

# **Distance Learning**

## **Prospectus**

**Session: 2017-2018**

**Diploma  
In  
Health Communication**



आरोग्यम् सुखसम्पदा

**The National Institute of Health and Family Welfare  
Munirka, New Delhi -110067.**

## DATES TO REMEMBER

SL NO.	ITEM SUBMISSION	LAST DATE	LAST DATE (With late fee of Rs.500/-)
1	Completed application form with fees	31 <sup>st</sup> May, 2017	15 <sup>th</sup> June, 2017
2	Assignments I	29 <sup>th</sup> Dec, 2017	15 <sup>th</sup> Jan, 2018
3	Assignments II	31 <sup>st</sup> March, 2018	14 <sup>th</sup> April, 2018
4	Project Report	15 <sup>th</sup> May, 2018	31 <sup>st</sup> May, 2018

- a. Application form without enclosing requisite course fee of Rs.21,000/- (Twenty one thousand only) in the form of Bank draft in favour of Director, NIHFW payable at New Delhi, will be rejected.
- b. Late fee of Rs.500/- (Five hundred only) for each of above items to be submitted separately in the form of Demand Draft, in favour of Director, NIHFW, payable at New Delhi.
- c. Submission of the items at Nos. 2, 3, 4, after last date will not be valid for eligibility to appear in the examination in the current year, under any circumstances. However, she/he will be eligible to appear in the examination in subsequent years as stated at Para 3 of the prospectus.
- d. If the last date happens to be Govt. holiday, the last date will automatically be extended to the next working day.

Sl. No.	ACTIVITY	TENTATIVE DATE
1	1 <sup>st</sup> Contact Session	Nov./Dec., 2017*
2	2 <sup>nd</sup> Contact Session	March/April, 2018*
3	Final Examination	July/August., 2018*

- \*The exact date for the commencement of above activities will be posted at the Web site: [www.nihfw.org](http://www.nihfw.org)
- All are requested to visit the NIHFW web site regularly to keep them upto date with latest information on the respective distance learning courses.

# 1. Introduction and Rationale

## **About the Institute**

With the adoption of new strategy of delivering both Health and Family Welfare Services as an integrated package during the Fifth Five Year Plan period, Government of India recognized the need for an independent agency which could act as an apex technical institution, both in the field of Health and Family Welfare. Consequently on March 9, 1977 the National Institute of Health and Family Welfare (NIHFW) came in to existence by the merger of two erstwhile autonomous organizations previously named as National Institute of Family Planning (NIFP) and National Institute of Health Administration and Education (NIHAE) which were established in the year 1962 and 1964 respectively. NIHFW since then has been functioning as a multi-disciplinary Institute under the Ministry of Health and Family Welfare, Government of India.

The NIHFW has been engaged in providing Education and Training to Health manager since last two decades through its regular courses of MD (CHA), DHA and other in service training programs. The Post Graduate Diploma in Public Health Management started in 2008-09 in collaboration with MoHFW has gained popularity nationwide. However the in service training arrangements have not been able to meet the demands expeditiously. Moreover, there is a need for continuous and consistent training in management especially for management of district health system.

In order to facilitate continuous up gradation of knowledge and skills of various health personnel across the country, the NIHFW conducts the following courses through distance learning mode:

- I. **Diploma in Health and Family Welfare Management**
- II. **Diploma in Hospital Management**
- III. **Diploma in Health Promotion**
- IV. **Diploma in Applied Epidemiology**
- V. **Diploma in Health Communication**
- VI. **Diploma in Public Health Nutrition**

## **2. About the Programme**

### **2.1. Importance of the Programme:**

Public health is of utmost importance for demographically young India. If people are the components of what builds a society, health is an influence-laden variable in the people's life. Low level of literacy and lack of awareness besides humble economic status of a large number of our population are the major factors

contributing to the overall health scenario in the country. Analysis of existing 'Information, Education and Communication (IEC) and Behaviour Change Communication (BCC) programs has established the value of using specific communication strategies to promote health and control disease.

Hence, appropriate communication strategies are needed to encourage individual and community decisions that will enhance overall health of the county. As healthcare is to a large extent about 'people interacting with people or people interacting with systems' in health related contexts, better health for a population can be achieved by strengthening:

- (i) Healthcare connected programme-to-people communication
- (ii) Healthcare services centre communication, and
- (iii) Marketing communication practices of healthcare and related products.

The art and science of strategic communication to improve health need to be strengthened at all levels of health care delivery system in both public and private sector in the country. Therefore, a well design curriculum which focuses on evidence based training course should be instituted for current and future need of the country.

A comprehensive communication strategy improves not only the quality of healthcare but also establish strong confidence of people in health system which further improves community participation. For these reasons human resource in health need to be developed with the effective communication skills.

Theories, frameworks and approaches of behavioural sciences, mass communication, social media, and health education can be successfully pooled to train human resource in handling the existing and emerging health communication challenges.

## **2.2. Nature of the Diploma Course**

This course has been designed keeping in mind the requirement of personnel' who practices various strategies of communication to promote health and control diseases. NIHFWS, with the financial assistance from The Institutional and Technical Strengthening Project (ITS) a part of the European Union and Government of India (EU-Gol). Sector Policy Support Programme to the National Rural Health Mission (NRHM) and the Reproductive and Child Health II (RCH-II), developed this course.

## **3. Details of the Course**

- i. The total duration of the course is one year.
- ii. The course comprises of theory and practical components.
- iii. Once admitted to the course, the candidate will get an opportunity to appear for the examination in four successive years including the year of admission without payment of the course fee again. However, he/she has to deposit a continuation fee of Rs.500/- (Rupees five hundred) only in the year in which they want to complete the course.

- iv. After 4 years the candidate has to re-enroll as a fresh candidate again with the re-submission of application and requisite course fee.

#### 4. Medium of Study

The medium of study is English. A candidate may appear the final examination in Hindi also.

#### 5. Eligibility

Sl. No.	QUALIFICATION	ELIGIBILITY
1.	All Medical Graduates (MBBS/ Dental/ AYUSH)	Must be registered with concerned State council or Indian Medical Council.
2.	All graduates of Media/ communication/ Publicity/News Reporter	<b>One Year</b> experience after successful completion of the course as on 31 <sup>st</sup> May,2017.
3.	Any graduate of recognized courses of TV, Radio, Broadcasters	<b>Two Years</b> Experience of working in the field of communication or Media Reporting as on 31 <sup>st</sup> May,2017.

#### 6. Objectives of the Course

The participant on successful completion of the course will be able to:

- Describe communication theory and practice and the basic concepts of health and diseases in various cultural contexts
- Utilise communication channels to inform the target audience on health
- Explain the media law and advocacy programs
- Design a health communication strategy
- Monitor and evaluate the health communication programs

#### 7. Course Design

The entire course has been divided into four parts.

##### I. Self reading by candidates:

- Each candidate must devote at least 600 hrs for the course study materials in the year
- Test question practice at the end of each chapter (Check your progress) to assess your knowledge gain from the module.

##### II. Internal assessment:

- Writing Assignments
- Attendance in the two contact sessions
- Project Work

### III. Theory Component

- Final Theory examination

### IV. Practical Component

- Final Practical Examination

## 8. The Curriculum

The curriculum is divided into 6 Courses consisting of 20 blocks. The sixth course gives the guidelines for the project work. The break-up of the curriculum is given below:

Course	Block	Unit No.	Unit Title
<b>Course 1- Health Communication: An introduction</b>  <b>4 credits</b>	I. Communication-An overview	1.	Fundamentals of communication
		2.	Growth of Communication
	II. Concept of health	3.	Health and its determinants
		4.	Health behaviours
	III. Need and importance of health communication	5.	Need, importance and scope of health communication
		6.	Challenges and opportunities of health communication
	IV. Theories and models of communication	7.	Understanding theories and models of communication
		8.	Health communication models
		9.	Applications of health communication models, theories and frameworks
<b>Course 2. Health communication : Health Scenario</b>  <b>5 credits</b>	I. Healthcare delivery system	1.	Health care delivery structure
		2.	Different systems of medicine in India
		3.	Health financing
	II. National health programmes	4.	National Rural Health Mission(NRHM) & Reproductive Child Health(RCH)
		5.	Communicable diseases
		6.	Non-communicable disease
		7.	School Health Programs

	III. National health Policies and Legislation	8.	National health related policies
		9.	Health legislation
		10.	Media laws and ethics
<b>Course 3. Health Communication: Behaviour in a Cultural Context</b> <b>4 credits</b>	I. Human Behaviour, Health and Culture	1.	Understanding human behaviour
		2.	Health and Culture
	II. Understanding health communication needs	3.	Need assessment and situation analysis
		4.	Analysis of stakeholders and target audience
	III. Health communication research	5.	Methods of health communication research
		6.	Analysis and utilization of health communication research
		7.	Computer packages and their application in health communication research
		8.	Guidelines for project work
<b>Course 4 Health communication : Channels</b> <b>5 credits</b>	I. Modes of Communication	1.	Media in Health Sector
		2.	Interpersonal communication
		3.	Group communication
		4.	Folk media
		5.	Mass communication
		6.	New Media
	II. Advertising, Marketing and Public Relations(PR)	7.	Advertising
		8.	Marketing
		9.	Public Relations
	III. Advocacy and networking	10.	Advocacy
		11.	Networking
<b>Course 5: Health</b>	I. Media Strategies: Concept and Design	1.	Media Strategies –an introduction

<b>communication : Media Strategies</b>  <b>3 credits</b>		2.	Steps of media strategy design
	II. Media planning and implementation	3.	Media Planning
		4.	Action plan
	III. Monitoring and Evaluation	5.	Media Tracking and Evaluation
		6.	Documentation and dissemination of health communication
<b>Course 6: Health Communication: Practicals</b>  <b>5 credits</b>	I. Practicals	1.	Public Relations and Press conference
	I. Practicals	2.	Meetings, Exhibitions and Health melas
	I. Practicals	3.	Creative designing: Posters, Pamphlet, Slogans
	I. Practicals	4.	Art of speaking and counseling
	I. Practicals	5.	Making effective presentation
	I. Practicals	6.	Television programme production process
	I. Practicals	7.	Radio programme production process
	I. Practicals	8.	Print media: Newspaper
	I. Practicals	9.	Media campaign
	I. Practicals	10.	Social media

## 9. The Project Work

- Selection of the topic will be done in the 1<sup>st</sup> contact session.
- Synopsis of one page inclusive of title, objectives & methodology to be submitted before start of project work.
- Project should ordinarily not exceed 15000 words and as per the guide lines in the project module.
- The project should be submitted as per last date notified, failing which the candidate will be debarred from appearing in final examination of the current



session; however he/she can appear in subsequent years after submitting the project.

- The date of submission of project is **15<sup>th</sup> May, 2018** and **31<sup>st</sup> May, 2018** with late fine of Rs.500/- (Rupees five hundred) only.

## 10. Contact Programs

There will be two contact programs of 5 days duration each:

- (i) **Nov./Dec. 2017**
- (ii) **March/April 2018**

The contact programs will be held in program study centers. The exact date and place of contact session will be put in the Institute Web site. The themes covered in contact program are:-

1 <sup>st</sup> Contact Program	Course 1, 2 and 3
2 <sup>nd</sup> Contact program	Course 4 and 5

- Each contact program carries a weightage of 20 marks. Attendance and assessment of feedback by students in contact session will be considered for this weightage.
- Full attendance in contact classes is compulsory.
- Candidates may bring with them the queries on the relevant topics for discussion during contact session.
- The candidates have to attend the contact programs at their own cost at the identified center.
- The allocation of the center for contact programs will be notified as per region of the enrolled students.

## 11. Assignments

- Candidates are required to write 2 sets of assignments.
- The assignment question papers will be sent along with introductory letter and also posted on the institute web site ([www.nihfw.org](http://www.nihfw.org)).
- All the assignments will be **hand written** preferably in A-4 size paper.
- Illustration with diagrams, tables, examples will help to get good marks.
- Each assignment should be written in separate note book.
- Each answer in the assignment must start from a fresh page.
- Photocopy of any printed material in the assignment or **typed assignments will not be accepted.**

- Assignments received after due date will debar the candidate to sit in the final examination of the current year, however he/she can appear in the subsequent year.
- Each assignment will carry a weightage of 30 marks. It will be included in internal assessment.
- A photo copy of each assignment to be retained by the student for future reference.
- Assignment can be written in Hindi also.

Item	Due date of Submission	With late fees. of Rs. 500/- by DD
Assignment - 1	29 <sup>th</sup> Dec, 2017	15 <sup>th</sup> Jan, 2018
Assignment - 2	31 <sup>st</sup> March, 2018	14 <sup>th</sup> April, 2018

If the last date happens to be Government Holiday, the period will automatically extend to the following working day.

Assignments/Project should be sent by registered post/speed post only. However, the same can also be submitted directly by hand in the below given address:

**Health Communication Unit  
Distance Learning Cell  
Room No. 417, 4<sup>th</sup> Floor,  
Academic Block,  
The NIHFV,  
Baba Gangnath Marg, Munirka,  
New Delhi-110067**

## 12. Course Evaluation

The diploma course has two tiers of valuation.

- (i) Formative or Internal assessment
- (ii) Terminal or final examination.
  - (i) **Formative Evaluation (During the course)**  
Internal Assessment.
    - (A) Attendance with feedback in the contact programs.
    - (B) Submission of assignment within stipulated date.
    - (C) Submission of project report within stipulated date.
  - (ii) **Terminal Evaluation (Final Exam.)**  
Theory Paper-I  
Theory Paper-II

(A) Practical will comprise of various forms, strategies and channels of communication in respect of diverse issues in health communication from the practical manual and spotting.

The details about Practical will be briefed during contact session.

- (B) Viva voce
- Project Viva
  - Grand Viva

### 13. Qualification for appearing in Final Examination

- I. Submission of assignments on time.
- II. Submission of Project Work on time.
- III. Full attendance in the contact session.
- IV. Internal Assessment - 50% marks including

- a. Assignments
- b. Contact programs
- c. Project

### 14. Distribution of Marks

▶ Theory Paper I	100
▶ Theory Paper II	100
▶ Practical	50
▶ Viva Voce	50
▶ Internal Assessment -	150
(Assignments – 60, Contact session – 40, Project – 50)	
▶ Total	450

**Note:**

- Any candidate caught using unfair means during examination will be debarred from appearing in examination for a period of three years
- Any request for appearing for final examination after the extended period of 4years including the year of admission will not be entertained with the same course fees.

## 15. Re-Evaluation

There is no provision for re-evaluation.

## 16. Examination result

A candidate will be declared pass if he/she secures:

- ▶ 50% in aggregate = 225 out of 450 and
- ▶ 50% in aggregate in Theory = 100 out of 200 and
- ▶ 50% in aggregate in Practical & viva= 50 out of 100
- ▶ 50% in aggregate of internal assessment 75 out of 150 (for eligibility)

If a candidate passes in theory and fails in practical component he or she will reappear in practical component only.

If a candidate fails in theory and passes in practical component, he/ she will reappear for theory only.

Results for theory and practical components will be declared separately on the web site.

## 17. Best Student Award

The candidate who obtains highest aggregate marks will be honored with 'Best student award' (A medal with certificate) on 9<sup>th</sup> March (Annual day of the Institute) of the following year. However it will be applicable to the current batch candidate.

## 18. Examination Venue

The final examination will be held in the **NIHFW campus**, New- Delhi. If there are more than 20 State sponsored candidates the exam will be held in the respective state institutes.

## 19. Type of Fees:

- Course admission fee - Rs.21,000/- [Rupees twenty one thousand only] including 1<sup>st</sup> year examination fee.
- Prospectus with application form could be downloaded from the website [www.nihfw.org](http://www.nihfw.org).
- Once the application with requisite fees is received in this office, no request for withdrawal is permissible and fees deposited will not be refunded at any circumstances.
- The fee will be refunded only to those, who have not been selected for the course by the screening committee.

- Those who fail to complete the course in the same year has to deposit again a continuation fee of Rs.500/- in subsequent years in which candidates wanted to complete the course.
- **All types of fees to be deposited separately by Demand draft drawn in favor of “Director, NIHFV” payable at New- Delhi.**

## **20. Duplicate Certificate/ Mark sheet**

For successful candidates a duplicate certificate/ Mark sheet can only be issued under following conditions:

- A written request for duplicate certificate/mark sheet giving valid reasons
- A penalty fee of Rs.500/- separately for duplicate Certificate and Mark sheet in the form of demand draft in favour of Director, NIHFV payable at New Delhi may be sent.
- An undertaking to the effect that the original certificate has been lost/ destroyed to best of his/her knowledge.

## **21. How to Apply**

- a. A candidate seeking admission to the course is required to send his/her application in the prescribed format, given at the end of the prospectus duly completed, along with requisite fees.
- b. Following enclosures must be attached along with the application form:
  - Demand draft of requisite amount.
  - Self Attested copy of certificate of Birth.
  - Self Attested copy of relevant degree certificate.
  - Experience certificate from the Employer, if any.
  - No objection certificate from the employer, for those in Govt. services.

### **Incomplete application in any respect is likely to be rejected.**

The duly completed, legible application form along with enclosures and the draft of requisite amount should be submitted by hand / or through registered/Speed post to:

**Health Communication Unit  
Distance Learning Cell,  
Room No.417, Academic Block,  
The National Institute of Health & Family Welfare,  
Baba Gang Nath Marg, Munirka,  
New Delhi-110067**

On or before the following dates:

- (i) **31<sup>st</sup> May, 2017** without late fee.
- (ii) **15<sup>th</sup> June, 2017** with late fee of **Rs.500/-** in the form of demand draft.

## **22. Selection**

- a. Selection will be made by a selection / screening committee of NIHFV and only the selected candidates will be informed accordingly.
- b. The list of selected candidates will also be up loaded in the institute web site.
- c. The decision of the committee will be final and binding.
- d. No correspondence in this regard will be entertained.

**All communications may be made to:**

### **Health Communication Unit**

Distance Learning Cell,

Room No.417, Academic Block

The National Institute of Health & Family Welfare,

Baba Gang Nath Marg, Munirka

New-Delhi-110067

Web Site: <[www.nihfw.org](http://www.nihfw.org)>

Phone Direct: 91-11-26183416

Phone EPBX: 91-11-26165959, 26166441, 26188485, 26107773

Ext: 336, 239, 240

FAX: 91-11-26183416

E.mail ID – [dhc@nihfw.org](mailto:dhc@nihfw.org)



