



Community Mental Health Programme Awareness Campaign July 2009

25th July 2009: On the ground campaign

Panchayat head was the first person to receive the pamphlets and kick start the program.

After this, the propaganda vehicle took a tour around the village and made announcements about mental health issues. The main person in this propaganda program was Mr. Gangadharan, who is a client receiving treatment in the Health Center in Kovalam. He has been a very consistent volunteer in the awareness campaigns of The Banyan.

Mr. Gangadharan explained about mental illness in very simple terms and also reinforced the fact that the illnesses are treatable. He spoke of his own experiences in combating his illness as well. The other members of the team and a care giver of an inpatient in the Health Center in Kovalam, helped in distributing the pamphlets. Mr. Kamalakannan, who is a caregiver and whose wife was admitted to the Health center recently, is an caregiver and participated very actively in all our programs.

During the program, few of the villagers came over and informed us about 2 people in the village who have been suffering from the symptoms they heard being mentioned in the awareness program. They were referred to our center. Also we mentioned the presence of the NIEPMD facility which people could access for persons suffering from multiple disabilities.

13th July 2009: Awareness generation through local cable television networks

The Banyan's awareness messages are now playing on the local cable TV networks. The local cable TV is quite popular in the rural areas and also has a very vast reach. Hence it is expected to reach a greater population and help in promoting awareness amongst the population in Thiruporur block.



The head of this cable TV network, who usually charges for any advertisement, has not charged us anything for screening this awareness program.



Details of the target Panchayat

Name of the Panchayat: Chemmanchery

Date of the Program: 25.07.09 (Saturday), Evening 4 to 6pm.

President: Mr.V.Dhanasekar

Number of Ward Members: 6

Population: 10,000

Male: 5500, Female: 4500

Number of Schools

Primary School: 1, High school: 1

Places of Worship

Temples: 5, Masjid: 1

Number of industries/ Companies

Company: 10

Number of persons with Disability

Disabled: 15 , MR: 2, MI: 0

Youth Clubs

Fans Club: 1

Number of Anganwadi

Anganwadi: 1

Nearest PHC

Kelambaakam

Village Health Nurse

Thaiyalnayaki (Visits every Wednesday)

Small Villages

5

Informer

Mr. Murugesan (Ward member)