

INFORMATION, EDUCATION & COMMUNICATION

7.1 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 population through the various tools used for communication.

7.2 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 Ebola. These were effective in dispelling myths and fears and quenching baseless rumors. Similar advertisements were released to create awareness about Malaria, Dengue, Kala-azar etc.

The Ministry used print media effectively during the outbreak of H1N1 Influenza. It regularly issued advertisements informing people in the states affected by the influenza on the measures to protect themselves from the flu; how to access the testing facilities; number of National Centre for Disease Control's (NCDC) outbreak monitoring cell and list of chemists selling medicines. This has spread awareness about the symptoms and DOs and DON'Ts thus helping in preventing panic among the masses due to lack of information.

The Division also published advertisements to mark the launch of Pulse Polio campaign, 11th International, Inter-ministerial Conference on Population and Development, India International Trade Fair (IITF), launch of Intensified Diarrhoea Control Fortnight (IDCF), India Newborn Action Plan (INAP), Mental Health Pulse Polio and Gandhi Jayanti, 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.

The Department of Health & Family Welfare brought out a unique wall calendar for 2015 on the theme of 'Newborn'. 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.

7.3 TELEVISION

The IEC Division has been using this medium extensively to spread positive health messages amongst its target audience. The Health Ministry signed MoU with Doordarshan and All India Radio for production and telecast/broadcast of the '*Swasth Bharat*' programme in the Hindi belt and '*Arogya Bharatam*' in the non-Hindi speaking regions. The programme covered important health issues and was broadcast through 30 Doordarshan Kendras and 29 All India Radio stations for five days in a week. The objective was to highlight policies, programmes and schemes of the Health Ministry at the grassroots level. The programme was started from 7th April, 2012 and continued uptill September, 2014. During this period 15612 programmes were produced and 19348 experts participated in the programme.

Doordarshan has also telecast spots on Reproductive Child Health (RCH) and Non-Reproductive Child Health 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 Breast Feeding etc.

The Ministry has also coordinated the production and telecast of one hour programme '*Healthy India*' through Lok Sabha Channel from 5.00 to 6.00 pm once a week.

The spots on critical issues on 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.

Educative and informative TV spots have been

telecast on Doordarshan and satellite channels to spread awareness on H1N1 (Swine Flu) in February 2015. These highlight the symptoms, ways to protect oneself against it and need for timely medical help.

7.4 RADIO

The sponsored radio programme called '*Ek Kadam Khushhal Zindagi Ki Aur*' on Reproductive Child Health (RCH) issues was produced and telecast in magazine format through Directorate of Advertising and Visual Publicity (DAVP) in 19 languages twice a week through 189 Primary Channels as well as 44 Vividh Bharati Stations.

Radio sponsored programme on Adolescent health called '*Ten Teen to Nineteen*' being produced and broadcast twice a week through DAVP from 22 FM stations in 10 languages. Critical issues related with adolescent health were highlighted through this programme.

Senior Officers of the Ministry participated in the phone-in programmes of the All India Radio to interact with radio listeners on contemporary health issues.

Additionally, the Community Radio platforms have also been used by the Ministry for rebroadcasting of the programmes that were earlier aired by All India Radio.

Catchy radio jingles were played on private radio stations and FM channels of AIR 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.

7.5 SOCIAL MEDIA

Social Media is being used by the Ministry for coverage of events as well as for dissemination of health messages to people. Campaigns have been organized on Twitter for: Intensified Diarrhoea

Control Fortnight, National Nutrition Week, National Breast-feeding Week and Launch of TB Survey, India's Newborn Action Plan, Independence Day, Eye Donation Day, Alzheimer's disease, Cardio Vascular Disease, Gandhi Jayanti, Mental Health, World Polio Day and Global Hand Washing Day. Related videos are also being uploaded on YouTube account of the MoHFW. The Twitter handle was effectively used during outbreak of Ebola in Western African countries and H1N1 in the country to create awareness and dispel rumours.

MoHFW has been working with the MyGov and NIC Headquarter team for utilizing their 'Creative Corner' for designing e-greetings and the mass push-message service under 'Sampark' for occasions such as Gandhi Jayanti. Mailers have also been designed with appropriate messages for Gandhi Jayanti, Global Hand Washing Day and World Polio Day and sent to about 40 lakh citizens of India. Mass push-SMS service under 'Sampark' is being utilised for sending SMS in Hindi and English, depending on the primary working language of the State, to all ASHAs and ANMs, doctors and personnel/officials in the health sector across all States/UTs.

7.6 HEALTH PAVILION AT IITF 2014

The Ministry participated in the India International Trade Fair (IITF)-2014 organised at Pragati Maidan, New Delhi. The theme of exhibition at the Health Pavilion was "*Asha: The Change Agent.*"



Union Minister of Health & Family Welfare, Shri J. P. Nadda lighting the lamps at Health Pavilion, IITF 2014

Informative panels on the schemes of the Ministry intermingled with life size diorama depicting ASHAs creating awareness in a rural community. 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 65000 people getting registered for health checkups.

The Health Pavilion at IITF-2014 was awarded the gold medal in the "*Ministry*" category.

