

INFORMATION, EDUCATION AND COMMUNICATION

The Deputy Director (IEC) is responsible for planning and Executing various Health Education Programmes in this Union Territory.

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.

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

The local cable network is also effectively involved for Health Education in Puducherry & awareness to the local public. T.V Spots and T.V. scroll messages were also given to create awareness regarding Breast Feeding Week & Pulse Polio among the public.

In total, all Health Education and Mass Media activities were disseminated to the public 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. The Student Health wing of the IEC has also taken up Student Health Examination at Government Schools and also issuing Sanitary Certificates to the private Educational Institutions.

IMPORTATANT DAYS CELEBRATED BY IEC DEPARTMENT

- World Health Day- 7th April
- World No Tobacco Day 31st May
- World Anti-Drugs day 26th June
- World Population day- 11th July
- World breast feeding week – 1st August to 7th August
- World Heart day 25th September
- World Diabetes day 14th November
- New Born care week

The Important IEC activities and schemes undertaken

Activities	2010-11	2011-12
Quiz Competition	46	46
Tableaux for Republic Day	1	1
IPPI	3000 (Colour Poster) 1000(Vehicle slip) 1300 (Cloth Banners) 70,000 (Pamphlets)	3000 (Colour Poster) 1000(Vehicle slip) 1300 (Cloth Banners) 70,000 (Pamphlets)
Local Cable T.V	One year & one week Breast feeding	Five months advertisement,(Health Awareness) One week F.M. Adv.
Distribution of Pamphlets	Pamphlets: 95,000 Booklet : 25,700	Pamphlets: 60,000 Booklet : 23700
Function Arrangements	2	4
Well Baby Show	46	46
Digital Banners	45	45
Mini Meetings	3540	7274
Group Discussions	5050	2245
Celebration on Important Health Day	6	8
Cultural Programme	185	106
Video programme	2	11
Chart Display	432	416
Banners	235	235
DVD Preparation	10	7
Hoardings	4	2
Wall Painting	-	10

Activities	2012-13	2013-14
Quiz Competition	46	
Tableaux for Republic Day	1	1
IPPI	3000 (Colour Poster) 1000(Vehicle slip) 1200 (Cloth Banners) 70,000 (Pamphlets)	1000 color posters, 1000 vehicle slips, 400 cloth banners, 7000 pamphlets, 1800 caps, announcements I phase 4 days, II phase 5 days erection of shamiyana for 5 border booths & local TV, Doordharshan , FM advt regarding pulse polio.
Local Cable T.V	One year Advertisement (Health Awareness), 10 days FM advt. on swine flu, 1 year FM advt (Surian, Hello, Big & Rainbow FMs)	10 months Advertisement (Health Awareness), 2 months advt. on Doordharshan, 6 months FM advt (Surian, Hello, Big & Rainbow FMs)
Distribution of Pamphlets	Pamphlets: Booklet : 10,000	Pamphlets: Booklet : 10000
Function Arrangements	3	4
Well Baby Show	46	48
Digital Banners	15	159
Mini Meetings	3226	2389
Group Discussions	5638	6670
Celebration on Important Health Day	6	3
Cultural Programme	0 (Not approved)	0 (Not approved)
Video programme	2	4
Chart Display	164	87
Banners	267	128
DVD Preparation	10	3
Hoardings	8	-
Wall Painting	28	Nil