

CREATIVITY & IMAGINATION – TOOLS OF CHANGE.



If the extra ingredient of imagination and creativity is put into a mission mode manner for accomplishing a target; especially for making the Information, Education and Communication (IEC) objectives to percolate down to the targeted group(s), the result, undoubtedly would be more objective oriented and purposeful.

West Kameng Deputy Commissioner Dr. Sonal Swaroop, an MBBS gold medalist, taking advantage of her educational background, indeed put an extra effort to make the recently concluded Intensified Diarrhea Control Fortnight (IDCF) in the district a success, not only on departmental paper reports but effective too on the grounds.

In an attempt to expand the health and education awareness amongst the people of the district taking advantage of the platform provided by the IDCF, DC Sonal initiated Nukkad Nataks involving the students of C/IX & X of GHSS Bomdila and members of the student Unions of the district.

These Nukkad Nataks were conducted at administrative centers Kalaktang, Nafra, Singchung and Dirang of the district with audience involving mainly adolescent girls, married women, pregnant and lactating mothers along with elderly participation.

This first of its kind IEC activity emphasized more on prevention along with treatment of diarrhea using ORS, Zinc tablets and highlighting importance of hand washing, maintaining hygiene, abstaining from smoking and alcohol. It was ten minutes play each, effectively enacted by the students and well received by the people. It seemed beneficial as the message was given in an attractive way using the local ethos and culture.

All said and done, the effort put in by the Deputy Commissioner, concerned administrative officers, students and the local health department could be more purpose oriented, if there is a follow-up action and a serious collective effort by all. Besides the parents, pivotal role could be played by the Teachers, School Management Committees, Anganwadi workers, NGOs, health activists, PRI members and others in bringing about a sea change in accomplishment of the desired goal. Also, the agenda and commitment of the Department of Health & Family Welfare, GoAP, would speak volumes. They could be the game changers!