



Information, Education and Communication

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Health Education

NIMR has been involved in health education activities for creating awareness among various communities and school children. Messages regarding malaria and its control are conveyed to the communities through various means like print media and electronic media.

Some of the major activities which have proved successful are: health education camps, exhibitions in many languages, live demonstrations, door-to-door campaign, distribution of pamphlets and folders, slide shows, video films, popular lectures, radio talks, telecast on TV, debates and painting competitions by students on malaria related topics. Health education messages are also spread through various activities during celebration of National Science Day and observance of Anti Malaria Month. Several brochures, flyers and posters were designed and developed for health education and awareness activities.

Audio-Visual Programme Unit

Audio-Visual Programme Unit was established at the Institute for producing video films on health education, teaching programmes, documentaries, scientific discussions and mosquito control activities. The Unit has made several films on various aspects of malaria as listed. The video films are in great demand and several copies of these films have been sold to educational institutions, government health departments, NGOs etc.

Video Films Produced

Documentaries

1. Fighting Malaria (English) (2000) Duration – 18'
2. Malaria Control in Shahjahanpur (English) (6003) 14' 47"
3. Malaria Control in Shahjahanpur (Hindi) (6001) 14' 47"
4. Defeating the Invincible—Hardwar (English) (6004) 22'
5. A Seven Point Action Programme for Malaria Control in Madras (English) (2010) 17' 27"
6. A Seven Point Action Programme for Malaria Control in Madras (Tamil) (2208) 17' 6"
7. Tackling Malaria in Orissa (English) (2011) 16' 17"
8. Insecticide Impregnated Bednets for Malaria

- Control (Assamese) (2008) 19' 39"
9. Insecticide Impregnated Bednets for Malaria Control (English) (2006) 19' 39"
10. Insecticide Impregnated Bednets for Malaria Control (Hindi) (2061) 19' 39"
11. Man-made Malaria (English) (2002) 12' 20"
12. *Sirf Ek Muskan* (Hindi) (2018) 17' 12"
13. *Ek Anootha Prayog* (Hindi) (2003) 19' 51"
14. Malaria Control in Madras (English) (2153) 11' 37"
15. Man, Mines and Malaria (English) (2018) 7' 37"
16. Mosquito Menace (English) (6049) 30' 29"
17. Mosquito and the Neem (English) (3015) 15' 49"
18. Konkan Railways – No Ticket for Mosquitoes (English) (3096) 14"

Teaching Programmes

1. Life Cycle of Malaria Parasite (English) (2247) 11'
2. The Microscope (English) (2240) 14' 49"
3. How to Treat Uncomplicated Malaria (English) (6045) 25' 58"
4. Cerebral Malaria (English) (2200) 8' 57"
5. Malaria in Pregnancy (English) (6060) 23'
6. Laboratory Diagnosis of Malaria (English) (6060) 29' 53"
7. Morphology of Mosquitoes (English) (2474) 16'
8. Breeding Sites of Mosquitoes (English) (2533) 10'

Health Education

1. Malaria—Bednets a TV Spot (Hindi) (2013) 56"
2. Malaria—Bednets a TV Spot (English) (2072) 1' 2"
3. Malaria—Spread the Knowledge (English) (2071) 7' 23"
4. *Malaria—Mukti Pavoo* (Hindi) (2236) 5' 9"
5. Malaria—Arivay Parappivoo (Tamil) (2214) 7' 10"
6. Malaria—Gnanava Haradona (Kannada) (2261) 9' 15"
7. Malaria—Overhead Tanks and Malaria Control—A TV Spot (Tamil) (2282) 1' 18"

Scientific Discussions

1. Synthetic Malaria Vaccine: A Hope for Future (English) (2121) 15' 6"
2. Malaria Vaccine: A Perspective (English) (2204) 18' 57"
3. Malaria Vaccine: A State of Art (English) (2122)

- 17' 38"
4. Malaria Vaccine: Status and Future Prospect (English) (2211) 19' 26"
 5. Dengue Fever (Hindi) (2421) 7' 52"
 6. *Dengue Bukhar* (2422) 3' 32"
 7. M-10: A New Environment Friendly Insecticide for Disease Vector Control (English) (2212) 16' 46"
 8. Global Malaria Control—An Approach Plan (English) (2275) 21' 28"
 9. Chelating Agent in Severe Malaria (2140) 17' 45"

Health Education through Folk-theatre (Kalajatha)

Kalajatha is a popular, traditional art form of folk-theatre which depicts various life processes of a local socio-cultural setting. This effective medium of mass communication was carried out in malaria endemic villages in Karnataka in 2001. Thirty local artists, NGOs, health staff, NIMR, members from Panchayat participated in this programme. Messages conveyed through Kalajatha were very effective in imparting community mobilization for fish-based malaria control programme. □