

DIFF BTW IEC AND BCC

INFORMATION EDUCATION COMMUNICATION(IEC)

- Used for generating awareness
- + It is a process to develop communication strategies in order to promote positive behavior
- It provides information to the people & tells them, how they should behave

BEHAVIOR CHANGE COMMUNICATION (BCC)

- Used for enabling

action

- It is a process of providing supportive environment which enable's people, to initiate & sustain positive behavior
- It not only provides information but also helps people to take decision.
- Information technology has revolutionized world of medical sciences .
- Information technology act was passed in year 2000