

Draft Communication & Media Plan for Kala-azar Elimination

Level of Implementation	Target Audience	Major Medium	Activities	Timing/ Frequency of Activities	Theme
<p>Village/Sub-Centre > Chaupal/ Weekly & Local markets/ Bus Stops/ Religious place/Local Shops/Drinking water sources/Sub-Centre</p>	<p>> Individual Families, Communities not affected by Kala-azar > Kala-azar Patients > NGOs/FBOs/CBOs/Panchayats/SHGs > Health Care Service Providers (Public/Private) > Community volunteers/Opinion leaders > Schools/Institutions > Local Medicine man/Faith Healers</p>	<p>> Inter-personal Communication > Outdoor publicity > Print Media > Electronic media</p>	<p>> Identification of Kala-azar Elimination Activities (1 per 1000 population, preferably a former Kala-azar patient completely cured through Govt. Health Care Service Delivery System) - sensitization, inculcation of problem solving skills > Advocacy meeting/Focused Group Discussion to be conducted by Kala-azar Elimination Activists – ANMs/Health Workers/ DDCs/FTDs/ AWWs/ Panchayats/ SHGs/ Community volunteers/ Opinion leaders > Drum beating/Miking at village/weekly market > Geru writing/wall writing > Skits, Song & Drama > School activities (Painting, Essay competitions) > Folk Art/Puppet shows > Tin plates > Playing of Audio/Video cassettes at meetings/ weekly markets > Radio/TV (local shops/community gatherings/ individual homes) > Festoons/Banners/Posters/Flip Charts/Leaflets/ Danglers</p>	<p>> One month prior to Kala-azar fortnight – WEEKLY > One month prior to Indoor Residual Spraying – WEEKLY > Rest of the year - MONTHLY</p>	<p>> What is kala-azar? > How it is spread? > What are the signs, symptoms? > What is post Kala-azar Dermal Leishmaniasis? > Where do the kala-azar vectors breed and proliferate? > What preventive measures are to be taken at individual level/at community level? > What is the diagnosis for Kala-azar? > What is the treatment for Kala-azar? > Where are diagnosis & treatment facilities available? > Whether facilities are free of cost? > What is your role and responsibility</p> <p>MAJOR FOCUS ON:</p> <p>> Disease of the poor, loss of wages/Income > Anybody could be infected > Kala-azar is preventable > Complete coverage of rooms and cattle shed at the time of Indoor Residual Spraying with DDT will kill sand flies. > Avoid mud plastering/plastering after IRS > Maintenance of hygienic and sanitary standards in and around house, especially, filling up cracks on walls/floor, plastering walls/floor will not allow sand fly infestation.</p> <p>> Kala-azar is curable > If you have had fever for 15 days & not responding to Anti-malaria, Anti-biotic treatment, it may be kala-azar. Go to the nearest Health Centre for diagnosis and treatment of Kala-azar. > Kala-azar is diagnosed with a simple laboratory test. > Early case detection and complete treatment will cure Kala-azar completely. > Diagnosis & treatment are available free at all Health Centres. > Make people aware of existing Health care facilities and free services. Encourage patients > If complete treatment is not received, one can die from kala-azar.</p>

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Block Primary Health Centre	<ul style="list-style-type: none"> > Kala-azar patients > Families of afflicted > NGOs/FBOs/CBOs/Panchayats/SHGs > Health Care Service Providers (Public/Private) > Political/Administrative/Religious Leaders > Local media > Schools/Institutions 	Same as above	<ul style="list-style-type: none"> > Meetings of Kala-azar Elimination Activists – sensitization, inculcation of problem – solving skills > Advocacy meeting/Focused Group Discussion to be conducted – MO PHCs/Para-medical Workers/Political/Administrative/Religious Leaders/Private Practitioners/Local media > School activities (Painting, Essay competitions) > Hoardings at prominent points (PHC/Bus stop/Station/Local market, Tin plates) > Playing of Audio/Video cassettes at meetings/weekly markets > Radio/TV (local shops/community gatherings/Individual homes) > Festoons/Banners/Posters/Flip Charts/Leaflets/Danglers 	Same as above	Same as above
District	<ul style="list-style-type: none"> > Kala-azar patients > Families of afflicted > NGOs/FBOs/CBOs/Panchayats/SHGs > Health Care Service Providers (Public/Private) > Political/Administrative/Religious Leaders > Local media > Schools/Institutions 	Same as above	<ul style="list-style-type: none"> > Advocacy meeting/Focused Group Discussion to be conducted - MO PHCs/Para-medical Workers/Political/Administrative/Religious Leaders/Private Practitioners/Local media > School activities (Painting, Essay competitions) > Hoardings at prominent points (Bus stop/Station/Local market/Tin plates) > Playing of Audio/Video cassettes at meetings/weekly markets > Radio/TV (local shops/community gatherings/individual homes) > Festoons/Banners/Posters/Flip Charts/Leaflets/Danglers 	Same as above	Same as above
State	<ul style="list-style-type: none"> > NGOs/FBOs/CBOs/Panchayats/SHGs > Health Care Service Providers (Public/Private) > Political/Administrative/Religious Leaders > Local media > Schools/Institutions 	Same as above		Same as above	Same as above