



## NUHM IEC/BCC Strategy: A Guidance Note



### METHODS

- ▶ Flip Charts
- ▶ Booklets
- ▶ Posters
- ▶ Stickers
- ▶ Pamphlets and Hand bills
- ▶ Use of ICT like applications on mobile phones
- ▶ Improving IPC/Counselling Skills

### MONITORING AND SUPERVISION

The existing State level IEC committee may be used to monitor the progress of IEC/BCC under NUHM. Material before printing shall be approved by the department by following appropriate codal formalities and verification of the IEC material may be taken up periodically.

### Health Messages

Health messages are important for any health communication. They not only improve knowledge and awareness of a health issue, also influence behaviors and attitudes towards a health issue and demonstrate the benefits of behavior changes to public health outcomes. In the current context:

- ▶ Health messages available under different national programmes like RNTCP/RMNCHA/NLEP/NVDCP/NCDs etc. can also be used.
- ▶ Prevailing health problems like Malaria, Dengue, Diarrhoeal Diseases.
- ▶ Informing of certain activities like outreach, theme days etc.
- ▶ Health determinants: personal hygiene, open air defecation, safe drinking water etc.

### Planning for IEC/BCC

The state should develop and formulate an annual IEC/BCC Plan incorporating the various strategies and activities. This plan should be developed taking into account the seasonality of diseases, major days like Women's day, World Health Day, requirements of the community and making NUHM a visible programme. In addition the cities may also develop their own plan based on their local issues. The plan should form a part of the Programme Implementation Plan of NUHM and shall be approved through the formal approval process.

### Involving Schools

School children should be used to spread health messages in the community as it has a multiplier effect. Half to one hour session per week on health related issues/Annual Quiz competitions/painting competitions/health walks/cleanliness drives can also be done as a regular feature in local schools.

### Innovation Ideas



Immunization Room - Kerala



Using Character from Folklore to Promote Cleanliness - Odisha

Publications and Training Material for Community Processes Interventions under NUHM (Available on NHM Website: <http://nhm.gov.in/nhm/nuhm.html>)



Ministry of Health & Family Welfare, Government of India

### INTRODUCTION

IEC and BCC strategies together must be able to:

- ▶ Generate awareness about NUHM program and UPHC & UHC.
- ▶ Increase knowledge about various health problems.
- ▶ Create demand for the health services available in the community and promote the uptake of the health services.

The IEC/BCC strategies for Urban Health must necessarily focus on the following:

- ▶ Empowerment of community through awareness generation, whereby they are able to demand services from the health system.

- ▶ Ensuring that a change in the health seeking behaviour of the community where they get into the habit of accessing the health facilities rather expecting everything on their door step.
- ▶ Concerted campaign for behaviour change to enforce public health thrust. Problem of malaria, dengue, chikungunya in urban areas. Counselling services for well being of households.

The IEC/BCC strategies for Urban Health must necessarily integrate the following activities:

### INSTITUTIONAL BRANDING

An overall branding to establish NUHM as an important initiative to provide primary health care services to the urban poor.

### Points to Remember

- ▶ Emphasis should be on visibility.
- ▶ Language, content and methodology adapted should be culturally and socially appropriate.
- ▶ Thrust to be on Print Media in IEC strategy.
- ▶ Focus on IEC material in UPHC.
- ▶ UPHC/UHC should be able to cater to the demand generated by IEC/BCC activities.

### Priority Areas for IEC/BCC

- ▶ Uniform signages should be developed for the UPHCs and UHCs across all urban health facilities in the city having same size, colour, font and content.
- ▶ Display of Services imparted, timings of the facility and the entitlements under various schemes in the facility.
- ▶ Health messages should be displayed prominently within the health facility.
- ▶ Adequate publicity of outreach activities.
- ▶ Frontline workers to be trained in Inter Personal Communication.
- ▶ Children to be sensitized towards healthy behaviour by involving the local schools in quiz competitions, health talks etc.



### CONTENT

Inform about NUHM program objective and components, provide information on availability of health services at UPHC & UHC highlighting different aspects such as free of cost, timings, evening OPDs, identifying nearest facility locations, publicity on outreach sessions/theme day observations and information on major health issues in the city and locality. There should be uniformity in the presentation of the content like size of the hoarding/banner, color, font size and same sequence of presentation of contents should be maintained.

Placement at strategic locations like bus stands, railway stations, prominent public places in the form of hoardings, banners, posters etc. Branding of trains buses, or other public means of transport can also be done.

### METHODS

- ▶ Through various exhibitions organised by state governments, tableau on national days, etc.
- ▶ Using media to inform activities such as outreach camps, mega camps or other events organised under urban Health.
- ▶ Wall paintings using folk art.

- ▶ Street plays.
- ▶ Munadi/Miking.
- ▶ Pamphlets and hand bills in slums, in naturally occurring gatherings like festivals, melas, local bazaars, etc.
- ▶ Screening of documentaries at cinema theatres owned by ULB's.
- ▶ TV Spots, Scrolls.
- ▶ Radio messages.
- ▶ Advertisements in local newspapers and magazines.

### HEALTH FACILITY BASED IEC

All health facilities should not only dispense health services but also act as points of IEC/BCC dissemination.

### CONTENTS

The content for the facility based IEC to include basic information about the facility, signages, services, timings essential drug list, citizen charter etc. The other content would be on IEC messages on health issues. Facility based IEC should cultivate a client receptive atmosphere.



Signage at Health Facility Kerala

### Methods

- ▶ Newly constructed UPHCs/Kiosks should follow a uniform design and pattern.
- ▶ Existing facilities should have exterior with uniform colour scheme.
- ▶ Signages—both external and internal should be uniform in terms of size colour and content.
- ▶ Display of services available, Essential Drug List, Citizen charter, formation/composition of RKS, MAS, ASHA, IEC corner etc. should follow an uniform pattern across all facilities.
- ▶ Mobile Medical Units to have uniform branding with IEC corner at MMU station sites.

### JOB AIDS/READY-RECKONERS FOR FRONTLINE WORKERS

The frontline workers, ASHA, ANM, MAS members are the key persons who make the first point of contact with the community. These workers provide health education through interpersonal communication at the family level supported by mass communication at



the community level. They should be trained in interpersonal communication and counselling skills. Further, they would require communication aids/tools to interact with the community.

### CONTENT

The content of the aids would be on Health and Health determinants like Maternal child health issues, all national health programmes, Non communicable diseases, water, sanitation, hygiene etc. Pictorial representation of the health messages should be stressed upon.

