Village Level Folk Play (Nukkad Natak) on T.B. in Ghoghardiya TB Unit in Madhubani District of Bihar- India.

ADRA-INDIA, with financial support from USAID-India and World Vision-India and in collaboration with the State TB Control Society, District TB Control societies and National rural Health Mission have organized a series of 36 -folk media shows for difficult to reach areas where case detection is very low and defaulter rate is very high in eight districts of Bihar. All the Difficult spots were identified and mapped by the District and State TB division Bihar. The folk shows were inaugurated by the District TB Officer, Civil Surgeon, other government officials. The team was trained on technical aspects by State WHO RNTCP consultant Bihar and people for Doordarshan Bihar.

The folk shows were used as a medium to communicate in local dialects like Maithili, Bhojpuri and Maghai and this worked as entertainment education giving complete information of (1) How TB spreads (2) Importance of DOTS Treatment(3) Rights and Responsibilities of TB Patients. This intervention reached to most vulnerable pockets in the blocks and catered to various ethnic minority groups like Muslims, Mushars (the Rat Eaters), Schedule Castes and others least reached.

The methodology used for entertainment education was very participative and have larger community involvement and helped to reduce the knowledge and information gap and helped improve knowledge and information to the people most difficult to reach. In this whole initiative local Community based organizations who are local partners to ADRA-INDIA ACSM Project played a vital role for community collectivism for the programme.

Please find the photographs in ppt and select photos which can be best used.

For more information on our work visit: www.adraindia.org on twitter you can find us on ACSMBIHAR.