11.15.2: IEC/BCC for Social Mobilization :

STATE-

Since Dengue and Chikungunya are relatively unknown to majority of the population, much work is to be done on awareness and sensitization of the community on elimination of the Vector breeding grounds.

Observation of Anti-Dengue Month will be organized as a part of IEC/BCC Activities. Awareness Campaign as well as Booklet Distribution at Public Places may be the most effective activities to spread Awareness.

Proposed IEC/BCC components include:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sl. No** | **Name of Activities** | **Rate per activity** | **No.of activity** | **Total amount** | **Justification** |
| 1 | National Dengue day | 5000 | 95 | 475000 | National Dengue Day is proposed to be observed on 16th May at the State HQ as well as all the Districts covering PHC/CHC/MC. |
| 2 | Anti dengue month | 7000 | 94 | 658000 | Anti-Dengue Month is proposed to be observed during the month of July in all Districts covering PHC/CHC/MC |
| 3 | TV Spot Ads | 450 | 60 | 27000 | TV Spot Ads on Dengue is proposed to be telecast in local cable/DDK for 60 days |
| 4 | Source Reduction Drive | 3000 | 180 | 540000 | This activity is proposed to be conducted in all Districts focussing on high endemic villages. |
| **Total Fund Required under IEC/BCC for 2021-2022** | | | | **1700000** |  |