

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

UNSTARRED QUESTION NO:7069

ANSWERED ON:08.05.2015

DIGITAL COMMUNICATION FOR HEALTH INITIATIVES

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

- (a) whether the Government has drawn any action plan to tap digital platforms in order to disseminate information and create maximum awareness about the Government health initiatives through social media vehicles;
- (b) if so, the details thereof indicating the financial and operational modalities worked out for the purpose; and
- (c) the extent to which the said digital communication strategy is likely to benefit the masses?

Answer

THE MINISTER OF HEALTH AND FAMILY WELFARE (SHRI JAGAT PRAKASH NADDA)

(a) & (b): Yes. The Media Plan of Ministry of Health and Family Welfare, recognises that one of the means of creating awareness and dissemination of information is social media. Presently the Ministry is disseminating digital information about the health initiatives through Twitter and YouTube with regular updation.

The Social Media Unit of the Ministry handles the social media activities. Recent initiatives undertaken by the Ministry for digital information includes placement of digital advertising related to some health campaigns through Directorate of Advertising and Visual Publicity (DAVP) on digital forum/websites, as per DAVP rates.

(c): Though no estimates are available for assessing the exact number of beneficiary, it is an established fact that the digital communication, in addition to print and electronic media, enables the health communication to reach out to a substantial number of citizens who have digital connectivity.