



DASTAK

Branding Guidelines

Battle Against AES including JE

ACKNOWLEDGEMENT

The branding guidelines for DASTAK-a campaign against AES including JE includes communication, capacity building and advocacy packages created by UNICEF Uttar Pradesh with technical inputs from Department of Health & Family Welfare, WHO and PATH. School sanitation kit has been jointly developed by UNICEF and WASH United.



DASTAK STORY

The Dastak Campaign is a battle against Acute Encephalitis Syndrome (AES) including Japanese Encephalitis (JE). A well-coordinated communication strategy and an intense effort, steered directly by Chief Minister Shri Yogi Adityanath himself, is a historic step to improve prevention and help seeking practices of AES including JE among the community and to save the lives of vulnerable children. In 2018, the campaign intends to cover all 38 districts including seven endemic districts using the frontline forces of almost nine key government departments. This is part of a year-long visionary social mobilization and behaviour change mission; and use well-tested and appropriate communication approaches, methods and channels to reach the most vulnerable and marginalized communities.

Dastak Campaign Guidelines outline the preliminary guidance to help you adapt all campaign resources including training, IEC and advocacy material before, during or after the campaign. This Brand Book may be used by all departments, partner organizations and institutions to guide suppliers in adapting and producing materials for Dastak Campaign. The Department of Health and Family Welfare and UNICEF team welcomes questions and suggestions for improvement to the brand guidance.





Visual Identity, Colour Palette & Typography



Brand Logo

All campaign materials should have the campaign logo. The preference is for colour materials and only colour version of the logo is recommend for usage. A Black & White version of the logo is also provided incase black and white materials are to be printed.



Colour Logo



C 15/M 100/Y 100/K 0
R 245/G 148/B 148



C 0/M 25/Y 100/K 0
R 0/G 0/B 0



C 0/M 0/Y 0/K 0
R 255/G 255/B 255



C 0/M 0/Y 0/K 92
R 65/G 64/B 66



C 74/M 67/Y 66/K 82
R 18/G 19/B 19



Black & White Logo



C 0/M 0/Y 0/K 100
R 0/G 0/B 0



C 15/M 100/Y 100/K 0
R 0/G 0/B 0



C 0/M 0/Y 0/K 68
R 113/G 115/B 117



C 0/M 0/Y 0/K 44
R 159/G 161/B 164



C 0/M 0/Y 0/K 26
R 196/G 198/B 200

Brand Statement

The focus of the communication package is to take all children with fever in the age group of 0–15 years to the nearest government health facility/hospital. So please use the given messages while developing any material. We have also provided samples of existing materials for your reference in the subsequent pages.

**कोई भी बुखार दिमागी बुखार हो सकता है।
यह जानलेवा भी है।**

**बुखार आते ही बच्चे को तुरंत ब्लॉक या जिला के सरकारी
अस्पताल पर ले जाएं।**

Order of logos to follow

Partner Logos

Place the partner logos in the order given here. All implementing organizations must follow the sequence of the logos. To add, delete or replace any logo, prior approval needs to be taken from the Department of Health and Family Welfare. Black & White logos of the partners are also provided for black and white materials.



C 100/M 0/Y 0/K 0
R 0/G 174/B 239



C 0/M 0/Y 0/K 100
R 0/G 0/B 0



C 100/M 0/Y 0/K 0
R 0/G 174/B 239



C 0/M 0/Y 0/K 100
R 0/G 0/B 0



C 18/M 100/Y 100/K 10
R 186/G 32/B 37



C 0/M 0/Y 0/K 100
R 0/G 0/B 0



C 0/M 0/Y 0/K 100
R 0/G 0/B 0



C 0/M 0/Y 0/K 85
R 77/G 77/B 79



C 0/M 0/Y 0/K 100
R 0/G 0/B 0



C 0/M 35/Y 85/K 100
R 251/G 176/B 64



C 75/M 0/Y 100/K 0
R 57/G 181/B 74



C 0/M 0/Y 0/K 100
R 0/G 0/B 0



C 0/M 0/Y 0/K 90
R 65/G 64/B 66



C 0/M 0/Y 0/K 70
R 109/G 110/B 113



C 14/M 100/Y 100/K 5
R 200/G 32/B 39



C 0/M 20/Y 70/K 0
R 255/G 205/B 103



C 62/M 0/Y 100/K 0
R 108/G 190/B 69



C 0/M 0/Y 0/K 100
R 0/G 0/B 0



C 42/M 34/Y 35/K 1
R 154/G 154/B 154



C 0/M 0/Y 0/K 0
R 255/G 255/B 255



C 0/M 0/Y 0/K 100
R 0/G 0/B 0



C 0/M 100/Y 100/K 0
R 237/G 28/B 36



C 6/M 0/Y 92/K 0
R 247/G 236/B 43



C 0/M 0/Y 0/K 100
R 0/G 0/B 0



C 0/M 0/Y 0/K 0
R 255/G 255/B 255



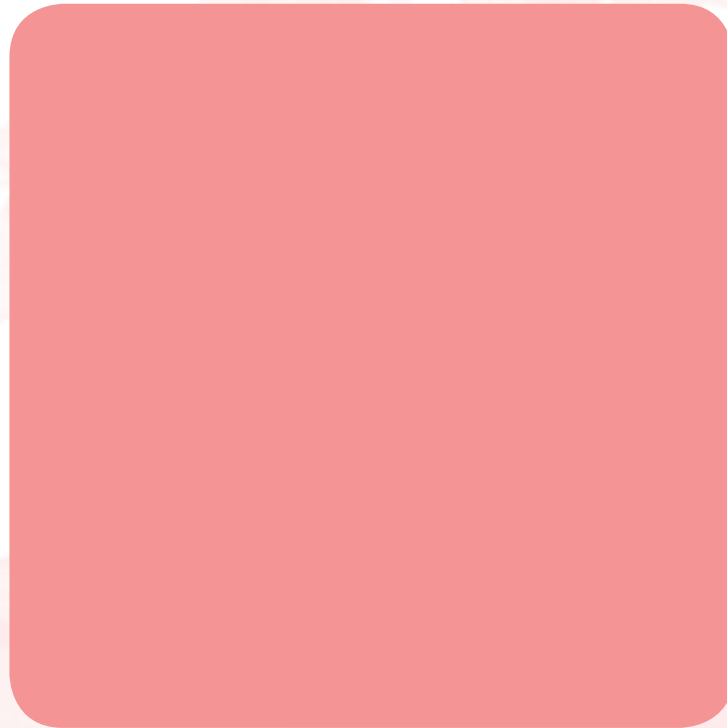
C 0/M 0/Y 0/K 100
R 0/G 0/B 0



C 0/M 0/Y 0/K 100
R 0/G 0/B 0

Campaign Colour Code

All campaign materials must be reproduced using the prescribed colour code. Only for black and white or special materials, the colour code may not be used. For developing and producing any special material, prior approval from the Department of Health and Family Welfare and UNICEF C4D team needs to be taken.



C 0	R 245
M 52	G 148
Y 30	B 148
K 0	

Campaign Font

Dastak font style is unique and is the face of the campaign. Strict adherence is needed to ensure consistency in the style so that familiarity can be built among the stakeholders for the campaign. Poppins font in English and AA Aman in Hindi are the fonts used for Dastak logo and the primary typeface used of our brand. It should be used wherever possible; we encourage all our Dastak partners to acquire the fonts for ongoing use.

Poppins- Bold

DASTAK



AA Aman- Normal

दस्तक

C 18 R 186
M 100 G 32
Y 100 B 37
K 10

दस्तक



C 0/M 0/Y 0/K 100
R 0/G 0/B 0

दस्तक



C 0/M 0/Y 0/K 0
R 255/G 255/B 255

दस्तक



C 100/M 60/Y 0/K 40
R 0/G 66/B 222

दस्तक



C 0/M 25/Y 100/K 0
R 255/G 194/B 14



Guidelines for adaptation for Training, IEC & Advocacy material



आशा किट
चिकित्सा एवं स्वास्थ्य सेवाएँ, उग्रप्र, लखनऊ
NOT FOR SALE UPG - 2014-15

Workshop Backdrop

Backdrop is available in 2:1 ratio (6x3 feet). The Backdrop design is to be used for all launch events, training events or meetings. The text underneath Dastak can be adapted as per the type of the event, its scheduled date and venue. Artworks are provided in the pen drive.



The backdrop design features a red background with a white border. At the top left is the logo of the National Health Mission. At the top right is a red banner with the text 'बुराई में देरी पड़ेगी भारी'. In the center, the word 'दस्तक' is written in large, bold, blue Devanagari script. Below it, a white box contains the text 'एईएस-जे ई संचार पर राज्य स्तरीय कार्यशाला'. To the right of this box is a callout: 'Replace State with District/Block/Village'. Below the main text, the dates '5-6 फरवरी 2018' and the venue 'होटल हैयात रिजेन्सी, गोमती नगर, लखनऊ' are written. To the right of the venue is another callout: 'Mention Date and place here in hindi'. At the bottom, there is a row of logos: UNICEF for every child, World Health Organization India, PATH, a logo with glasses and the text 'स्वच्छ भारत एक कदम स्वच्छता की ओर', a logo with a girl reading and the text 'करी बचानी देरी पड़ानी', NATIONAL HEALTH MISSION राष्ट्रीय स्वास्थ्य मिशन, and the logo of the National Health Mission.

Banner

Banner design is available in 1:2 (3x6 feet) and 1:3 (3x9 feet) ratio and can be used for rallies, and community and inter-departmental meetings. The text underneath Dastak can be adapted as per the type of the event, its scheduled date and venue. Artworks are provided in the pen drive.

विशेष संचारी रोग नियंत्रण पखवाड़ा
दिमागी बुखार पर सरकार का सीधा वार, सुरक्षित होगा हर परिवार

घर - घर पर दस्तक
दस्तक अभियान दिमागी बुखार से सर्वाधिक प्रभावित 7 जिलों में चलाया जायेगा। आशा कार्यकर्त्री हर एक घर का दौरा कर दिमागी बुखार के प्रति लोगों को जागरूक करेगी।
जेई टीकाकरण में स्वास्थ्य कार्यकर्ताओं का सहयोग जरूर करें।

बुखार होने पर बच्चों को, बिना किसी देरी के, उपचार के लिए सरकारी अस्पताल लायें। कोई भी बुखार दिमागी बुखार हो सकता है।
दिमागी बुखार के बारे में अधिक जानकारी के लिए निःशुल्क कॉल करें हेल्पलाइन 1800-180-5145

Without Date

विशेष संचारी रोग नियंत्रण पखवाड़ा
दिमागी बुखार पर सरकार का सीधा वार, सुरक्षित होगा हर परिवार

घर - घर पर दस्तक
दस्तक अभियान दिमागी बुखार से सर्वाधिक प्रभावित 7 जिलों में चलाया जायेगा। आशा कार्यकर्त्री हर एक घर का दौरा कर दिमागी बुखार के प्रति लोगों को जागरूक करेगी।
जेई टीकाकरण में स्वास्थ्य कार्यकर्ताओं का सहयोग जरूर करें।

बुखार होने पर बच्चों को, बिना किसी देरी के, उपचार के लिए सरकारी अस्पताल लायें। कोई भी बुखार दिमागी बुखार हो सकता है।
दिमागी बुखार के बारे में अधिक जानकारी के लिए निःशुल्क कॉल करें हेल्पलाइन 1800-180-5145

2 से 16 अप्रैल, 2018
Change date and place here in hindi

With Date

Outdoor Hoardings

Hoarding design is available in 1:2 ratio (3x6 feet) and can be printed on Flex. The text underneath Dastak can be adapted as per the type of the event, its scheduled date and venue. Artworks are provided in the pen drive.

Without Date

With Date

Press Ads

Press ads designs are available both in colour and black & white version. The size of the press ads are 6x9 inch for quarter page and 12x10 inch for half page. Text in the bottom panel can be adapted as per the local details. Artworks are provided in the pen drive.

Half Page 1

Half Page 2

Quarter Page

Quarter Page

Half Page

TV PSAs

Two TV PSAs, titled Hajiri & ASHA Dastak are available in MP4 and 3GP format in Hindi and Bhojpuri languages. Hajiri is available in 10, 30, 40 & 60 second versions and ASHA Dastak in 20, 30, 60 second versions. These may be broadcasted on public and private TV channels, in cinema halls, mobile video vans and can also be disseminated via social media platforms.

Radio PSAs

Three radio PSAs are available in WAV, MP3 format, in Hindi and Bhojpuri languages. ASHA Dastak is of 60, 30, 20 second versions; Hajiri is of 60, 40, 30, 10 second versions and the third, treatment-focussed PSA, is of 60 second versions. They could be aired on AIR, private FM channels, mobile, public miking, and on social media platforms.

Training Film

A training film – Dimagi Bukhaar Se Bachaav, in Hindi language with a duration of 15 minutes 24 seconds is available in MP4 format.

Main use: Training of frontline functionaries and other stakeholders.



Training Module

Module for training of IEC/ SBCC managers: A two-days training module to be used by D/HEIO, D/BCPM and other managers for training of frontline functionaries. Suggested Print Specification- Hindi, 48 Pages, 4-colour offset printing on 130/170 gsm BILT Art paper with Matt finish, Binding: creasing, folding & center stapling.

A one-day module for nodal teachers, and for teachers of primary and upper primary schools is available in Hindi. In addition, a half day module for Pradhans is also available.



FAQ Booklet

A 12-page FAQ booklet (A4 size) for prevention and control of AES including JE has been conceptualized and is available in Hindi language. Artworks are provided in the pen drive. Suggested Printed Specifications: Single colour offset printing; Paper: 130/170 gsm BILT Art paper-Matt; Binding: Creasing, folding & centre stapling.



FAQ Booklet

Community Posters

Two types of posters are available in 17x22 inch – Prevention and Treatment. The posters can be enlarged in size proportionally, if required. Artworks are provided in the pen drive. Suggested Print Specifications: 4-colour offset printing Paper: 130/170 gsm BILT Art paper-Matt; Lamination: Matt finish (front only); Gumming: Strip gumming– top, center & bottom.

**कोई भी बुखार
दिमागी बुखार हो सकता है।
यह जानलेवा भी है।**



**बुखार अँ देखी
पड़ेनी शारी**

बुखार आते ही बच्चे को तुरंत ब्लॉक या जिला के सरकारी अस्पताल पर ले जाएं।
अधिक जानकारी के लिए टोल फ्री नंबर **1800.180.5145** पर संपर्क करें या अपने नजदीकी प्राथमिक/सामुदायिक स्वास्थ्य केन्द्र से जानकारी प्राप्त करें।

Logos: unicef for every child, World Health Organization, PATH, and other health-related icons.

Prevention

**सही वक्त पर सही उपचार,
करो दिमागी बुखार पर वार।**



**बुखार अँ देखी
पड़ेनी शारी**

बुखार आते ही बच्चे को तुरंत ब्लॉक या जिला के सरकारी अस्पताल पर ले जाएं।
बच्चे को घटके या निररी डेली संदीर समयका होने पर **100** मार फोन कर एंबुलेंस से अस्पताल ले जाएं।
एंबुलेंस में ले जाते समय बच्चे को फस्ट से रिस्टाए और बच्चे के मुँह में कपड़े का मोला रखें।
अधिक जानकारी के लिए टोल फ्री नंबर **1800.180.5145** पर संपर्क करें या अपने नजदीकी प्राथमिक/सामुदायिक स्वास्थ्य केन्द्र से जानकारी प्राप्त करें।

Logos: unicef for every child, World Health Organization, PATH, and other health-related icons.

Treatment

Household Stickers

Three types of stickers are available: household sticker for fever reported households (5x4 inch), sticker for houses visited (10x14 inch) and treatment sticker (8.27x5.8 inch). Artworks are provided in the pen drive. Suggested Print Specifications: 4 colour printing with die cutting; Process: Offset; Paper: 130/170 gsm gumming sheets.



Household Sticker



Sticker for Houses Visited Dastak Phase 1

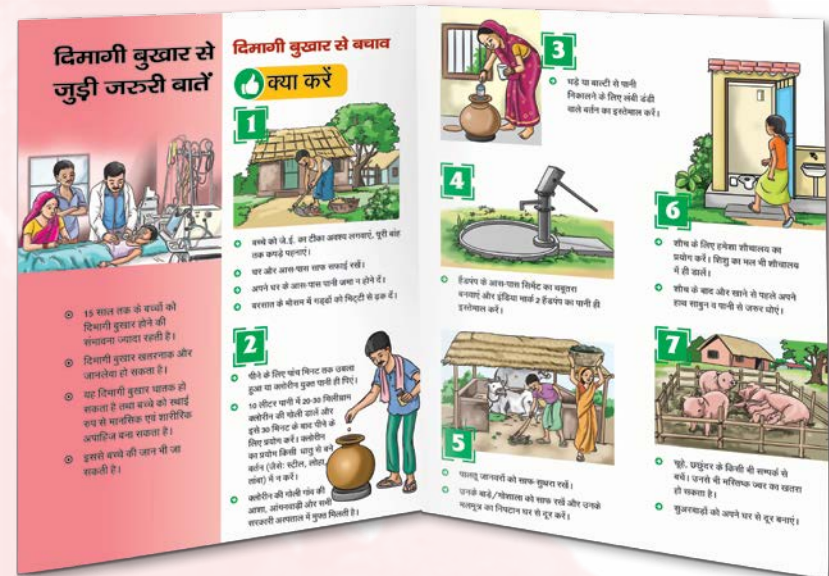


Sticker for Houses Visited During Dastak Phase 2

Prevention Leaflet

Prevention leaflet is an IPC tool for ASHAs to engage families on AES including JE preventive behaviours. Artworks are provided in the pen drive. The open size of the leaflet is 14x9 inch and closed size of the leaflet is 7x9 inch.

Suggested Print Specifications: 4+4 colour offset printing; Paper: 130/170 gsm BILT Art paper-Matt; Binding: Creasing & folding.



Treatment Leaflet

Treatment leaflet is an IPC tool for ASHAs to promote treatment seeking behaviours among families on AES including JE. Artworks are provided in the pen drive. The open size of the leaflet is 14x9 inch and closed size of the leaflet is 7x9 inch. Suggested Print Specifications: 4+4 colour offset printing; Paper: 130/170 gsm BILT Art paper-Matt; Binding: Creasing & folding.



Street Theatre

Drama Script: Bani Rahe Bachwan ki Jinagi A 17-page script is available in Bhojpuri. This is to be mainly used by street theatre performers.

Miking Script: Nukkad Natak Announcement Script
A paragraph in Hindi to be used by folk troupes in villages one day before performance; to publicise the venue, timing and purpose of the street theatre planned for the next day so as to attain maximum audience.

स्क्रिप्ट
बनी रहे बचवन के जिनगी

.....

दृश्य 1
(बूझन और भूलन दोनों पके दोस्त हैं. गाँव के बाहर एक पेड़ के नीचे बैठे हैं.)

भूलन प्रसाद: क्या बूझनप्रसाद भैया, तुम हर समय कुछ न कुछ पढ़ते रहते हो. अब कुछ नहीं मिला तो एक थंटे से मेरे अखबार ही चाट रहे हो.

बूझन प्रसाद: पढ़ने से बुद्धि बढ़ती है भूलनप्रसाद. मगर तुम्हें क्या. तुम तो जैसे ही बुद्धि के दुश्मन हो.

भूलन प्रसाद: सुना ओ, सुना ओ बूझन भैया. मैं तुमसे कोई शिकायत नहीं करूँगा. मैं तो उस दिन का इंतज़ार कर रहा हूँ, जिस दिन मेरी मे भूलने की आचल ठीक हो जाएगी. उस दिन मैं तुम्हें पढ़ाना- सिखाना शुरू कर दूँगा.

बूझन प्रसाद: (हँसते हुए) मे भूलने की आचल नहीं है भूलन. असल में मे तुम्हारी अकल नहीं बढ़े हुए है.

भूलन: (उत्सुकता में पूछता है) अच्छा ऐसा है क्या? तो बताओ, कहाँ गई है मेरी अकल?

बूझन: उधर खेतों की तरफ गई है शायद. बास चरने
(भूलन गुरगुरा होकर गुँह पुला लेता है)

बूझन: अरे भई, तुम तो नाराज़ हो गए.

भूलन: अब मैं तुमसे बात नहीं करूँगा. हर समय मेरी मज़ाक बनाते रहते हो (बुसरी ओर गुँह करने बैठ जाता है)

बूझन: अरे माफ़ कर दो भाई. ये देखो मैंने कान पकड़ लिए हैं.

Drama Script

नुकड़ नाटक सार्वजनिक घोषणा स्क्रिप्ट

बुखार में देरी पड़ेगी भारी

दिमागी बुखार को जड़ से मिटाने के लिये जुड़े दस्तक अभियान से

आपके गाँव (नाम) में कल सुबह 10 बजे से

अपने बच्चों को दिमागी बुखार से कैसे बचायें, ये जानकारी हमसे पायें और अपने बच्चों के जीवन को सुरक्षित बनायें।

तो आप सादर आमंत्रित हैं चिकित्सा स्वास्थ्य एवं परिवार कल्याण विभाग, उत्तर प्रदेश सरकार एवं यूनिसेफ के दस्तक कार्यक्रम में कल सुबह 10 बजे जिसमें होगा एक मनोरंजक नुकड़ नाटक और दी जायेंगी ढेर सारी जानकारियाँ।

बुखार में देरी पड़ेगी भारी

Miking Script

Street Theatre Collaterals

Design for 4 standees in the size of 3ft/6ft are provided. These standees can be printed on flex and fixed on iron frames. Other collaterals provided on this page can be used as further reference

Street theatre collators to be arranged behind the performing troupe in a semi circle, facing the audience.



Standees

Sticker



Cinema Slides

Cinema Slides are available in Hindi and in size 7.5x3.5 inch. The text in the bottom panel can be adapted as per the local details. Artworks are provided in the pen drive.

बुखार में देरी पड़ेगी भारी

विशेष संचारी रोग नियंत्रण पखवाड़ा

दिमागी बुखार पर सरकार का सीधा वार, सुरक्षित होगा हर परिवार

घर - घर पर दस्तक

दस्तक अभियान दिमागी बुखार से सर्वाधिक प्रभावित 7 जिलों में चलाया जायेगा। आशा कार्यकर्त्री हर एक घर का दौरा कर दिमागी बुखार के प्रति लोगों को जागरूक करेंगी।

जेई टीकाकरण में स्वास्थ्य कार्यकर्ताओं का सहयोग जरूर करें।

बुखार होने पर बच्चों को, बिना किसी देरी के, उपचार के लिए सरकारी अस्पताल लायें। कोई भी बुखार दिमागी बुखार हो सकता है।

दिमागी बुखार के बारे में अधिक जानकारी के लिए निःशुल्क कॉल करें हेल्पलाइन 1800-180-5145

बुखार में देरी पड़ेगी भारी

विशेष संचारी रोग नियंत्रण पखवाड़ा

दिमागी बुखार पर सरकार का सीधा वार, सुरक्षित होगा हर परिवार

2 से 16 अप्रैल, 2018

घर - घर पर दस्तक

दस्तक अभियान दिमागी बुखार से सर्वाधिक प्रभावित 7 जिलों में चलाया जायेगा। आशा कार्यकर्त्री हर एक घर का दौरा कर दिमागी बुखार के प्रति लोगों को जागरूक करेंगी।

विशेष जेई टीकाकरण अभियान 2 से 16 अप्रैल, 2018 तक चलाया जाएगा। टीकाकरण में स्वास्थ्य कार्यकर्ताओं का सहयोग जरूर करें।

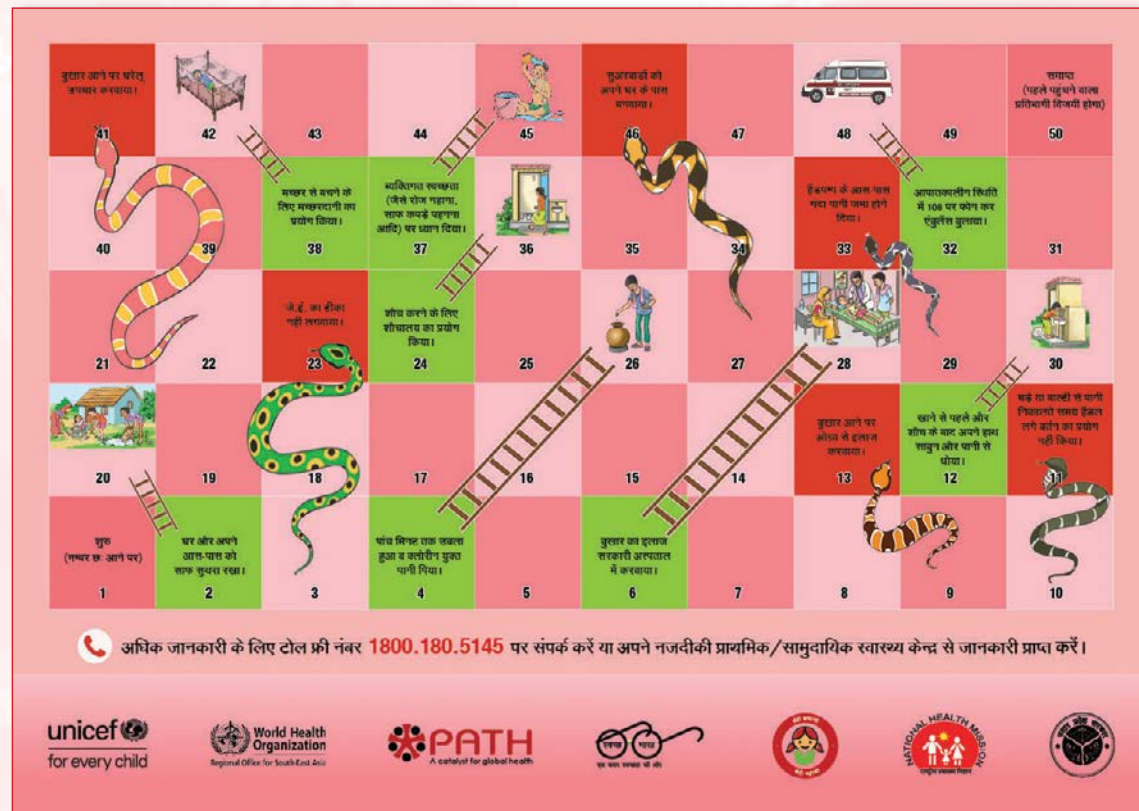
बुखार होने पर बच्चों को, बिना किसी देरी के, उपचार के लिए सरकारी अस्पताल लायें। कोई भी बुखार दिमागी बुखार हो सकता है।

दिमागी बुखार के बारे में अधिक जानकारी के लिए निःशुल्क कॉल करें हेल्पलाइन 1800-180-5145

Change date and place here in hindi

Game for School Children

A Snake & Ladder game board has been designed for school children to promote awareness on prevention and control of AES including JE. It is available in 16.54x11.69 inch. Artworks are provided in the pen drive. To be printed on 350gsm art card with matt lamination on both sides and centre fold.



Advocacy Kit

An Advocacy Kit has been developed for the Campaign which comprises of the Media Folder, a brochure on Talking Points for discussion and a Campaign Brochure. The kit is available in 11.69" x 8.27" size.

Suggested Print Specifications:

Brochure: 4+4 Colour offset printing; Paper: 170/210 gsm BILT Art paper-Matt, No. of Fold: 3 (Creasing at 2 places), Creasing & folding

Brochure Talking Points: 4+4 Colour offset printing; Paper: 130/170 gsm BILT Art paper –Matt Binding: Creasing & folding

Media Folder: 4+4 Colour offset printing; Paper: 300 gsm BILT Art paper-Matt, die cutting, creasing, folding & pasting with Matt finish Lamination (front only)



Brochure



Brochure on Talking Points



Media Folder

Sanitation Kit

The Team Swachh Vidyalaya Action Kit is a ready-to-use, low-cost toolkit inclusive of fun and interactive games based on learning with rule and habit formation to make children aware and learn critical WASH behaviours such as toilet use, handwashing and safe drinking water. The kit is designed for use in schools by children and adolescents between 6 and 15 years. The daily and weekly kit activities engages children throughout the academic year. The kit has an activity book, card sheets with pictures, germ cans, and a canvas ball.



Social Media

There are five types of messages covered: General awareness about JE/AES, Launch of DASTAK, Prevention from JE/AES, Diagnosis and treatment of JE/AES and Care during JE/AES.



General awareness



Launch



Prevention from JE/AES



Diagnosis and Treatment



Care during JE/AES

Bhai Shelly
C4D Specialist
UNICEF State Office for Uttar Pradesh
Contact No.: +91 9005970011
Email: bshelly@unicef.org

Dr. Mithilesh Chaturbedi
Director, Vector borne disease,
Government of Uttar Pradesh
Contact No.: +91 9454455488
Email: aesjestate@gmail.com

Dr. Vikasendu Agarwal
Joint Director, Falaria/AES-JE.
Government of Uttar Pradesh
Contact No.: +91 9219793100
Email: vikas_agg22@yahoo.co.in

