



District IEC/BCC Guideline

2013-14



Prepared by

Centre of Excellence for Communication
State Institute of Health & Family Welfare
Odisha, Bhubaneswar

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Backdrop

Health & Family Welfare Dept. of Odisha lays emphasis on behaviour change communication as it has been intrinsically interwoven in all the major health programme components. Since last few years intensified efforts are being put for strengthening the communication activities which are ongoing at all levels. New communication channels have been identified to promote key health messages across all the sections of the society.

The major initiatives taken by State Institute of Health & Family Welfare which aims to intensify the communication activities in the hard to reach and reach out areas are as mentioned

1. Identification of key health messages and its promotion through Swasthya Kantha
2. Integrating TV, Radio as well as folk medium for message dissemination
3. Using traditional media approach to promote healthy behaviour and living habits in media dark areas
4. Integration of message medium & different line depts. to promote unified key messages
5. Capacity building of frontline workers and communication service providers at all level.
6. Strengthening communication units at State, District and block level so that they can operate in a functional and efficient manner.

Like previous years, the communication PIP for the year 2013-14 also takes into account several initiatives that aim to promote key behaviours by adopting state as well as district specific strategy. The strategy aims to position behaviour changing messages through appropriate channels so that people can access, use as well as retain messages which can help them in addressing the key behaviour.

The 2013-14 Communication PIP draws heavily from the earlier communication activities proposed. All the activities proposed are to be completed following appropriate timeline & budget. At Block level PHEOs & at District level District Public Health Communication Officer have to own the responsibility for completing the activities.

The district & block has to prepare annual work-plan basing on the key activities proposed & keep a copy of the same with themselves. The block has to send the approved annual communication work plan to the district & district has to send a copy to the State.

This year a twofold strategy has been adopted while allocating budget to districts. While some of the designated activities and events have been maintained, districts are also been given additional flexi-pool resources to take up the activities.

The major activities proposed are mentioned are as bellows:

Sl. no. 1 : Block level meeting, documentation, seminar & contingency

In order to carry out communication work plan development meeting, documentation, organization communication related seminar etc. a sum of Rs 500/- per block per quarter is marked. The district can take up specialized plans for the purpose. District will organize the event and can invite blocks to participate in it

Sl. no 2 : District level Meeting, Seminar Documentation & Contingency

The District will take up meeting, seminar, and documentation activities in every quarter. In order to ensure regularity of documentation is maintained Rs 200/- is earmarked per districts per block. No TA/DA can be paid out of this fund.

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Sl. no 3 : Observation of Designated Days

Designated days are observed at state, district & block level. This year 5 nos of designated days are being put up to be observed. However, as the observation of world population day is planned under the World population fortnight, no separate funding is earmarked under IEC/BCC budget in this guideline. This year four proposed no. of days is being put up for observance. Districts will be given Rs 5000/- & block will be given Rs 1500/- no for undertaking activities such as rally, sensitization meeting, quiz competitions among stakeholders, cleanliness drives, based on the theme of the year for each event. State will provide prototypes & creative leads for the event. The districts can also plan to take up innovative, context specific as well involving many other institutions. The following Designated Days are to be observed i.e. World Health Day, Safe Motherhood Day, World Breast Feeding Week and New Born Care Week.

Sl. no. 4 : Folk Shows on Thematic issues at unreached pockets

The district will organize folk shows at the district level in the pockets where the conventional media forms are not available or having inadequate reach. District will select appropriate thematic issues & identify out of media reach pockets. The district in consultation with ZKSS will select appropriate team and mode of message delivery. A sum of Rs 1000/- will be given to the teams for performing show at each level. The team who performed the show will have to produce a certificate which mentions area where show was undertaken, theme of the show. It must be signed by individuals present in the meeting.

Sl. no.5 : Extension activities in Districts through Kiosk Approach

The district can take up kiosk approach to promote key health messages in the melas as well as cultural events that are organized at district level. Leaflets, posters as well as banners, booklets on key health issues can be printed and can be shared among the visitors who move to these stalls. The District Public Health Communication Officers will take the lead in organizing the event at the district level by selecting appropriate melas. The district will also position trained message disseminator who will pass on the message to the community upon enquiry. A sum of Rs 20,000/- has been earmarked in the budget for the year 2013-14.

Sl. no. 6 : Tableaux display in Republic Day

Each year Health & Family Welfare Dept displays its achievements through republic day parade that is organized at district level on 26th January. This year also districts are being given a budget of Rs 20,000/- for executing the assignment. SIH&FW will provide model prototypes for production and printing of message related to the tableaux. If model prototype is not received from SIH&FW prior to two weeks of the mandated event, the district can take up printing on their own, taking a district specific theme and messages related there to.

Sl. no 7 : Repainting on Swasthya Kantha

Swasthya Kantha is being regarded as a communication tool to sensitise community on various health issues. The Kantha Kahe Kahani as well as Suno Bhauni and a set of other campaigns are closely linked with this campaign. ASHAs are being given incentives to promote & update health messages following a frequency. Most of the Swasthya Kanthas that have been painted in the year 2008-09 need to be repainted. This year it is proposed to take up printing for at least 5% of the dilapidated swasthya kantha. Rs 500/- will be given to the painters who do this job. District will identify no of swasthya kanthas block wise and also identify the conditions of the Swasthya Kantha. After identification accordingly place the funds to the blocks for painting of the same following NRHM/Govt. norms that are applicable for this type of activity.

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Sl. no 8 : Sensitisation Programme on Save the Girl Child

This year focus is being given to promote girl child. Save the Girl Child is one of the key initiatives which will be taken up in the districts where sex ratio is tilted towards male. The district can plan to take up such initiatives at each of the block. The block will organize one day sensitization programme with theme of Save the Girl Child. It can involve local NGOs, PRI Members, SHG members, ASHA, AWW workers etc to promote save the girl child message. A sum of Rs 1000/- will be given to blocks to carry out the programme at each level.

Sl. no 9 : Printing of IEC materials at district level

In order to enable district to print district specific IEC materials which are having local language, use & content flavor, budget has been placed to the districts this year. Each of the districts are given allocation. The district must prepare a list of items to be published. These materials will be used in the district folk shows, health kiosks, sensitization programme etc. which will be taken up from time to time. This materials also focus on the local contextual. The district can print it centrally or send the budget to the block for printing. However, District will supply the approved prototypes to the blocks of printing of the items. The modes of supply of materials from district to block and from block to end users need to be finalized before taking up the printing. Items such as posters, banners, leaflet, stickers etc can be printed out of this budget

Sl no. 10 : Change of Flex for Hoarding

Dynamic hoarding stands are erected at district level since long & it has been widely appreciated recently. On all major campaigns it has been largely promoted the health behaviour impacting messages through regular change of flex. This year allocation has been given to change flexes two times. The message for the same will be provided to all the districts on regular basis. District will pass the message to the blocks on time and ensure that change of flex takes place

Sl. no 11 : District Specific IEC/BCC Activities

Barring the above mentioned category, there are issues which are specific to the districts. The IEC/BCC activities need to be planned to cater the communication needs of the communities getting affected by issues. District can plan seminars, workshops, events, Rally, SHG meets, campaigns by involving mid media, community media & locally available mass media. The activities must having a long term impact on the community for which it was intended to be done.

Monitoring and Supervision

In order to strengthen implementation of IEC/BCC activities at district and sub-district level monitoring and supervision will be given more importance. ADPHCO/DPHCO at district level will prepare tour diary and tour reports for district visit and PHEO at block level will visit villages and sub-centres on regular basis to see if the communication activities planned are actualizing or not. State will provide a detailed monitoring and supervision format for the purpose of monitoring and supervision of the activities.

Documentation

Emphasis is given on documentation of activities at all level. State Institute of Health & Family Welfare has organized two rounds of training for PHEOs to strengthen the documentation capacity and ensure flow of documentation to the state. Since last few years separate budget have been given to districts and blocks quarter wise to take up documentation. This year also block and district officials are also directed to prepare good quality documents and print them if required. They are

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also requested to send the soft copy of the documents to coe.shifw@gmail.com for a reference at our end.

Responsibility Matrix

Following is the responsibility matrix laid down for the above proposed activity with unit rate allocation.

Sl no	Name of the activity	Responsibility Primary	Responsibility Secondary	Time Line	Budget Unit rate
		Level of Execution: District			
1	District level meeting, documentation, seminar & contingency:	DPHCO/ADPHCO	ADMO(FW)/DPMU	As per requirement	Rs. 200/- per block per quarter
2	Block level meeting, documentation, seminar & contingency:	PHEO	MOI/C/BPMU	As per requirement	Rs. 500/- per block per quarter
3	Observation of Designated Days	DPHCO/ADPHCO	ADMO(FW)/DPMU	Fix day	Rs 5000/- per designated day
4	Observation of Designated Days	PHEO	MOI/C/BPMU	Fix day	Rs. 1500/- per designated Day
5	Folk Shows on Thematic issues at unreached pockets	DPHCO/ADPHCO	ADMO(FW)/DPMU	Oct-Jan	Rs 1000/- per show
6	Extension activities in Districts through Kiosk Approach	DPHCO/ADPHCO	ADMO(FW)/DPMU	Oct-Jan	Rs 20,000/- per districts
5	Tableaux display in Republic Day	DPHCO/ADPHCO	ADMO(FW)/DPMU	Jan	Rs 20,000/- per district
6	Repainting on Swasthya Kantha	DPHCO/ADPHCO	ADMO(FW)/DPMU	Spt-Nov	Rs 500/- per wall painting
7	Sensitization Programme on Save the Girl Child	PHEO	MOI/C/BPMU	Spt-13	Ra 1000 per block per show
8	District specific IEC & BCC Activities	DPHCO/ADPHCO	ADMO(FW)/DPMU	Action plan with time developed	As per the budget sheet

Budget

The district wise budget is attached at annexure-1 for your reference. All the expenditure will booked under the component line item No. B.10.2.a.2.

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Director

State Institute of health & Family Welfare, Odisha

ANNEXURE-1

DISTRICT WISE FUND ALLOCATION FOR IEC/BCC ACTIVITIES UNDER RCH-II FOR THE YEAR 2013-14

Sl No	Name of the District	Block level meeting, documentation, seminar & contingency etc. @ Rs. 500/- per block per quarter	Dist level meeting, seminar, Documentation and contingency @ Rs.200 per block per quarter for 4 qtrs.	Observation of Designated Days (4 nos) Rs 5000 per District & Rs 1500 per Block per designated day	Folk Media Show on on thematic issues at unreached pockets (Lump sum)	Extension activities/ Kiosk on thematic issues 1 nos per district @ Rs 20000 per Extension activities	Tablue display on Republic Day @ Rs 20,000/- per District	Re Painting on Swasthya Kantha @ 5% of total Rs. 500/- per painting	Sensitisation programme on Save the girl child in 13 nos high sex ratio districts	Printing of Poster, Banner, Sticker & leaflet etc. at local contextual and emergency Lump sum amount	Change of Flex for Hoarding @ Rs. 2000/- per flex and 2 nos for the year.	District specific IEC /BCC Activities other than prescribed as per the district need.	Total
1	Angul	16000	6400	68000	48000	20000	20000	39100	8000	25000	20000	28000	298500
2	Balasore	24000	9600	92000	60000	20000	20000	61250	12000	50000	28000	123000	499850
3	Baragarh	14000	5600	62000	35000	20000	20000	28400	0	20000	28000	23000	300000
4	Bhadrak	14000	5600	62000	42000	20000	20000	30225	7000	10675	18000	70000	299500
5	Bolangir	28000	11200	104000	46000	20000	20000	23200	0	15600	32000		300000
6	Boudh	6000	2400	38000	14000	20000	20000		0				100400
7	Cuttack	28000	11200	104000	84000	20000	20000	44750	14000	42000	32000	100000	499950
8	Deogarh	6000	2400	38000	14000	20000	20000		0				100400
9	Dhenkanal	16000	6400	68000	48000	20000	20000	24625	8000	25000	20000	44000	300025
10	Gajapati	14000	5600	62000	42000	20000	20000	34850	0	28000	18000	55000	299450
11	Ganjam	44000	17600	152000	60000	20000	20000	46750	22000	43000	48000	26650	500000
12	Jagatsinghpur	16000	6400	68000	48000	20000	20000	30475	8000	25000		58125	300000
13	Jajpur	20000	8000	80000	45000	20000	20000	38250	10000	25000	24000	10000	300250
14	Jharsuguda	10000	4000	50000	30000	20000	20000	10000	5000	40000	14000	97000	300000
15	Kalahandi	26000	10400	98000	50000	20000	20000	29000	0	17000	30000		300400
16	Kendrapara	18000	7200	74000	54000	20000	20000	35175	9000	25000		38000	300375
17	Kandhamal	24000	9600	92000	45000	20000	20000	40000	0	22000	28000		300600
18	Keonjhar	26000	10400	98000	45000	20000	20000	34000	0	17000	30000		300400
19	Khurda	20000	8000	80000	60000	20000	20000	33200	10000	50000	48000	150000	499200
20	Koraput	28000	11200	104000	54000	20000	20000	43200	0	20000			300400
21	Malakanagiri	14000	5600	62000	50000	20000	20000	20800	0	30000	18000	60000	300400
22	Mayurbhanj	52000	20800	176000	60000	20000	20000	40000	0	39000	56000	16000	499800
23	Nawarangapur	20000	8000	80000	60000	20000	20000	22000	0	27000	24000	19000	300000
24	Nayagada	16000	6400	68000	48000	20000	20000	35425	8000	12000	20000	46000	299825
25	Nuapada	10000	4000	50000	40000	20000	20000	16075	0	50000	14000	76000	300075
26	Puri	22000	8800	86000	66000	20000	20000	39100	0	25000		13000	299900
27	Rayagada	22000	8800	86000	55000	20000	20000	56750	0	10000		21000	299550
28	Sambalpur	18000	7200	74000	54000	20000	20000	30150	9000	28000	22000	18000	300350
29	Sonepur	12000	4800	56000	36000	20000	20000	20000	0	30000	16000	85000	299800
30	Sundargarh	34000	13600	122000	50000	20000	20000	3000	0		38000		300600
	Total	628000	251200	2484000	1443000	600000	600000	909750	130000	751275	626000	1176775	9600000

