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DST unveils health communication programme

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Conveying the authentic best practices on cutting down on the transmission of virus and its management



National Council for Science & Technology Communication (NCSTC), Department of Science & Technology (DST) has launched a programme on health and risk communication ‘Year of Awareness on Science & Health (YASH)’ withfocus on COVID-19.

It is a comprehensive and effective science and health communication effort for promoting grass-root level appreciation and response on health and would help saving and shaping the lives of people at large, as well as build confidence, inculcate scientific temper and promote health consciousness among them.

Under the programme, strategies have been worked out to involve academic, research, media, and voluntary organizations to facilitate necessary actions and emergency preparedness of society to address the challenge.

The programme is aimed at minimizing risks at all levels with the help of public communication and outreach activities, promoting public understanding of common minimum science for community care and health safety measures like personal sanitation and hygiene, physical distancing, maintaining desired collective behaviour and so on.

It also includes information dissemination mechanisms to reduce the fear of risks and build confidence with necessary understanding for adopting sustainable healthy lifestyles and nurturing scientific culture among masses and societies.

"In the absence of vaccines and cure for COVID-19, conveying the authentic best practices on cutting down on the transmission of virus and its management are of paramount significance. In order for a widespread grass-roots impact, our communication strategies have to be multidimensional, engaging, informative and delivered with speed and scale," said Professor Ashutosh Sharma, Secretary, DST.