

All India Radio-Akashvani Dengue Campaign Recording

BNCP's PHO co-ordinators made a small anecdote of a girl who lost her mother due to dengue fever. This story was recorded on 23rd December, 2015 at

PRASAR BHARATHI (INDIA'S PUBLIC SERVICE BROADCASTER) ALL INDIA RADIO: MUMBAI.

DENGUE is a mosquito-borne viral infection. The infection causes flu-like illness and occasionally develops into a potentially lethal complication called severe dengue. The global incidence of dengue has grown dramatically in recent decades. Dengue is found in tropical and sub-tropical climates worldwide. Severe dengue is a leading cause of serious illness and death.

Our story named "Dengue and its prevention" had 2 characters named Munni a 16 year old girl who lost her mother previous year due to severe dengue and now that she is actively involved in prevention factors of dengue in slum areas and how she connects to maintain cleanliness in her surrounding and preventing growth of larvae. The narrator then explains various other factors of dengue fever in detail with respect to question and answer format starting from an introduction on dengue to its transmission including unique characteristics of *aedes aegypti* connecting to its symptoms, treatment and in detail its prevention. The anecdote even exhibited the emotional attachment between the mother and child. It also included a wish list for 2016. As we close out 2015 and look ahead to 2016, it is time to compile our wish list and incorporate public health into it. Thus by this programme we wish to inculcate a strong sense of responsibility to every individual and take action for what is happening in our surrounding instead of neglecting it. Here's hoping 2016 will propel India into a DENGUE-FREE country.

The recorded programme of 30 mins duration "**YUVVANI**" was broadcasted on SAMVADITA channel on 5th January, 2016 at 12 noon.

