# 11.15.1: IEC/BCC for Malaria:-

STATE-

It is evident from the last few years that IEC/BCC progress is largely reflected in the State Malaria Control Programme progress. The IEC/BCC activities undertaken have huge impact in the State especially in the urban and sub-urban areas. However much greater effort needs to be put into the sub-urban and rural areas where API continues to be very high. Remembering that IEC/BCC is a continual process, paying more efforts in the regions with high API and at the same time, continuing the activities in the improved areas is the strategy the State plans toadopt.

Upon scrutiny, it was realised that the goal of the 12th five year plan of attaining an API of less than 1 per 1000 population largely depends on IEC/BCC progress factor. Hence, utmost importance needs to be paid to this Sector in our Malaria ControlProgramme.

Many new activities are proposed for the year 2020 -2021. One of the biggest factors hampering the progress of the Programme for Control of Malaria seems to be lack of awareness and low living conditions of the inhabitants of endemic region. Hence, much IEC/BCC activities need to be undertaken.

Observation of Anti-Malaria Month as well as World Malaria Day in collaboration with NGOs will be effective as a part of IEC/BCC Activities. NGOs activities play an important role in spreading Awareness toPublic.

Here are the lists of activities proposed for the year 2020-2021 along with financialrequirements:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl. No** | **Name of Activities** | **Rate per activity** | **To.t No.of activity** | **No of Activity to be carried out at each level** | | | **Total amount** |
| **State** | **District** | **PHC** |  |
|  | Radio Talk/Jingle | 2750 | 10 |  |  |  | 27500 |
|  | Source reduction drive | 1500 | 216 | 0 | 0 | 216 | 324000 |
|  | Awareness campaign to school/NGO/CBO | 1500 | 216 | 0 | 0 | 216 | 324000 |
|  | Anti malaria month | 4000 | 94 | 0 | 9 | 85 | 376000 |
|  | World Malaria Day | 5000 | 95 | 1 | 9 | 85 | 475000 |
|  | Monthly Anti-Malaria Day | 1000 | 996 | 0 | 108 | 888 | 996000 |
|  | Sensitization/Advocacy meetings | 5000 | 9 | 0 | 9 | 0 | 45000 |
| **Total Funds required under IEC/BCC for 2020-2021** | | | | **1** | **126** | **1490** | **2567500** |