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## **EXAMINING HEALTH PROMOTION CAMPAIGNS IN MEDIA SPACE**

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### **Abstract**

The paper tries to figure out the role of audio visual cell within DAVP which produces publicity campaigns through video sponsored programmes, for Doordarshan, and other private satellite channels covering themes related to Health care in direct way or indirectly. Some of the campaigns have identified various health concerns in which public awareness become important to mitigate the outbreak of disease or to follow strategies where preventive measures can be adopted.

**Key words :** Health conditions, Accidents , Stigma, Communicable diseases, Approaches to study health.

### **Introduction**

Health is an essential element of societal improvement as vigorous bodies and minds would be a benchmark to quantify over all advancement in society. Thus, health is an vital aspect for overall progression of Human beings (Mehta,1992:124).There are diverse elucidations of health biomedical approach repose upon germ theory of disease whereby health is defined as broadly nonexistence of disease. This line enabled the development of modern medicine system, which is grounded on mechanical and individual model where scientific answers are presented by way of solutions to existing ailments (Bolaria, 1994:68).

On the other hand there is an ecological approach which attempts to discover connection among individual and its existing surroundings any estrangement between the two frequently leads to outburst of sickness. This approach is demonstrated with the room



public health where results for ailment are considered external to the human body. The other two approaches looked at psychological inputs where health body relationship is discovered relative to healthy mind (Akram & Advani, 2007:3). The social cultural approach which falls within the domain of social anthropology scrutinizes health as social cultural milieu which improves over a period due to unfailing line at single and collective levels as how wellbeing and disease are defined as social trails founded on metaphors which are defied and streamlined. Hence health is multi-dimensional concept involving state of complete physical, mental and social wellbeing and not mere absence of disease as fortified by world health organization.

The health system grasps all those accomplishments which aim at endorsing, reinstating and upholding health. In mandate to deliberate these necessities a prescribed health delivery system is essential with supportive medical personnel, economic assets along with essential established build up. Health care services are thus one of the requisite module which portray welfare functions of the State. In order to streamline health care objectives Bureau of Outreach and Communication has been constituted by integration of DAVP DFP AND S&DD that aims to cover media related provisions for various ministries it was formed on 8th December, 2017. It acts as an advisory body to Government on Media strategy through which various health campaigns are launched whenever it is deemed necessary by chief communication officer which is placed in the civil surgeon office of the district. There are designated campaigns carried by communication officer with the help of designated staff so as to create awareness about various health programmes whenever it is required and also initiating seminars and workshop to celebrates various days in a year concerning different diseases. The visual content is aired by inviting personalities from various sectors, as brand ambassadors to promote health and wellbeing.

These activities are core measures to be pursued as feature of ensuring public health for masses or target population in particular area. These campaigns deliberate upon key interventions which can be carried out to minimize the hurdles faced by persons of various demographic credentials in seeking health care services. These audio visual campaigns can play



a decisive role in promoting ways for disease eradication. It is cost effective mechanism to reach wider audience.

At the onset of birth there are different set of vaccines which needs to be given to new born children to save them from various deadly infections. In order to promote this the government have practice of outreach programmes for safe maternal and child care for which designated Asha workers provide one to one connection with households. To popularize and make keen interventions for preventive care. Mission Indardanush was launched by the government in 2014 for universal immunization of children. Front line workers participate in this endeavor. Thus at micro level analysis sociological concerns pertaining role taking role performance and role evaluation becomes substantially important as per symbolic interactionist approach to understand role play of mother.

**TIKKARAN JEEVAN RAKSAHK**

**SAMAAJHDARI DEKHIYAAN APNE BACCHON KA SAMPURAN TIKAR KARWAIYE**

Further another video promoting health among the infants Ors-Zinc video demonstrates how Asha worker visits house in rural India along with school kid, in fact the boy brings her home because in his school class teacher discussed the issue of diarrhea among young infants which can be deadly at times because water replenishment is required through ORS and zinc tablet to a child depending upon their age. A house setting with mother in law and daughter in law being confronted by Asha worker for delaying medication. She stated that how it might have happened and what precautions and hygienic practices need to be followed

**REHNE DO AMMA BAAAT NAHI KARNI ,**

**RANI KO DAST LAGHI HAI RAAT SE**

**APNE UPCHAAR NAHI KIYA**



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## **GHAR KE NUSKE SE ARRAM NAHI MILTAH**

## **AAP LAKIR KE FAKIR BANNE RAHON**

## **PEHLE DIN ILLAJ ZINC AUR ORS SE**

## **TWO ADVERTISEMENT USING CHILDREN AS MEDIATORS**

These advertisements discuss health issues focusing on communicable diseases such as measles and one on Dental hygiene. Further a school campus was used in background in which playground scene was depicted where students are trying to portray measles outbreak how does it transmit, what are the symptoms, which includes coughing, diarrhea and pneumonia, this campaign was largely focusing on school going children within the age group of 15 to 18. Another add featuring young group of under the age group of eight to ten who are dancing in the colony where people are spending time with each other and reciting a musical parody in which message is conveyed with underlying slogan focusing on dental health Care. A community centric issues such as Natedari and Mohalledari was being emphasized by young children along with underlying health message.

## **SWASTH MUH SEHAT KA ADDHAAR**

## **GUDM GUDM BULBALO KA JADU AAH HI AAH AAI**

## **BADA AAH BOLA JALDI SE MUH KHOLOHO**

## **AIDS AWARENESS CAMPAIGN**

This campaign places the story of boy and girl in educational setting. Using Bollywood inspired blockbusters it try to characterize in frame stalking of girl by the boy and pressuring her to have friendly alliance with the girl. The boy is shown as macho in style using misogynist gestures to win over the girl. The situation described was so perplexing for a girl as boy utters in colloquial language



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## **LADKIAYN DIMAGH SE NAHI DIL SE KAAM LETHI HAI**

Inko Pattana Bada Easy hai Jaisi Approach use Karta hai in the scene

Girl refutes his advances by saying friendship is not possible by utterance fixing the boy out rightly. The situation can be judged from the fact that hidden meanings are employed even in Bollywood songs which are pictured on college romance couples we can figure out the process of typification as used by Alfred Schultz to discuss stereo- type gender roles as perceived in our patriarchal set up.

A teenage concerns about health issues which might emerge due to promiscuous nature of relationship is examined in lighter vein and the same time using micro sociological approach of dyadic relationship.

Another peer related health advertisement articulating key health issue of Mental health. It is portraying a young female teenager who is trying to figure out conditions related to issue of mental health. The room is darker in shade with less luminosity. The talk is initiated by the teenager by asserting that there is sense of feeling underlying condition of not able to breathe ,migraine ,numbness and weight loss specified if one faces these issues it can be related illness which in day to day language we call it Anxiety disorder. But hope it doesn't not aggravate into monster it should be treated as illness whatever might be its magnitude and says that one has to overcome it by going through requisite medication. At last, there is exclamatory proclamation.

### **I LIVE IT EVERDAY !**

Within film and print footage mental illness people were bracketed into fix categories such as homicidal and maniacs creating fear among others, they have childlike perceptions or might possess weak character.



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## **ADVERTISEMENT FOCUSING ON ADULT MALE IN A HOUSEHOLD**

BEEDI CIGARETTE KAH

HAR KASH AAP KE LIYE

NUKSAAN DAIKYE HAI

This advertisement was purposed by Ministry of Health and Family Welfare Government of India with assistance from world Lung Foundation in January 2014 conveying ill effects of smoking. Another ad conveys smoking will cost your Life, the advertisement depicts a homely scene where father comes home coughing and child gets scared to see it. To please her father girl started painting showcasing a picture with lovely dad in the background. The advertisement states that passive smoking kills as father starts smoking when both are seated on a couch watching a television. With a slogan that it starts with you hence one has to follow precautions to put end to this dangerous disease.

## **FAMILY PLANNING ADVERTISEMENT**

This video depicts nurturing attitude of mother gentle caring and song in the background is there but it also has a remark by women that she wants spacing for next child as she wants to bring this child in better way, where her husband joins in the chorus stating that

**AGLE BACCHE SE TEEN SAAL KA FAASLA**

**MUNE KI SEHI DEKH REKH KE LIYE ZAROORI HAI**

Further he clarifies that this method of family planning which is women centric in nature (IUCD method) can be adopted at any time by women after the birth of child without any problems. The video ends with a remark **KHUSHIYAN BUNO AUR SEEDHE CHALO**



Further in order to promote awareness about safe driving **Sadak Suraksha Jeevan Raksha** campaign was launched on 14<sup>th</sup> August 2018 covering people of every age group a video concerns about teenage driving have been created by showing the reckless driving by youngster without an helmet accompanied by two back seaters thus tripling travel is depicted . eventually the police man cross examines the boy who is refuted for irresponsible behavior and moreover a commentary is carried out by the policeman who states that

**TERI SHAKAAL TOH HASSYA KALAKAR MEHMOOD SE MILTHI HAI**

**AUR PEECHE SE UNKA PITAJI AJATHE HAI**

in that commotion he states to boy

**YEH SADAK THUMARE BAAP KI HAI**

**AGAR HAI TOH THEEK AHI**

**NAHI TOH ARRAM SE CHALO**

**AUR TRAFFIC RULES KA PALAN KARO**

Another instance a middle aged Sardarji is driving in an open jeep without adhering to traffic norms and using mobile phone while driving who is stopped by the policeman for violation of traffic norms in this case he ask him in the same tone

**AAP PARSI HAI YEH SADAK AAP KE BAAP KI HAI**

**SARDARJI SE NAHI MAIN SARDARJI HOON**

**AAP KOHI GALAT FEHMI OH RAHI HAI**

The policeman states the billboard name is mentioning Dada Bhai Naroji Road ,eventually I thought that this road belongs to your father and that's why you are driving in this manner. In both these videos on road safety Bollywood actor Akshay Kumar as brand ambassador of road safety by the government so that large of his followers would adhere to his advice as



part of his social responsibility towards society. The videos have been shot showing road junctions in a metropolitan city. Busy hours are shown and two different age groups one immature and friendly boy trying to impress her friends show this impulsive behaviour. The second case pertains to so called neo rich or ultra-rich pampered businessman having a viewpoint that money can buy everything showcasing his arrogance and uncanny behavior towards person who is performing his duty as per the rule book. The video do describe transitions occurring in Indian society post liberalization where gadgets, gizmos have been used by rich class to demonstrate their wealth.

Sociologically, speaking both acts are deviant in nature stating how values have undergone a change not only among adolescence belonging to middle class and one rich social elite who have created system that muscle power and money power can propel the system which led to malpractices of variant natures. This video also dismantles stereotypes associated with both these age groups and class orientation. Risk society as imagined by Ulrich beck do conceives the idea that there is ample chance in modern society nothing is perfect chance and risk go hand in hand. This argument is further developed by Anthony Giddens and Manuel castell who frames that preventive strategies are required to minimize the risk as large accidental victims face untimely death. They face permanent disability and live life in distress. However as per yearly report released by ministry of road transport and highways on an average 1317 accidents with 413 deaths occur on Indian roads every day. Most of accidental victims fall in the age spectrum of 18-45 and about 33 percent of drivers involved in accidents were two wheeler drivers and main cause was attributed to lack of wearing helmet.





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## Conclusion

The health strategies pursued by government can be fruitful only when visual campaigns are properly launched their footage reach wider audience and they raise question of health and safety for all.

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