

Community Based Anaemia Prevention and Control Program for Women

in Bissamcuttack Block of Rayagada District, Odisha

An Initiative by PPHF and IRCON International Limited in collaboration with National Health Mission, Government of Odisha

To contribute to existing government efforts to prevent and control anaemia with a special focus on iron deficiency anaemia.

OBJECTIVE

1

To increase awareness among pregnant women, lactating mothers and women in the reproductive age group of (15-49) on prevention and control of anaemia.

2

To strengthen community support for reducing anaemia among women.

KEY APPROACHES

- Capacity building of frontline health providers with special focus on counselling skills on anaemia: Strengthening communications and household counselling activities.
- Engage communities on issues related to anaemia prevention and control.
- Community mobilisation: Raise awareness of the value of iron supplementation in women of reproductive age and other actors involved in the supply chain and mobilising them for creating an enable environment in the community.
- Promotion of Kitchen Garden.
- Linkages to the ongoing nutrition.

TARGET BENEFICIARIES

Primary Beneficiaries :

2000 women in the reproductive age group (15-49 Y)

Secondary Beneficiaries:

Family members and community.

OUTCOME

Increased community awareness on prevention and control of anaemia and improved nutritional practices.

About PEOPLE TO PEOPLE HEALTH FOUNDATION

People to People Health Foundation (PPHF) is a non - profit organisation that works towards transforming lives for improved health and wellbeing through locally- driven solutions. PPHF works closely with communities and key actors on sustainable solutions for public health challenges.

These include : Women, Adolescent and Child health | Non - Communicable Diseases | Nutrition | Infectious diseases | Environmental Health. We focus on building public health capacity and community actions for better health outcomes. We work collaboratively with stakeholders, leveraging partnerships and influencing policies and practices.

About IRCON International Limited

Iron International Limited (IRCON), a government company incorporated by the Central Government (Ministry of Railways) under the Companies Act, 1956 on 28th April, 1976 originally under the name Indian Railway Construction Company Limited, is the leading turnkey construction company in the public sector known for its quality, commitment and consistency in terms of Performance. IRCON has widespread operations in several States in India and in other countries (Malaysia, Nepal, Bangladesh, Mozambique, Ethiopia, Afghanistan, U.K. Algeria & Sri Lanka Now).

Contact us:

People to People Health Foundation

K-40, 3rd floor, Jangpura Extension, New Delhi 110014

Email: connect@pphfglobal.org Phone: +91 (11) 35121441



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PPHFGlobal



pphf_asia7199



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