

Introduction

The world has never seen a time when the role of communicator has been as important as it is today. This is so because the world has never seen a time when there was so much to know, so much people need to know, and so many who want to know so much, and so quickly. Without communication, nothing moves on in any sphere of activity in human endeavour and it is fundamental to all human associations.

Good communication does not consist merely of giving orders but of creating understanding. It does not consist merely of imparting knowledge but of helping people gain a clear view of the meaning of knowledge. Most of the progress in the future will stem from better technology and greater skill in communicating it to others. Economic and social change will occur to a large number of people only when health functionaries at different levels, particularly IEC officers, have effectively communicated the useful ideas to them in a way that they can understand and put to use.

The Government of India has recognized Communication/ Information, Education and Communication (IEC) as a support to health care delivery since long. Now IEC has been inbuilt as one of the components in all the National Health and Family Welfare Programmes. The operational aspects of IEC with regard to population stabilization have been discussed in great details in the National Population Policy 2000. While appreciating the role of IEC in implementation of all the national health and family welfare programmes, the National Population Policy 2000 points out that communication of family welfare messages must be clear, focussed and disseminated everywhere in local dialects, including the remote corners of the country. To achieve this goal, a well planned 'Communication Strategy' has to be designed; keeping in view the profile of audience, the messages that are to be transmitted, the availability of media and access to audience, the existing monitoring or feedback mechanisms, the availability of resources, etc. This would facilitate in taking forward the challenges of National Rural Health Mission by informing, educating and motivating rural mass to adopt appropriate health

Care practices with regard to ante-natal care, post-natal care, contraception, basic hygiene and sanitation, iodized salt, etc. The Professional Training on Capacity Building for IEC Officers in Communication Skills under National Rural Health Mission to be held during September 22-27, 2008 attempts to provide adequate knowledge about 'NRHM and Communication Skills' to the participants for implementation of NRHM in their respective states.

General Objective

To enhance the knowledge and skills of IEC officers in designing an effective IEC strategy for implementation of National Rural Health Mission (NRHM) in a district.

Specific Objectives

At the end of the course, the participants will be able to:

- Describe NRHM and its challenges and opportunities;
- Undertake community need assessment through PLA techniques for designing an effective IEC strategy for implementation of NRHM;
- Develop media materials and messages for IEC activities in a district;
- Coordinate various media activities at district level as well as to prepare press releases; and
- Develop a suitable monitoring and evaluation system for IEC programme in the context of NRHM.

Course Contents

- National Rural Health Mission (NRHM)
- IEC/BCC Strategies for NRHM
- Community Need Assessment through PLA
- Development of Media Materials and Messages
- Coordination of Media Activities
- Monitoring and Evaluation of IEC Programme for NRHM

Methodology

The following training techniques will be used for

facilitating learning:

- Lecture and group discussion
- Group work in field situation
- Role play

In addition, the training programme is supplemented by the following

:

- Flip books
- Charts
- Posters
- Audio presentations
- Video presentations
- Power point presentations
- OHPs and transparencies

Duration

22-27, September 2008
(six working days)

Nature of Participants

The participants will include:

- State Level Information Officers (IEC)
- District Level Information Officers (IEC)
- Trainers of Training Institutions (IEC)
- NGOs working in the area of Health with special emphasis on IEC

Number of Participants

Twenty, one or two from each state or organization.

Course Outcome

After undergoing the training, the participants will be in a position to design an appropriate IEC strategy for implementation of NRHM in their respective districts.

Venue

Teaching Block,
National Institute of Health and Family Welfare,
Munirka, New Delhi-110067.

Course Co-ordinating Team

Course Director : Prof. Deoki Nandan
Course Co-ordinator : Prof. T. Mathiyazhagan
Course Co-co-ordinators : Dr. Ankur Yadav
Mr. M.P. Meshram
Course Associate : Mr. Lakhan Lal Meena



About the Institute

The National Institute of Health and Family Welfare is a premier autonomous Institute, funded by the Ministry of Health and Family Welfare, Government of India. It has kept pace with the new thinking and substantially contributed to the health manpower development in the country.

NIHFW serves as an 'apex technical institute' as well as a 'think tank' to promote national health and family welfare programmes in the country through education and training, research and evaluation, consultancy and advisory services, specialised projects, etc.

Location of the Institute

It is situated in South Delhi, near Jawaharlal Nehru University and Munirka DDA Flats. It is easily accessible from both the Indira Gandhi International Airport and the New Delhi Railway Station, approximately 7 kms. and 15 kms. respectively. Pre-paid taxis/auto-rickshaws are available.

Course Fee

There is no course fee. TA/DA of the participants will be borne by the institute as per their entitlement but air travel is not allowed.



Accommodation

Moderate hostel accommodation at nominal rates would be provided to the participants only within the Institute's Campus.



Weather

Temperature will be around 30-35 degree celsius.



Last Date for Receiving Nominations

5 September, 2008

(Participants are requested to make travel plans on receipt of confirmation for participation from NIHFW.)

Further Correspondence to be Addressed to:

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Professional Training on Capacity Building for IEC Officers in Communication Skills Under National Rural Health Mission

22-27 September, 2008



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National Institute of Health and Family Welfare
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