The Challenge and Promise of Innovations in Strategic Health Communications

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Innovation in Health Communications

• What is an Innovation?
Communication = IEC Material
Material is immaterial
Film Song

• Aaradhana
Film Clip

• Munna Bhai
Children Toy

- Pyramid
- T
- Circle
Magic Trick

• Ropes
Storytelling

• NSV
• Orissa TIPS women
Personal Anecdote

• My Son
• My Wife
Twist of Words

• Kahani
• STD
• Tailor/Retailor
• RISK
• Drishtikon
Activity

• 1,2,3,4,5,6,7
Game

- Turn around
- Risk
Cross reference

• Second law of thermodynamics
• Newton’s laws
• Law of diminishing returns
Field story/experience

• NREGA hands no lines
Puzzles

• Nail Puzzles
• Note out
Cartoons/Jokes

• Marriage
• Partnership in OCP
Poem/Poetry

- IEC/BCC Poem
- Shahi fakiron Se
<table>
<thead>
<tr>
<th>The IEC/BCC poem</th>
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<tbody>
<tr>
<td><strong>• Actors and factors</strong></td>
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<td><strong>• Voices and choices</strong></td>
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<td><strong>• Forces and sources</strong></td>
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<tr>
<td><strong>• Norms and forms</strong></td>
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<tr>
<td><strong>• Messages and passages</strong></td>
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<tr>
<td><strong>• Caring and sharing</strong></td>
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<td><strong>• Gaps and maps</strong></td>
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<td><strong>• Hopes and ropes</strong></td>
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<td><strong>• Tears and fears</strong></td>
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<td><strong>• Perceptions, reception and deception</strong></td>
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<td><strong>• Vision and provision</strong></td>
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More...

• Condom demo?
While an occasional disinclination to exercise is exhibited by all age cohorts, the likelihood of positive health outcomes makes even mildly strenuous physical activity all the more imperative.”

Nike slogan, if written by a nonprofit executive
KISS Principle

KEEP IT SIMPLE STUPID
It is not that things are difficult and that is why we do not try

It’s that we do not try things are difficult
Are you suffering from STD?

Thank you