



Community Awareness and Mobilization

National Deworming Day - 2015 | Ministry of Health and Family Welfare, Government of India

Community Awareness and Mobilization

What

Community awareness and mobilization includes activities and materials that disseminate the key messages of NDD along with depicting the benefits of deworming among all stakeholders

Why

The role of awareness generation, community sensitization and mobilization efforts is very crucial *for achieving high coverage in both enrolled and non-enrolled population and management of adverse events*

How

1. Integrated distribution of IEC material during trainings
2. Organizing school, AWC and village level community mobilization activities (SMCs, Prabhat Pheris, Bal Panchayats, school assemblies)
3. Community mobilization through Gram Panchayats and VHSNC on VHSND

Acronyms: **NDD-** National Deworming Day
AWC- Anganwadi Centre



IEC- BCC Activities

Targeted Outreach Activities

Activities for community mobilization will be organized through school management committees, assembly sessions, Prabhat Pheris, Bal Panchayats and other forums for dissemination of messages on the benefits of deworming.

School principals will address the children during the morning assemblies, parents during parent-teacher meetings and through classroom messaging.

SMS Connect

The state health department will send out targeted messages through SMS to concerned functionaries at all levels at an optimal frequency to reinforce important program information, including reminders about critical dates. Bulk SMS platforms available with stakeholder departments will be used for the same.

Call Centre/ Helpline

State health department may utilize the existing helpline numbers for other schemes related to children's health or others as appropriate to resolve and address queries identified by program functionaries at different levels.

Village Level Mobilization

ASHAs will conduct village meetings with parents and disseminate information about harmful effects of worm infestation, benefits of deworming and behavior change practices to reduce re-infection to beneficiaries.

Other village based functionaries such as Anganwadi workers, panchayat members will also be engaged for community mobilization. – through platform of VHSNC, gram panchayats etc.

Acronyms: ASHA- Accredited Social Health Activist

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IEC Material and Activities

- Media mix with a combination of mass media, mid media and folk media as appropriate can be used
- Through print, audio and video channels
 - Banners
 - Posters
 - Newspaper appeal/advertisement
 - TV Spot
 - Radio Jingle
 - Miking
 - Wall paintings/ Wall writings



State level adaptation/contextualization of IEC material

- The **State Governments** will implement **locally relevant and contextualized versions** of the IEC materials and messages from the national campaign materials shared by the MoHFW, Government of India (Soft copy to be uploaded on the website www.nrhm.gov.in).
- The State will select/ adapt the most appropriate or all media from the National Government's recommended media mix **as fits the local context**.
- State Governments should use a mix of media, including **mass media and folk media** with a combination of print, audio, video channels of communication and **need-based community strategies** like leaflets, wall writings and community talks with targeted messages.
- Prototypes of materials provided to implementing states at the orientation workshop and will be uploaded on MoHFW, Government of India website



Key Messages to be conveyed in IEC materials/ campaign:

- Harmful effects of worm infections
- Health and educational benefits of deworming
- Dates for National Deworming Day and Mop Up Day
- Informing and encouraging parents for getting their children dewormed through nearest AWC/School
- Inclusion of non-enrolled children in deworming program
- Children who missed taking the tablet on 10th February (Deworming Day) should be dewormed on 13th February (Mop up day)
- After taking the drug, mild adverse events may be reported in case of high worm load. These are temporary and of short duration.

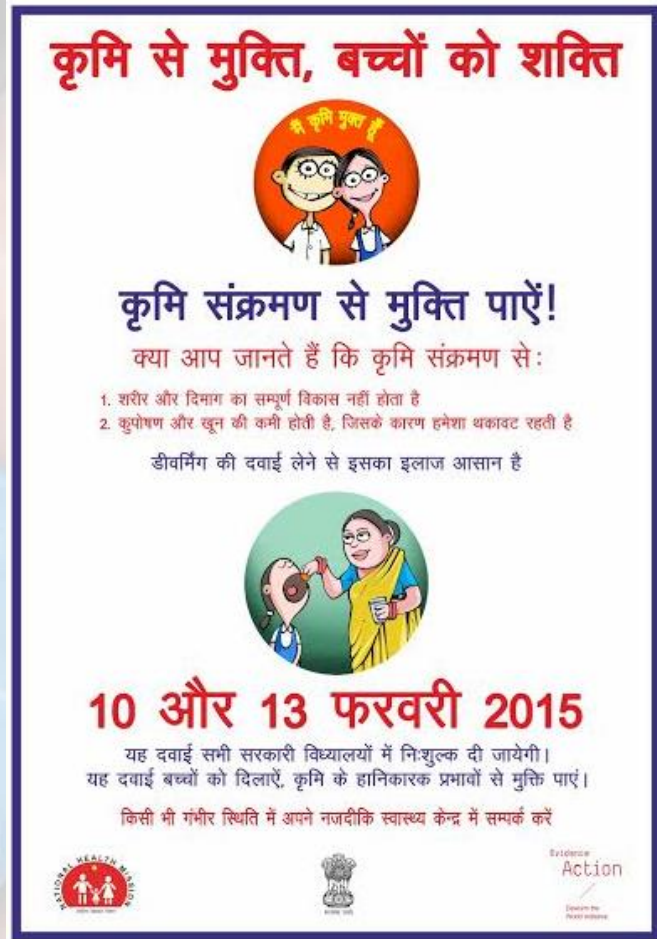


Constitution and Scope of Work for IEC Implementation

Level	Responsibility
National	MoHFW, GoI is responsible for- <ul style="list-style-type: none">• Providing prototypes of IEC material, budgetary allocations
State	State officials will support districts in- <ul style="list-style-type: none">• Local language translation and transportation of IEC material as appropriate• Ensuring timely procurement and transportation of IEC materials at the training sites or devise mechanism based on existing system
District	District Coordination Committee will ensure in- <ul style="list-style-type: none">• Timely printing and transportation of IEC material for integrated distribution during block/project level trainings/orientation sessions• Provisioning and use of community awareness materials
Block/Project	Block Health and Education officials will support Schools/AWCs in- <ul style="list-style-type: none">• Ensuring appropriate usage, display of IEC materials at Schools/AWCs level
School/ AWC	Schools teachers/principals and AWWs will ensure- <ul style="list-style-type: none">• Display of posters and banners at Schools/AWCs• Usage of handouts etc.

Acronyms: *AWW- Anganwadi Worker*
RCH- Reproductive Child Health

Sample IEC Prototypes



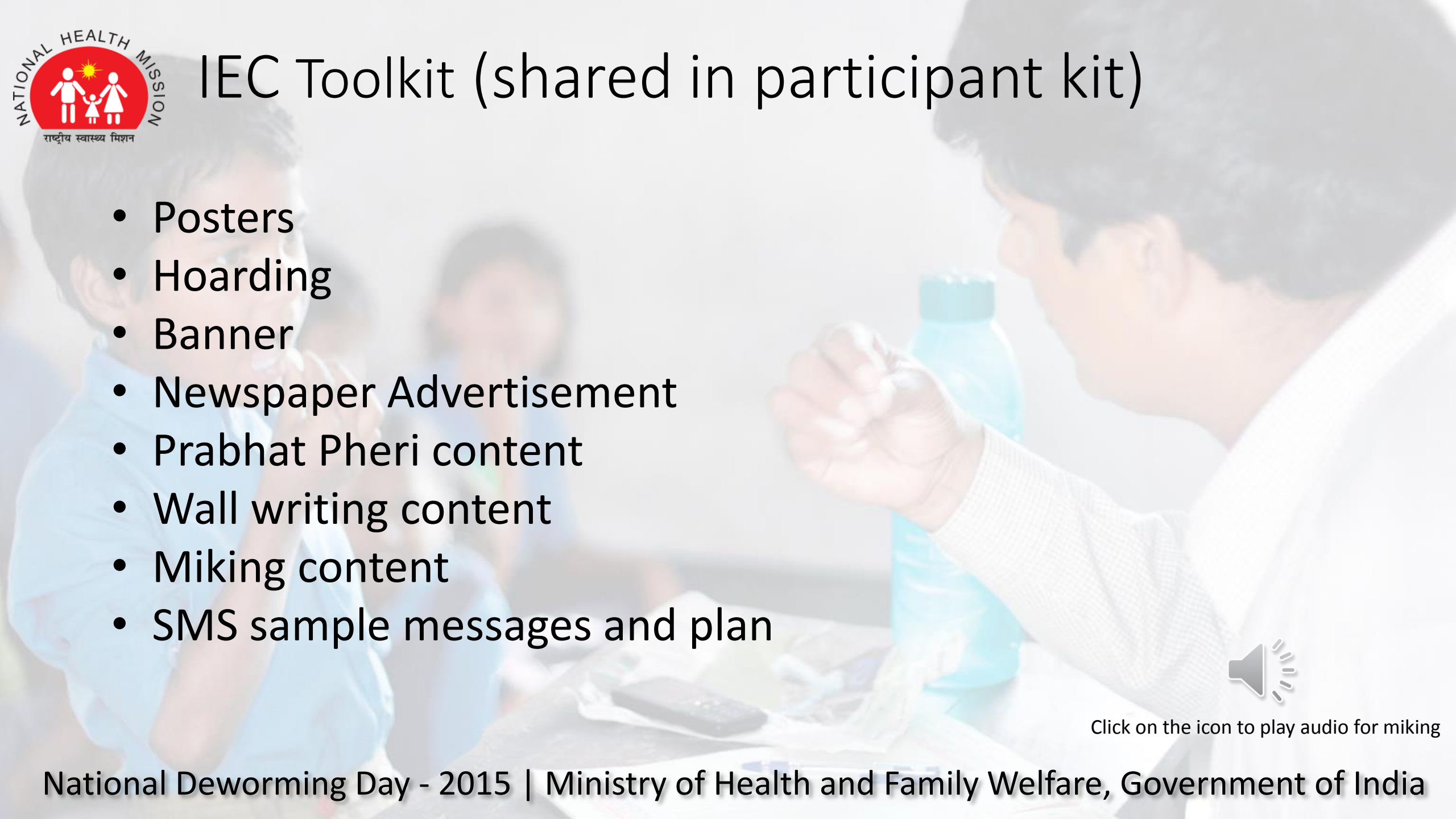
School Poster



Anganwadi Banner



Newspaper appeal

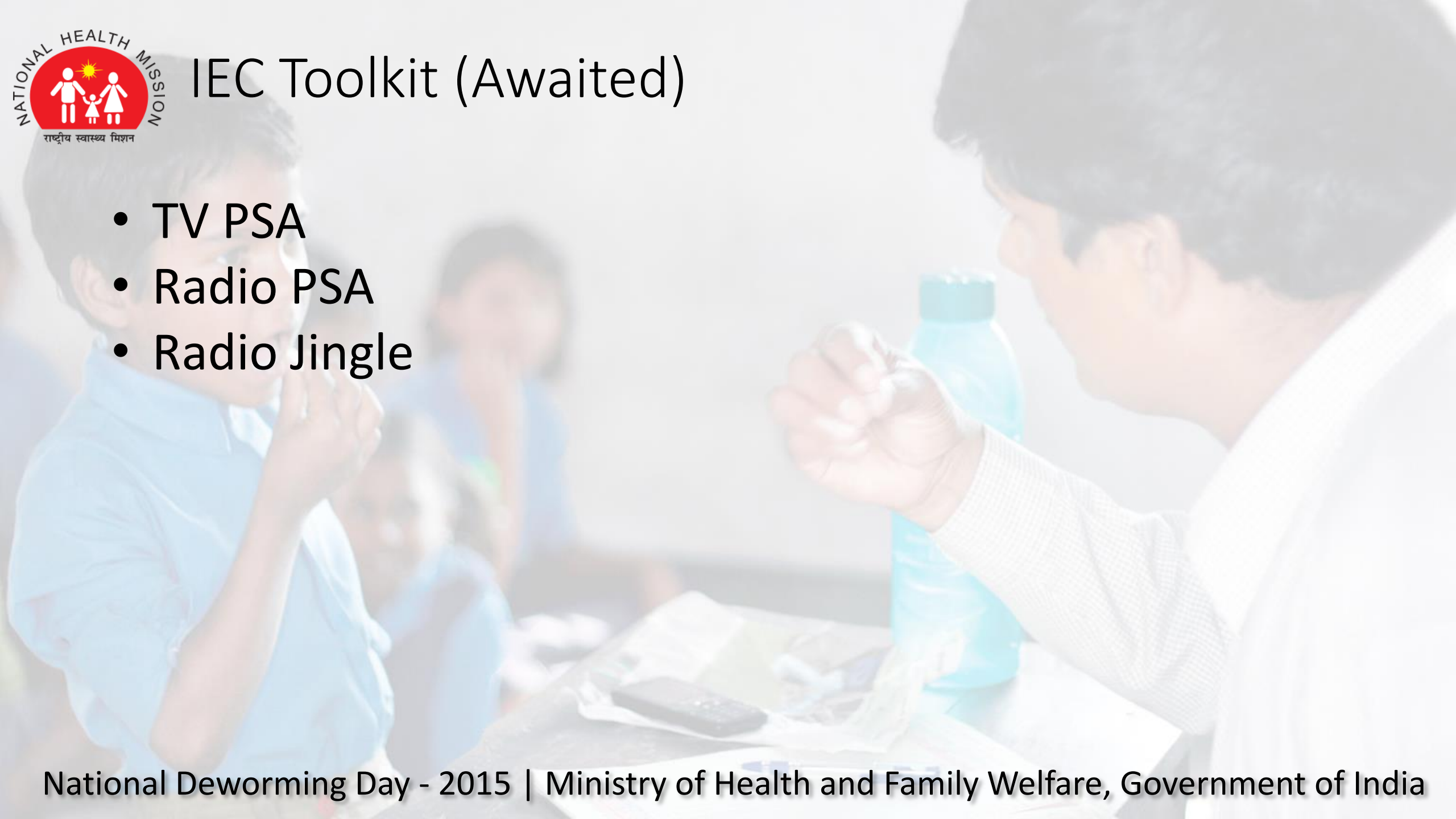


IEC Toolkit (shared in participant kit)

- Posters
- Hoarding
- Banner
- Newspaper Advertisement
- Prabhat Pheri content
- Wall writing content
- Miking content
- SMS sample messages and plan



Click on the icon to play audio for miking



IEC Toolkit (Awaited)

- TV PSA
- Radio PSA
- Radio Jingle