

***“Promotion of Use of Iodated Salt through Traditional Media in the Country”.* Sponsored by Song and Drama Division, M/o I&B. 2010-11.**

The multi-media campaign in promoting behaviour change is a strategic effort to reach out to people and combining it with an entertainment form is more effective in drawing interests and creating need for social change. Song and Drama Division initiated by NIDDCP conducted a nation-wide campaign to promote consumption of iodised salt. It was aimed to evaluate the effectiveness of Campaign by looking at regional variations in programme delivery aspects of the Campaign. Assessment of variations in KAP at national and regional levels would aid in programme planning and implementation. The objectives were to (i) Describe effectiveness of S&D programmes in delivering health messages in promoting use of iodated salt in rural areas, (ii) Assess variations in the performance in different regions and it's impact, (iii) Assess level of knowledge regarding use of iodated salt among rural households and (iv) Identify changes in food habits especially use of iodated salt.
