



As envisaged in the Program of Action (POA) of NRMSE, Mass media campaign is one of the key components of the program.

As an aid to Inter Personal Communication, flip charts on prioritized topics were developed and are being used by JPHNs and ASHAs at the field level. **Innovative** initiatives like **Radio Health** is also being implemented. Further, special communication campaigns are launched for immunisation, promoting breast feeding, control of communicable and vector borne diseases.

Ward Health Nutrition days with focus on Reproductive Child Health care services are held in all the Wards in the state every month on a particular day focusing largely on Behaviour Change.

- [EVENTS NOVEMBER 2012](#)
- [EVENTS JANUARY 2013](#)
- [EVENTS FEBRUARY 2013](#)
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[BCC/IEC Activity Report 2012-13](#)

JSSK POSTERS & VIDEOS

- [Poster 01](#)
- [Poster 02](#)
- [Leaflet](#)
- [Video - Swetha Menon](#)

