

IEC Printing Material for the Month of October- 2009

Sl. No.	Printing Material	During this Month		Progressive No.	Remark
		Activities	No.		
1.	Poster	Poster on Malaria		1,55,000	
2.	Booklet	Malaria Asha Booklet	10,000	41,300	
3.	Folder	Folder on IEC (4 Types 10,000 each)		1,00,000	
4.	Training Module	Introductory document on BADA		9,800	
5.	Manual	Training Reference Manual on BADA		25,400	
6.	Leaflet	Leaflet on Flood		4,00,000	
		Leaflet on Diarrhoea			
		Swine Flu (Leaflet)			
7.	Card	Immunization Card		7,50,000	
8.	Others	Smoking Bill book & Receipt Book	4,500	82,500	
		MDA Family Register	15,000		
Total			29,500/-	15,64,000	

**Designs Developed at Design Section for the Month of
October ' 2009.**

Sl. No.	Type of Design	Activities	During this Month (No. of Designs)	Progressive	Remarks	
1.	News Paper Advt.	Heat Stroke		02		
		World Health Day 7 th April 09		01		
		Swine Flu		05		
		Diarrhoea		04		
		Water born disease				
		Anti Tobacco				
		Malaria				
		Eye Donation Fortnight			01	
		10 th World Sight Day	01		01	
		ANM & GNM	01		01	
		Private Nursing Home	01		01	
		IMR			01	
		Anti Tobacco			01	
		Flood			01	
World Breast Feeding week			01			
2.	Wall Painting	Mamata Diwasa & Pustikara Diwasa		01		
		Girl Child	01	01		
		RTI	01	01		
3.	Hoarding	Mamata Diwasa & Pustikara Diwasa		01		
		TB	01	01		
4.	Leaflet	Anti Tobacco		01		
5.	Poster	Flood (two types)		02		
		Diarrhoea (Oriya)		02		
		Diarrhoea (Sambalpuri)				
		Swine Flu		01		
6.	Banner	Flood (two types)		02		
		Swine Flu • Oriya • English		03		
		Total		06	36	

IEC ACTIVITIES FOR THE
MONTH OF October' 09

Sl. No.	MEDIA CHANNEL	During this month		Progressive	Remarks
		Topic	No.	No.	
1. TELECAST IN DOOR DARSHAN AND LOCAL CHANNEL					
	Telecast of TV Spot in Doordarshan	Heat Stroke (20 Sec.)		20	
		Anti Tobacco (30 Sec.)		02	
		IRS (Malaria)(45 Sec.)	02	09	
		Malaria (EDPT & ITN) (20 Sec.)	25	39	
		Swine Flu (20 sec.)		05	
		Swine Flu (30 sec.)		32	
		Eye Donation (30 Sec.)		09	
		Cataract (60 Sec.)		02	
		School Eye Screening (30 Sec.)	06	06	
		Hand Washing (30 Sec.)	03	03	
		Diabetic Retinopathy (20 Sec.)		03	
		T.B (20 Sec.)		18	
		Diarrhoea (20 sec.)		07	
		Diarrhoea (30 sec.)		12	
		Colostrum (30 sec.)		11	
		Post Partum care (30 sec.)		12	
		Hypothermia (30sec.)		12	
		Malaria (30sec.)		13	
	Flood (30 Sec.)		07		
	ETV	Heat Stroke (20 Sec.)		20	
		Anti Tobacco (30 Sec.)		01	
		IRS (Malaria) (45 sec.)	03	10	
		Malaria (EDPT & ITN) (20 Sec.)	23	23	
		Swine Flu (20 sec.)		05	
		Swine Flu (30 Sec.)		32	
		Eye Donation (30 Sec.)		06	
		Diarrhoea (20 Sec.)	02	12	
		Hand Washing (30 Sec.)	07	07	
		Colostrum (30 sec.)		03	
		Post Partum care (30 sec.)		03	
		Malaria (30sec.)		04	
		Hypothermia (30sec.)		02	
		Flood (30 Sec.)		07	
T.B (20 Sec.)			10		
OTV	Heat Stroke (20 Sec.)		20		
	Anti Tobacco (30 Sec.)		01		
	IRS (Malaria) (45 sec.)		06		

		Malaria (EDPT & ITN) (20 Sec.)	20	20	
		NPCB (School Eye Screening)(30 Sec.)	04	04	
		Hand Washing (30 Sec.)	02	02	
		Swine Flu (20 sec.)		05	
		Swine Flu (30 sec.)		32	
		Eye Donation (30 Sec.)		05	
		Diarrhoea (20 Sec.)		10	
		Colostrum (30 sec.)		05	
		Post Partum care (30 sec.)		06	
		Hypothermia (30sec.)		06	
		Malaria (30sec.)		06	
		Flood (30 Sec.)		07	
		T.B (20 Sec.)		08	
	Taranga	Hand Washing(30 Sec.)	03	03	
	JOSH TV	TB (20 Sec.)		08	
		Hand Washing (30 Sec)	01	01	
	Naxatra News	Swine Influenza (30 sec.)		03	
		TB (20 Sec.)		18	
		Hand Washing (30 Sec.)	02	02	
	Kamyab TV	Swine Influenza (30 sec.)		03	
		Hand Washing (30 Sec.)	01	01	
		Total	104	552	

2. SCROLLING MESSAGE

1.	Scrolling Message in Doordarshan	Flood		7 days	
		Breast Feeding		7 days	
		Swine Flu		28 days	
2.	Scrolling Message in ETV	Flood		7 days	
		Breast Feeding		7 days	
		T B	5 days	7days	
		Swine Flu		28 days	
3.	Scrolling Message in OTV	Flood		7 days	
		Breast Feeding		7 days	
		Swine Flu		28 days	
		T B	5 days	7 days	
4.	Scrolling Message in JOSH TV	Swine Flu		7 days	
		T B	12 days	14 days	
5.	Scrolling Message in Nxatra News	Swine Flu		27 days	
6.	Scrolling Message in Kamyab TV	Swine Flu		7 days	
		Total	22	195 days	

3. BROADCAST IN ALL INDIA RADIO

1.		Heat Stroke (1 min)		20	
		Swine Flu (1Min)		17	
		NPCB Eye Donation (1 min)	10	27	
		Diarrhoea (1 min.)	02	07	
		Hand Washing (30 Sec.)	05	05	
		Breast Feeding (1 Min)		02	
		Anti Tobacco (1 Min)		03	
		Mamata Diwasa & Pustikara Diwasa (30 sec.)		33	
		Diarrhoea (1 min.)		05	
		Colostrum (1 min.)		04	
		Post Partum care (1 min.)		05	
		Hypothermia (1 min.)		05	
		Malaria (EDPT & ITN (1 min.)	22	27	
		Flood (1 min.0		07	
	T.B (1 min.)		52		
		Total	39	219	

4. BROADCAST IN F.M Radio

2.	BIG 92.7 F.M	Heat Stroke(15 Sec.)	-	80	
		Anti Tobacco (30 Sec.)	-	01	
		Swine Flu (20 sec.)		134	
		Breast Feeding(10 Sec)		04	
		Flood (20 Sec)		70	
		Hand Washing (30 Sec.)	16	16	
		T.B (10 sec.)		100	
	Chokolet Radio 104 FM	Heat Stroke(15 Sec.)		80	
		Swine Flu (20 sec.)		10	
		Swine Flu (30 sec.)		78	
		Breast Feeding(10 Sec)		03	
		Flood (20 Sec)		56	
		Hand Washing (30 Sec.)	12	12	
		T.B (20 sec.)		90	
	93.5 SFM	Heat Stroke (15 Sec.)		30	
		Anti Tobacco (30 Sec.)		01	
		Swine Flu (20 sec.)		104	
		Breast Feeding(10 Sec)		02	
		Flood (20 sec.)		21	
		Hand Washing (30 Sec.)	12	12	
		T.B (20 sec.)		72	
		Total	40	976	

5. Observance of Health Day

1.	Observance of Health Day	7 th April World Health Day	-	04	
		Anti Tobacco Day Dt.31.05.09	-		
	Launching celebration of Global Hand Washing Campaign	27.10.2009	01		
	Observance of World Breast Feeding Week	On 04.08.09			

6. PRODUCTION

1.	Radio Jingle	Swine Influenza (1 min.)		02	
		T.B (Oriya, Desia & Sambalpur) (1Min each)		03	
		Heat Stroke(1min.)		01	
		Diarrhoea (1min.)		01	
2.	Radio Spot	Heat Stroke (1 min.)		02	
3.	TV Spot	Malaria (Two Nos. 20 sec.)		02	
		Swine Flu (20 sec.)		01	
		Swine Flu (30 sec.)		01	
		Diarrhoea (20 sec.)		01	
		Total	-	14	

7. PRODUCTION of IEC Material

1.	Banner	Swine Flu		160 Nos.	
		Total		160	

8. HEALTH EXHIBITION

1.	Exhibition	Car Festival, Puri		01	
		Nuakhai Bhetbhat at Cuttack		01	
		Kalinga Book Fair	01	01	
		Annual Function of Junior Doctors Association	01	01	
		Hi-tech Medical College		01	
		Total	02	05	

**Advertisement through Print Media for the
Month of October'2009**

Sl. No.	Name of the News Paper	Activities	During this Month	Progressive	Remarks
1.	Local Daily	Breast Feeding		02	
		Diarrhoea		06	
		Private Nursing Home	03	03	
		ANM/GNM	03	03	
		Heat Stroke		29	
		Anti Tobacco		09	
		Smoking	05	05	
		Swine Flu		103	
		Malaria	08	08	
		NPCB	05	08	
		IMR	10	10	
		Global Hand Washing	05	05	
		Chikun Guniya & Dengue		05	
		Water Born disease		03	
		PC & PNDT		13	
		Eye Donation		05	
Flood		23			
2.	Periodical	PCPNDT		02	
		Swine flue		02	
		Total	39	244	

**Training Conducted till 31st October 2009 at
SIH&FW, Orissa**

Sl. No.	Name of the Training	Nos. of Participants attended	Progressive	Duration	Category
1	Induction Training of Newly Appointed NIPI Personnel in Orissa		26	5 days	Child Health Coordinator, Dy. Manager Child Health, Training Coordinator, Jr. Manager Child Health etc.
2	State Level TOT on Alternative Training Methodology in IUCD		147	6 days	ADMO(FW)., O&G Spl., DPHN/PHN, Dy. MEIO/MEIO, Faculty ANMTC, FOGSI Members
3	Induction Training for AYUSH Doctors posted at PHC(New)		198	6 days	Ayurvedic & Homeopathic Doctors
4	Induction Training of Block Accountant Cum Data Assistant (BADA)	44	310	3 days	Block Accountant Cum Data Assistant (BADA)
5	State Level TOT on SAB (New requirement)		22	2 days	O&G, Paed Spl. , MO I/c etc.
6	15 days Hands on Training for Staff Nurses, ANMs, LHV's on Skill Attendance at Birth (SAB)		137	15 days	Staff Nurses , Health Worker Female (ANM), LHV's
7	21 days Hands on Training for ANMs , LHV's on Skill Attendance at Birth (SAB)		416	21 days	Health Worker (Female) , LHV's
8	21 days Hands on Training for AYUSH Doctors on Skill Attendance at Birth (SAB)		40	21 days	Ayurvedic & Homeopathic Medical Officers
9	Induction Training of ASHAs		512	5 days	ASHAs
10	Thematic training of ASHAs on		3992	4X4 days	ASHAs

Sl. No.	Name of the Training	Nos. of Participants attended	Progressive	Duration	Category
11	Training of MOs in Life Saving Anesthesia Skills		05	22 Weeks (18 Weeks at College + 4 Weeks at DHH)	MOs
12	Training of Medical Officers in EmOC		06	16 Weeks (10 Weeks at College + 6 Weeks at DHH)	MOs
13	IMNCI training for ANMs/LHVs/AWWs/MPHS/ICDS Supervisor / CDPO/AYUSH MOs		1528	8 days	HW(F&M), HS(M&F), AWW, NGO etc.
14	Immunization Training of Health Workers at district level		1118	2 days	Health Workers
15	HIV Counseling Training for the Staff Nurses / ANM of 24 Hrs. OHCs of district of Orissa		48	5 days	Staff Nurses & ANMs
16	One day Facilitator Workshop for training of Child Health Supervisor under NIPI, Orissa		9	1 day	Child Health Supervisor
17	Two days Training Programme of Child Health Supervisor of NIPI Personnel in Orissa		14	2 days	Child Health Supervisor
18	Training on Capacity Building for Medical College Faculties in RCH – II, NRHM strategies	18	18	3 days	Faculties (O&G, Paed. & SPM) of Govt. Medical College of Orissa & Jharkhand