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भारत सरकार  
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(स्वास्थ्य सेवा महानिदेशालय)  
स्वास्थ्य एवं परिवार कल्याण मन्त्रालय  
22-शाम नाथ मार्ग, दिल्ली-110054  
Government of India

NATIONAL VECTOR BORNE DISEASE CONTROL PROGRAMME  
(Directorate General of Health Services)  
Ministry of Health & Family Welfare  
22-SHAM NATH MARG, DELHI-110054

D.O.NO. 14-5/2013-14/NVBDPC/BCC/WHD  
Dated: 6<sup>th</sup> March, 2014

All SPOs

As you are aware, the World Health Day (WHD) is celebrated every year on 7<sup>th</sup> April globally. The topic for 2014 is Vector-Borne Diseases small creatures, big threat with the Goal: Better Protection from Vector-Borne Diseases (VBD). The focus of the WHD campaign is to bring about sustainable changes in the behavior of the target community towards the prevention of VBDs.

Extensive Behaviour Change Communication (BCC) campaigns for prevention of VBDs are undertaken on WHD for expanded awareness and Social mobilization activities.

It would be appreciated if a plan for visible IEC/BCC campaign for observation of World Health Day is drawn up immediately to promote the efforts made to prevent and reduce VBDs. Following activities may be initiated at state, district, Municipal Corporation/ Municipality, Block/ Panchayat and village level:

- Organize Workshop/Seminar at the State/District level involving different stakeholders and experts.
- Schools to be requested to organize quiz, drawing competition on VBDs among the student. Student rally may also be organized for sensitization.
- Focused Group Discussion may be organized at community level involving Community Leaders, PRI, CBOs, FBOs, and ASHAs.
- Communication through media, especially in Swasth Bharat Programme.

I sincerely hope that with coordinated action, the Health Day 2014 would be a successful event across the Country with windows of opportunities towards achieving the NVBDPC programme vision of a well-informed and self sustained, healthy India.

With regards

Yours Sincerely  
*Ashwini*  
6/3/2014  
(Dr. A.C. Dhariwal)

Copy to:

1. All concerned RDs,
2. Nodal Officers (NVBDPC)



Let's fight Malaria with modern tools - LLIN, RDK and ACT  
Website : [www.nvbdcp.gov.in](http://www.nvbdcp.gov.in)

