

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

UNSTARRED QUESTION NO:401  
ANSWERED ON:20.11.2009  
HEALTH CARE AWARENESS PROGRAMMES  
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**Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:**

- (a) the details of health care awareness programmes being run in the country and achievements thereof;
- (b) whether the level of health care awareness in the country is very low;
- (c) if so, the details thereof and the reasons therefor; and
- (d) the corrective measures taken by the Government in this regard?

**Answer**

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

(a): The States/UTs are given funds under Mission Flexi Pool under National Rural Health Mission (NRHM) and RCH Flexi Pool for implementation of various national level health programmes of the Government of India which form part of annual Programme Implementation Plan (PIP) of a State. Information, Education and Communication (IEC) is an approved and on going activity under all programmes including the National Disease Control Programmes. The activity has definite and planned strategy at central, State and district level to create awareness about health problems among the target population. The States take up IEC activities as per the programme needs. Apart from this, the ministry also carries out various general and innovative IEC campaigns through multi media tools, exhibitions, health melas, workshops, by celebrating special health days like World Health Day etc.

The Department of AIDS Control have also taken up vigorous campaigns to create awareness on HIV/AIDS and to promote safe behaviours. Department of AYUSH have also launched campaigns for improving health seeking behaviour of people in Ayurveda and Homoeopathy etc. The achievements of IEC campaigns cannot be gauged in quantifiable terms. However, its impact is visible on the masses. National Rural Health Mission has been well positioned through length and breadth of the country through sustained IEC campaigns.

(b) & (c): A special focus is being given on 18 States namely, Bihar, Jharkhand, Madhya Pradesh, Chhattisgarh, Uttar Pradesh, Uttarakhand, Orissa, Rajasthan, Himachal Pradesh, Jammu & Kashmir and eight States in the north-east under the National Rural Health Mission.

(d): IEC campaigns are formulated and modified from time to time keeping view the target audience under a particular health programme. Even the services of professional agencies in the field are also availed in this regard.