



REPORT ON

NATIONAL AWARENESS CAMPAIGN ON JAPANESE ENCEPHALITIS (JE) / ACUTE ENCEPHALITIS SYNDROME(AES)

(23RD JUNE TO 27TH JUNE 2014)



PREPARED AND SUBMITTED BY:

WATER & SANITATION SUPPORT ORGANIZATION (WSSO)

PUBLIC HEALTH ENGINEERING DEPARTMENT,

GOVERNMENT OF WEST BENGAL



BACKDRO?:

The most basic need in life is water which saves life and kills life as well. In the context of negative impact of water, Japanese Encephalitis (JE) / Acute Encephalitis Syndrome(AES) which breeds in water logged conditions is a virus that takes birth in the wet paddy and other agricultural field. This virus is transmitted through the bite of infected mosquitoes. The main reservoirs of JE virus are pigs & water birds (Ardeidae) and its natural cycle, virus is maintained through certain mosquito species in these animals. Man is an accidental host and does play a role in JE transmission.

Japanese Encephalitis (JE) / Acute Encephalitis Syndrome (AES) have been a major problem in India. Large scale of outbreak has also been repeatedly reported from endemic districts in West Bengal. Out of 20 districts, 10 districts are affected by JE virus which is one of the grave concerns for West Bengal and India too. The names of the districts are Bankura, Darjelling, Jaipauri, Daskin Dinajpur, Maldah, Birbhum, Bardhaman, Hoogly, Howrah and Paschim Medinipur, as identified by the Ministry Drinking Water and Sanitation, Govt of India.

In general, it is quite tangible and evident that consciousness of the people in the aspect of impact of JE/AES is not apparent. People are not truly sanitized about the most meaningful sources (water) of mosquito breeding centers. Environmental sanitation in which polluted water is the cross cutting issue for all hazards. Intensity of hazard leads to high risk and higher degree of vulnerability which ,in term, resulting in to a great disaster in the family as well as community as a whole.

Keeping this serious concern in view, the Ministry of Drinking Water & Sanitation, Govt. of India had decided and directed to launch a weeklong awareness generation programme on the subject of National Awareness on Japanese Encephalitis (JE) / Acute Encephalitis Syndrome (AES) scheduled between 23rd -27th June'2014.

In accordance with the directive as mentioned, Public Health Engineering Department and Panchayet & Rural Development Department, Govt. of West Bengal in coordination with Departments of Health & Family Welfare, Child Development, Women Development & Social Welfare and Education (Sarva Shikha Mission) , Govt. of West Bengal initiated the Awareness Week with kind consent and inspiration from the Hon'ble MIC of Departments of PHE and P&RD, Govt. of West Bengal for active participation and cooperation in achieving the objective of the awareness week.

Details of affected districts West Bengal.

District Wise No. of JE/AES Cases - 2013 in West Bengal (as reported by Dept. of Health & Family Welfare, Govt. of West Bengal)		
SL. No.	District	No. of JE/AES cases reported
1	Bankura	254
2	Birbhum	118
3	Burdwan	213
4	Coochbehar	55
5	Dakshin Dinajpur	91
6	Darjeeling	116
7	Hooghly	76
8	Jalpaiguri	186
9	Maldah	61
10	Murshidabad	60
11	Nadia	54
12	Paschim Medinipur	99
13	Purulia	122
14	Uttar Dinajpur	252
	Total	1757

OBJECTIVE OF AWARENESS WEEK:

Objective of Awareness Week is two-pronged

- ↓ Creating attitudinal shift in perceived the importance of water, sanitation and its linkage with Japanese Encephalitis (JE).water, sanitation and its linkage with Japanese Encephalitis in coordination health, Education and Social welfare
- ↓ Driving behavioral changes in sanitation habits and usage patterns of water for arresting Japanese Encephalitis.

WSSO PHE DEPT. INITIATIVE:-

On the basis of a video conference meeting on the implementation of Awareness Week programmes held on 5th June'2014 with concerned states under the chairmanship of Sri Satyabrata Sahu, Joint Secretary (Water) Ministry of Drinking Water & Sanitation, Govt. of India , the Following actions had been taken:

- ↓ A video conference meeting on the initiation of the awareness week was held on 17th June'2014 under the Chairmanship of Principal Secretary, Departments of PHE and P&RD with the major stakeholders of concerned departments and key officials of PHE Dept/Dte. Necessary direction was given to the stakeholders for organizing the district level workshop subsequently, organizing block/GP level awareness camps particularly in affected villages of West Bengal was also mentioned.
- ↓ In order to achieve the objectives, a massive and comprehensive campaign was carried out in ten districts of West Bengal. Since, to begin with, Bankura district of West Bengal is the most impacted district, the district level inaugural workshop inviting all the concerned district level officials under the Chairmanship of the Sabhadhipati, Bankura Zilla Parishad, along with the Additional District Magistrate (DEV) Bankura, Additional District Magistrate/ Additional Executive Officer (Bankura Zilla Parishad), Sahakari Sabhadhipati (Bankura ZP), Karmadhakhya Jana Sastha, (Bankura Zilla Parishad), Executive Engineer / Member Secretary DWSM, Bankura, CMOH and his team of doctors and other key representatives of District Administration ,Concerned Departments, Panchayet and NGOs was organized on 23rd June'2014.
- ↓ Similar to this, the workshops on launching the said awareness week in nine other selected districts of West Bengal namely Darjelling, Jaipauri, Daskin Dinajpur, Maldah, Birbhum, Bardhaman, Hoogly, Howrah and Paschim Medinipur, were organized during the scheduled week and finalized the district specific strategy action for reaching out to the households as much as possible.

- ↓ In accordance with the district level strategic action, Block level awareness camp under the guidance of BDO and Sabhapati , Panchayet Samity were organized during the week. **Since the coverage of blocks and villages were quite large, two extra days for campaign activities were extended from 28th to 29th June'2014.**
- ↓ Under this campaign strategy major focus on IEC activities which had a purpose of sharing information regarding the impact of JE/AES for educating people to understand the situation with a view to communicate to the villagers who were not aware the fact of the impact and detrimental condition of community as a whole. In the process environmental sanitation, safe handling of water, storage and need for proper drainage systems were also addressed.
- ↓ Six types of IEC materials like banner(4 types), leaflet (6 types), printed cloth cap, printed paper cap, sashes, hand placard and audio CD were prepared , displayed, demonstrated and distributed among the people of the affected areas.
- ↓ Five locations were identified for demonstrations and distributions of IEC materials. The locations are Primary Schools/High Schools, Anganwadis centers, Primary Health Centers, Gram Panchayet offices and market Places etc.
- ↓ As a part of mass communications, several district level local cable channels were used for reaching out to maximum no of rural people with clear messages on JE/AES. Doordharshan and Akashbani, the Govt. owned channels were also used for disseminating messages for awareness generation.
- ↓ At the district level, a tableau (mobile van) was engaged for moving across the districts particularly in the risk zone and affected villages. The tableau was equipped with large size plasma TV, Audio/ Video system, cordless mike, PA system and manned by six persons who all were oriented for distribution and demonstrations of the deliverables. The IEC materials

were distributed among the people who all gathered during the time of demonstration.

- ↓ Since, the schools, particularly the primary and junior high school (below the age of 15 years) were the major focus area of awareness generation programme, several activities like awareness demonstration and interaction with the students were also conducted. It is needed to be mentioned that the school summer holidays were up to June 26th, enough time could not be provided, due the said reason, in schools.
- ↓ During the awareness week, another initiative was also undertaken to disseminate the messages through BULK SMS and Voice SMS in selected districts of West Bengal, particularly in the rural areas.
- ↓ In this connection, 2,32,470 nos of IEC materials prepared on the issues of JE/AES. The materials were distributed under the guidance and management of Executive Engineers of the selected 10 districts.

DISTRICT SPECIFIC TARGETED AREAS AND DISTRIBUTION OF IEC MATERIALS, (identified districts by Ministry of Drinking Water & Sanitation, Govt of India)

S.L	District	No of affected Block	Nos of IEC material distributed
1	Bankura	23	1,55,040
2	Birbhum	16	1,40,752
3	Burdhaman	18	2,26,032
4	Daskhin Dinajpur	8	53,040
5	Hoogly	15	1,70,544
6	Maldah	10	1,19,136
7	Howrah		1,28,112
8	Darjeeling (Siliguri Mahakuma)	4	1,79,520
9	Jaipaur	13	1,19,136
10	Paschim medinipur	13	2,32,470

CONCLUSION:

The Awareness Week was quite comprehensive and positive in a sense that the impact of JE/AES was not seriously known to the affected people. Within the shortest possible time and interruption of monsoon disrupted the movement to a certain extent in some of the remote villages of the districts.

Moreover sincere attempt was made within a given time and was quite encouraging. Being the nodal Department, Public Health Engineering Department, Govt. of West Bengal has implemented safe drinking water sources by sinking 290 nos spot tube wells with India Mark –II hand pump and 15 nos street stand posts with a purpose to create a healthy environment and proper drainage system, so that there would be no water logged condition in view of prevention and control of mosquito breeding centre in the village. Awareness Week was quite useful and needs to be a continuous process.

PHOTO GALLERY







