

Health Education for Grassroots Leadership: A Pilot Project in Karnataka through Electronic Media

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Abstract : The aim of this project was to sensitize and educate the members of the Panchayati Raj Institutions (PRIs) on population and health issues. As a mass health education initiative, 12 documentaries on health issues were telecast through Bangalore Doordarshan Kendra to reach a larger audience of opinion makers. The ISEC collaborated with voluntary organizations and they took the responsibility of bringing PRI members to the TV sessions for group-viewing and discussions. This unique action project, first of its kind in India, received wide attention and the panchayat members, health workers and NGOs generally accepted the methodologies adopted in this project. The pre- and post- telecast evaluation reveal that the TV programmes were helpful in increasing the health awareness among the PRI members.