

# MY HEALTH PROJECT

Contributing in improving knowledge and a call for action for  
adopting the appropriate health seeking behaviors



**Project  
Accomplishment Report**





## Project Background

Currently, one in eight people across the world lives in slums. In 2014, an estimated 881 million urban residents lived in poor informal settlements in developing countries. These numbers are especially high in India where the 2011 census found that more than 17 percent of urban Indian households live in slums. Mumbai is one of the most populous cities in India, and while it is one of the wealthiest and most developed regions in India, it is also home to one of the world's biggest slums. Majority of this population lives below the poverty line and works as domestic workers, daily wage labourers, factory workers, auto rickshaw pullers, hawkers and security guards. Adding to their economic challenges are the deplorable living conditions of bustees and squatter settlements. The slum dwellers vulnerable to health problems like diarrhoea, dysentery, malaria, typhoid, dengue and tuberculosis. Ineffective outreach and gap in correct knowledge also limit in practicing correct health behaviors in accessing of urban poor to health care services.

## Project Objective

- Contribute in improving knowledge and a call for action in adopting the appropriate health seeking behaviors
- Mobilize community for adopting appropriate health seeking behaviors through health and nutrition education
- Use media art and culture for advocating the health messages for community

## Key Intervention Strategies

- Community mobilization engagement
- Awareness sessions for knowledge enhancement and follow up to encourage for adopting correct behaviors by adolescent girls
- Health and nutrition education sessions with pregnant women and mothers having children upto 5 years
- Disseminating the learning

## Key Project Activity Monitoring Indicators

- Number of people reached through community mobilization activities
- Number of community mobilization activities organized
- Number of people reached are in process in adopting the correct health practices

## Outcome and Performance Indicators

Outcome	Target	Performance Indicator
Number of nutrition education/ health & hygiene camps / meetings among pregnant women and mothers having children upto 5 yrs	50	90% target achieved
Number of people participated in nutrition education/ health & hygiene camps	2500	90% target achieved
Number of adolescent girls group meeting and health camps	25	90% target achieved
Number of people participated in adolescent girls group meeting and health camps	1000	90% target achieved
Number of community mobilization activities at community level - campaign, mela, celebrating special days etc.	3	90% target achieved
Number of people participated in campaign, mela, celebrating special days etc.	500	90% target achieved
Media dissemination workshop	1	Project learning shared with local leading media houses

## Project accomplishments and outcomes

### Locations and points of project intervention

# UPHC	Sonapur & Tulshetpada (Bhandup 'S' Ward)
# Health Post	Tembipada (Bhandup 'S' ward) & Nanepada (Mulund 'T' Ward)
ICDS covered:	Bhandup East & Bhandup West
Schools	8 Schools from Bhandup
City	Mumbai
State	Maharashtra
Reporting period:	December 2022 - March 2023

Indicator	Target	Achievement
Number of nutrition education/ health & hygiene camps / meetings among pregnant women and mothers having children upto 5 yrs	50	51
Number of people participated in nutrition education/ health & hygiene camps	2500	2580
Number of adolescent girls group meeting and health camps	25	43
Number of people participated in adolescent girls group meeting and health camps	1000	2877
Number of community mobilization activities at community level - campaign, mela, celebrating special days etc.	3	3
Number of people participated in campaign, mela, celebrating special days, etc.	500	721

Sl. No.	Name of the school covered	Study Medium
1	Mohammadi Urdu High School	Urdu
2	Ideal High School	Hindi and English
3	Saraswati High School	Hindi and English
4	BMC Urdu School	Urdu
5	BMC Hindi School	Hindi
6	BMC Marathi School	Marathi
7	L.N School	English
8	Gayatri School	Hindi and Marathi



## Process

### Stakeholder Engagement

We have made considerable efforts to engage with all the key stakeholders of the project to get their participation and support project activities to make it sustainable. The focus was to ensure that they own the project and it does not come across as a mere initiative of PPHF with support from Gebbs Healthcare Solutions. In contrary, we aimed to make the initiatives with collaborative efforts of ICDS, MCGM Education Department and the local community.

**ICDS:** Project team did meetings where we interacted with the Bit Supervisors and the CDPO every month. We informed them on the project status and developments and have always kept them in the loop for various project activities.

**School:** Project team did meetings where we interacted with the Principal every month. We constantly informed them on the project status and developments and have always kept them in the loop about all project initiatives and activities.

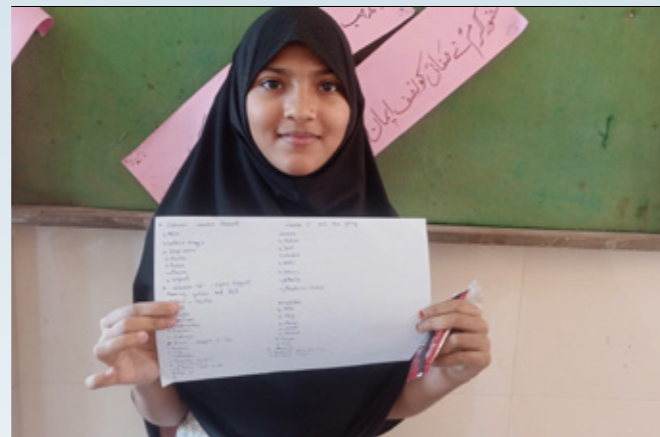
## Methods and process

We adopted a participatory approach while conducting all sessions. All participants were encouraged to share their thoughts and ask questions without any hesitance. We appreciated and encouraged knowledge sharing from participants to create a platform where they can learn and improve their knowledge by peer sharing. We also pointed out various myths and misconceptions related to mother and child care, especially during pregnancy and early childhood. All sessions were facilitated by the experienced and educated facilitators who are expert in facilitating this type of engagement sessions having long experience in different development programs. We also collaborated with a local implementing partner who have good field presence, could organize ground activities efficiently under PPHF leadership.

Overall the Health, Nutrition, and WASH sessions organized, have created an immediate positive impression to beneficiaries mind to act for their health and well-being. These sessions helped in ensuring that mothers have good knowledge and resources to take care of themselves and to their children for their better health - reducing the risk of illness and promulgating positive maternal and child health outcomes.

The home visits and follow up home visits were taken up as next step of the education sessions. The Field Mobilizers did the home visits along with AWWs as follow up action points to support further the pregnant women and lactating mothers with more knowledge and support them to adopt correct practices. Still the rigorous follow up is going on with identified beneficiaries in the field, where we are trying to get them engage in adopting correct practices through demonstration support.

My Health project team facilitated sessions on nutrition during adolescence period, Ms. Ashwini Sheth, Nutritionist, created 4 groups consisting of adolescent girls and Anganwadi Workers and provided them with a group activity to draw 'My Plate' with iron-rich diet and later the group presented the items they included in their My Plate exercise and explained why they selected these food items. Through this 'My Plate' activity adolescent girls became aware for including the five food groups in their daily diet.



As part of My Health Project, International Women's Day was celebrated with Anganwadi Workers



Volunteers from GeBBS Healthcare Solutions participated in the sessions and engaged the adolescent girls of Gayatri School



Volunteers from GeBBS Healthcare Solutions participated in the sessions and engaged the adolescent girls of Mohammadi Urdu School

PPHF senior team visited Gayatri school at Tulshetpada, Bhandup and attended the session organised for adolescent girls on Anemia and IFA supplementation



My Health Project team facilitated session on exclusive breastfeeding, awareness among pregnant woman and lactating mother, early initiation of breastfeeding, and exclusive breastfeeding for six months



My Health Project team facilitated a session on complementary feeding, awareness among lactating mother, initiation of complementary feeding after the children complete six months

## Case Story

### Background

**Beneficiary Name:** Mrs. Anjani Sharma

**Anganwadi worker Name:** Mrs. Alka Tapal

AWC No. 100

**Beneficiary status:** Lactating Mother

**Child Name:** Annirudha Sharma

**Location:** Tulshetpada, Bhandup, Mumbai



This case story is about a recently delivered mother who was not able to maintain exclusive breastfeeding due to lack of proper knowledge having traditional myths etc. The mother and her in-laws believing in formula milk and in favour of bottle feeding; they did not understand the difference between breast feeding and bottle feeding. Mother was practicing bottle feeding with formula milk. The two predominant factors were- mother producing insufficient breast milk and the baby was inefficient to suck properly

### Steps

- ✦ During the health and nutrition education sessions on exclusive breast-feeding, mother raised some questions the project team found the issue of using formula milk.
- ✦ Project team did frequent follow up home visits; the mother was counselled and demonstrated in various ways - advantages of exclusive breastfeeding- immunity and other factors and risk factors associated with formula milk and with all other liquids and foods other than breast milk upto 6 month of age. The mother's and baby attachment through breastfeeding was also emphasized.
- ✦ The project team also counselled her mother in-law and to support the mother in exclusive breastfeeding without any prejudice. She also finally after 10 days agreed with our arguments.
- ✦ Benefits of exclusive breastfeeding and its techniques were demonstrated continuously till the time she adopted it completely. After 3 weeks, she moved to exclusive breastfeeding.

### Outcome

1. Adopted exclusive breastfeeding
2. Become evidence for others in the community
3. Created a scope for future change agent

**Community and System Responses**

“Handwash session was organised for our students, they sang the handwash song by repeating the lyrics after Mrs. Ashwini Sheth. In a very unique fashion hand wash techniques and its benefits were informed to our students. I want to thank GeBBS Healthcare Solutions, People for People Health Foundation and Nirabhra Foundation for conducting this session in our school.”

**Mr. Suraj Tripathi**  
Principal Saraswati School

“The session conducted by My Health Project team was very informative and interactive, there was a participatory group activity organised to recollect information at the end of the session, in group we recollected key points from the session and presented the key points to session expert, we appreciate the efforts taken by My Health Project team and thank them for conducting exclusive breastfeeding and complementary feeding sessions for us.”

**Mrs. Zareena Majeedulhaman**  
Khan Lactating Mother,  
AWC No. 71, Sonapur

“A very interactive session was organised which included fun activities. There was not a single dull moment and the students enjoyed the session. The song was the key highlights through which children not only enjoyed singing the song but also learnt about healthy behaviour. Also, the information shared on Nutrition during adolescence and Anemia was very important, such sessions are much-needed in our school. Thank you to My Health Project team for conducting this much needed session”

**Mrs. Sulabha Rane Principal**  
Gayatri Vidyamandir

“We loved the hand washing activity, The overall session was nicely organised and the information was simple day to day things we often skip due to laziness. I'm thankful to My Health Project team for making us realise the importance of the number of small acts we tend to skip if followed with discipline can result in improved well-being by keeping diseases away.”

**Ms. Sakshi Ramnath Verma**  
Student Saraswati School

We received very important information on Anemia and its causes. After this session I'm going to start including leafy vegetables, pulses, beans, groundnuts etc. in my daily diet which are rich in nutrition and have required iron to prevent anemia. I'm thankful to the My Health Project team for organising this much needed session for us.”

**Bushara Shaikh**  
Student Gayatri School

**Media coverage**

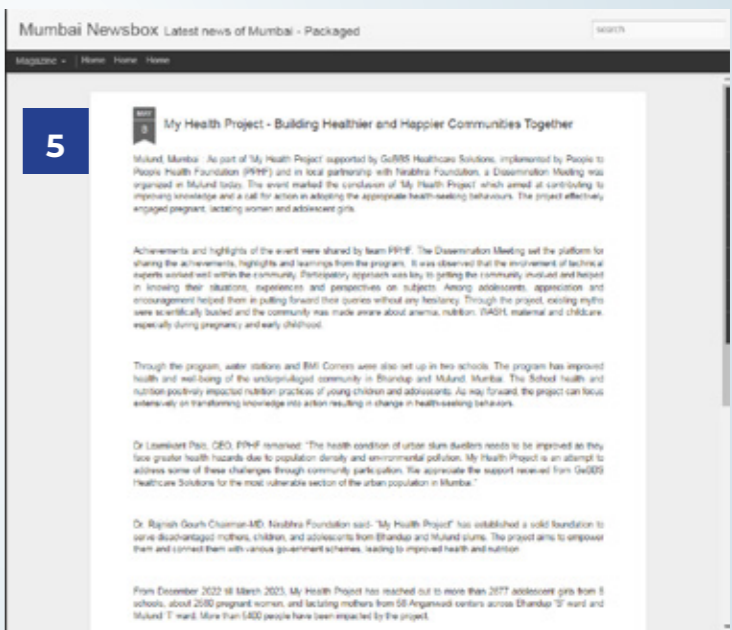


**Media coverage**

**झुगी वासियों का स्वास्थ्य सुधारने की पहल**  
मुंबई. जोईबीबीएस हेल्थकेयर सोल्यूशंस ने मुंबई के झुगी वासियों को स्वास्थ्य को सुधारने के लिए 'माय हेल्थ प्रोजेक्ट' को शुरू किया है. इसके तहत पीपल टू पीपल हेल्थ फाउंडेशन द्वारा कायान्वित और निरर्भर फाउंडेशन के साथ स्थानीय सहोदारी से मुलुंड में विस्तारित समेलन का आयोजन किया गया. इस परिषद में गर्भवती महिलाओं, स्तनपान करने वाली महिलाओं और किशोरियों के स्वास्थ्य पर विशेष ध्यान दिया जा रहा है. प्रोजेक्ट के माध्यम से एनर्जिया, पोषण, मातृ और बाल संरक्षण, खासकर गर्भावस्था और किशु के शुरुआती दिनों में उनके स्वास्थ्य को लेकर लोगों को जागरूक किया गया. पीपीएचएफ के सीईओ डॉ. लक्ष्मीकान्त पटेल ने कहा कि शहरी झुगी वासियों को स्वस्थ स्थिति को सुधारने की आवश्यकता है क्योंकि ये जनसंख्या घनत्व और पर्यावरण प्रदूषण के कारण अधिक स्वास्थ्य खतरों का सामना करते हैं. निरर्भर फाउंडेशन के चेयरमैन एमडी डॉ. रजनीश गौड़ ने कहा कि 'माय हेल्थ प्रोजेक्ट' के तहत भांडुप और मुलुंड की बसियों में रहने वाले लोगों को स्वास्थ्य के प्रति जागरूक किया गया है.

**महत्वाचे मुलुंडमध्ये माय हेल्थ प्रोजेक्ट**  
पीपीएचएफद्वारे आणि 'निरर्भर' फाउंडेशनच्या स्थानिक भागीदारीसह 'जोबीबीएस हेल्थकेअर सोल्युशन्स'द्वारे 'माय हेल्थ प्रोजेक्ट' अंतर्गत विस्तारित परिषद मुलुंड येथे आयोजित करण्यात आली होती. निरर्भर फाउंडेशनचे अध्यक्ष डॉ. रजनीश गौड़ म्हणाले, 'माय हेल्थ प्रोजेक्ट' ने भांडुप आणि मुलुंडच्या झोपडपट्ट्यांमधील महिला, मुले आणि किशोरवयीन यांना सेवा देण्यासाठी एक मजबूत पाया स्थापित केला आहे. हा प्रकल्प त्यांना सरासरी करण्याच्या आणि त्यांना सरकारीय विविध योजनांशी जोडण्याशी संबंधित आहे. ज्यामुळे आरोग्य आणि पोषण सुधारेल. डिसेंबर २०२२ ते मार्च २०२३ पर्यंत 'माय हेल्थ प्रोजेक्ट' ने राबवलेल्या प्रकल्पामुळे ५४०० हून अधिक जणांना लाभ मिळाला आहे.

**झोपडपट्टीतील गरोदर, स्तनपान देणाऱ्या महिला व किशोरवयीन मुलींसाठी आरोग्य परिषद संपन्न**  
प्रतिनिधी मुंबई "PPHF" द्वारे आणि "निरर्भर" फाउंडेशनच्या स्थानिक भागीदारीसह "GeBBS हेल्थकेअर सोल्युशन्स" द्वारे समर्थित 'माय हेल्थ प्रोजेक्ट' अंतर्गत विस्तारित परिषद काल मुलुंड येथे आयोजित करण्यात आली होती. हा कार्यक्रम 'माय हेल्थ प्रोजेक्ट' चा कळस होता, ज्याचा उद्देश राहण आरोग्याच्या शोषणासाठी योग्य वर्तनाचा अवलंब करण्यामध्ये ज्ञान वाढवण्यास हातभार लावणे हा आहे. या प्रकल्पामध्ये गरोदर, स्तनपान देणाऱ्या महिला आणि किशोरवयीन मुलींना सक्रियपणे सहभागी करून घेण्यात आले होते. या प्रकल्पामध्ये समाजात घेव घेव काम करणाऱ्या तांत्रिक तज्ञांच्या सहभागाची नोंद करण्यात आली. सहभागात्मक पट्टीने समाजात गुंतवून देण्यासाठी उपयुक्त दस्ता आणि समस्यांशी त्यांची स्थिती, अनुभव आणि इष्टीकेंव जाणून घेण्यात मदत झाली. किशोरवयीन मुलांमध्ये, स्त्री आणि प्रोत्साहनमुळे त्यांना संकोच न करता त्यांचे प्रश्न विचारण्यास मदत झाली. प्रकल्पाद्वारे, विद्यमान समग्र वैज्ञानिकदृष्ट्या बदलण्यात आल्या आणि समाजात अशाकण्या, पोषण, वीस, माता आणि बाल संरक्षण, विशेषत: गर्भधारणेदरम्यान आणि बालरुग्ण संवेदनशील बनवले गेले. पीपीएचएफ चे सीईओ डॉ. लक्ष्मीकान्त पटेल यांचे उद्देश्य म्हणाले की, "शहरी झोपडपट्ट्यांमध्ये राहणाऱ्या गरीब लोकांच्या आरोग्याची स्थिती सुधारण्याची गरज आहे कारण त्यांच्या आरोग्यात लोकांसंख्येची घटना आणि पर्यावरणीय प्रदूषणामुळे अधिक धोखांचा सामना करावा लागतो. समुदायाच्या सहभागातून माय हेल्थ प्रोजेक्ट आम्ही काही समस्या सोडवण्याचा प्रयत्न करतो. तर निरर्भर फाउंडेशनचे अध्यक्ष व चेयरमन डॉ. रजनीश गौड़ म्हणाले, "माय हेल्थ प्रोजेक्ट" ने भांडुप आणि मुलुंडच्या झोपडपट्ट्यांमधील महिला, मुले आणि किशोरवयीन सेवा देण्यासाठी एक मजबूत पाया स्थापित केला आहे. हा प्रकल्प त्यांना सरासरी करण्याच्या दिशेने देखील आहे आणि त्यांना सरकारीय विविध योजनांशी जोडण्याचे उद्दिष्ट आहे, ज्यामुळे आरोग्य आणि पोषण सुधारेल. डिसेंबर 2022 ते मार्च 2023 पर्यंत 'माय हेल्थ प्रोजेक्ट' ने भांडुप 'एस' वॉर्ड आणि मुलुंड 'ए' वॉर्डमधील 8 शाळांमधील 2877 किशोरवयीन मुली, 58 अंगणवाडी केंद्रांमधील 2580 गरोदर महिला आणि स्तनदा मातांपर्यंत पोहोचवले आहे. प्रकल्पामुळे 5400 हून अधिक लोकांना लाभ मिळाला आहे.



**असल आरोग्यनी शोध माटे योग्य वर्तन पर माय हेल्थ प्रोजेक्ट संपन्न**  
मुंबई. पीपीएचएफद्वारे आणि 'निरर्भर' फाउंडेशनच्या स्थानिक भागीदारीसह 'जोबीबीएस हेल्थकेअर सोल्युशन्स'द्वारे 'माय हेल्थ प्रोजेक्ट' अंतर्गत विस्तारित परिषद मुलुंड येथे आयोजित करण्यात आली होती. हा कार्यक्रम 'माय हेल्थ प्रोजेक्ट' चा कळस होता, ज्याचा उद्देश राहण आरोग्याच्या शोषणासाठी योग्य वर्तनाचा अवलंब करण्यामध्ये ज्ञान वाढवण्यास हातभार लावणे हा आहे. या प्रकल्पामध्ये गरोदर, स्तनपान देणाऱ्या महिला आणि किशोरवयीन मुलींना सक्रियपणे सहभागी करून घेण्यात आले होते. या प्रकल्पामध्ये समाजात घेव घेव काम करणाऱ्या तांत्रिक तज्ञांच्या सहभागाची नोंद करण्यात आली. सहभागात्मक पट्टीने समाजात गुंतवून देण्यासाठी उपयुक्त दस्ता आणि समस्यांशी त्यांची स्थिती, अनुभव आणि इष्टीकेंव जाणून घेण्यात मदत झाली. किशोरवयीन मुलांमध्ये, स्त्री आणि प्रोत्साहनमुळे त्यांना संकोच न करता त्यांचे प्रश्न विचारण्यास मदत झाली. प्रकल्पाद्वारे, विद्यमान समग्र वैज्ञानिकदृष्ट्या बदलण्यात आल्या आणि समाजात अशाकण्या, पोषण, वीस, माता आणि बाल संरक्षण, विशेषत: गर्भधारणेदरम्यान आणि बालरुग्ण संवेदनशील बनवले गेले. पीपीएचएफ चे सीईओ डॉ. लक्ष्मीकान्त पटेल यांचे उद्देश्य म्हणाले की, "शहरी झोपडपट्ट्यांमध्ये राहणाऱ्या गरीब लोकांच्या आरोग्याची स्थिती सुधारण्याची गरज आहे कारण त्यांच्या आरोग्यात लोकांसंख्येची घटना आणि पर्यावरणीय प्रदूषणामुळे अधिक धोखांचा सामना करावा लागतो. समुदायाच्या सहभागातून माय हेल्थ प्रोजेक्ट आम्ही काही समस्या सोडवण्याचा प्रयत्न करतो. तर निरर्भर फाउंडेशनचे अध्यक्ष व चेयरमन डॉ. रजनीश गौड़ म्हणाले, "माय हेल्थ प्रोजेक्ट" ने भांडुप आणि मुलुंडच्या झोपडपट्ट्यांमधील महिला, मुले आणि किशोरवयीन सेवा देण्यासाठी एक मजबूत पाया स्थापित केला आहे. हा प्रकल्प त्यांना सरासरी करण्याच्या दिशेने देखील आहे आणि त्यांना सरकारीय विविध योजनांशी जोडण्याचे उद्दिष्ट आहे, ज्यामुळे आरोग्य आणि पोषण सुधारेल. डिसेंबर 2022 ते मार्च 2023 पर्यंत 'माय हेल्थ प्रोजेक्ट' ने भांडुप 'एस' वॉर्ड आणि मुलुंड 'ए' वॉर्डमधील 8 शाळांमधील 2877 किशोरवयीन मुली, 58 अंगणवाडी केंद्रांमधील 2580 गरोदर महिला आणि स्तनदा मातांपर्यंत पोहोचवले आहे. प्रकल्पामुळे 5400 हून अधिक लोकांना लाभ मिळाला आहे.





## ABOUT PPHF

We are a global health non-profit organization working towards transforming lives for improved health and wellbeing through locally-driven solutions. We have worked in more than 20 states of India with an aim to build the skills of health care providers, strengthen management capacity and help create sustainable systems to improve access to quality health services.

We work closely with communities and key actors on sustainable solutions for public health challenges:

1. Non-Communicable Diseases
2. Women, Adolescent and Child health
3. Nutrition
4. Infectious diseases
5. Environmental Health
6. Emergency Health and Disaster Response

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. Drawing on our experiences and recognizing the unique needs of each region in India, We work in partnership with key stakeholders to design and deliver targeted responses.

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### Contributor

People to People Health Foundation

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