IEC ACTIVITIES

Introduction:

The office of the Deputy Director (IEC) working under the control of Department of Health and Family Welfare Services. It is responsible for planning and executing various Health Education Programmes in this Union Territory.

The Office had printed Health Education Materials from time to time to mark important Health days. Pamphlets, booklets, and brochures on various health subjects are published, which are written in simple, non-technical language that is easily understood by the layman.

Health Education Charts, Banners, etc. were also made. The Office organizes Health Education Training Programmes for public, opinion leaders like Youth club Members and Para medical students. Film Shows, Mini Exhibitions, Quiz competition, Well Baby Show, New, Born Care, Week, and cultural programmes were conducted in rural areas regularly throughout the year in the rural areas to educate the public.

The local cable networks were also effectively involved for Health Education & health awareness to the public. T.V Spots and T.V. scroll messages were given to create awareness regarding Breast Feeding Week, Pulse Polio and other important health issues among the public.

In total, all Health Education and Mass Media activities were disseminated to the public by highlighting the plan & policies of the Ministry of Health & Family Welfare, Government of India.

Since the Directorate of Health & Family Welfare is Service oriented Department, IEC is enduring to create awareness about the available health facilities for maximum utilization.

IMPORTANT DAYS CELEBRATED AND IMPORTANT ACTIVITIES CARRIED OUT BY IEC OFFICE

World Breast Feeding week – 1st August to 7th August:
Awareness programmes have been conducted at 32 centres in Puducherry region. FM advertisement given for 10 days, theater advertisement given for 7 days for 5 theaters, and Wall painting have been done at 32 PHCs/CHCs in Puducherry region for Breast Feeding awareness.

World Heart day - 29th September
Heart day awareness activities have been conducted through Local cable TV advertisement (one month), FM advertisement (2 days) and BSNL bulk SMS etc.
Dengue awareness activities:
Dengue awareness activities have been conducted through Local cable TV advertisement (one month), FM advertisement (10 days) and mobile van publicity 6 vans (PDY -10 days 3 vehicle, KKL 1 no 3 days, Mahe 1 no 3 days, yanam 1 no 3 days) and LED Video van publicity 10 days in puducherry region.

Printing of Health Education Materials:
The Office has printed Health Education Materials from time to time to mark important Health days. Besides, a number of pamphlets, booklets, and brochures on various health subjects are published, which are written in simple, non-technical language that is easily understood by the layman. Example: Pamphlets on Heat stroke, pulse polio etc.,

Preparation of Video film for TV and theater format:
T.V skit for Health advertisement have been prepared by IEC office. Example: Breast feeding and Dengue, etc.,

Audio publicity through mobile van:
Audio publicity through mobile vans for Dengue awareness
1)Puducherry -3 nos for 10 days(29.11.2018 to 8.12.2018)
2)Karaikal-1 no for 3 days,3)Mahe -1 no for 3 days,4)Yanam-1 no for 3 days

Wall painting:
Wall painting works have been done at existing wall at all PHCs, CHCs and Subcentres in puducherry region for Breast feeding awareness and Dengue awareness.

TV Advertisement:
The visual media was found to be very effective in propagating health policies and issues. They have been put to full usage by this Department. There are 15 local T.V channels in Puducherry.

Theater Advertisement:
Theater advertisement have been given at various theaters in puducherry and karaikal region. Example: Breast feeding and Dengue.

FM Advertisement:
There are four FM stations working in Puducherry. All the four FMs (Suriyan FM, Big FM, Hello FM & Rainbow FM(AIR)) have been roped in to augment the information on health issues.
Every FM and every TV channel has been booked for one year for perennial broadcast/telecast on health related issues. Media not only carry out information, but also aims at preventive measures.

**Doordarshan & AIR** are an integral part of our programme.

**Student Training class:**

IEC training class have been conducted for JIPMER, M.sc., Nursing students (12 nos.) on 6.2.2019 during our office visit.

IEC had joined hands with various programmes like RCH, Family welfare, IDSP, NVBDCP, Control of blindness, RNTCP, Leprosy, etc. and in collaboration with Field publicity division and NGOs have effectively arranged for interpersonal communication with the public so as to create awareness and utilization of Health services provided by this U.T. of Puducherry.
Heat stroke awareness – April 2018

**Precautions to be Taken During Heat Stroke**

**Do’s (To avoid Heat Stroke)**

- Wear thin, light and loose fitting clothes, preferably cotton.
- Use Umbrella, Caps, Suncaps while going out under the hot sun.
- Drink plenty of water/Lime Juice or Buttermilk with a pinch of salt/Tender Coconut / Oral Rehydration Solution. (Diabetics, Hypertension and kidney patients to get proper medical advice to take ORS)
- If children are accompanied, give them sufficient water.

**Don’ts (To avoid Heat Stroke)**

- Do not wear thick, tight fitting clothes.
- Don’t go out under the hot sun without protective Cap, Suncaps and Umbrella.
- Old, Sick people and Children should avoid staying long time under the hot sun.
- Don’t cover the person with Blanket.

**First-aid measures to be taken during Heat Stroke**

- Make the person lie down in a shaded area or in an airy room.
- Loosen the clothes, apply cold water (preferably ice water) over the body. Apply damp towel / ice pack especially at groin and arm pits.
- Elevate feet to direct air on the person. If an air conditioning facility is available, please make use of it.
- Give plenty of water/Lime juice / Buttermilk with a pinch of Salt / Oral Rehydration Solution to a conscious person.

Heat stroke pamphlets distributed to all health centres for creating awareness (April 2018)
1. Health Exhibition - June 2018

“ARaised” Health Expo ‘2018 at Gandhi Tidal, Beach road, Puducherry for 3 days (June 2018 of 7,8 and 9)
2. Health Exhibition – June 2018

Film Show

"AYUSH Health EXPO and NCD Screening Camp" at Craft Bazar, Gandhi Tidal, Beach road, Puducherry for 4 days (June 2018 of 21, 22, 23, &24)
1. BREAST FEEDING WEEK CELEBRATION (AUGUST 1-7)

CHC Karikalampakkam
Breast feeding week celebrated at 32 Health centres in puducherry region (August 1-8 )
2. WALL PAINTING

PHC Odiyansalai

PHC Murungapakkam

Wall Painting work has been done at 32 PHCs/CHCs in Puducherry region for Breast feeding awareness.
LED Awareness Vehicle
1 no for Puducherry for 10 days
(29.11.2018 to 8.12.2018)

Mobile Publicity Vehicle

1) Puducherry - 3 nos for 10 days (29.11.2018 to 8.12.2018)
2) Karaikal - 1 no for 3 days
3) Mahe - 1 no for 3 days
4) Yanam - 1 no for 3 days
Dengue campaign vehicles flagged off
Will tour enclaves to create awareness

On the trail, Chief Minister V. Narayanasamy flagging off the vehicles at the Legislative Assembly on Thursday.

SPECIAL CORRESPONDENT

The Health Department on Thursday launched six vehicles to create awareness about dengue in the four regions of the Union Territory.

Chief Minister V. Narayanasamy, Welfare Minister M. Kandasamy and Parliamentary Secretary to Chief Minister E. Lakshminarayanan jointly flagged off the vehicles at the Legislative Assembly. According to a release, the vehicles would tour the enclaves to create awareness about the precautions to be taken to avoid getting infected with dengue.

The Health Department has requested the public to keep their surrounding free of garbage and stagnant water, which act as breeding sources for dengue virus carrying mosquitoes.
Topic: Diabetic walk and Dandy march
TABLEAUX-2019

First prize along with Election Department
STUDENT TRAINING PROGRAMME

JEPMER- MSc. Nursing students.
FILM SHOW

Film show & A.V. arrangement - Health camps at Embalam and Kirumampakkam