# 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 2021 -2022. 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 to Public.

Here are the lists of activities proposed for the year 2021-2022 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** | **Justification** |
| **State** | **District** | **PHC** |
|  | Radio Talk/Jingle | 2750 | 5 | 3 | 2 |  | 13750 | Radio Talk/Jingkle is proposed to be conducted thrice a year at Aizawl station and twice a year at Lunglei Station. |
|  | Source reduction drive | 1500 | 180 | 0 | 0 | 180 | 270000 | Source Reduction Drive is planned to be conducted in 9 districts (25x9)focussing on high endemic villages. It is intended to eliminate mosquito breeding source as well as to educate the community on the importance of the activity. |
|  | Awareness campaign to school/NGO/CBO | 1500 | 180 | 0 | 0 | 180 | 270000 | AWC is proposed to be conducted in all Districts focussing on high endemic villages 25 times a year in each District. |
|  | Anti malaria month | District – 10000  PHC-5000 | 94 | 0 | 9 | 85 | 515000 | AMM is proposed to be observed in the month of June in 9 Districts and all PHC/CHC/MC. It will be observed by conducting IEC activity such as Leaflet distribution, Miking, House to house campaign, public meetings, etc |
|  | World Malaria Day | State- 10000  District- 10000  PHC- 3000 | 95 | 1 | 9 | 85 | 355000 | WMD is proposed to be observed on 25th April in the State Hq and 9 Districts and all PHC/CHC/MC. This activity will focused on community participation and media campaign to eliminate Malaria. |
|  | Sensitization/Advocacy meetings | 5000 | 9 | 0 | 9 | 0 | 45000 | Sensitization meetings is proposed to be conducted once in a year for all Districts (9) with NGO/Govt Sector, etc |
|  | TV Spot Ads | 450 | 60 | 60 | 0 | 0 | 27000 | TV Spot ads is proposed to be telecast for 60 days in local cables/DDK |
|  | Essay Writing Competition | 10000 | 9 | 0 | 9 | 0 | 90000 | Essay writing competition is proposed to be conducted once a year in all Districts (9). This activity will be conducted by DVBDCP at School levels. |
|  | School Cleanliness Drive | 5000 | 18 | 0 | 18 | 0 | 90000 | This activity is proposed to be conducted all throughout the year in all the Schools within the Districts (9). District Malalria staff will be responsible for supervising schools every month in which reward will be given by SVBDCP to the best participating school twice a year. (Rs. 5000X2) |
|  | World Mosquito Day | State- 10000  District- 10000  PHC- 3000 | 95 | 1 | 18 | 85 | 355000 | World Mosquito Day is proposed to be observed on 20th August in State HQ as well as all Districts covering PHC/CHC/MC etc. This observation will be focussed on conducting IEC activity for vector control/elimination, preventive measures at the community level. |
|  | Miking | 100 | 180 |  | 180 |  | 18000 | Miking is proposed to be conducted in all the villages within 9 Districts. This activity will be conducted for LLIN, IRS, etc. |
|  | Observance of LLIN Fortnight | 3000 | 94 |  | 9 | 85 | 282000 | LLIN Fortnight is proposed to be observed twice a year in all Districts (9) covering PHC/CHC/MC to increase the usage of LLIN at LLIN benficiary villages. |
| **Total Funds required under IEC/BCC for 2021-2022** | | | | **60** | **56** | **420** | **2330750** |  |