

Heartfile's Communication Campaigns

Print Media

- [The News-Heartfile Campaign](#) – weekly illustrated articles in 'The News International,' the largest circulated English daily of Pakistan
- [Jang-Heartfile Campaign](#) – weekly illustrated articles on the 'Sehat' (health) page of the popular Sunday magazine of daily 'Jang,' the largest circulated Urdu daily of Pakistan
- [US-Heartfile Campaign](#) – weekly thick-captioned illustrated insertions in the adolescent and youth magazine of The News International
- [Heartfile Public Awareness Leaflets](#) – a set of seven information leaflets available on request through [email](#)

Electronic Media

- [NAP-NCD Campaigns](#): television documentaries and 30-second spots on preventive and promotional aspects of health within a chronic disease framework 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 ['National Action Plan for Prevention and Control of Non-Communicable Diseases and Health Promotion in Pakistan.'](#) All campaigns incorporated an in-built mechanism for ongoing evaluation; the evidence thus generated was synthesized, published and utilized for decision making. These television documentaries and spots are available as a public resource on Youtube Heartfile documentaries on [Youtube](#)

- [‘Lambi Zindagi Kay Raz’ \(‘Learn to Live Longer’ Campaign\)](#): As part of this campaign, Heartfile developed 14 television documentaries of five minutes’ duration each, with a focus on prevention of Non-Communicable Diseases and health promotion. These documentaries were aired on different television channels over a period of one year, with approximately 400 insertions. These television documentaries are available as a public resource on Youtube Heartfile documentaries on [Youtube](#)