

**INFORMATION,  
EDUCATION &  
COMMUNICATION (IEC)**

**Chapter**

**17**

## 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 Department and to guide the citizens on how to access them. The objective is to encourage build-up of health-seeking behavior among the masses keeping 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 Department 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 among 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 focused multi-media campaigns on the schemes of the Ministry. These centered around topics such as Intensified Diarrhoea Control Fortnight (IDCF), Breastfeeding Week, Tobacco, Control etc. Seasonal ailments such as Dengue, H1N1 etc., campaigns were run for a longer time.



*Intensified Diarrhoea Control Fortnight (IDCF) during 11<sup>th</sup> – 23<sup>rd</sup> July, 2016*

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 changes in the focus to suit the need.

In a unique initiative, the Department partnered with the Directorate of Field Publicity (DFP), a media unit 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, non-communicable diseases, TB etc. 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 those in regional languages. The aim of such advertisements is not only to encourage people to adopt positive behavior but also to create awareness and disseminate information regarding availability and access to quality healthcare provided by the Government. Significant messages relating to health are delivered across the country through print advertisements on International Days like World Population Day, World Health Day, No Tobacco Day, etc. This year regular advertisements were published on spreading awareness on preventing Ebola. These were effective in dispelling myths and fears, and quenching baseless rumors. Similar advertisements were released to create awareness about malaria, dengue, chikangunya, kala-azar etc.

The Department used print advertisements effectively during the outbreak of H1N1 influenza. It

regularly issued advertisements informing people in the affected states, on the measures to protect themselves from the flu; how to access the testing facilities; number of NCDC's outbreak Monitoring Cell and list of chemists selling the medicines. This helped to spread awareness about the symptoms and DOs and DON'Ts, thus helping in preventing panic among the masses.

The IEC Division also published advertisements to mark the launch of Pulse Polio campaign, Conference on Population and Development of Partners (PPD), India International Trade Fair (IITF), launch of MAA Campaign on breastfeeding, PMSMA (Pradhan Mantri Surakshit Matritva Abhiyan), COP 7 – Tobacco Control Convention, India-Africa Health Summit, Mental Health, Pulse Polio and Gandhi Jayanti, to name a few.

Apart from newspaper advertisements, the IEC Division has also published pamphlets/booklets. These documents have been distributed to various stakeholders in advocacy meetings, workshops and in other fora.

The Department came out with a wall calendar for 2016 on the theme of *'Newborn and Maternal Health'*. The calendar covered several issues highlighting mother and newborn care. It was distributed to different departments of central government, state governments, NGO, donor partners, etc.

#### 17.4 TELEVISION

The IEC Division has been using this medium extensively to spread positive health messages amongst its target audience. The Ministry signed an MoU of Rs. 50 crores for 300% bonus airtime with Doordarshan (DD) (Prasar Bharati) for telecast of the spots/advertisements on policies, programs and schemes of the Ministry. The MoU arrangement is being utilized at the National Network and 300% bonus airtime is being utilized through all Regional DD Kendras in the States. DD has also telecast spots on Reproductive Child Health (RCH) and Non-RCH issues on different occasions on national network as well as through regional channels. TV and radio spots were aired during the launch of Intensified

Diarrhoea Control Fortnight, National Nutrition Week and National Breastfeeding etc.

The Department coordinated in the production and telecast of one hour programme "*Healthy India*" through Lok Sabha Channel which was aired once a week from 5.00 to 6.00 pm.

The spots on critical issues on Maternal Health, Child Health, Family Planning, Adolescent Health and Immunization were also telecast through Satellite Channels, Digital Cinemas as well as FM Channels through DAVP from time to time.

Educative and informative TV spots have been telecast on Doordarshan and satellite channels to spread awareness on Swine Flu, Dengue, Zika and other crucial health issues during the period. These highlight the symptoms, ways to protect oneself against them and need for timely medical help.

#### 17.5 RADIO

The Department has approved an amount of approx. Rs. 25 crores for broadcast of the spots on all health issues of this Ministry, particularly Swine Flu, Dengue, Zika and other health issues. The spots were broadcast through primary channel/Local Radio Stations, Vividh Bharati, Regional News, News Bulletin on FM Gold, Mann ki Baat and through the national network in the national news broadcast from Delhi.

Catchy radio jingles were played on private radio stations and FM channels of AIR to create awareness regarding Dengue & Chikangunya and other seasonal ailments. 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 Department for coverage of events as well as for dissemination of health messages to people. Currently, MoHFW uses two most popular social media services: YouTube and Twitter. Videos related to health are being uploaded regularly on YouTube with their links tweeted through its twitter handle. The YouTube account of the Ministry has wide array of videos

including short films, video updates and speeches and has had 1,066,775 views and counting.

There are more than 4,65,000 followers on the Twitter handle of the Ministry. The handle has been effectively used for various campaigns including PC&PNDT, Child Health (MAA), PMSMA, Mission Indradhanush, Dengue & Chikangunya, etc. All the new launches of the Ministry have been campaigned on the twitter handle viz. MAA programme, NDD, PMSMA, new vaccine etc.

MoHFW has been working with the MyGov team for utilizing their 'Creative Corner' for designing of posters for the MAA programme of MoHFW besides regularly sharing info-graphics of new schemes and programmes on MyGov.

## 17.7 PARTICIPATION IN FAIRS

(i) **AYUSH Health Mela:** The Department participated in Health Mela arranged and coordinated by Ministry of AYUSH in Bengaluru in 10-13 September, 2016. Health Ministry's schemes/programmes and health awareness related literature were displayed. Visitors to the Health Stall were briefed about the Ministry's schemes/programmes.

**Pavilion at IITF 2016:** The Ministry of Health & Family Welfare participated in the 36<sup>th</sup> India International Trade Fair (IITF) at Pragati Maidan from 14<sup>th</sup>-27<sup>th</sup> November, 2016. The theme of this year's exhibition of Ministry of Health and Family Welfare was *"Transforming Healthcare Digitally"*. This covered all the digital initiatives being carried out with regard to health service delivery viz. Apps, online registration, tele-medicine, health ATMs etc. The focus was on technology that can be utilized to deliver health care services as well as provide knowledge about good health practices to the

remotest corner and healthcare including child and maternal health, family planning and adolescent health, communicable and non-communicable diseases.



*Hon'ble MoS Shri Faggan Singh Kulaste addressing in the 36<sup>th</sup> IITF, 2016*

The Health Pavilion at the 2016 IITF saw participation from over 25 organizations/agencies/hospitals. During the trade fair, visitors were offered free health check-ups, counselling for population stabilization, HIV/AIDS, family planning methods, yoga demonstration for lifestyle 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 *"Swasthya Chetna"* camps were established across Pragati Maidan for easy access as well as screening for Non-communicable diseases viz. diabetes, cancer and oral diseases.

The notable achievements include registration of more than 60,000 persons in *"Swasthya Chetna"* camps and pledge by 700 people for organ donations at National Organ & Tissue Transplant Organization (NOTTO) stall.