








**IEC / BCC**



## GUIDELINES FOR THE IMPLEMENTATION OF RCH-II IEC/BCC ACTIVITIES UNDER NRHM AS PER APPROVED PIP (2009-10)

### OBJECTIVES

-  To ensure effective Implement IEC/BCC Activities in the Districts at various levels.
-  To carry out Issue-based and Outcome-oriented IEC/BCC Activities at all levels.
-  Focusing more on Audience than Media in the process of Community Mobilization.
-  To ensure strictly adherence to the Clauses/Provisions of Guideline by all the Task Managers during Implementation at all levels.
-  To intensify 'Review, Monitoring & Supervision' of IEC/BCC Activities by concerned Officials/Staff at District, Block & SC Level.

### OPERATIONAL GUIDELINES

#### **01. Infrastructure strengthening for District level IEC Bureaus as part of institutional up gradation:**

It is to be executed by the Engineering Unit of NRHM under active supervision of Works Consultant & meo/Dy MEIO at District level. Districts will be providing an existing room preferably in the Family Welfare Wing which will be renovated, furnished & equipped as per the standard & approved plan developed by NRHM Architect. An amount of Rs. 1, 70, 000/- per District is to be spent for the purpose to improve the visibility of the IEC Bureaus and its operational efficiency. The budget has been booked under NRHM Additionalities in the State PIP (2009-10). MEIO/Dy MEIO along with ADMO (FW) are to follow up with both the DPMU and SPMU to get the activity executed at the earliest.

#### **02. Monthly Meeting of BEEs & BPOs at District level to Review IEC/BCC Activities:**

BEEs & BPOs are to be invited to the District once in every month for a One-day Review of the all IEC/BCC Activities being implemented in their respective Blocks so as to assess the Progress of Implementation and to resolve the issues if any for effective execution of the IEC/BCC Interventions. Expenditure for this activity is to be met from DPMU Meeting Expenses under BPMU head. Expenditure can include arranging Tiffin/Snacks, Tea & Lunch and Stationeries (Pen, Notebook) and other requirements such as Xerox and Logistics.

The Review should be carried out under the Chairmanship of CDMO in presence of ADMO (FW)/DIO, DPM, DAM, DHIO, MEIO, Dy MEIO & Communication Facilitators. All Matters relating to the effective Implementation of IEC/BCC Activities along with the Progress (Financial & Physical) have to be properly reviewed by the District level Officials and relevant Inputs & Suggestions need to be provided accordingly.

Proceedings of the Meeting must be prepared by the MEIO/Dy MEIO/CF and after approval from CDMO should be circulated to all Blocks maximum within five days from the date of the Review Meeting. Districts may invite State level IEC/BCC Officials to attend the Meeting for better Inputs &



Suggestions.

**03. District level Quarterly Coordination Meeting:**

**Participants:** MO (I/c)s, BEEs, BPOs, Programme/Wing Officers (ADMOs), DPMU Staff, Dy MEIO, MEIO, DSWO, DPO, Executive Engineer (RWSS), DIPRO, Dist Cultural Officer, DPC (SSA), MNGO Representative, Developmental Partners (UNICEF, UNDP, Red Cross, Lepra Society, etc), Communication Facilitators, etc.

The meeting will be organized once in every quarter at the district level under the chairmanship of CDMO to take stock of the IEC/BCC activities which will be attended by the above mentioned participants. The primary aim of the meeting is to review the existing IEC/BCC activities being executed by different Departments & Agencies, analyzing the problems & shortcoming in the way of smooth implementation and collecting inputs for the further improvement in the Plan. The participants will be providing their views as regard to the various IEC/BCC & Awareness Activities carried out in the district by different Departments/Agencies and will suggest ways & means for further improvement depending on the district-specific requirement. It is more of an Output based activity, where the Districts will be identifying 'common areas of convergence' between H & FW and other Agencies/Departments.

MEIO/Dy MEIO will be the Convener and will be preparing the Meeting Agenda & finalizing Modalities in consultation with District Health Administration. DPMU will be responsible for organizing the meeting and DPM/CF in particular will be responsible for preparing the Minutes of the meeting and in turn will share it with Mission Directorate/SIHFV.

Budget Details: @ Rs 500/- per Block which includes Snacks, Working Lunch & other expenditures such as Xerox, logistics, etc.

**04. Observation of Designated Days:**

Selected Designated Days will be observed/celebrated both at the district and block level to generate awareness among the communities and people in general on various health & related issues. The Guidelines for Observation/Celebration will be exactly as per the ones provided earlier to the districts with discrete activities. The same Guideline is to be followed at the block level as well. The districts are certainly required to form an Organizing Committee both at the District & Block level which will be looking after the nitty-gritty of the entire event.

Districts also must explore possibilities to mobilize resources from other agencies such as Govt Departments, Developmental Partners, Civil Society Organizations, MNGO/FNGO/SNGO, Corporate/Industrial Houses, etc to scale up the campaign activities. DPM at the district level & BPO at the block level will be responsible for over all management of the activity and will be preparing a 'Quality & Comprehensive Report' on the event and will share it with Mission Directorate/SIHFV. Dy MEIO/MEIO at the district level and BEE at the block level will be working in close coordination with the DPMU & BPMU respectively for organizing the event & executing the activity.

The Designated Days/Weeks selected are as follows:

-  **1<sup>st</sup>-8<sup>th</sup> August** : **World Breastfeeding Week**
-  **14<sup>th</sup> 20<sup>th</sup> November** : **Newborn Care Week**



-  **8<sup>th</sup> March** : **International Women's Day**
-  **11<sup>th</sup> April** : **Safe Motherhood Day**

A Budgetary provision @ Rs. 5,000/- per District and @ Rs. 1,000/- per Block per Designated Day has been earmarked respectively to execute this activity.

## 05. Health Exhibitions during VHND (Mamata Diwas) & Pustikar Diwas:

### VHND (Mamata Diwas)

Village Health & Nutrition Day (VHND), popularly known as Mamata Diwas is being organized at Angan Wadi Centres in every month to provide services and counseling on both Maternal & Child Health Issues. The activity is being organized and executed by ASHA, AWW and ANM.

During this day-long activity visitors such as Pregnant Women, Lactating Mothers, Parents of Children (0-5 Years), Family Members of the Service Seekers, People from the Community, etc attend the session.

Districts will be taking adequate steps to organize Health Exhibition on MCH Issues at the venue for generating awareness among the public. IEC Materials (Posters, Display Boards, Flex Banners, Flip Books, etc) are to be displayed in the Session Site and the visitors must be counseled on various aspects such as Care during Pregnancy, New-borne Care, Breastfeeding, Hypothermia, Post partum Care, Immunisation, etc.

Districts must ensure the involvement of Gaon Kalyan Samitis (GKS) of the AWC in executing this activity. The nominal expenditure for this activity has already been booked under VHND budget. ANM, LHV, Health Supervisors, HW-M etc must be sensitized by MO (i/c), BEEs & BPOs so as to implement the activity with active participation of GKS.

A 'Collapsible Stall' or Mela Kit (already provided by RNTCP to all blocks) will be installed at a prime location at the session site. IEC/BCC materials particularly on Maternal Health, JSY, Safe Motherhood, New-borne Care, etc will be made available there for the visitors.

### Pustikar Diwas

Similar kind of activities (Health Exhibition & Counseling) are to be organized during Pustikar Diwas at Health Centres, where BEEs, BPOs, Hd Qtr ANM, LHV, Health Supervisors, HW-M, Ayush Doctors, CDPOs, ICDS Supervisors, etc are required to participate for effective implementation of the programme.

BEEs along with BPOs are to coordinate with MO (i/c) and ensure organizing the Health Exhibition during the event. The budget for this activity has been booked under Pustikar Diwas.

## 06. Maternity Counseling Centre (Yashoda Centers) in District Hospitals:

Districts are to delineate a space within the operational area of Yashoda preferably in and around Maternity Ward in the District Head Quarter Hospital which will be identified as the 'Maternity Counseling Centre' (MCC). The space is to be enclosed and should have all IEC Materials displayed on Maternal & Child Health Issues (New-borne Care, Breastfeeding, Hypothermia, Post partum Care, Immunisation, Safe Motherhood, Child Diarrhea, etc). The Centre is to be equipped with IPC Materials on MCH Issues & Counseling.



MEIO/Dy MEIO along with ADMO (FW) will be responsible for both setting up and getting the MCC functional. Yoshoda of the DHH will be manning the Centre and will be providing Counseling services to the clients and sensitizing visitors.

An operational cost amounting to Rs. 1,000/- is to be spent from NIPI Untied Fund for setting up and making Maternity Counseling Centre operational.

**Districts:- Angul, Balasore, Dhenkanal, Ganjam, Jagatsinghpur, Jajpur, Jharsuguda, Keonjhar, Khurda, Koraput, Malkanagir, Mayurbhanj, Nayagarh, Puri, Rayagada & Sambalpur**

## 07. Sensitization of SHG Members on Post Partum Referrals at GKS level:

This is part of the Community Mobilization Activity to be taken up by GKS in each revenue village so as to address the issues relating to Maternal & Infant Mortality at the Community level through generating awareness & infusing sense of responsibility among various Members of the Community.

ASHA will be identifying the total numbers of SHG groups operating in the village of that particular GKS and will make a list of prominent/influential/vocal members who may or may not be President or Secretary of the groups. A meeting of such SHG Members is to be organized by the GKS with the help of ASHA, AWW and Women representatives of the GKS at a convenient place for sensitization.

ANM/LHV/BEE/HS/HW-M/ICDS Supervisors will be attending the meeting to discuss issues relating to Post Delivery Danger Signs and Post-Partum Referrals. During the ½ a day meeting, Resource Persons will be focusing more on the provisions available for Post Partum Referral Services and help wipe out myths & misconceptions from the minds of the participants. Resource Persons will be using the various IPC Tools & Communication Materials to sensitize the participants.

Resource Persons will ensure motivating the participants to spread the health message among the community through their SHG network and will request them to keep 'Health' as a topic in the agenda for discussion in their regular group meetings. Nominal amounts from GKS Untied Fund not exceeding Rs. 150/- per meeting will be spent as per the GKS Guideline to provide snacks to the participants. One GKS can hold maximum two meetings in the entire year.

ASHA will be asked to follow up the post-meeting activities with help of AWW & other GKS members and will be keeping a record of the details of Post partum Referrals made from that particular village. The list of the participants along with their signature/thumb impression as a proof of their participation in the meeting is to be kept in GKS Activity Record.

Dy Manager (Child Health), RI Coordinator & CS Coordinators are to personally get involved in this activity.

## 08. Pregnant Women and Lactating Mother's meeting at Aangan Wadi Centre level during VHND (Alternative Months)

As part of Inter Personal Communication (IPC) activities to motivate the Target Audience for improving the Health Seeking Behaviour, it is intended to carry out Counseling & Sensitization Sessions for both Pregnant Women & Lactating Mothers at Community level.



The Activity is to be organized at AWC during VHND Sessions in *alternate months*. ANM/LHV/HS/AWW/ASHA/ICDS Supervisor or block level Officials such as BEEs/CDPOs/MO-i/c are to attend the Session for sensitizing 'Pregnant women & Lactating Mothers' on various MCH Issues relating to Care during Pregnancy, Benefits of Institutional Delivery/JSY, Safe Motherhood, New-born Care, Hypothermia, Breastfeeding, Child Diarrhea, Supplementary Feeding, Immunization, etc.

Effective IPC & Counseling Tools are to be used by the Facilitators to carry out the sessions. ASHA & AWW are to ensure Display of IEC Materials on the related Issues and distributing Informative Materials among Target Audience.

The expenditure for this activity is to be met from VHND Budget and Block level Officials can meet their TA from the BCC Mobility support head.

**09. Puppet Shows/Social Mobilization Campaign during Immunization Drive in Media Dark Areas of KBK Districts in Partnership with Song and Drama Division through PPP Mode:**

As part of the Social Mobilization Campaign to address the specific needs of different Tribal Communities in the KBK region, it is intended that Puppet Shows will be carried out particularly in 'Media Dark' areas (Where Mass Media reach is very Poor) in Local Languages in association with Song & Drama Division on various Child Health Issues strictly through Public Private Partnership (PPP) Mode.

BEEs & BPOs are to identify the locations & timing for the activity to be undertaken and Districts will be approaching the units of Song & Drama Division for collaboration in implementing this programme or getting technical support for doing this activity. MNGO/SNGOs at the District level or FNGOs at the block level are to be partnered with through a written Agreement for jointly initiating the process for executing this activity. In case of non-availability of MNGO/SNGO/FNGO, districts may have partnership with any other NGO/Voluntary Organization of adequate credibility and having substantial experience in implementing RCH & other health related programmes with strong presence in the area.

Districts will be following the available Guideline for executing activities through PPP mode and will take the written concurrence of District NGO/PPP Cell in selecting the NGO for partnership along with Implementation Modalities.

Adequate Steps must be taken both by the block, sub-block level health officials along with the NGO functionaries to mobilize sufficient audience for the show. Provisions should be made for making arrangements for Proper Stage, Light & Sound system to give the activity a shape of an event. Districts are to ensure organizing these activities during local level Mela/Festival/Fair in an aim to gather maximum audience for the activity.

Districts are to execute this activity during 3<sup>rd</sup> Quarter only as there is enough crowd movement during this period because of festivities. BEEs & BPOs jointly will be responsible in executing the activity.

Budget amounting to Rs. 2,000/- per show for a total of three shows per Block in the entire year has been earmarked for this activity.

**10. Awareness Campaigns through MNGOs/FNGOs during Mela/Fair/Festivals in Tribal Blocks through PPP Mode:**



Orissa's Community life is full of rich Cultural Practices & Traditional Entertainments. It is intended to carry out Awareness Generation Activities at block or sub-block levels particularly in Haat, Bazar, Market areas, congregated places where people from all parts of the concerned block come together.

Districts through various IEC activities will be making the best use of the occasions such as Mela/Fair/Festivals at the Block level to disseminate health information and generate awareness among the Communities relating to various RCH Issues in an attempt to improve their Health Seeking Behaviour.

The Activity invariably is to be carried out in association with either MNGO or FNGO of the block through PPP mode so as to have greater impact on the behaviour of the Target Audience. BEEs & BPOs will jointly be responsible in identifying the NGO, taking approval from District NGO Cell, signing agreement with the NGO and preparing plan of execution of the Activity.

An amount of Rs. 1,000/- per activity for a total numbers of two activities per block has been allocated for the purpose.

**11. Wall Painting on Promoting Girl Child and RTI/STI & Personal Hygiene in all Health Institutions:**

This activity will be executed at the district level through a competent agency by outsourcing the assignment. Districts must follow the Guideline provided to them earlier for carrying out similar kinds of Wall Painting activities. The walls to be painted must be frontal & prominent ones preferably near OPD so as to attract attention of maximum viewers. Districts must ensure adhering to the Guideline as well as Design Art Work for proper execution of the Activity.

**12. Sensitizing Kalyani Club Members/Youth Volunteers on FP Issues (RTI & STI Issues) through PPP:**

**KALYANI**, DD's flagship programme on health is quite popular among all kinds of Audience across the entire country & our State as well. There are more than 1,000 Kalyani Clubs operating in the entire state with a band of more than 24,000 dedicated Kalyani Volunteers engaged in Community Mobilization activities. It would be quite useful if we can use this strong force of several thousand volunteers to scale-up our BCC activities at the community level.

BEE and BPO will be preparing a list of all the Kalyani Volunteers operating in their block along with their contact details and name & number of the club they are associated with. They will be invited to a Day long sensitization workshop to be held at the block level as per the following details.

Pre-Lunch Session:

Topic	Resource Persons	Time Duration
NRHM & its Overview	DPM/MEIO	1 & ½ hrs
Family Planning	MO (I/c)/ADMO (FW)	1 & ½ hrs

Post-Lunch Session:

Topic	Resource Persons	Time Duration
RTI & STI (Symptoms, Services available, Treatment, Etc)	MO (I/c)/ADMO (FW)	1 & ½ hrs



Plenary Session (Interactive)

All

1 Hour

Resource Persons must try to educate the Participants on the Symptoms, Treatment & Services available for STI/RTI so as to disseminate the Key Health Message to the Community.

A minimum of 25 and a maximum of 40 participants must be attending the workshop. BEE and BPO will be responsible for organizing & managing the entire workshop and BPO in particular will be preparing a 'Workshop Report' session wise with all necessary details and will be submitting to Mission Directorate/SIHFV through district. It is to be ensured that the participants should be given IEC materials as regard to the topics covered in different sessions.

The entire activity is to be executed in association with NGOs of the District & Block through PPP mode exactly as per the guidelines given for implementing Activity 9 & 10. MEIO/Dy MEIO will be facilitating in selecting the NGO, making agreement and executing the activity properly.

Districts will be sending an Activity Calendar to SIHFV marking a Copy to Door Darshan (Asst Director, Kalyani Club), BBSR so that the events can be covered for Mass Media airing.

An amount of Rs. 1,000/- per block has been allocated under RCH-II IEC/BCC activities to execute this activity at block level.

### 13. **Sensitization Programs with Youths (College & School Students) in all Blocks on ASRH through PPP:**

**ASRH** has been a major intervention under RCH Programme so as to address various issues that come under Adolescent Health. Youths and Adolescents need to be sensitized on ASRH as part of the RCH-II intervention. This activity is to be executed at the block level through PPP Mode in association with MNGO/FNGO/SNGO and the Target Audience is Youths comprising College & School Students.

BEEs & BPOs will be planning a Sensitization Meeting or Mass Meeting at the block level either in Schools or Colleges. Resource Persons having prior Experience & Knowledge on ASRH will be invited to disseminate information to the Participants either through Lecture Method or PowerPoint Presentation.

Processes similar to that of Activities (9, 10, and 12) are to be followed to have partnership with NGOs for executing this activity. Priority is to be given to those NGOs having experience in working on ASRH Issues.

An amount of Rs. 1,000/- per activity per block has been earmarked for implementing this programme.

### 14. **IPC among Peer Educators at Grass root level in all Angan Wadi Centres on ASRH:**

This is an activity that is intended to sensitize mostly the Adolescent Girls at Grass root level. Angan Wadi Worker and ASHA as the Facilitators need to be provided with simple & illustrated IPC Module on ASRH, who in turn will be sensitizing the Adolescent Girls of that area.

ASHA is to organize a ½ a Day Meeting of the Adolescent Girls numbering around 20-25 of that area at the Angan Wadi Centre where the Participants will be sensitized on various aspects of Adolescent Sexual & Reproductive Health (ASRH) including Anemia, Mean age of Marriage, Avoiding Early Pregnancy, Personal Hygiene, Menstrual Disorders, RTI/STI, HIV/AIDS, etc.



The Budget is to be met from ASHA Component and a total of two meetings will be organized in the entire year. MEIO/Dy MEIO will be coordinating with District ASHA Coordinator and taking steps for tying up with local level NGOs having experience in working on Adolescent Issues for executing this activity.

The activity is to be documented properly so that it can be scaled up in future basing on the outcome.

## 15. Folk Media Shows:

Districts will be identifying local troupes having minimum of 6-8 Artistes with at least 50% of them are female actors. The troupes must be having 3-4 experts on locally used & relevant musical instruments. An MOU must be signed with troupe and the troupe will be assigned themes as decided. The troupes will be asked to submit the Scripts and districts will be validating and subsequently approving the scripts by a Committee before issuing the work orders to the troupes to carry out the shows at the field.





All the shows will be carried out at SC level where the Mass Media reach is comparatively poor. BEE & BPO will be asked to prepare the list of locations and submit it to the district basing on which a 'Show Calendar' will be prepared by Dy MEIO/MEIO and the same should be circulated among all the Block Officials (MO/BEE/BPO) who will be monitoring the shows.

It has to be made mandatory in the MOU for the troupes to collect signatures of officials such as BEE/BPO/MO/ANM/LHV of the concerned block & SC and local representatives such as PRI Members/Teachers/Village Leaders/ASHA/AWW/SHG Leaders, etc in a 'Show Format' as a proof of organizing the show at the particular place. Some shows must be monitored and verified by DY MEIO, MEIO, DPM, DAM, DHIO, CF & ADMO (FW).

*DAMs will be verifying the show details and payments should be released only after proper scrutiny of Show Formats with signatures of the above mentioned persons.*

An amount of Rs. 500/- per Show has been earmarked for executing the Activity. Districts must ensure that Folk Media Shows should be in Local Language particularly in Tribal Areas.

### Themes/Topics:

-  **Post Partum Care (Maternal Health)**
-  **Breastfeeding - Use of Colostrums (Child Health)**
-  **Child Diarrhea - Continue Feeding (Child Health)**
-  **Hypothermia Keep the Baby Warm (Child Health)**

In Tribal Health all the above Four Topics will be taken up @ 3 Shows on each Topic.

***The troupes before actually starting the shows in the field must demonstrate before the district level officials.***

## 16. Tableau Display on Republic Day:

Each District will be taking initiatives to ply a Tableau (PRAGYAAPANA MEDHA) on the occasion of Republic Day Parade at the Hd Qtr level. MEIO/Dy MEIO along with DPM & CF will get a Plywood-



fitted, Projected-designed and Well-decorated Tableau on RCH Issues (mentioned below) with live Models or Mannequins which should speak about an interesting Health Story and transpire proper Health Messages to the Audience.

A Committee needs to be formed at the district level under the leadership of ADMO (FW) comprising MEIO, Dy MEIO, DPM, DAM & CF to plan, execute & monitor the entire activity properly and with adequate visibility. Districts either should get the Tableau made by hiring Good Artists or outsource the assignment to Competent Agencies.

MEIO/DPM/CF will prepare an Illustrative Report of the event and share it with SIHFW & Mission Directorate for records.

An amount of Rs. 10,000/- per district has been earmarked for carrying out IEC & Awareness Activities in district level Mela/Fair/Festivals or Tableau Display. Districts have the discretion of deciding which of the two activities they need for their Districts to carry out.

**In the event of taking up both the Activities, districts may make the use of Untied Fund with due approval for meeting the additional expenditures.**

## **17. Sensitizing ISP/IHP on MCH & Locally Endemic Diseases in Tribal Blocks through PPP:**

It is a normal practice among the tribal communities irrespective of the type of community or the region where they live, they always turn to the Community Healer (**Dissari, Gurumai, Gunia, Peda, Ojha, etc**) or **Informal Service Provider (ISP) or Informal Health Provider (IHP) or Magico Religious Healer** for treatment as it is customary to seek his/her advice during any kind of health problems. And in many cases the practice of 'Black Magic' (Kala Zadu) worsens the situation further and poses greater health risks for the poor patient.

That is why it becomes imperative to sensitize this ISP/IHP on various Diseases particularly locally endemic ones and motivate them to refer the cases to Health Centres after identifying the symptoms. The activity needs to be carried out either at SC or Sector level whichever is convenient to the Participants.

BEE & BPO will be preparing a list of IHPs/ISPs operating in that block with all contact details. The participants will be informed through ASHA/AWW/ANM/LHV/HW-M and motivated to attend the meeting. This will completely be a one full-day activity with pre lunch and post lunch sessions on various MCH Issues with particular reference to the locally endemic Diseases.

The Resource Persons will be focusing more on Symptoms, Causes, Health Care Services available (What & Where), Remedial & Precautionary Measures, Preventive steps and most importantly 'Myths & Misconceptions' associated with the diseases, social stigmas, etc.

ADMO (FW/PH) will be primarily responsible for the smooth and proper execution of this activity and MO/BEE/BPO at the block level will be assisting him/her in organizing this meeting. It is advised that districts should make use of those Resource Persons who are conversant with local language easily understood by the participants.






**Out of the Rs 50/- available for each participant, Rs 20/- should be spent on providing a Gift (locally relevant & commonly used items) to each participant as a part of motivational exercise**



**to make him/her attend the meeting** and rest Rs 30/- will be utilized for arranging snacks & working lunch for the participants. ASHAs from the concerned areas should be made to attend the meeting along with the IHP/ISP and be asked to keep motivating the Participants regularly there by ensuring improved health seeking behaviour in the community.

CFs & BPOs are particularly asked to prepare a Comprehensive report on the entire event, follow ups planned & outcomes realized and share it with SIHFW & Mission Directorate thereby help up-scaling the activity.

Topics to be covered during Sensitization:

-  **Post Partum Care Identifying Danger Signs**
-  **Hypothermia - Keeping the Baby Warm**
-  **Breastfeeding Use of Colostrums**
-  **Child Diarrhea Continue feeding**
-  **Malaria in Pregnant Women Use of bed net for the pregnant lady**

MEIO/Dy MEIO are to take enough measures for identifying credible NGOs, signing MoUs and finalizing operational modalities for successfully executing this activity through PPP mode upon approval from District NGO Cell.

Processes similar to that of Activities (9, 10, and 12) are to be followed to have partnership with NGOs for executing this activity. Priority is to be given to those NGOs having experience in working on Tribal Issues and areas.

## 18. Exhibitions in Tribal Festivals/Health Melas in all Tribal Blocks through PPP:

It is intended to execute this activity to generate Awareness among Tribal Communities on various RCH Issues through a numbers of IEC Activities during locally organized Tribal Festivals/Health Melas at Block level. The aim is to disseminate Health Messages among Tribal Communities making the best use of the forums of congregation.

Practices similar to that of Activities (9, 10, 12 & 17) are to be followed by MEIO/Dy MEIO for tying up with MNGO/FNGO and other Credible NGOs in absence of MNGO & FNGO as per the approval of District NGO Committee to execute the activities.

Districts will be finalizing the operational modalities with the Partner Organizations for effective implementation of Activities.

## 19. IEC Activities during District Specific Mela/ Fair / Festivals:

Orissa is famous for its rich cultural heritage and historical traditions. Festivals are observed with much pomp and show all across the state. The period from September to March is normally known as the 'time for festivities'. During this period people of Orissa remain busy in celebrating a number of festivals that starts with Durga Puja and ends with Holi. Now a days District level Fairs/Melas/Festivals are being organized in a big way with increased patronage being provided both by Government and Private sector. This kind of district level fairs/melas attracts lakhs of visitors from all across the district.





People in large numbers mostly from rural areas throng to the venue to participate in the gathering.

During this occasion the crowd movement in and around the venue remains at its pick. So this is in fact an apt occasion to spread the key Health Messages among the people. Needless to say that if 'IEC/BCC Activities' are taken up in a planned and meticulous way, then it will certainly help increase the level of Awareness among the people and will pave the way for information dissemination to a large numbers of Audience within a short period of time. Districts can take up whole or part of the IEC activities proposed below:

-  **Stall:** The organizers would be requested by the district health administration to provide adequate space for opening a stall in a prime area. The frontal portion of the stall should be attractively decorated depicting Key Health Messages and Products of NRHM/RCH Programme. Projection technology may be used to make the stall more attractive and to increase its visibility. Popular Health Schemes such as '*Janani Surakshya Yojana*', '*Rogi Kalyan Samiti*', '*FP Issues*', etc should be chosen while drafting the messages.
-  **Handling Visitors' Queries:** Staff such as BEEs, HW (F/M), Health Supervisors, etc equipped with relevant information should be deployed on rotation basis to attend the queries from the visitors and to conduct counseling on health matters.
-  **IEC Materials:** Sufficient 'Distributive IEC Materials' should be made available in the stall to give to the visitors on various components and issues of the ongoing health programmes. The IEC Materials should be Illustrated, Pictorial and must be locality specific in nature. In the event of non availability of sufficient 'Distributive Materials', component specific IEC materials can be developed prior to the event.
-  **Equipping the Stall:** The interiors should be well decorated with posters and Display Boards. Arrangements should be made for showing A/v films/documentaries on various health issues either on TV or on Screen. Audio-Visual CDs/Cassettes can be procured from SIHFW on various health issues. This will help in attracting audience to the stall.
-  **Awareness through Infotainment:** A local troupe can be contacted and assigned to play one or multiple themes on health issues. The event organizers can be requested to provide slots within their programme schedule for performing this show on the main stage before the big audience. Issues pertaining to local needs should be chosen and the script should be in local language. This is an effort through which we would be able to draw the attention of maximum number of crowd present at the venue.
-  **Service Provision:** Arrangements can be made where by Doctors/Para Medical Staff can be deputed on rotation basis to provide 'Free Medical Advice/Service' so as to address the general illness of the visitors visiting the venue. This can be an immensely useful way to attract visitors particularly from the rural pockets and from comparatively poor economic background.
-  **Ancillary Services:** Ancillary services can be offered on payment basis (Nominal Charge) to the general public to intensify the awareness generation activities. Testing Blood group and Blood Pressure Check up like activities can also be taken up on payment basis.



-  **Banners Display:** Colourful and Illustrated Banners depicting key messages and services of NRHM/RCH should be fixed at prominent places around the event area so as to catch the attention of the visiting Audience. This is in fact a low cost media awareness generation activities.
-  **Suggestion Box:** Provision of a Suggestion Box can also be a good idea at the stall. Visitors can be encouraged to write locality specific health problems, suggestive measures and any other suggestions in paper chits and drop them in the box. This will certainly give some idea about the general health scenario in the communities and in turn help design remedial strategies.

MEIO, Dy MEIO, DPM & CF will be collectively responsible for planning and organizing the IEC/BCC activities during the District level Fair/Mela and DPM will be particularly responsible for preparing an Illustrated Report on the entire campaign activity and share it with Mission Directorate/SIHFW.





The amount earmarked (Rs. 10, 000/-) for this purpose is to be strictly spent for IEC & Awareness Activities only and not for paying the Stall Hiring Charges. Stalls should be booked either free of cost or charge should be met from other sources at the district level.

## 20. **Mobility for District & Block Level Officials for Monitoring & Supervising IEC/BCC Activities:**

There is provision of adequate funds for both district & block level officials for taking up 'Monitoring & Supervision' visits to the field for IEC/BCC activities. The funds earmarked for this purpose includes expenditure for both 'Mobility and Contingency'. The District & Block level teams that are responsible for monitoring IEC activities include officials such as MEIO, Dy MEIO, ADMO (FW), DPM, DAM, DHIO, CF and MO (I/c), BEE, BPO, BADA respectively.

All the officials will be maintaining a Tour Diary and will be submitting a tour report to their reporting authority after completing Field Trips for monitoring IEC Activities as per the following details.

### **Tour Report Format:**

-  Tour Objectives
-  Tour Observations
-  Inputs & Supports Provided by the Touring Officials
-  Suggestions & Recommendations

BEE & BPO at the block level and MEIO/Dy MEIO & DPM at the district level will be compiling the 'Tour



Reports' and should share it with Mission Director/Director-SIHF on monthly basis.

***This is to be noted here that this amount under no circumstances will be used for any other activities or made to reflect under any budgetary heads other than the ones mentioned above.***

### MAJOR ISSUES TO BE HIGHLIGHTED UNDER TECHNICAL COMPONENTS

Districts will be taking up issue-based IEC Campaign as per the Guideline provided and major Topics such as mentioned below will be the 'Key Focal Points' under different Technical Components.

1. **Maternal Health:** - Issues such as ANC, PNC, Institutional Delivery, Post-Partum Care, Safe Motherhood, RTI/STI, Referral Transport for Pregnant Mother & New-Born Sick Baby, VHND at Village level, etc to be highlighted.
2. **JSY:** - Generating Mass Awareness to promote Institutional Delivery & Safe Motherhood aspects with provision of Cash Incentives.
3. **Child Health:** - Issues such as Breastfeeding, Malnutrition & Sickness, Management of Diarrhea, Hypothermia, ARI & Micronutrient Malnutrition, Pustikar Diwas, IMNCI, FBNC, IYCF, NRC, School Health Programme, etc to be highlighted.
4. **Family Planning:** - FP Issues such as NSV, Female Sterilization, Contraceptive Methods (Condom, OCP, Cu-T), Emergency Contraception, Small Family Norm, etc to be promoted among the Masses.
5. **Adolescent Health:** - ASRH, LSE (Peer Education, Negotiating Skills, Handling Peer Pressure, Initiating Communication, Counseling etc), RTI/STI, Personal Hygiene, AFHS, Gender Parity, etc.
6. **Tribal Health:** - A package of Health Services includes Maternal & Child Health, FP & ASRH Services, Wiping out Myths & Misconceptions, Locally Endemic Diseases, etc.

**Caution:** *It is to be noted herewith that any instance of violation of Clauses & Provisions of the Guidelines during implementation of IEC/BCC Activities will be viewed very seriously and certainly warrants disciplinary action against those responsible for that by the appropriate authority.*

**Director**

**State Institute of Health & Family Welfare  
Department of Health & Family Welfare**