

STATE MASS EDUCATION AND MEDIA PROGRAMME:-

A. Background information : The mini State Health Education Bureau was created at Health Directorate in the year 1977, headed by one Health Education Officer, One LDC and One Peon. In addition to the routine work, School Health Services Programme was taken up under this bureau for nearly 8 years. This was later put under MCH Programme in 1985. The State Health Education Bureau was amalgamated with Mass Education and Media Wing in March 1988 and was headed by State MEM Officer cum Dy. Director. Under the direct administrative control and supervision of the Director of Health Services, Mizoram. The section became known as Mass Education and Media Wing.

Since the WHO and the Central Health Ministry laid great emphasis on IEC services for the success of all national health programmes at all levels, MEM (IEC) programmes are effective vehicles for rapidly and purposefully transmitting health information's, to rural and urban community, through which the levels of their knowledge, attitudes and practices for health can be changed or improved gradually. It is therefore; clear that, the success of all health programmes or the adoption of healthful practices by the societies greatly depend on the service qualities of MEM/IEC programmes in the state.

B. Objectives of the Programme : Aims and objectives of MEM/IEC programme can be classified into 2 parts i.e Short and long term objectives.

Short term objectives includes dissemination of correct and timely health information, current facts and updated figures to the communities, so as to develop desirable knowledge's, favorable attitude and health consciousness amongst the people by using various communication methods.

Long Term Objectives includes continuing health education to the masses for creating and atmosphere to change the existing social norms and social evils, to identify the local health problems and ill health practices, so as to promote adoption of healthful living habits and guide them into action by utilizing available resources in the community.

C. Achievement of MEM Programme : In spite of many financial constraints, deficiency of manpower and working facilities, MEM/IEC programme and its valuable services in Mizoram has been noticed and effectively utilized in various health programmes at different levels, this has greatly enriched and improved the qualities and service utilizations of on going health programmes, resulting in many remarkable achievements in the communities, as depicted by the decrease in Infant Mortalities and Maternal Mortalities, as well as increasing community

involvement in health programmes. The major tasks being performed during 2007-08 under MEM/IEC Programmes are as follows:

Sl.No.	Activities	Achievements
1	Monthly publication of Hriselna magazine and no. of copies distributed in villages	120000 copies
2	Educational Leaflets/Folders designed, printed and no. of copies distributed in villages	560000 copies
3	Educational Hoardings/Signboard designed & displayed at various places	75 nos.
4	No. of press advertisement displayed and issued by State/Dist. Headquarters	230 nos.
5	No. of Press release issued by State/Dist. Headquarters	440 nos.
6	Observations of international/ national important Health Days at State/Dist./Block hqrs.	1110 nos.
7	Public Meeting cum Film/shows organized by State/Dist./Block hqrs	408 nos.
8	Exhibitions/Seminars conducted at State/Dist./Block hqrs	420 nos.
9	Orientation Training Camps for opinion leaders in villages organized	240 nos.
10	Publicity & advertisement done through AIR/Doordarshan/Local Channels	164 nos.
11	Health notes given/Health talks held through AIR/Doordarshan	156 nos.
12	Mahila Swathya Sangh (Women Health Committee) Formed and maintained	773 nos.
13	State level training organized for IEC personnels	1 nos.

E. Man-power situation under MEM Programme :

Sl.No.	Designation	No. of post sanctioned	No. of post filled up	No. of post vacant
1	State MEM Officer cum Dy. Director	1	1	nil
2	Health Education Officer	2	2	nil
3	Dist. Extension and Media Officer	1	1	8
4	Dy. Dist. Extension and Media Officer	2	2	16

5	Block Extension Educator	20	10	10
6	Health Educator	14	14	52
7	Projectionist	8	5	3
8	Artist cum photographer	1	1	8
9	UDC/LDC (Ministerial Staff)	2	2	8
10	IV Grade Drivers/Staff	2	2	8

From the above table, it can be clearly seen that, the present infrastructure of Mass Education and Media Wing in Mizoram needs man-power strengthening at the district, and block levels in order to ensure the optimum utilization of the services of IEC personnel, for future improvements and better achievements in health programmes, new post creations for district and block level hqrs. are crucial and essential. As per the Public Health Standard Norms & Guidelines issued by the Ministry of Health & Family Welfare, Govt. of India, one DEMO and two nos. of Dy.DEMOS with supporting staff are to be posted in every district, while one BEE should be posted in every CHC/Block hqrs. with one supporting Health Educator in every PHC's to work as the key personnel for health information, education & Communication (IEC) services which is the basic foundation for diseases prevention and health promotion in rural and urban areas.

F. PROBLEMS FACED & SUGGESTED REMEDIAL MEASURES: As noted before, many serious unsolved problems that has been faced under MEM/IEC programme consist of the following:-

- (a) Man-power deficiency of district and block hqrs.
- (b) Inadequency of working facilities and equipments.
- (c) Absence of delegation of administrative & financial power to SMEO and DEMO's.
- (d) Lack of adequate fund allotments for IEC works.

For strengthening of MEM/IEC services in Mizoram, the following suggested remedial measure should be adopted:-

- (1) Upgradation of SMEO post, pay & status to the level of Jt. Directors as done in all other Indian States.
- (2) Delegation of Administrative & Financial powers to SMEO & DEMO's as per norms laid down by Govt. of India.
- (3) Posting of DEMO's and Dy.DEMO's in 8 District Hqrs.
- (4) Posting of BEE & HE in Every PHC/CHC's.

- (5) Provisions of adequate funds, vehicles and equipments for the State/District MEM Wings.
- (6) Endorsement of all IEC funds of various programmes to the concerned MEM/IEC Wing.