

# **The Challenge and Promise of Innovations in Strategic Health Communications**

Dr Sanjeev Kumar, Ph.D, MBA  
Team Leader, Communications

PATH

# **Innovation in Health Communications**

- What is an Innovation?

**Communication = IEC Material**

**Material is immaterial**

# Picture



# Film Song

- Aaradhana

# Film Clip

- Munna Bhai

# Children Toy

- Pyramid
- T
- Circle



# Magic Trick

- Ropes

# Storytelling

- NSV
- Orissa TIPS women

# Personal Anecdote

- My Son
- My Wife

# Twist of Words

- Kahani
- STD
- Tailor/Retailor
- RISK
- Drishtikon

# Activity

- 1,2,3,4,5,6,7

# Game

- Turn around
- Risk

# Cross reference

- Second law of thermodynamics
- Newton's laws
- Law of diminishing returns

# Field story/experience

- NREGA hands no lines



# Puzzles

- Nail Puzzles
- Note out

# Cartoons/Jokes

- Marriage
- Partnership in OCP

# Poem/Poetry

- IEC/BCC Poem
- Shahi fakiron Se

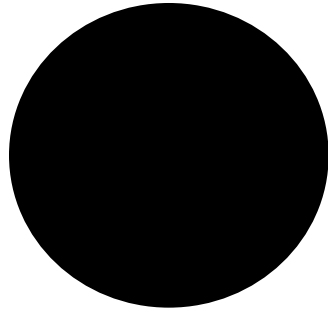
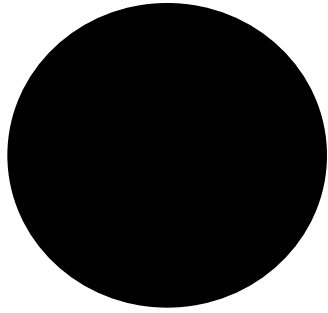
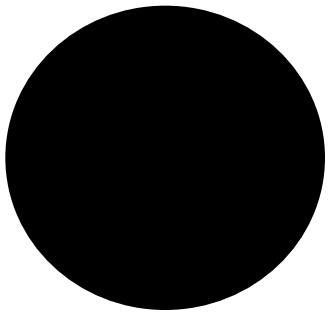
# The IEC/BCC poem

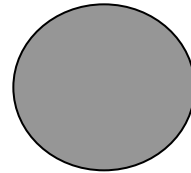
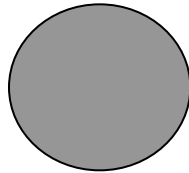
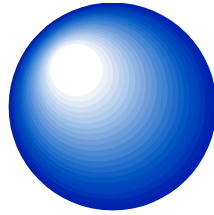
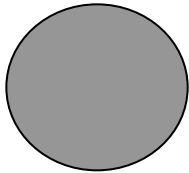
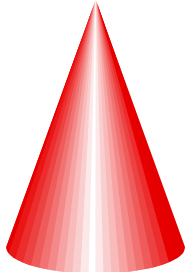
- Actors and factors
- Voices and choices
- Forces and sources
- Norms and forms
- Messages and passages
- Caring and sharing
- Gaps and maps
- Hopes and ropes
- Tears and fears
- Perceptions, reception and deception
- Vision and provision

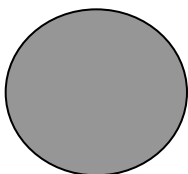
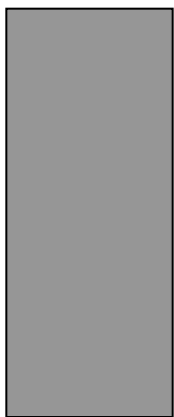
- Actions, Interactions and reactions
- Changes and ranges
- Wooing and doing
- Goals and roles
- Conception and misconception
- Channels and panels
- Learning and yearning
- Barriers and carriers
- Capacity and tenacity
- Decisions and revisions

# More...

- Condom demo?











**JUST DO IT!**

**While an occasional disinclination to exercise is exhibited by all age cohorts, the likelihood of positive health outcomes makes even mildly strenuous physical activity all the more imperative.”**

Nike slogan, if written by  
a nonprofit executive

# KISS Principle

KEEP IT SIMPLE STUPID

It is not that things are difficult  
and that is why we do not try

It's that we do not try  
things are difficult

Are you suffering from STD?

Thank you