February 10

For immediate release

Behaviour Change Media Campaign in Orissa

Launches on February 10, 2009 to save lives of mothers and babies

- Spread awareness and promote positive behaviours in regard to mother/infant care practices through radio and TV spots
- Focus on breastfeeding, malaria, diarrhoea, post-birth complications and hypothermia
- The campaign is a collaboration by the National Rural Health Mission (NRHM), the State Institute for Health and Family Welfare, Orissa (SIHFW), The Partnership for Maternal, Newborn & Child Health (PMNCH), The White Ribbon Alliance India (WRAI) and DMI under the “Deliver Now for Women + Children” banner

Bhubaneswar, Orissa- 10 February 2009: The “Deliver Now for Women + Children” campaign in Orissa will enter a new phase with the launch of a media campaign aimed at behavioural change that goes live, state-wide, today. The objective of the campaign is to reduce the maternal/infant mortality rate by spreading awareness of correct mother/infant care practices through intense TV and radio messaging.

The first spot promotes breastfeeding and is one of a series of five that have been created and produced in Orissa with the support of London-based agency Development Media International. The other topics, decided after extensive research in Orissa, are diarrhoea, malaria, hypothermia and post-birth complications.

The TV spots will be shown on TV channels, and radio at least three times daily until July 2009. The broadcast time is being funded by the National Rural Health Mission (NRHM), of the Department of Health and Family Welfare, Orissa.

This media campaign is part of the wider "Deliver Now for Women + Children India" campaign, which combines advocacy, communications and community mobilization strategies to accelerate progress in achieving the Millennium Development Goals (MDG) 4 & 5. "Deliver Now India", coordinated and funded by The Partnership for Maternal, Newborn & Child Health (PMNCH), is implemented by several partners. White Ribbon Alliance for Safe Motherhood, India (WRAI) launched the first part of the campaign on national Safe Motherhood Day in April 2008 in Bhubaneswar and New Delhi, and has led grassroots work in 12 districts of Orissa, organizing public hearings and rallies to increase dialogue between communities and local policy makers about maternal, newborn and child health issues. Orissa was chosen as the site for this pilot project in India because of its high rate of maternal and child mortality.

The media campaign includes a baseline study of knowledge, attitudes and practices/behaviours of more than 1,000 respondents in Orissa by HDI, a Bhubaneswar-based NGO, under supervision of the London School of Hygiene and Tropical Medicine. In

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1 The UN Millennium Development Goals (MDG) 4 & 5 call for reducing by two-thirds the mortality rate among children under five and reducing by three-quarters of the maternal mortality ratio by 2015
July, an endline impact study will be conducted to measure changes in behaviour/intended behaviour.