

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:881

ANSWERED ON:12.11.2010

HEALTH EDUCATION TO COMMON MASSES

Pratapsinhmaharaj Shri Bhonsle Shrimant Chh. Udganraje

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Government is implementing a number of schemes and programmes to promote health education and create health awareness among common masses; (h) if so, the details thereof;

(e) whether the Government proposes any new initiative in this regard; and

(d) if so, the details thereof?

Answer

THE MINISTER OF HEALTH & FAMILY WELFARE (SHRI GHULAM NABI AZAD)

(a) Yes.

(b) Though Health is a State subject, the Ministry of Health and Family Welfare through Mass Media - Advertising through TV/5 Radio, Newspapers, Magazines, Newsletters and Exhibitions create mass awareness on National Rural Health Mission and on various Disease Control programmes. The Ministry also leverages Capacity Building Programmes in the States so that they can launch their own campaigns. Under NRHM every State has earmarked funds for IEC activities.

(c)& (d) The Government is constantly making efforts for bringing new initiatives through audio visual, print and other media for promoting effective health awareness campaigns.