

Press Release

Advertisement of IEC messages in a Train coach:

Government issued Order No. 30 through SW & WE Department Dated: 09-03-2022, to undertake various Social and Behaviour Change Communication (SBCC) activities in the state as part of Jan Andolan activities. One of the activity is to advertise Nutrition and Health messages in Rail Coaches.

In this connection 9 coach EMU train has been hired from Southern Railway to advertise Nutrition and Health messages for one year and paid the rent cost of Rs. 25 lakhs. An amount of Rs. 6.91 lakhs has been earmarked for printing vinyl stickers, pasting, maintenance, defacement and repainting rail coaches.

The themes taken for advertise in rail coaches are 1) First 1000 days of child and 2) Prevention of Anemia.. The key messages covered in the advertisement are as follows:

1) First 1000 days of child:

- Key segments of 1000 days (Pregnancy 270 days, Exclusive Breastfeeding 180 days and Breast feeding along with Complementary feeding for 550 days),
- Growth monitoring and
- Motivating target beneficiaries to access Anganwadi Center

2) Anemia Prevention:

- Balanced diet and nutritious iron rich food
- Practicing personal hygiene
- IFA Supplementation
- Deworming
- Hand washing
- Nutrition for Adolescent Girls

Through this train advertisement, it is expected that the public in general and the target beneficiaries in specific will be sensitized on the importance and significance to concentrate during first 1000 days for child bearing and rearing for better future of the child by ensuring healthy growth of the child. Also, the general public will be aware on balanced, nutritious and iron rich food and maintaining personal hygiene to ensure healthy living and to create anemia free society.

This train will create awareness for one year in the routes Avadi, Arakonam Gummidipoondi and Velacherry.

The advertisement in the train was formally viewed by Tmt. P. Geetha Jeevan, Hon'ble Minister for Social Welfare and Women Empowerment Department, Thiru. Shunchonngam Jatak Chiru, IAS, Principal Secretary, Social Welfare and Women Empowerment Department, Tmt. V. Amuthavalli, I.A.S., Director cum Mission Director, Department of Integrated Child Development Services and other department officials on 03-01-2023 (Tuesday) at Chennai sub urban railway station, and also distributed awareness pamphlets to the public.

Director cum Mission Director

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