**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** |
| --- | --- | --- | --- | --- | --- |
| B.10.3.4 .1 | 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** |  |