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Health Ministry launches Intensified Diarrhoea Control Fortnight (IDCF)

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Intensified efforts to reduce child deaths due to diarrhoea is the aim of this initiative



In order to intensify efforts to reduce child deaths due to diarrhoea, Ministry of health and family welfare has launched the Intensified Diarrhea Control Fortnight (IDFC)

Through this initiative, the ministry will mobilize health personnel, state governments and other stakeholders to prioritize investment in control of diarrhea, one of the most common childhood illnesses. It aims to create mass awareness about the most effective and low-cost diarrhoea treatment which is a combination of Oral Rehydration Salt (ORS) solution and Zinc tablets.

During the fortnight, intensified community awareness campaigns on hygiene and promotion of ORS and Zinc therapy will be conducted at state, district and village levels.

Nearly 12 crore under 5-children will be covered during the program across the country.

Under this initiative, distribution of ORS packets will be the responsibility of ASHA worker. ORS-Zinc corners will be set-up at health care facilities and non-health facilities such as schools and Anganwadi centres.

Frontline workers will hold demonstration of ORS preparation, along with counselling on feeding during diarrhea and hygiene and sanitation. The activities are also being supported by other ministries of the Government of India, especially the Education, Panchayati Raj Institutions, Women and Child Development, and Water and Sanitation.