

Electronic Media Campaign

In 2005, Heartfile launched an electronic media campaign to highlight the preventive and promotional aspects of health within a chronic disease framework. Under this initiative, television documentaries and 30-second spots on the subject were aired on major national television channels. This public awareness intervention was initiated in collaboration with the Ministry of Health and the World Health Organization as part of [implementation of the NAP-NCD of the National Action Plan for Prevention and Control of Non-Communicable Diseases and Health Promotion in Pakistan \(NAP-NCD\)](#). All campaigns incorporated an in-built mechanism for ongoing evaluation; the evidence thus generated was synthesized, published and utilized for decision making. These documentaries and spots are also available on [Youtube](#)

