also released full and half page advertisements based on focused theme such as Maternal & Child Health Care, Adolescent Health, National Teeka Express, Health Pavilion in IITF- 2013 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 other documents were published.

Folders: A series of twenty folders on various National Health programmes/schemes were 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 etc. have been published during the year 2013. The folders were meant to supplement mass awareness of the various Health programmes being broadcast through the Swasth Bharat programme on DD.

Leaflets: Leaflets on Safe Motherhood, Reproductive Tract Infections, Safe Abortion practices, Non communicable diseases etc. were also published in English, Hindi and regional languages for circulation to beneficiaries.

Publication on 5 years of Achievements & Initiatives: Publication documented the performance, Achievements and new initiatives of the four Departments of the Ministry in the last 5 years. Information on all major Programmes were compiled with updated data with a vision for the future. This 90 page document is a series of publication being brought out every year for dissemination of information to media, stakeholders, development partners, social, political and religious leaders across the country.

Other documents published during the year were:
i) 'Bulletin of Rural Health Statistics in India'- which gives an insight into the position of infrastructure and manpower in various Health set-ups in the field.
ii) Book on 'Health & Family Welfare Statistics in India', which provides the latest demographic data and data on Health & Family Welfare indicators from various sources.

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 health functionaries working at the Sub-Centres, PHCs, CHCs and District level and for NGOs. The Newsletter publishes view points of all development partners, viz. NGOs, donor agencies etc. This is the best medium for reaching out to the grass roots 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 grass roots health workers from different regions. A number of health related issues, in the form of reader's response have been discussed through these Newsletter editions.

Journal 'Hamara Ghar'

Hamara Ghar is an established quarterly house journal of the Department of Health & Family Welfare. It has been published by the Department since last 42 years for generating awareness of mass people on various health issues. The journal focuses Health issues/ programmes for promotion of healthy living. It is published in Hindi and distributed to health functionaries working at the PHCs, CHCs and District Hospitals, grass root level workers, NGOs etc. across the country.

Annual Wall Calendar

Department of Health & Family Welfare brought out a unique Wall Calendar 2014 on the theme of 'Mother and Child'. The simple design of Calendar with big close-up of Mother & Child with clean tidy date sheet has been well received. The Calendar covered several issues highlighting on Mother and Child Healthcare like - Antenatal check-up, Janani Shishu Suraksha Karyakram (JSSK), Role of ASHAs in Safe Motherhood, Delivery at Hospital, Immunization, Family Planning, Rashtriya Kishor Swasthya Karyakram, Newborn Care, Hygiene & Nutrition, Menstrual Hygiene, Breastfeeding etc. The Calendar was distributed to various health set ups in the States/UTs, NGOs etc.

Publicity Campaign at Tirupati Shrine through Access Cards

The IEC Division conducted publicity campaign on various health issues. Under the scheme of Innovative Publicity at pilgrim centers, Health messages on several issues were printed on the access cards of Tirupati Tirumala Devasthanamas publicity campaign. Health messages printed on Access Cards were on New born care, Breastfeeding, Immunization, Safe Motherhood, Spacing methods, Population Stabilization, Small family, Right age of marriage etc. About 50000 to 70000 pilgrims visit the Devasthanam everyday, on special days it peaks over one lakh.

7.7 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 throughout

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 & Family Welfare Training Centres, Mother NGOs, Field Publicity Officers of Ministry of I&B, Regional Directors, Donor Organizations etc.

The material included 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 1,27,103 Un-Registered Posts (URPs) and 8,211 Express Parcel Post (EPP) to different Health Centres /Institutes/ NGOs and grass root level functionaries across the country.

