

Information, Education and Communication



PART 4

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4.1 Information, Education & Communication (IEC) in ICDS Programme

IEC Guidelines 2000

- IEC in ICDS programme is in the form of Instructions and Guidelines issued by the Department of Women & Child Development, Government of India.
- As per Guidelines issued in 2000, IEC and Community Mobilization aims at sustainable behaviour and attitudinal change of the society for holistic development of the child.
- The major objectives of IEC Guidelines are to create awareness and build up image of ICDS programme; stimulate demand for ICDS services; affect and sustain behavioural and attitudinal changes in child rearing, nutrition and health care practices; and elicit sustained community participation.
- As per IEC Guidelines, principles of social marketing may be followed to formulate need-based, area-specific and target-oriented IEC strategy.
- Some of the **IEC activities** suggested in the Guidelines are home visits, small group meetings, village level camps, project and district level seminars/meetings, nutrition and health education sessions with mothers groups, use of slides, flash cards, flip charts, and use of folk media and electronic media etc.
- The State Governments/UT Admn. are to formulate suitable **IEC strategy** and Implementation Plan as per the instructions given by the Department of Women & Child Development, Government of India.

Information means telling something to an individual about a person or a thing or a subject.

Education is a gradual process of learning through which a person gains knowledge and understanding of a subject.

Communication is a two way process of giving information or sharing ideas between two or more than two persons.



4.2 Communication : Definition, Concept and Process

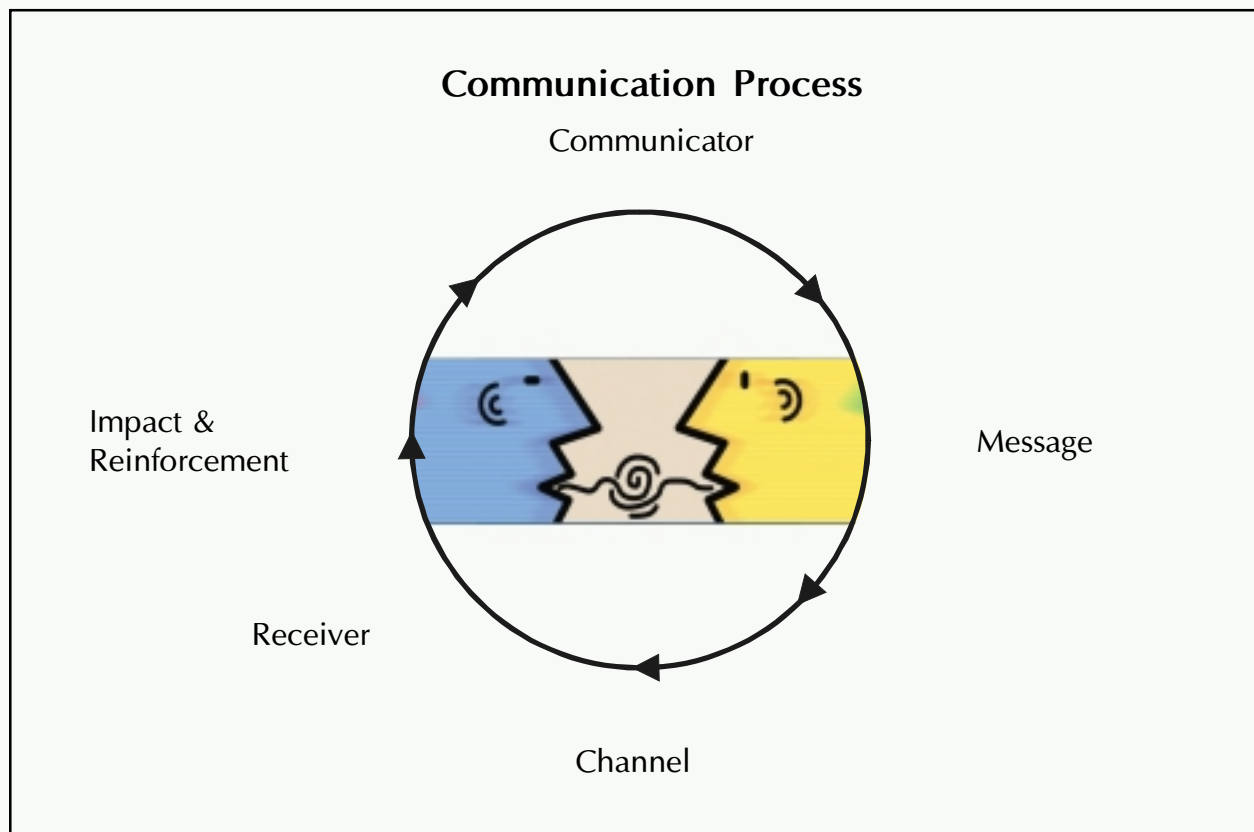
Communication is a two way process of sharing and transmitting ideas, information and messages between two or more individuals.

Elements of Communication

1. Communicator
2. Message
3. Medium
4. Receiver
5. Impact

Communication is an interactive process of 5 elements which ensures:

- ☞ Who?
- ☞ Says What?
- ☞ In What Channel?
- ☞ To whom?
- ☞ With what effect?



4.3 Communication Functions & Barriers

Functions of Communication

- ☞ Sharing of Information and Ideas
- ☞ Increasing Knowledge
- ☞ Influencing People for Change in Attitudes and Beliefs
- ☞ Bringing about Behavioural Change
- ☞ Persuasion & Negotiation
- ☞ Motivation
- ☞ Counseling
- ☞ Giving Instructions
- ☞ Reaching a Decision
- ☞ Building Human Relationship
- ☞ Entertainment

Communication Barrier

Communication becomes ineffective due to many hurdles called '**Barriers of Communication**'. A good communicator should be aware of the following Communication Barriers and should try to overcome them to avoid problems

- Poor planning
- Inadequate knowledge
- Too much or too less information
- Unaware of knowledge, attitude and practices of community
- Failure to understand cultural differences
- Poor communication skills of communicator
- Poor presentation
- Selection of inappropriate channels & medium
- Selection of messages contradicting existing beliefs and practices.
- Inadequate communication material
- Inappropriate language
- Various forms of external noise
- Insufficient feedback
- Technical errors

4.4 Communication Channels, Media and Techniques

- A variety of Channels, Media and Techniques can be used for communicating messages at the community level.

Communication Channels, Media And Techniques

Mass Communication	Group Communication	Interpersonal Communication
<u>Electronic Media</u> Films; Film Quickies; Video Tapes; Video Quickies; Radio Programmes; Radio Spots; Audio Tapes; TV Programme; TV Quickies / Spot, Slides etc. <u>Print Media</u> Books; Booklets; Folders and Leaflets; Handbills; Letters; Newspapers, Advertisements, Press release; Posters, Kiosks; Photographs; Hoardings; Magazines; Newsletters; Journals. <u>Folk & Traditional Media</u> Song; Dance; Drama; Kirtan/ Bhajan; Puppet Show; Nagada, Wall Writing etc. <u>Alternate Media</u> Street Play; Nukkad Natak, Nautanki; etc. <u>Multi-media Campaigns</u> Publicity Campaigns / Awareness Campaigns; Exhibitions	Lecture; Group Meetings; Demonstration; Camps; Field Visit; Role Play Flip Book, Flannel Graph, Flash Cards, Charts, Bulletin Board	• Home visits • Counselling • Negotiation • Motivation & Persuasion

Channels of Communication

Channel is a means of carrying information or a message from the communicator to the target audience

- Channels of communication can be classified as:
 - **Mass Communication Channel**
Means of communicating messages to a large group of people or masses.
 - **Group Communication Channel**
Means of communicating messages to a small group of people simultaneously and not to an individual
 - **Interpersonal Communication Channel**
Means of communicating messages to an individual face to face.

Points to remember while selecting a Channel

- Availability
- Purpose and suitability
- Type of audience
- Type of messages
- Preference of audience
- Communication skills of communicator
- Cost effectiveness

- Each Communication channel has its own advantages and disadvantages.
- **Mass Communication** is mainly used for creating awareness and transferring knowledge.
- **Group Communication** is used for reaching out to selected or smaller group of people for motivating and influencing them.
- **Interpersonal Communication** helps in changing attitudes and practices, and bringing about behavioural change. It enhances effectiveness of mass & group communication, provides personal reinforcement, is resource effective, and is well accepted in rural and tribal areas.



Media

Media is an agency through which communication takes place

Media of communication are –

- | | |
|------------------------------|---|
| → Electronic Media | → Print Media |
| → Folk and Traditional Media | → Alternate Media (Nukkad Natak, Street Play, etc.) |



Points to remember while selecting a Media

- Educational level of target audience.
- Media habits of target audience.
- Electronic media can have a better reach among a particular section of society and can be used for creating awareness and reinforcement of messages.
- Print Media has limited use in areas with low literacy levels.
- Folk and traditional media is more popular in rural and tribal areas.
- Media-mix approach or use of various media forms at the same time is more effective.

4.5 Social Messages and Communication Material

Message is what is transmitted in the communication process and message content is related to the behaviour that needs to be changed or encouraged

Social Messages

- Messages related to social issues are called social messages.
- Messages should be transmitted in the local language, in appropriate tone and at the appropriate time.
- Messages should always be pre tested.

Characteristics of an Effective Message

- Message should be useful and comprehensive
- Message should be precise and clear.
- Message should be correct and complete.
- Message should be relevant and interesting.
- Message should motivate and lead to behaviour change.
- Message should reach the person through all five senses.
- Message should be as per the existing social norms and should not contradict prevalent beliefs and practices.
- Message should be as per the felt needs of the community.
- Message should be to improve the knowledge and skills of audience.
- Message should be specific and scientific
- Message should be seeking attention, persuasive and convincing.
- Different messages are required for different target groups.
- Too many messages should not be given at the same time.



Essential Facts for Life Messages

- Health of both women and children can be significantly improved when births are spaced at least two years apart, when pregnancy is avoided before age 18 and after age 35, and when a woman has no more than four pregnancies in total.
- All pregnant women should visit a health worker for prenatal care, and all births should be assisted by a skilled birth attendant.
- All pregnant women and their families need to know the warning signs and problems during pregnancy, and have plans for obtaining immediate skilled help if problems arise.
- Children learn from the moment of birth. They grow and learn fastest when they receive attention, affection and stimulation, in addition to good nutrition and proper health care.
- Encouraging children to observe and to express themselves, to play and explore, helps them learn and develop socially, physically and intellectually.
- Breast milk alone is the only food and drink an infant needs for the first six months. After six months, infants need other foods in addition to breast milk.
- Poor nutrition during the mother's pregnancy or during the child's first two years can slow a child's mental and physical development for life.
- All children should be weighed every month. If a young child does not gain weight over a two-month period, something is wrong.
- Immunise children during the first year of life to protect against diseases that can cause poor growth, disability or death.
- Every woman of childbearing age needs to be protected against tetanus.
- A child with diarrhoea needs to drink plenty of right liquids – breast milk, fruit juice or oral rehydration salts (ORS). If the stools contain blood or are frequent and watery, the child is in danger and should be taken to a health centre for immediate treatment.
- Most children with coughs or colds will get better on their own. But if a child with a cough is breathing rapidly or with difficulty, the child is in danger and needs to be taken to a health centre for immediate treatment.
- Many illnesses can be prevented by good hygiene practices – using clean toilet or latrines, washing hands with soap and water or ash and water after defecating and before handling food, using water from safe source, and keeping food and water clean and covered.

Source: Facts for Life, UNICEF, 2002.

Communication Material

- Use of Communication material / Aids help in better understanding of messages being communicated.
- Communication material should be of good quality and should be pre tested before its use.
- While preparing or procuring communication material remember that communication material should be:
 - ☞ Attractive and appealing
 - ☞ Clear and precise
 - ☞ Pretested with correct messages
 - ☞ Durable
 - ☞ Easy to use
 - ☞ Easy to carry and store
 - ☞ Cost effective

Communication Materials

- Leaflets / Booklets / Pamphlets
- Posters
- Charts
- Flipbooks
- Flannel Graph
- Flash Cards
- Flip Charts
- Slides
- Film
- Radio and Drama Scripts
- Audio Tapes
- Puppets
- Folk Songs



4.6 Planning & Organizing a Communication Programme

Communication programme should always be planned and based on the needs of the target audience

Steps involved in organizing a communication programme are :

1. Identify 'Communication Needs' of the community i.e. the particular behaviour or habit which has to be changed with the support of media.
2. Prioritise community needs and decide subject / topic for communication.
3. Identify target audience and assess their knowledge, attitude and practices.
4. Define communication goal & objectives.
5. Give a name to a communication programme with specific logo.
6. Prepare 'Media Implementation Plan' for each day as per the format.

Format for Media Implementation Plan

Name of Activity	When	Where	Communicator	Target audience	Channel & Medium	Message	Communication Materials/Aids	Feed back
1	2	3	4	5	6	7	8	9

7. Identify suitable channels, media and techniques for communication
8. Develop suitable social messages and materials / aids
9. Procure or prepare communication material
10. Train communicators
11. Prepare budget and ensure its availability
12. Decide duration, place and time for organising communication activities.
13. Implement the programme, assess the impact and reinforce the messages, if required.

4.7 Communication Skills of an AWW

- An AWW / field functionaries while communicating with mothers and community members should remember 5 Essentials. They should always –
 1. Ask
 2. Listen
 3. Praise
 4. Advise
 5. Confirm
- Communication skills of an effective communicator are:
 - Adequate knowledge
 - Command on the local language
 - Understanding of target audience
 - Creating participatory environment
 - Encouraging target audience to talk
 - Patience and capacity to listen
 - Speaking audibly in clear words with modulation in tone
 - Effective body language
 - Respect views of the audience
 - Skill of handling communication aids and equipment
 - Highlights salient points to sum up

