National Deworming Day (NDD) 2016 Resource Kit

The NDD 2016 Resource Kit contains all training and IEC prototypes along with the open, editable files in Corel Draw format and PDF, which are easy to adapt as per state requirements.

The following document is a set of printing guidelines that State IEC divisions should follow as closely as possible when printing/reproducing the material in the resource kit.

This document should be disseminated to all districts along with the prototypes.

For any assistance please contact Ministry of Health and Family Welfare, Government of India.

**Key Points:**

- The state must review and adapt the following content before sharing it with districts. All customization should align with state-specific operational guidelines:
  - Name of state
  - Logos of stakeholders
  - National Deworming Day and mop-up day dates
  - If privates schools are included or not
  - Information about treatment of out-of-school, whether at schools or at anganwadis
  - State targets on trainings, number of children to be dewormed, and other state specific indicators
  - Details on training and reporting cascades
  - Contact details of officials, as appropriate
  - Other dates, as applicable
NDD Resource Kit Components

1. Anganwadi/school Handout:
   - A 2-pager, tri-folded, double-sided training document which gives teachers and *anganwadi* workers information on how to administer the deworming tablet to children as per NDD Guidelines. The handout, reporting form, and Frequently Asked Questions (FAQs) are included in the same document to make sure all three essential documents are received together.
   - **Target audience:**
     1) Handout for teachers
     2) Handout for anganwadi workers
   - **Distribution/use:** To be distributed to participants during the training and to be used by teachers and anganwadi workers to reinforce training messages before NDD
   - Each printed handout MUST have a perforated reporting form placed with it, as per the guidelines mentioned in visual printing guide
   - Each teacher/headmaster and *anganwadi* worker attending the training shall get at least 1 handout. The trained teacher or headmaster are encouraged to make to copies of the handouts at their schools and share copies with all teachers.

2. Flipcharts:
   - A wall-calendar style flipchart with big, bold pictures, is an effective tool to train a group of teachers or *anganwadi* workers, especially where a projector might not be available to show the training presentation
   - **Target audience:**
     1) Teacher flipchart for teachers
     2) Anganwadi flipchart for anganwadi workers
   - **Distribution/use:** These flipcharts will be used by trainers to training teachers and *anganwadi* workers
   - Flipcharts have to be printed in a calendar style, as per guidelines mentioned in the visual printing guidelines

3. ASHA Leaflet:
   - A one-pager leaflet informing ASHAs about the basic information on NDD and highlighting her key role in community mobilization
   - **Target audience:** ASHAs
   - **Distribution/use:** To be distributed at the ASHA trainings/orientations. Other than the ASHA handouts, the ASHAs must be given the ASHA reporting form, at the time of training.
4. **Posters**

   - **Variations:**
     1) Date poster – focusing on NDD date
     2) Positive behavior poster – focusing on NDD date and behaviors to protect from worm infections.
   - **Distribution/use:** 1 poster of each type per school and anganwadi and is to be placed at the schools and anganwadis respectively.
   - For maximum impact, it is crucial that posters are placed where they are most visible. Place posters at eye-level, on walls where that are no or few other competing posters/bills placed. Choose walls that are visible to maximum people such as the outside of a school/anganwadi or in the assembly area

5. **Community Handbill:**

   - **2 variations:**
     1) Crisp handbill giving critical information on the program: NDD date and key messages on deworming to mobilize community on the deworming days
     2) Detailed handbill containing additional details like symptoms of worm infestations, long term benefits of deworming etc.
   - **Target Audience:** Community members
   - **Distribution/use:** Through schools/anganwadis

6. **Hoardings/Banners**

   - **Target audience:** Community members
   - **Distribution/use:** To be displayed near bus stands, railways stations, district hospitals where there is most amount of footfall, as decided by the state

7. **Mini Checklist:**

   - This document is a concise version of the state specific operational guidelines for distribution to districts and allows for easy reference to info on NDD
   - **Target audience:** District-level officials of all stakeholder departments
   - This document requires adaptation by the state. This includes:
     - Adding dates of NDD and mop-up day
     - Adding drug status as on date (as a separate annexure)
     - Contact numbers of key officials
     - Training dates and training target figures
     - Reporting timelines
8. Dockets/ Folders

- This document a simple folder with the NDD logo (Krimi se chutkara sehatmand bhavishya hamara) printed on the front. This folder works as a cover in which all the other documents can be placed.
- **Distribution/use:** The docket can be used as a participant kits at any of the trainings, as the state decides. It can also be used to contain all the press briefs to be distributed to the media at the launch or at media sensitization workshops.
National Deworming Day (NDD)

Printing Guidelines for prototypes

**Handouts - Teacher/Anganwadi**
- **Job type:** Folder design, colour, front + back, CMYK (4 colour)
- **Orientation:** landscape
- **Print process:** Offset
- **Printing Paper type:** 100 GSM
- **Final print size:** 24.75” x 11.69” inches (Custom size)
- **Post processes:**
  - Creasing
  - Perforation

**Flipcharts - Teacher/Anganwadi**
- **Job type:** Flipchart, colour, front + back, CMYK (4 colour)
- **Orientation:** Portrait; Wall calendar style. Refer to image
- **Print process:** Offset
- **Paper type:** 170gsm - 220 GSM, uncoated
- **Final print size:** 16.54” x 23.39” inches (A2)
- **Post processes:**
  - Spiral binding
  - Cardboard on the back
  - Metal eye (rivet) for hanging it from a nail
  - Front & Back mirror printing; 1-3, 2-5, 4-7, 6-9, 8-11, 10-13 .... 20-blank

**ASHA Leaflet**
- **Job type:** Colour, front + back, CMYK (4 colour)
- **Orientation:** Portrait
- **Print process:** Offset Printing
- **Paper type:** 100 GSM uncoated
- **Final print size:** 8.27” x 11.69” inches (A4)
- **Post processes:** None

**Posters (Date and Positive Behavior)**
- **Job type:** Colour, one-sided, CMYK (4 colour)
- **Orientation:** Portrait
- **Print process:** Offset Printing
- **Paper type:** 100-140 GSM, uncoated
- **Final print size:** 16.54” x 23.39” inches (A2)
- **Post processes:** None

**Banner**
- **Job type:** Colour, one-sided, CMYK (4 colour)
- **Orientation:** Landscape
- **Print process:** Offset Printing
- **Material:** Flex
- **Final print size:** 4 feet x 2 feet
- **Post processes:** None
Hoardings
Job type: Colour, one-sided, CMYK (4 colour)
Orientation: Landscape
Print process: Offset Printing
Material: Flex
Final print size: 12 feet x 10 feet
Post processes: None

Handbill (2 Variations)
Job type: Colour, front + back, CMYK (4 colour)
Orientation: Portrait
Print process: Offset Printing
Paper type: 100-140 GSM, uncoated
Final print size: 8.27” x 11.69” (A4)
Post processes: None

Mini Checklist
Job type: Colour, front + back, CMYK (4 colour)
Orientation: Portrait
Print process: Offset Printing
Paper type: 100 gsm, uncoated
Final print size: 8.27” x 11.69” (A4)
Post processes: None

Docket
Job Type: Colour, front + back, CMYK (4 colour)
Pre-Press: Make a screen
Landscape: Portrait
Print Process: Offset Printing/ Screen Print
Paper type: 300 GSM Matt
Final print size: 9 inches x 12 inches; A4 folder, white
Post processes:
- Pasting of A4 sheet- if you choose offset
- Creasing: If you choose offset
नेशनल डिब्युमिंग दे और माँप अप दे

1. नेशनल डिब्युमिंग दे 10 जनवरी 2016 को नामांकन होगा।
2. इस कार्यक्रम भी गायन प्रशिक्षण, विज्ञापन एवं विशेष विशेष विवाद जैसे महत्वपूर्ण विषयों के साथ होगा।
3. इस कार्यक्रम से समय से समय तक 1-13 वर्ष के छात्र-छात्राओं, वक्तव्य-वक्तव्य एवं मैनेजमेंट, पीएम-पीएम, मेन-पीएम (कुल 200 छात्र के लिए) समें दूसरे दिनों से जारी रहेगा।
4. अंतर्जातियों से 1-13 वर्ष के छात्र-छात्राओं को मैनेजमेंट के दृष्टि से अभ्यास कराना होगा।
5. बच्चों के लिए 1-13 वर्ष के छात्र-छात्राओं को मैनेजमेंट के दृष्टि से अभ्यास कराना होगा।
6. बच्चों एवं अंतर्जातियों में जो तरह से से कार्यक्रम को बढ़ावा दिया जायेगा उसे ध्यान में रखना होगा।
7. इस कार्यक्रम में अंतर्जातियों एवं वंशजों के बीच अभ्यास कराना होगा।
8. मैनेजमेंट (कुल 200 छात्र के लिए) काम के जितने रूपों में अंतर्जातियों नागरिकों उपलब्ध होगा।

Metal rivet to hang from nail

Top page

Spiral binding

Bottom page
How the flipchart will be used