**Annexure –IEC/BCC**

**Proposed Activity: IEC BCC Activities for National Health Days**

**Name of the Activity: Celebration of National Health days and other important health events**

**Whether New/ or being continued: Being Continued**

A broad plan of IEC – BCC strategies has been chalked out for the different health days. These health days will be observed at the State, District and Block level generating awareness amongst the public. Interplay of media plans will be used to create this awareness. Use of print media, electronic media as well as **health melas**, folk theatre, etc. supports in spreading the message at all levels.

Deliverables: The aim of observing designated health days is to bring awareness regarding specific health issues and the services available to the public for the same.

**Celebration of National Health Days and other important health events**

| **S.No** | **Activity** | **Physical Target** | **Rate** | **Rs. In Lakhs** | **Remarks** |
| --- | --- | --- | --- | --- | --- |
|  | **Celebration of National Health Days and other Important health events** | | | | |
| I | World Health Day 7th April |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 15000 | 3.30 |  |
| Ii | Commencement of Intensive Dental Health Care programme in School Children 16th April |  |  |  |  |
|  | State | 1 | 50000 | 0.50 |  |
|  | District | 22 | 5000 | 1.10 |  |
| iii. | World Malaria Day 25th April |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| iv. | World Hypertension Day 17th May |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 10000 | 2.20 |  |
| v. | World No Tobacco Day 21st May |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 10000 | 2.20 |  |
| vi. | Anti-Malaria Month June |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| vii. | International Day against Drug Abuse and Illicit Trafficking 26th June |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| viii. | World Population Day (11th July) to be celebrated as Fortnight for Mobilization and stabilization of Population |  |  |  | Funds proposed in FP component |
| ix. | World Hepatitis Day 28th July |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| x. | Anti-Dengue Month |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xi. | Breast Feeding Week (1 to 7 August) |  |  |  |  |
|  | 151 CHC+41 SDH + 22 DH | 214 | 5000 | 10.70 |  |
| xii. | National Nutrition Week (1 – 7th Sept.) |  |  |  |  |
|  | District | 22 | 5000 | 1.10 |  |
|  | Block | 119 | 2000 | 2.38 |  |
| xiii. | Special event on 15th August e.g. Road Show |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 20000 | 4.40 |  |
| xiv. | Eye Donation Fortnight 25th Aug – 8th Sept |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xv. | Voluntary Blood Donation Day 1st Oct |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xvi. | World Sight Day – 9th Oct |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xvii. | Mental Health Day |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xviii. | Breast Cancer Awareness Month October |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xix. | World Diabetes Day |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xx. | 21st Oct Global Iodine Deficiency Disorders and Prevention Day. |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xxi. | World Obesity Day 26th October |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xxii. | Awareness campaign during Diwali |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xxiii. | Dental Health Fortnight  1 – 15th Nov |  |  |  |  |
|  | District | 22 | 5000 | 1.10 |  |
|  | Block | 119 | 2000 | 2.38 |  |
| xxiv. | Special Event on 14th Nov |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xxv. | World Aids Day 1st Dec |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xxvi. | Special Event on 26th Jan e.g. Road Show |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 20000 | 4.40 |  |
| xxvii. | Anti-Leprosy Day 30th Jan |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xxviii. | Women’s Day 8th March |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xxix. | World Glaucoma Week (10th March – 16th March) |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xxx. | World Disabled Day 15th March |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xxxi. | World Tuberculosis Day 24th March |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xxxii. | National Pulse Polio Day (as per the Directives of GOI) |  |  |  |  |
|  | **State** | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
| xxxiii. | Special Immunization week (As per the Directives of GOI) |  |  |  |  |
|  | State | 1 | 100000 | 1.00 |  |
|  | District | 22 | 5000 | 1.10 |  |
|  |  |  |  | **89.06** |  |

**Public/Health Mela**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1 | State | 1 | 300000 | 3.00 |  |
| 2. | District | 22 | 100000 | 22 |  |
|  |  |  |  | **25.00** |  |

**Total =** 89.06 (Health Days) + 25.00 (Public/Health Mela) = **114.06**

**BCC/IEC activities for MH**

**Name of the Activity: Implementation of BCC/IEC strategies for Maternal and Child Health**

**Whether New/ or being continued: Being Continued**

Maternal health refers to the health of women during pregnancy, childbirth and the postpartum period. The BCC/IEC strategy for maternal health is to focus on activities that would involve advocacy, awareness and sensitization to help in adoption of positive health behaviors. Through formative research it has been concluded that a mother in law and a husband plays a vital role in deciding important health decisions related to a pregnancy. Keeping this inference as a major learning, IEC – BCC strategies at the interpersonal level would focus on them in a more comprehensive manner. Also sensitization of the community with regards to the various services available is important.

**Key Messages:**

* Expectant mothers should receive 4 +ANCs
* Pregnant women should register during 1st trimester
* Encourage deliveries at Public Health Facilities
* Full immunization
* Vitamin Supplementation

The above messages will help to curb MMR as well as IMR.

**Media Mix of Mid Media / Mass Media**

**Activity Proposed: Media Mix for Maternal Health**

**Name of the Activity: Use Mid Media and Mass Media to promote maternal health**

**Whether New / or being continued: Being continued with some new innovations.**

|  |  |
| --- | --- |
| **Mid Media and Mass Media Activities** | |
| **Village level** | Hoardings, posters , sun boards will be used instead of wall paintings, folk theatre to make the community conscious with regards to safe motherhood practices  Create awareness regarding various schemes like JSY, JSSK etc. |
| **Facility Level** | Hoardings, sun boards will be used instead of wall paintings , standard treatment protocol charts, pamphlets related to safe motherhood practices, proper diet, IFA tablets, etc. |
| **State and District Level** | Newspaper Advertisements, TV & Radio Spots,  Design new creative with husband and mother in law as positive influencers and change agents.  Special program on Women’s day, etc.  Use MoHFW approved material (created by IHBP) where possible. |

**BCC/IEC activities for Maternal Health**

| **S.No** | **Activity** | **Physical Target** | **Rate** | **Rs. In Lakhs** | **Remarks** |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
|  | 1. Newspaper ads (6 bi monthly) | 8 | 250000 | 20 |  |
|  | 1. Radio campaign | 30 days per quarter | 400000 | 10 |  |
|  | 1. TV and Cinema Slides   TV spots on DD and other channels  Cinema Slides | 20 days in each quarter  10 | 1000000  100000 | 7  8 |  |
|  |  |  |  | **45.00** |  |
|  | Campaign for Safe Abortion Services | 1 | 200000 | **2.00** |  |

**Media Mix of Mid Media / Mass Media**

**Activity Proposed: Media Mix for Child Health - Advocacy, refresher trainings, etc. at State District and Block level for staff on Child Health**

**Name of the Activity: Use Mid Media and Mass Media to promote Child Health**

**Whether New / or being continued: Being continued with some new innovations.**

|  |  |
| --- | --- |
| **Mid Media and Mass Media Activities** | |
| **Village level** | Hoardings, posters , wall paintings, etc. to make the community conscious with regards to breast feeding, immunization , hygiene, ORS plus Zinc supplementation, etc. Awareness regarding the facilities available for children through different health schemes. |
| **Facility Level** | New born care charts, immunization related charts, etc. |
| **State and District Level** | Newspaper Advertisements, TV & Radio Spots, etc. on immunization, ORS plus zinc supplementation, diarrheal disease, etc. |

**BCC/IEC activities for Child Health including RBSK**

| **S.No** | **Activity** | **Physical Target** | **Rate** | **Rs. In Lakhs** | **Remarks** |
| --- | --- | --- | --- | --- | --- |
|  | Use of Media Mix of Mid Media/ Mass Media |  |  |  |  |
|  | IEC & Publicity Material related to Child health issues   1. 50 Thousand posters on ORS plus Zinc 2. 50 Thousand Posters on Diarrhea 3. 50 Thousand posters on Immunization 4. 3 lakh pamphlets on ORS plus Zinc 5. 3 lakh pamphlets on Diarrhea 6. 3 lakh pamphlets on early and exclusive breast feeding | 50,000  50,000  50,000  300000  300000  300000  300000 | 7.00  7.00  7.00  80 p  80 p  80p  80 p | 3.50  3.50  3.50  2.40  2.40  2.40  2.40 |  |
|  | Newspaper Advertisements  on CH issues in 8 – 10 leading newspapers (The Tribune, Hindustan Times, Times of India, Indian Express, Punjab Kesari, DainikBhaskar, DainikJagran, Ajit, Jagbani, Panjabi Jagran , etc.) | 3spots. Quarter page (400sq cm) | 400000 | 12.00 |  |
|  | Radio  Radio campaign in on AIR, MY FM, BIG FM, etc.  Campaign on ORS plus Zinc (through the year)  Campaign on Pneumonia (Nov – Dec)  Campaign on Diarrhea (May – June)  Breast Feeding Week ( 1st – 7th Aug)  On Govt. DAVP consolidated rates | 30 days campaign in each quarter | 400000 | 12.00 |  |
|  | TV Ads & Cinema Slides |  |  |  |  |
|  | TV Ads on DD Jalandhar, DD Chandigarh, and PTC Punjabi etc. on Govt. DAVP rates.  Cinema slides will be shown across Punjab on DAVP rates | 15 days in each quarter  10 cinemas | 1000000  100000 | 8.00  8.00 |  |
|  | **TOTAL** |  |  | **60.00** |  |

**Inter personal Communication**

**Activity Proposed: Interpersonal Communication for Child Health**

**Name of the Activity: Use Interpersonal Communication to promote Child Health**

**Whether New / or being continued: Being continued with some new innovations.**

|  |  |
| --- | --- |
| **Interpersonal Communication** | |
| Household Level | IPC tools and leaflets related to Child Health for mothers |
| Sub center Level | Charts, posters, booklets, pamphlets for counselling and distribution purpose. |
| VHND, Mamta Divas, etc. | Use flipbooks, charts, health talks, etc. to explain mothers regarding different health issues related to child health. |
| School Program | Use charts, booklets, pamphlets to tell children about hygiene, cleanliness, and other health issues. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | IPC Activities related to Child Health |  |  |  |  |
|  | Focus Group Discussions on Child Health at Sub Centre. |  |  |  |  |
|  | State Level Workshop on Child Health | 1 | 100000 | 1.00 |  |
|  | District Level Workshop Child Health | 22 | 20,000 | 4.40 |  |
|  | Block Level Workshop on Child Health | 119 | 5000 | 5.95 |  |
|  | **Total** |  |  | **11.35** |  |

**BCC/IEC Activities for AH/ Rashtriya Kishore Swasthya Karyakaram**

RKSK programme aims are to implement adolescent friendly reproductive and sexual health services for boys and girls in the age group of 10-19 years. As a part of the 6 key strategic areas ‘+A’ under the RMNCH+A approach. WIFS is an integral component. AFHCs will be opened under this program which will provide a platform to adolescents to share their problems and doubts without hesitation and get correct information regarding their doubts, fears, etc. The menstrual hygiene scheme has been recently launched at the national level under this program. In order to sensitize adolescents, their parents, teachers, peer leaders, women’s group on the safe menstrual hygiene practices and advocacy on use of the ‘Freedays’, the state will be using the communication materials approved by the MoHFW ( developed by IHBP) and provided during the launch of the programme. This includes the use of TVC, music video, radio spots for mass media, wall paintings, hoardings and posters for mid media. For IPC, a set of materials – advocacy booklet, girls’ booklet, leaflet and games will be used by the ASHAs and ANMs for counselling, advocacy and community mobilization. For advocacy a series of workshops at the state, district and block levels has been planned.

**Media Mix of Mid Media/ Mass Media**

**Activity Proposed: Media Mix for RKSK**

**Name of the Activity: Use Mid Media and Mass Media to promote RKSK**

**Whether New / or being continued: Being continued with some new innovations.**

|  |  |
| --- | --- |
| **Mid Media and Mass Media Activities** | |
| **AFHC** | Pamphlets, booklets that discuss issues related to adolescent reproductive sexual health. Wall hangings, charts to be used as tools during awareness sessions. |
| **State and District Level** | TV and radio spots related to menstrual hygiene campaign as well as other issues related to adolescents. |
| **IEC Material** | |
| **Girls’ booklet, games, pamphlets, etc on menstrual hygiene at monthly meetings in School, Anaganwadi centres and AFHC**  **Provision of health material related to Adolescent health issues at AFHC** | |

**Mid Media and Mass Media Activities on RKSK**

| **S.No** | **Activity** | **Physical Target** | **Rate** | **Rs. In Lakhs** | **Remarks** |
| --- | --- | --- | --- | --- | --- |
|  | Media Mix of Mid Media and Mass Media |  |  |  |  |
|  | 4 spots of Ads in leading newspapers 400sqcm one in each quarter | 4 | 400000 | 16.00 |  |
|  | Radio Campaign in each quarter at consolidated Govt. DAVP rates | Quarterly | 250000 | 10.00 |  |
|  | IEC & Publicity Material on menstrual health, mental health, hygiene, Adolescent and Reproductive sexual health   1. Posters on different Adolescent Issues to be put up at AFHCs 2. Pamphlets related to menstrual health and other adolescent issues | 50,000  200,000 | Rs. 6.00  80p | 2.55  1.60 |  |
|  | TOTAL |  |  | **30.15** |  |

**Interpersonal Communication**

**Activity Proposed: Interpersonal Communication for RKSK**

**Name of the Activity: Conduct Seminars and Workshops**

**Whether New / or being continued: Being continued**

**Seminars and Workshops will be conducted at State, district and Block level to create awareness amongst designated staff towards adolescent and reproductive sexual health.**

**Interpersonal Communication on RKSK**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Interpersonal Communication** |  |  |  |  |
|  | State level Workshop/ Seminar on adolescent and reproductive sexual health | 1 | 100000 | 1.00 |  |
|  | District Level Workshop on issues related to adolescent and reproductive sexual health | 22 | 20000 | 4.40 |  |
|  | Block level workshop on topics related to adolescent and reproductive sexual health (119) | 119 | 5000 | 5.95 |  |
|  |  |  |  | **11.35** |  |

**Awareness and IEC Workshop for Blood Services and Blood Disorders:-**

|  |  |
| --- | --- |
| **Name of the Activity** | **No/ rate in Rs** |
| Electronics Media AIR Two Months @ Rs 1000000/- per month  TV Two Weeks @ Rs 50000/- per day  Print Media  For 20 Newspapers @ Rs 50000/- | 1,00,0000/-  5,00,000/-  500000/- |
| **Total** | **20 lakh** |

**Drug De-addiction Program**

**Name of the Activity: Implementation of BCC/IEC strategies for Drug De-addiction Program**

**Whether New/ or being continued: Being Continued**

Drug De addiction is a huge problem in Punjab and one needs strong intervention strategies to deal with this issue. IEC BCC activities will be taken up at state and district level. These activities will be a combination of mid and mass media as well as IPC.

| **Activity** | **Physical Target** | **Rate** | **Rs. In Lakhs** | **Remarks** |
| --- | --- | --- | --- | --- |
| 4 spots of Ads in leading newspapers 400sqcm one in each quarter | 8 | 40,000 | 32.00 |  |
| Radio Campaign in each quarter at consolidated Govt. DAVP rates | Quarterly | 250000 | 20.00 |  |
| State level Workshop/ Seminar on Drug Deaddiction and issues related to it | 1 | 200000 | 2.00 |  |
| Posters related to drug addiction to be put at selected health facilities | 200000 | Rs 8 | 16.00 |  |
| Pamphlets related to drug cessation and information related to drug addiction | 1000000 | 80 p | 8.00 |  |
| TOTAL |  |  | **78.00** |  |
| District Level Workshop on issues related drug addiction | 22 | 20000 | 4.40 |  |
| Block level workshop on topics related to drug addiction (118) | 119 | 4000 | 4.70 |  |
|  |  |  | **9.10** |  |

**Development of posters/ stickers/ handouts/ wall paintings/ hoardings/ local advt/ etc.**