



Radio Health

E. Media health Literacy par excellence

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RADIO HEALTH

Radio Health, the FM production under NRHM Kerala in collaboration with AIR, designed to promote positive health through well designed radio programmes was initiated in September 2008.

Radio programmes of 30 minutes duration is being telecast 4 days a week on various subjects mainly focusing on health issues.

The primary target audience of Radio Health is rural women and school children, who could influence and encourage behavioral changes on health issues within the family and community.

Radio Health aims

- (i) to build up an innovative and comprehensive health literacy model through the medium of RADIO by assuring wider community participation for mass appeal
- (ii) to create awareness among the audience of the importance of health and the need to lead life as a healthy individual
- (iii) to create a friendly and open atmosphere for audience interaction through innovative ideas
- (iv) to create a positive change in the health habits and behavior of people
- (v) To ensure that the idea/ message conveyed, reaches every nook and corner to gain targeted feedback.

A study was carried out in July 2009 to understand the reach of the programme. The responses showed that 85.5% of the people have listened to the FM Radio Health programme either on a daily or frequently basis and rated its performance as either good or very good.

Total Number of programmes from January 2012 till February 2013 through FM-425. Total Number of programmes from January 2012 till February 2013 through AM-299

So far completed 1114 broadcast days. broadcasted 681 thirty minutes programmes and 516 fifteen minutes programmes

TOPICS COVERED

1. Maternal health and child health
2. JSSK
3. Oral Cancer
4. Contagious diseases
5. Mental Health
6. Tribal Health
7. Antenatal care
8. Food and Nutrition
9. Adolescent Health
10. Yoga

Broadcasting health awareness programme through 8 FM & AM stations of all Kerala Network of All India Radio

NO	AIR STATIONS	TIMING	FREQUENCY
1	Kannur - AM	9 - 9.15 am	Monday to Friday
2	Kozhikkode - AM	9 - 9.15 am	Monday to Friday
3	Trissur - AM	2.30 - 2.45 pm	Monday to Friday
4	TVM - ALP - AM	9 - 9.15 am	Monday to Friday
5	Mancheri - FM	9.30 - 9.45 pm	Monday to Friday
6	Devikulam - FM	5.30 - 5.45 pm	Monday to Friday
7	Cochin - FM	9.45 - 10 am	Monday to Friday
8	Ananthapuri - FM (Tvm)	3 - 3.15 pm	All Days



RESPONSES FROM LISTENERS



Department of Health and Family Welfare, Government of Kerala