

- Find effective ways of how people learn to change their ways.
- Use any of these occasions for BCC: group discussion, personal discussion, demonstration, village meetings, clinic contacts, exhibition, camps, Self Help Group (SHG) meetings, meetings of adolescents, religious gatherings, haat-bazaar days etc.
- Use aids for BCC: Chitrakatha, flip charts, booklets, posters, prabhat peris, songs, models, puppet shows, street plays etc
- Look for innovative methods in communication. For instance, one voluntary organization painted all the bulls in the village with health slogans on the traditional bail-puja day. The moving slogans stayed for weeks.
- Assess impact of BCC efforts. Has it changed how people think? Has it changed the way they do things? Has it improved utilization of health services?
- Enable people to change their behaviour such as construction of sanitary latrines in their house.

And remember all advice is good if you can follow it in similar situations. You will learn more about BCC in this programme.

Linkages with AWW, TBA, ANM, MPW

During your work, you need support of other persons engaged in health related activities.

In the village, we have Anganwadi, the Dai and some other healers. We will learn more about them soon.

The Anganwadi Worker (AWW)

Anganwadi is for village children under six years. They get supplementary feeds in Anganwadi Centre (AWC). AW behen weighs children regularly and keep growth cards. As ASHA, we can work with the AW behen and Nursedidi on child health activities, and assist her in organising fixed monthly "Health Day". They also provide supplementary food for Pregnant women.

The Village Dai

The village Dai helps in childbirth. She conducts childbirth and attends newborn. She gets training and kit for clean childbirth from the Primary Health Centre/Sub Centre (PHC/SC).