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Page 1  
Date 11/7/2007  
Time 2:53:34 PM

Login Name Saroja Douglas



CF-RAI-USAA-PD-GEN-2007-000376

Expanded Number **CF-RAI-USAA-PD-GEN-2007-000376**

External ID

Title

**"Some Notes on Using Advertising Agencies and NGOs in India", background paper by Peter Chen, UNICEF, New Delhi, presented at UNICEF's Workshop on Social Communication and Marketing, held in Nairobi, 10-17 Feb 1985.**

Date Created / From Date

2/10/1985

Date Registered

8/10/2007 at 1:21 PM

Date Closed / To Date

Primary Contact

Home Location **CF-RAF-USAA-DB01-2007-10316 (In Container)**

FI2: Status Certain? **No**

Item Fd01: In, Out, Internal Rec or Rec Copy

Owner Location **Programme Division, UNICEF NYHQ (3003)**

Current Location/Assignee **In Container 'CF-RAF-USAA-DB01-2007-10316 (Upasana Young)' since 11/7/2007 at**

Date Published

FI3: Record Copy? **No**

Record Type **A01 PD-GEN ITEM**

Contained Records

Container **CF/RA/BX/DPD/CW/1985/T033: PSC. "Social Communication and Mar**

Fd3: Doc Type - Format

Da1: Date First Published

Priority

Document Details **Record has no document attached.**

Notes

12 pp

**Presents case studies from India supporting the use of advertising agencies to propagate the message: promotion of improved infant feeding practices, and leprosy awareness campaign. Posters promoting breastfeeding are also included.**

Print Name of Person Submit Image

SAROJA DOUGLAS

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Saraj - Douglas

Number of images without cover

12

Complete 15 Feb

SOME NOTES ON  
USING ADVERTISING AGENCIES AND NGOS FOR CSDR  
IN INDIA

Peter Chen  
Assistant Programme Communication Officer  
UNICEF, New Delhi

Background paper presented to:  
Programme Communication and Marketing Workshop  
Nairobi, 11-16 February 1985.

## Case 1

### Promotion of Improved Infant Feeding Practices (IIFP)

In the rural areas and urban slums of India, the promotion of breastfeeding was quite often irrelevant as women knew nothing else but breastfeeding their children. Instead, it is the problem as women breastfed their children exclusively for two years or more. But this is not the case with the urban middle-level and affluent population. Due to the hard selling campaigns of milk-food manufacturers, mothers were turning towards bottle feeding. This is also more so when the first items on the list of things to take to a hospital or nursing home for delivering a baby are; -- you guessed it -- a feeding bottle and a tin of milk powder! The challenge therefore for the New Delhi office of UNICEF was: How to reach both category of women with the message-- breastfeed the child from birth but introduce supplementary feeding from 4 to 6 months onwards.

The Information and Communication Section toyed with the idea of using the mass media, newspaper, popular magazines and journals for promoting what we called "Improved Infant Feeding Practices (IIFP)" instead of just breastfeeding. Once the the idea was accepted, several commercial advertising agencies were contacted to help launch an information campaign. Some of the agencies could not be used as they held "accounts" of the milk food manufacturers. After several weeks of negotiations, an agency, Interpup, was selected to design a series of simple artworks. The advertisements were launched in mid 1983 in several leading newspapers, magazines and journals with the help of the agency. Within the first months of the campaign, the New Delhi office was flooded with letters requesting for more information on "Child Care" at the rate of 150 letters per day or approximately 4000 letters per month! The unexpected numbers of letters took the office by surprise. We were not equipped to handle the situation physically!!

To tackle the problem of answering the large number of mail, a special task force on IIFP was formed within the office at New Delhi. It was decided by the task force that the job of sending replies to readers be contracted out to a voluntary organisation with UNICEF's support. Accordingly, the Voluntary Health Association of India (VHAI) was contacted and they proposed setting up a new organisation (under the aegis of VHAI) to handle the mailing exclusively. Thus was born the International Nutritional Information Services (INIS) in India.

INIS took on the job of categorising the requests for information, as some readers needed personalised response. An advisory panel consisting of well known doctors and nutritionists was formed to help with the answers. Once the operation of computerising stock answers was completed and the mass mailing of information materials to readers was put in motion, INIS went ahead in the designing and production of more informational materials to be mailed to readers. The organisation also lobbied for the banning of advertisements of milk food in the cinema, radio, TV, and the print media as well as the introduction of the code of marketing on milk food by the Government of India. It is gratifying to know that both these aims have been achieved.

After a year and a half of the campaign the UNICEF office at New Delhi still receives a large number of letters requesting for more information on breastfeeding and better child care. Surprisingly, a large number of these letters are from very educated people (with post graduation qualifications) and doctors.

The good experience of using an advertising agency and an NGO in UNICEF's advocacy for CSDR encouraged the office to use other advertising agencies and NGOs as shown by case 2 below.

Case 2

Leprosy Awareness Campaign

One in every three of the estimated 15 million leprosy afflicted people in the world is in India. And of every three or four of these, nearly five million afflicted Indians, one is a child. This is the challenge of leprosy in India today.

What is leprosy? It is a disease like any other-- and it is completely curable. Caused by a micro-organism, the Lepra Bacillus. It is the least communicable of all infectious diseases, and it is not hereditary.

Of the known number of existing leprosy cases in India now, about a quarter are children. But the new cases being detected in the country, show a more disturbing graph: among these, children constitute more than 30 per cent.

These are not only the sons and daughters of infected parents. New cases appear in schools, in hotels, in congested localities, anywhere. They are more numerous in leprosy-endemic parts of the country. But no environment is immune.

This is the frightening side of the picture. One of the darkest elements in it is that leprosy does not manifest itself for a long time after the infection has entered the body, and it is only when the symptoms shed the last traces of ambiguity that the infected person - and the family and community - have to face up to it. Even then, the decision within a family is often to hide the problem instead of seeking the treatment that would prevent its becoming a tragedy.

Leprologists know how to spot the tell-tale signs once they begin to appear. But early detection depends on family members, community workers and general practitioners.

In order to create general public awareness that leprosy is curable if treated early enough, the UNICEF New Delhi office planned a series of public social awareness campaigns. The Director of the Gandhi Memorial Leprosy Foundation (GMLF) who has been running a rehabilitation hospital for over 30 years for leprosy affected people was contacted and details of the medical and sociological implications were gathered. The main lesson was that "leprosy is curable" if detected and treated early enough. It is the fear of being cast out and ostracized from society that prevented people from seeking treatment when they first discover the tell-tale patches on their body. They do get cast out in the end when the disease gets to an advanced stage.

The first effort in the social awareness campaign was producing an audio-visual presentation "A Change In Our Minds" jointly with the Directorate General of Health Services, Government of India. It was shown for the first time at Vigyan Bhavan during the International Conference on Leprosy. in February 1984. The participants were eminent leprologists from all over the world. Subsequently, the AV was transferred to video tape and telecast by Doardarshan (Indian TV network).

But how does one take it closer to the general public - especially in endemic areas, to break down barriers of social resistance? India is rich in the traditional forms of communication. One of these is street plays. An NGO, "Alarippu", involved with social communication through the use of theatre workshops was contacted and asked if they would undertake a project of employing theatre workshops as a means to understand attitudes towards leprosy. The playwright and director of Alarippu, Ms Tripuri Sharma, took three weeks to collect her thoughts and make a decision as to whether or not she should get involved with this kind of project. For, nothing much was known about the lives of leprosy afflicted people. To find out, one had to visit the homes of these people and find out from them. It is a very unnerving experience.

However, Ms Tripurari Sharma took up the challenge and also contacted her friends at the National School of Drama's Repertory section to seek their assistance. The NSD agreed to participate in the experiment.

To collect data for writing her script, Tripurari and two of her assistants toured extensively in the leprosy endemic areas, visiting hospitals, bastis, ashrams and entire villages with over 80% of the population suffering from the disease. They lived and had meals together with the patients at the Gandhi Memorial Leprosy Foundation at Wardha in Western India and observed villagers that treated leprosy patients as equals.

From data she collected, Tripurari wrote the script for her play "Kath Ki Gadi" (The Wooden Cart). The play focused on Society's and the medical profession's step motherly treatment of leprosy patients. That the patients are also human and have feelings too and the right to live a normal life while bearing the burden of the disease. The play was staged in village streets, open theatres of cities and presented as one of the plays in the festival of plays organized by the National School of Drama in Bombay recently. The response is tremendous and a lot of the spectators said that it was an eye opener for them.

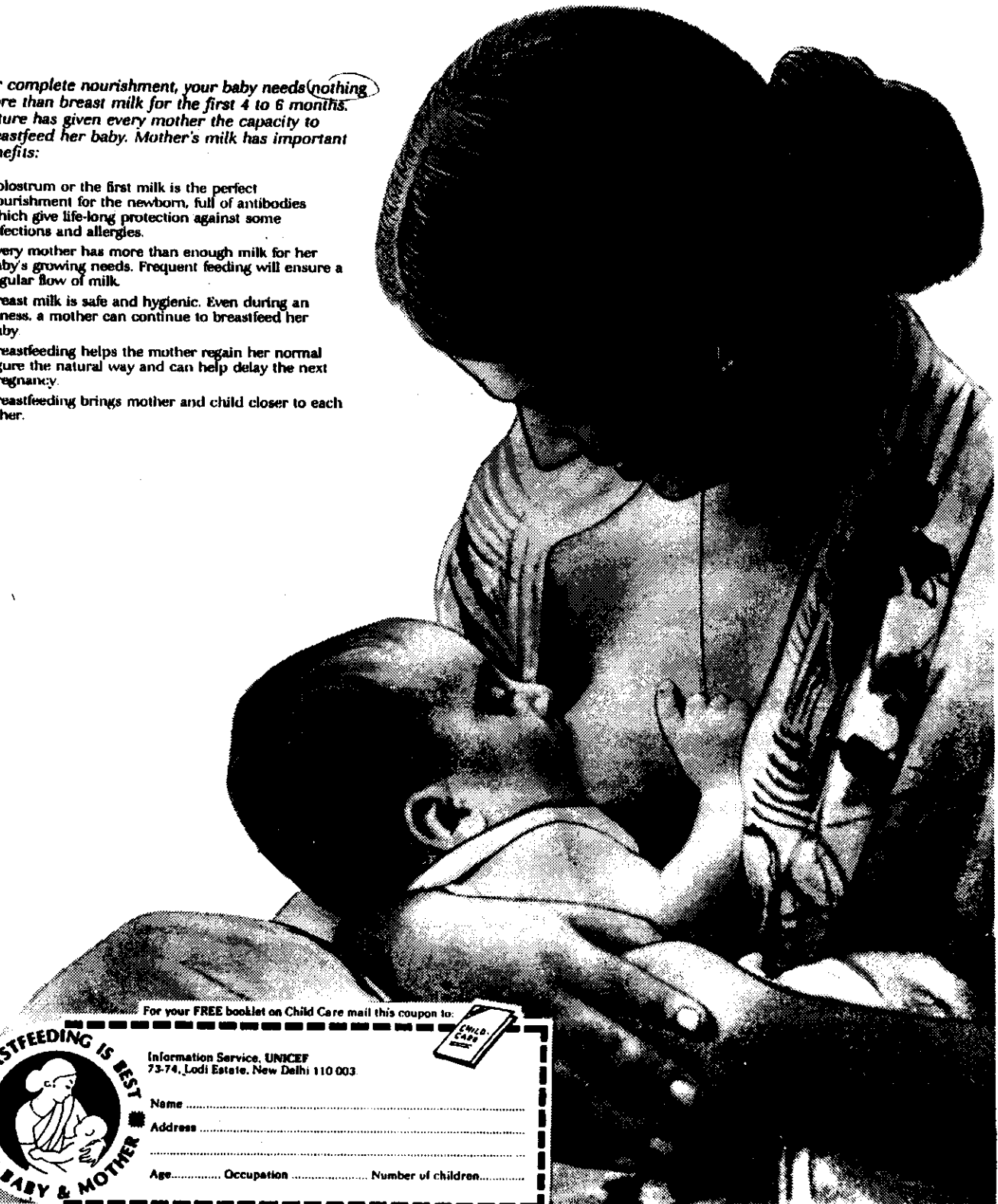
Conclusion:

The above two cases show that Advertising agencies and NGOs can be tremendous allies in our Social Communication and Marketing strategies. Both cases above had a product to sell, not soap or perfume, but better health care for babies and a change of attitude respectively. Both aimed at behavioural change.

# Breast milk is the most priceless gift for your baby.

For complete nourishment, your baby needs nothing more than breast milk for the first 4 to 6 months. Nature has given every mother the capacity to breastfeed her baby. Mother's milk has important benefits:

- Colostrum or the first milk is the perfect nourishment for the newborn, full of antibodies which give life-long protection against some infections and allergies.
- Every mother has more than enough milk for her baby's growing needs. Frequent feeding will ensure a regular flow of milk.
- Breast milk is safe and hygienic. Even during an illness, a mother can continue to breastfeed her baby.
- Breastfeeding helps the mother regain her normal figure the natural way and can help delay the next pregnancy.
- Breastfeeding brings mother and child closer to each other.



For your FREE booklet on Child Care mail this coupon to:



Information Service, UNICEF  
73-74, Lodi Estate, New Delhi 110 003



Name .....

Address .....

Age..... Occupation ..... Number of children.....



## BREASTFEEDING IS BEST

But after 4 to 6 months, your baby must also get a share of the family foods



For the first 4 to 6 months, breastmilk is your baby's best and complete food. Thereafter, its growing body needs additional nourishment. You don't need to buy foods specially made for babies; you can prepare them at home from the same foods you use for the family meal. However, your growing baby must continue to have breastmilk in addition to its new diet.

Start your baby on soft foods

Give the baby one type of food at a time until it learns to enjoy a variety of foods. Begin with small quantities, and gradually increase them to suit its appetite and age. Your baby will grow well on foods like khichri, dalia, dal mixed with rice or chapati, green vegetables, eggs, fish and fresh fruits like papaya and banana. Mash the food

well to make it easy to swallow and digest. By one year, your baby is ready to eat the food you prepare for the rest of the family.

Start your baby on soft foods when it is 4 to 6 months old. But remember it still needs your milk. Breastfeed as long as you can.

Here are some facts that parents must remember:

- Soft foods should be given between breast-feeds.
- Feed the baby in small quantities and at regular intervals.
- Mash the food well to make it easy to swallow and digest. Add a little ghee or oil. This makes the food tastier and gives extra energy.
- Encourage the baby to feed itself with its fingers. This is part of its growing and learning experience.

For your FREE booklet on Child Care mail this coupon to:



Information Service, UNICEF  
73-74, Lodi Estate, New Delhi 110 003

Name .....

Address .....

Age.....Occupation.....Number of children.....

# Patriot

NEW DELHI, WEDNESDAY, 17 OCTOBER 1984

Please spare 2 minutes to read this message. It could transform your baby's future.

Breast-feed your child as long as you can. Supplement with home-cooked semi-solids when baby is 4 to 6 months old.



## Breast-feeding is best because:

- Colostrum (first milk) has the best composition of proteins, minerals and vitamins a newborn needs immediately.
- Breast-milk is 100% pure, perfectly formulated, always at the right temperature, easiest for baby to digest, and never "out of stock" when needed.
- Anti-infection and anti-allergic properties safeguard baby's health.

Home-cooked soft foods\*, given between breast-feeds from the 4th month onwards, are an essential enrichment of your baby's diet. Delay in adding these could impair the child's growth and mental development.

- (E.g. khichri, idli, dalia, unspiced dal mixed with rice, lightly boiled or steamed leafy green vegetables — all of which can be easily adapted from the regular family diet to suit your baby's needs.



# हेन्दुस्तान

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क्र. सं. २८८ नगर संस्करण नई दिल्ली, बुधवार, आश्विन २५, शक सं. १९०६, १७ अक्टूबर, १९८४ ई. ६०

**कृपया इस संदेश को पढ़ने में दो मिनट  
लगाएं। यह आपके बच्चे के भविष्य को  
बदल सकता है।**

**जब तक हो सके, बच्चे को मां का दूध पिलाएं। जब बच्चा 4-6  
महीने का हो, उसे मां के दूध के अलावा घर का बना अर्धठोस  
आहार भी खिलाएं।**



**मां का दूध बच्चे का सबसे अच्छा आहार है क्योंकि:**

- कोलोस्ट्रम (पहला दूध) में प्रोटीन, खनिज लवण और विटामिन ठीक उसी अनुपात में होते हैं जिसकी नवजात शिशु को ज़रूरत होती है।
- मां का दूध शत प्रतिशत शुद्ध होता है, इसमें बच्चे के लिए ज़रूरी तत्व सही मात्रा में होते हैं, यह सदा सही तापमान पर रहता है, बच्चा इसे आसानी से पचा सकता है, और ज़रूरत पड़ने पर कभी 'स्टॉक से बाहर' नहीं होता।
- इसमें ऐसे तत्व होते हैं जो बच्चों को छूत की बीमारियों और एलर्जी से रक्षा करते हैं।

चार महीने का हो जाने पर स्तनपान के बीच दिए जाने वाले, घर में तैयार अर्धठोस खाद्य-पदार्थ\* आपके बच्चे के आहार का ज़रूरी हिस्सा है। इन्हें देने में देर करने से आपके बच्चे की वृद्धि और मानसिक विकास पिछड़ सकता है।

\* (उदाहरण के लिए खिचड़ी, इडली, दलिया, बिना मसाले वाली दाल-चावल, हल्क तौर पर उबाली या भाप में पकाई हरी पत्तेदार सब्जियां—ये सभी आपके बच्चे की ज़रूरत पूरी करने के लिए घर में पकने वाले भोजन से आसानी से तैयार की जा सकती हैं।)



जनहित के लिए

1984/JUN/02 12:18A



Does your child have dry eyes with patches of grey bubbles? Is she not able to see well at night? If so, your child could be suffering from Vitamin-A deficiency. And Vitamin-A deficiency can lead to blindness.

Protect your child from Vitamin-A deficiency. Begin breast-feeding as soon as possible after birth and continue up to two years. After 4 to 6 months, give foods rich in Vitamin A, like dark green leafy vegetables, drumstick leaves, carrots and yellow or orange coloured fruits like papaya. If these are not available, give your child Vitamin-A capsules or drops. Ask your health worker for these.

Despite these, if the symptoms remain, contact a doctor or the nearest government health centre as soon as you can.

Remember, thousands of children go blind because of Vitamin-A deficiency every year. Don't let this happen to your child.

For a free booklet on the prevention of blindness in children, write to the following address indicating the language of your choice :  
Voluntary Health Association of India, C-14, Community Centre, Safdarjung Development Area, New Delhi 110 016.



**Sight—your child's most precious gift. Protect it.**

**BETTER LIGHT**



**SYLVANIA  
LAXMAN**

**BETTER  
SIGHT**

Does your child suffer from persistent sore eyes? Are they red and watery? Have small, pinkish-grey lumps formed inside the eyelids giving the feeling that there is sand in the eyes? These could be symptoms of Trachoma. And Trachoma can lead to blindness. So, if the symptoms persist, contact a doctor or the nearest government health unit without delay for prompt and proper treatment.

Remember, Trachoma is spread by human touch or flies and is commonly seen in people living in crowded, dirty areas. So, to avoid infection, wash your child's eyes with clean water, drying them with a clean cloth, at bedtime every night. Also, if you cannot avoid *kajal*, use a different finger for different people and keep *kajal* away from dirt and dust.

Thousands of children go blind because of Trachoma every year. Don't let this happen to your child.

For a free booklet on the prevention of blindness in children, write to the following address indicating the language of your choice: Voluntary Health Association of India, C-14, Community Centre, New Delhi 110 006.



Sight—your child's most precious gift. Protect it.



**SYLVANIA  
LAXMAN**

**BETTER  
LIGHT**

**BETTER  
SIGHT**