

## MINDSET CHANGE POSTERS

In rural areas, particularly in north India, the most important cultural factor which adversely affects the health of women and infants is the practice of early marriages (between 15 and 17 years) when girls are physically underdeveloped, anemic and unprepared for pregnancy and childbirth.

Between 61 and 65 percent of rural women in the states of Bihar, Rajasthan, Madhya Pradesh, Uttar Pradesh, Chhattisgarh and Jharkhand are married by 18 years of age. There is immediate pressure to prove their fertility. Parents, in-laws, friends and siblings all demand that the young couple produce a child. The health of the woman is hardly a consideration. Responsible parenthood and birth spacing is far from being a priority.

In consultation with UNFPA, JSK prepared posters which seek to address a change in mindset of family members to give the girl a chance to be in good health before she produces a child. The posters were designed by Lintas a leading advertising agency and the cost of the creatives was borne by UNFPA.



As a part of Corporate Social Responsibility many public and private sector companies invest a portion of their budget on social causes. JSK decided to offer the posters to such organizations as prototypes for their CSR initiatives.

*Sample poster*

An outstanding example of one such initiative has been the Indian Railways, an organization with an enormous interface with the public. It was requested to adopt the messages, fix its own logo, print and display the posters at railway stations. This idea was approved by Indian Railways and instructions given to Divisional Railway Managers, Northern Railway (New Delhi, Lucknow, Firozpur, Ambala, Moradabad).

Organizations that have expressed an interest include NTPC, BSNL, RECL and HP

For any organization - Private / Public / NGO / School /College/ any other, this is a low cost and easy to adopt initiative for promoting population stabilisation. All they need to do is to download the posters from [http://www.jsk.gov.in/jsk\\_strategies.asp](http://www.jsk.gov.in/jsk_strategies.asp) , fix their own logos and display them at places like their office, factory floor, post offices, banks, shops, groceries or any places where the public congregates.

The public associates various companies with messages of progress. Organizations thus stand to gain by promoting progressive mindset change messages.



HER LONGING TO BECOME A GRANDMOTHER CAN'T BE A REASON TO HAVE A CHILD.  
BECOMING A MOTHER IS A BIG RESPONSIBILITY. ARE YOU READY? ASK YOUR SELF

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Sample poster