

ABSTRACT

Public Health and Preventive Medicine – Monthly Health Magazine – அனைவருக்கும்
நலவாழ்வு – Permission to publish and formation of Advisory Committee – Orders –
Issued

HEALTH AND FAMILY WELFARE (P1) DEPARTMENT

G.O.(D.)No. 1420

Dated: 26.12.2014
Thiruvalluvar Aandu – 2045
Margazhi – 11

Read:

From the Director of Public Health and Preventive Medicine letter
R. No. 101592/HEB/A3/2014 dated 24.11.2014 and 11.12.2014

ORDER:

In the letter read above, the Director of Public Health and Preventive Medicine has stated that the Tamil Nadu has emerged as a model State in India in providing health care services and has already achieved the health related Millennium Development Goals set by the United Nations. The Vision 2023 of Hon'ble Chief Minister of Tamil Nadu aims to surpass the health care standards which have been attained by the developed Nations. The Director of Public Health and Preventive Medicine has further stated that the State is also at the forefront in the prevention, control and treatment of communicable and non-communicable diseases. It provides preventive and curative care to all, through the various Hospitals, Dispensaries and Institutions and has a robust Chief Minister's Comprehensive Health Insurance Scheme, thereby allowing an excellent Public Private Partnership in the Health Sector. Tamil Nadu is one of the best performing States in implementing the Reproductive and Child Health (RCH) Schemes and also has been in the forefront in achieving the National Health Mission Reproductive and Child Health goals.

2. The Director of Public Health and Preventive Medicine has further stated that under the State Health Society and through the Directorates several National Health Programmes such as the Revised National Tuberculosis Programme, National Mental Health Programme, National Vector Borne Diseases Control Programme, Universal Immunisation Programme and School Health Programme among others are implemented. Empowering the staff in various wings of the health department with knowledge about the programmes, services and facilities will enhance the pride and work culture of the employees. Knowledge enhancement will improve the quality of care to achieve Universal Health Coverage. Further the Director of Public Health and Preventive Medicine has also stated that best practices and innovations can be disseminated across the State, so that all health facilities can adopt the best practices. Providing a platform to share achievements and developments will be a motivation factor for the employees. Hence to achieve this, a monthly magazine may be published to share all the day to day information regarding health programmes, services and other activities.

3. In this connection, the Director of Public Health and Preventive Medicine has requested the Government to permit him to coordinate with all the Departments under Health and Family Welfare Department and to publish 15000 copies of monthly magazine in Tamil along with English wherever necessary for distribution to all health institutions and offices initially and may be increased on need base. Necessary funds may be met out from the allocations under various schemes for Information Education Communication. The special themes like Dengue, Malaria, Japanese Encephalitis, HIV/AIDS, RNTCP, NLEP, etc., may be the cover stories for the month. EMRI, 104, TNMSC, TAMPCOL, TANSACS and State Health Society may also bring out special coverages. Further the contents of the proposed magazine is as follows:

- i. Mission and vision of the Department.
- ii. Policies and programmes.
- iii. Messages from Hon'ble Minister/Secretary/ Head of Departments
- iv. Featuring a department, services, achievements and events like inaugural functions.
- v. Launch of new programmes or services and guidelines for implementation.
- vi. Departmental activities such as training, review meetings and workshops.
- vii. Community involvement events.
- viii. Fact Sheets, Clinical Case Studies and Critical Incidents.
- ix. Current health alerts/news at local to international level like Ebola Virus Disease alert.
- x. New International Health Regulations and Travel Advisories for travellers within the country or outside
- xi. Theme for the month may be the cover story item.

4. The Government after careful examination hereby permit the Director of Public Health and Preventive Medicine to print 15000 copies of monthly magazine and distribute to all Health Institutions (list annexed) regarding the health issues and to meet out the expenditure for publication of magazine from the allocations under various schemes for Information Education Communication and to form an Advisory Committee under the Chairmanship of Secretary to Government with composition of following members for forming and guiding the editorial board:-

S. No.	Committee Members	Position
1.	The Hon'ble Minister for Health and Family Welfare	Honorary Chairman
2.	The Secretary to Government, Health and Family Welfare Department	Chairman
3.	The Director of Public Health and Preventive Medicine, Chennai - 6	Member Secretary
4.	The Joint Director of Public Health and Preventive Medicine (HEB)	Publisher
5.	The Project Director, Tamil Nadu Health System Project	Member
6.	The Mission Director, State Health Society	Member
7.	The Project Director, Tamil Nadu State AIDS Control Society	Member

8.	The Managing Director, Tamil Nadu Medical Services Corporation	Member
9.	The Commissioner of Indian Medicine and Homeopathy	Member
10.	The Chairman, Medical Services Recruitment Board	Member
11.	The Director of Medical Education	Member
12.	The Director of Medical and Rural Health Services	Member
13.	The Director of Family Welfare	Member
14.	The Director, State Health Transport Organisation	Member

5. This order issues with the concurrence of Finance Department vide its U.O. No. 66926/H.I/14, dated 6.12.2014.

(By Order of the Governor)

J. RADHAKRISHNAN
SECRETARY TO GOVERNMENT

To


The Director of Public Health and Preventive Medicine, Chennai – 6
The Accountant General, Chennai – 18/9
The Pay and Accounts Officer (Secretariat), Chennai – 9

Copy to

The Special PA to Hon'ble Minister (Health), Chennai – 9
The PS to Secretary to Government, Health and Family Welfare Department, Chennai – 9
The Joint Director (HEB), O/o. the Director of Public Health and Preventive Medicine, Chennai – 6
The Project Director, Tamil Nadu Health System Project, Chennai – 6
The Mission Director, State Health Society, Chennai – 6
The Project Director, Tamil Nadu State AIDS Control Society, Chennai – 8
The Managing Director, Tamil Nadu Medical Services Corporation, Chennai – 8
The Commissioner of Indian Medicine and Homeopathy, Chennai – 106
The Chairman, Medical Services Recruitment Board, Chennai – 6
The Director of Medical Education, Chennai – 10
The Director of Medical and Rural Health Services, Chennai – 6
The Director of Family Welfare, Chennai – 6
The Director, State Health Transport Organisation, Chennai – 32
✓ The Health and Family Welfare (Data Cell) Department, Chennai – 9
SF/SC

/FORWARDED BY ORDER/

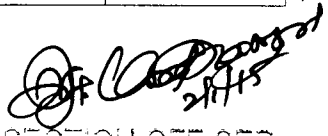

SECTION OFFICER


2-1-15

ANNEXURE

Distribution List for Magazine

S. No.	Details	No. of magazines
1.	Hon'ble Health Minister Office	100
2.	Secretariat – Health & Family Welfare Department	100
3.	Member of Legislative Assembly(MLA), Member of Parliament (MP)	273
4.	Director of Public Health and Preventive Medicine Office	100
5.	Director of Medical Education Office	30
6.	Director of Medical and Rural Health Services Office	30
7.	State Leprosy Office	5
8.	State Blindness Control Society	5
9.	State Tuberculosis Office	5
10.	Indian System of Medicine & Tamil Nadu Medicinal Plant Forms and Herbal Medicine Corporation Limited	10
11.	Family Welfare Office	10
12.	Drugs Control Office	10
13.	Food Safety Office	10
14.	State Health Society National Rural Health Mission	25
15.	Tamil Nadu Health Systems Project	25
16.	Tamil Nadu State AIDS Control Society	15
17.	Tamil Nadu Medical Service Corporation	10
18.	State Health Transport Organization	10
19.	Medical Recruitment Board	10
20.	Integrated Child Development Scheme Commissioner Office	15
21.	104 Health Helpline & 108 Ambulance	10
22.	Dr. MGR University	10
23.	Non Governmental Organizations	180
24.	District Collectors	320
25.	Deputy Director of Health Services	840
26.	District Siddha Medical Officers (ISM)	44
27.	Deputy Directors (Leprosy)	50
28.	Deputy Directors (Family Welfare)	49
29.	Deputy Directors (TB)	62
30.	Child Development Project Officers	550
31.	Community Health Centers, Upgraded Primary Health Centres, Primary Health Centres, Hospital on Wheels and Urban Primary Health Centres	2273
32.	Health Sub Centres	8706
33.	Indian System of Medicine hospitals	10
34.	Training Centres & Training Schools	100
35.	Joint Directors of Health Services (DMS)	320
36.	Government Hospitals, Government Headquarters Hospital, Woman and Children Hospitals	278
37.	Deans of Medical Colleges (Including Dental College)	400
	Total	15000


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