

Micro plan for organizing the World Population Fortnight 2012

The slogan be disseminated as:

“खुशहाली का आधार, छोटा परिवार”
“Khushhali ka Aadhar, Chhota Parivar”

The WPD 2012 may be divided into two parts namely

1. **Mobilisation Fortnight (Dampatti Sampark Pakhwada):** (27th June to 10th July)
2. **Population Fortnight (Jansankhya Sthirita Pakhwada)** from **11th to 24th July**; It may be called as: **Family Health Mela** fortnight (**11th to 24th July**)

Activities in the mobilisation fortnight should include:

1. Updating of the eligible couple survey register by the ANMs and ASHAs of each district so that the target couples could be identified and sensitised.
2. Awareness generation
3. IEC on various FP methods/services as well their availability at various facilities

Activities in the population fortnight

1. Exhibition of family planning methods
2. Other RCH activities and HIV/AIDS could also be associated
3. Counselling of clients on the basket of choices
4. Banners & posters at prominent places & all health facilities
5. Leaflets distributed in every village

Role of collectors:

1. May ensure the presence of local MPs (Lok Sabha & Rajya Sabha), MLAs, MLCs, Chairmen & Members of *Zila Parishad*, mayors and chairpersons of corporations and corporation members and other elected representatives belonging to the district in the health *melas* to be organized at the district level or may have one in each parliamentary constituency if possible
2. May be asked to provide funding through District Health Society for media activity through newspapers, radio and local cable TV
3. *Nehru Yuvak Kendras* to be enlisted for mobilizing young people from the villages
4. They may mobilize eligible couples to participate in the mela and ensure good gathering
5. They may instruct all ANMs/ Health workers and ASHAs in the district for the same
6. Mobile publicity vans may be arranged at the district level and in all the blocks to move from village to village spreading the messages on family planning. It could have

one ANM or “satisfied couple” on it to convince eligible couples on the advantages of practicing Family Planning

The mobilization and promotional activities could be carried out all throughout the fortnight and the suggestive activities are as follows:

SN	Activities	State level	District level	Block level
1.	Advocacy from Chief Minister/ Health Minister/ followed by rally on WPD	1	-	
2.	Health Mela (one day) duration) 11 th July	-	1 (or co terminus with every MP constituency)	
3.	Nukkad Nataks			Daily in various <i>panchayats</i>
4.	ANM/ASHA mobilisation		All gathered at the district mela on 11 th	On 10 th (at all PHCs) for briefing
5.	Mobile publicity vans		Daily in all villages of the districts	Daily (to cover 10 villages per day)