



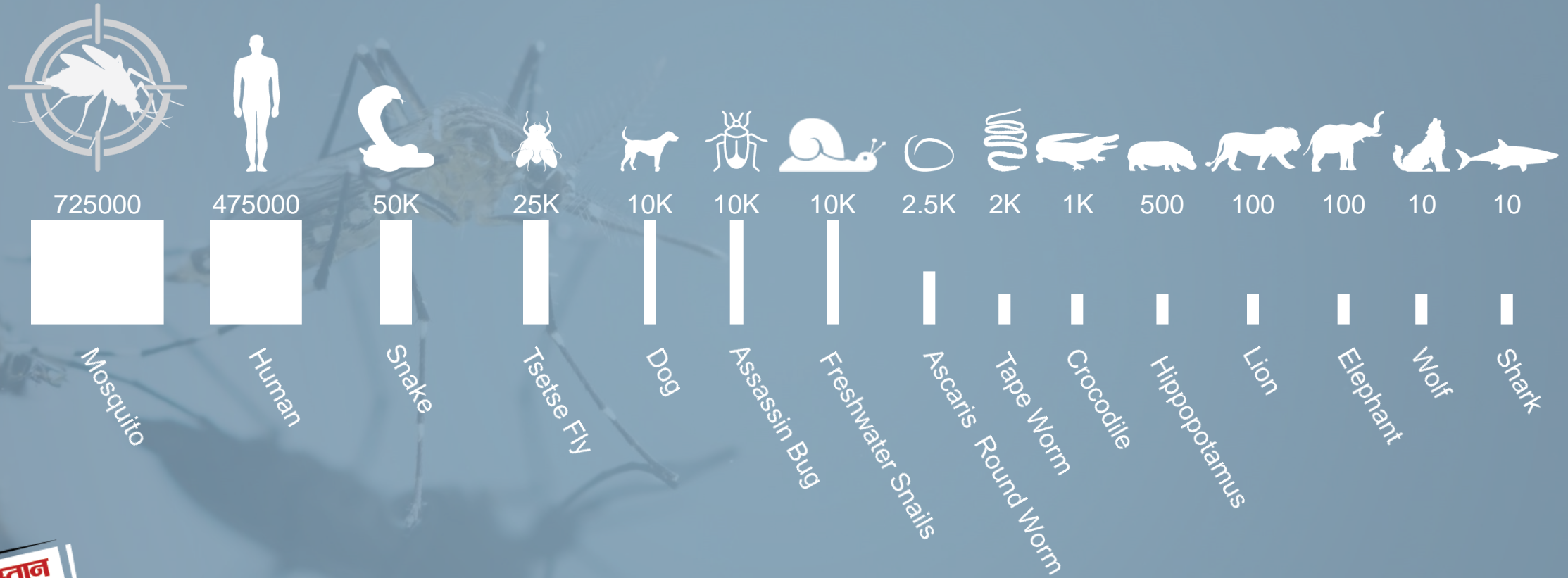
Tackling The Growing Menace Of Vector-based Diseases

Every year, the monsoons bring cheer across the country.
But along with it, comes disease caused by the
World's Deadliest Animal —
Mosquitoes



World's Deadliest Animals

Number of people killed by animals per year





Rains bring along puddles and stagnant water- an ideal breeding ground for the *Anopheles* and *Aedes* mosquitoes to lay their eggs, which eventually emerge as adult mosquitoes, creating a never-ending cycle of danger to citizens in the form of Malaria, Dengue and Chikungunya





Malaria is deadlier than **AIDS**,
Malaria kills in one year, what AIDS
kills in **15 years**



In **2017**, approximately **219 million** malaria cases were
reported in **87 countries**



Dengue's incidence has
increased **30 times** in the
past **5** decades!



India ranked **4th** in the number of
malaria cases in the world
according to the latest **Lancet**
Commission report 201



Chikungunya affected
almost **1 lakh**
Indians in 2019

This year, we decided to

Fight the Bite

A close-up photograph of a mosquito on human skin, with its proboscis inserted into the skin. The image is semi-transparent and serves as a background for the text.

The Fight Plan

Controlling the Environment

Impactful communication:
Strategic interventions

Controlling the Vectors

360° Campaign:
Cross-media Plan

Human intervention

Pushing for Real Action:
Participation from groups



Phases Of The Fight



Phase 1: **Build awareness**

Setting the Agenda

Establishing the menace of Mosquitoes



Phase 2: **Nudge intent Platform**

Regular Coverage

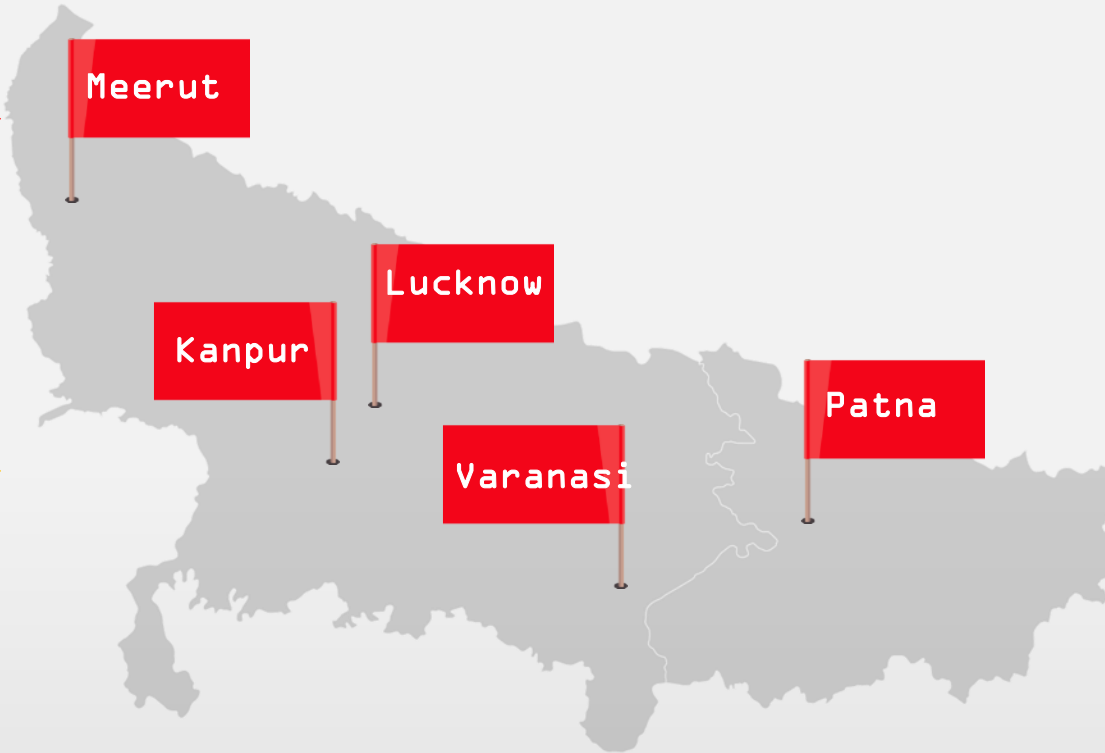
Raising awareness and involving masses



Phase 3: **Effective Implementation**

Cross-platforms

Mobilising on-ground action and tangible impact



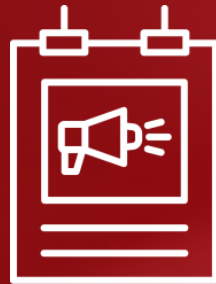
Markets Captured

Phase 1:

Establishing the menace of mosquitoes

Creating awareness around the issue

Print, and On-ground mediums used



Print

Establishing mosquitoes as the deadliest killer.

Highlighting preventive arrangements, or the lack of it



On-ground

Samvaads with influencers

Principals, RWAs, Govt. officials, Trade unions and various groups

Phase 1:

Establishing the menace of mosquitoes



‘World’s Deadliest Animal- Not lion; Not shark; Not snakes. But mosquitoes’



‘Lakhs unwell; Thousands worried; Millions dead. Reason 1 – Mosquitoes’



‘Filth and Diseases to perish this season’



‘Clogged Drains and garbage lead to mosquito borne diseases’

Phase 2:

Raising awareness & involving masses

Raising awareness + taking ownership of the issue



On-ground: Large scale contact programmes

Innovative Posters + Boats, Schools, Samwaads, Sampling activity across medical stores, Nukkad Nataks, Digital Boost

Intervention 1: On-ground

Leverage the strength of Innovation-Posters that Bite



‘This poster kills Mosquitoes’



Creating a Specially formulated, larvicide-laced poster



Targeting high-risk areas, the posters first inform the citizens about the need to protect themselves against mosquito bites



When it rains, the posters dissolve into an insecticide that's harmless to humans – and the environment – but fatal to mosquito larvae.



2 Lakh+ posters put up



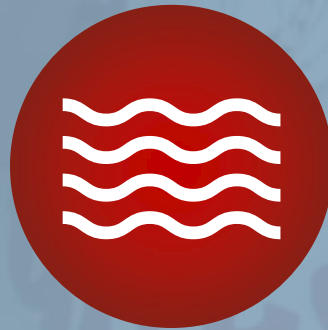


1

Poster

=

Has the
ability to
keep



200L

of Water

-



Larva

Free

×



For 60
Days



Phase 2:

Raising awareness & involving masses

Leverage the strength & reach of our School Network



Mosquito Warrior Workshops
across 200 schools in Delhi NCR,
Mumbai & Chandigarh



Student Pledges + Note for
Parents to drive behavior change
in families



Certificates to drive
participation

Workshops across 200 Schools in Patna, Lucknow, Kanpur, Varanasi & Meerut

Intervention 2: On-ground

Leverage the strength of Innovation Boat that Beats



‘Your boat will drown all mosquitoes’



Creating a larvicide-laced paper boat



We asked student to create boats, using a larvicide treated paper, that we provided



We encouraged students and masses to place these boats in standing water that they spot in the city



When the boats dissolved, the water became treated with the insecticide that's harmless to humans – and the environment – but fatal to mosquito larvae.

Phase 2:

Raising awareness & involving masses

Fumigation & Spraying across RWAs & Public Areas



Cleanliness drive , open areas & RWAs



Fumigation drives

Working with authorities to push for action

Phase 2:

Raising awareness & involving masses

Leverage the power of Digital to amplify the Campaign

Native Advertising



Publishing articles based on core content buckets

- Impact of VBDs
- Prevention
- Driving Participation and
- Public Dialogue

Website - Repository



Content: Articles & Infographics

- Comments and feedback section
- Webinar sessions by experts

Facebook and Twitter



Post/Tweets creation and promotion to relevant targets

Bloggers outreach:

Share blogs around

- VBDs
- Prevention

Phase 3:

Mobilizing Action And On-ground Impact

Showcasing impact and action by authorities



Duration
35 days

Coverage in Print:

No. of fogging machines deployed,
machines purchased, etc.

Education campaign building towards preventive actions
families should undertake

On-ground:

250 samvaads with key authorities in
20 cities across UP, Bihar

Phone-ins with authorities, Doctor Speak for
preventive measures

15 days of Mobile Sandesh Van



spreading the message far and wide

Impact of the campaign



50 Lakh

people made aware of
campaign by Hindustan



2 Lakh

people took pledge to keep
their homes Mosquito-free



8 Lakh

followers on
Social Media



Taking a bite-sized issue head-on.