



PROJECT **PRANAA**

Prevention and Reduction of Non-Communicable
Diseases through Awareness and Actions

Gurugram, Haryana & Pune, Maharashtra

Steps towards Viksit Bharat@2047



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Acknowledgement

We sincerely acknowledge and deeply value the contributions of the National Health Mission (NHM) Haryana and Maharashtra, District health authorities, Boston Scientific Team, and PPHF Team. Your unwavering support, collaboration, and commitment have been instrumental in driving the success of our initiatives.

A heartfelt thank you to all stakeholders, healthcare professionals, and community members who have played a vital role in realizing our shared vision of improving healthcare access and outcomes for Non-Communicable Diseases (NCDs). Together, we are making a meaningful difference in building healthier and empowered communities.



Introduction

Non-communicable diseases (NCDs) pose a significant global health challenge, accounting for approximately 71% of all deaths worldwide, creating a staggering economic burden of trillions due to lost productivity and healthcare costs. Between 2001 and 2019, India witnessed 37.6 million premature deaths due to NCDs.⁽¹⁾ These not only devastate families but also strain the nation's healthcare system and economy. Addressing these issues is vital for protecting public health and ensuring sustainable economic growth

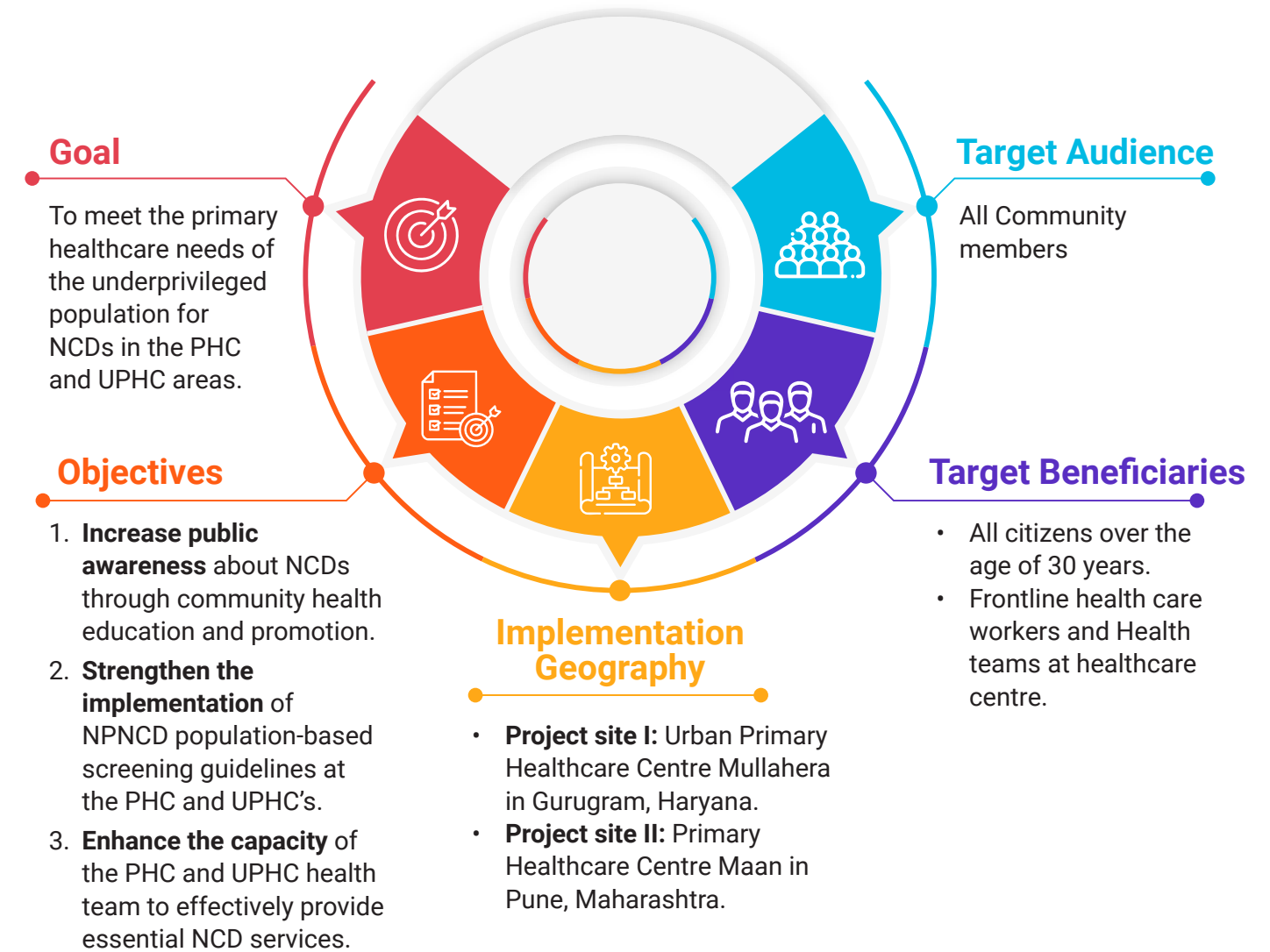
The Government of India is actively addressing the NCD challenge through the National Programme for Prevention and Control of NCDs (NP-NCD), which focuses on early diagnosis, management, and awareness generation. The 75/25 initiative aims for a 25% reduction in premature mortality from major NCDs by 2025, emphasizing community-level health promotion and screening. However,

significant hurdles like inadequate healthcare infrastructure, limited public awareness, and the growing prevalence of risk factors such as tobacco use and unhealthy diets remains. These calls for a coordinated and multisectoral response to combat the rising burden of NCDs in India.

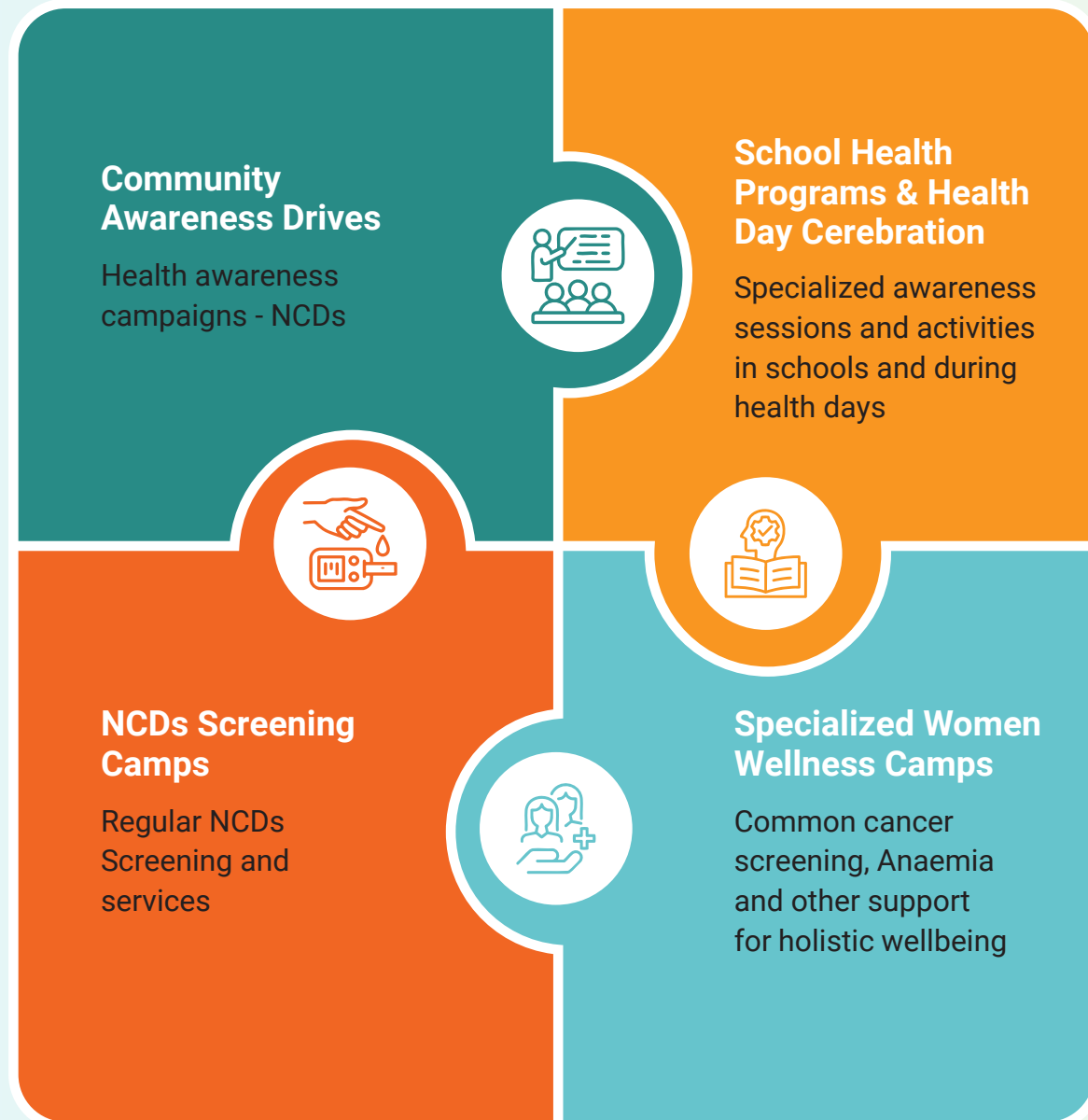
In past, People to People Health Foundation (PPHF) has collaborated with several state governments like Haryana, Jharkhand, Karnataka, Maharashtra and Punjab to improve the NCD outcomes through various initiatives. Similarly, Project PRANAA supported by NHM Haryana, NHM Maharashtra, and Boston Scientific Company, is implementing a continuum of care approach for NCDs. Project focuses on raising community awareness, upskilling of health care workers and facilitating delivering high quality healthcare services for early detection, and management for NCD in Gurugram and Pune.

1. Kulothungan, V., Ramamoorthy, T., Mohan, R., & Mathur, P. (2023). Assessing progress of India in reduction of premature mortality due to four noncommunicable diseases towards achieving the WHO 25X25 goal and the sustainable development goals. Sustainable Development, 1-11. <https://doi.org/10.1002/sd.2761>

PRANAA Overview



Key Interventions



Highlights



Enhanced Health Centres performance for NCD Diagnosis and Management through:

- Upskilling of Healthcare Workers.
- Availability of Equipment and Consumables.
- Digitization of Patient Records.
- Piloting Digital Smart Apps and Devices.
- Testing Efficient Referral and Follow-ups Mechanism.

Improved services in Population Based NCD screening Camps Via:

- Increase Community Participation.
- Conducting Convenient Micro Screening Camps.
- Involvement of Community Leaders.

Enhanced Community Awareness Via:

- Launching Awareness Drives in Community and Schools.
- Celebrating Health Days with Co-creating Communication Material.

Project PRANAA has been honoured with the **Silver Award in the CSR NCD Control Project category at the prestigious 8th CSR Health Awards!**

This recognition highlights the project's innovative approach to leveraging the existing NPNCN program platform and government healthcare infrastructure. By fostering collaboration among key stakeholders, Project PRANAA addresses critical gaps, enhances community awareness, and promotes population-based screening.





Dattatray, a 60-year-old farmer from Pune, attended a NCD camp under PRANAA in May 2024, hoping to understand his health better as counselled by ASHA Didi. Screenings revealed high blood pressure and blood sugar, leading to a dual diagnosis of after following up hypertension and diabetes. With the guidance of healthcare providers, Dattatray received medications and participated in regular follow-ups, ensuring he adhered to treatment. Counselling on lifestyle changes, including physical activity, empowered him to manage his conditions proactively. Today, Dattatray feels more in control of his health and expresses gratitude for the compassionate care and resources that allow him to focus on farming, free from the worries of unmanaged illness.

Dattatray's Journey to Better Health



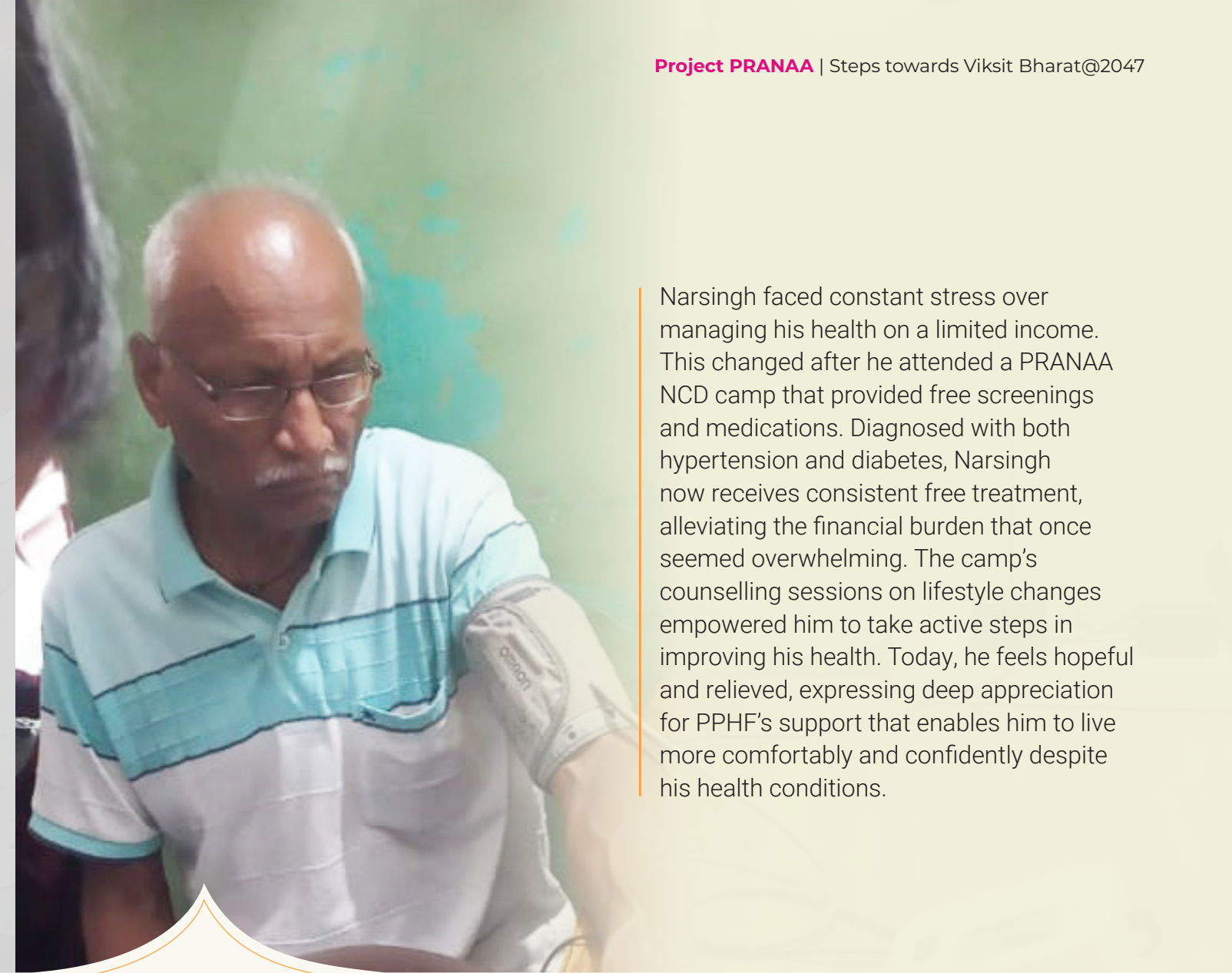
Jainal, a 53-year-old from Odisha, living in Pune works in a hotel and helps his wife with farming. Chronic fatigue and chest pain drove him to attend a PPHF NCD camp under PRANAA in September 2024, where he was diagnosed with high blood pressure and diabetes. The camp provided him not only with medication but also comprehensive counselling on lifestyle adjustments. Regular follow-ups now ensures that he adheres to his treatment plan. Jainal's gratitude is immense; he credits the PPHFs PRANAA team and local health officers for empowering him to take control of his health and relieve the financial stress of managing his conditions.

Jainal Found Hope for Health Via PRANAA



Yashoda, a 45-year-old labourer from Mullahera, Gurugram, struggled to manage her diabetes due to financial constraints since she was diagnosed in 2022. The cost of medications added to her family's burden, leaving her worried about her health and household expenses. In August 2024, PPHF organized an NCD camp via PRANAA, her screenings confirmed uncontrolled diabetes. She was referred to the UPHC, where she received free medication and lifestyle counselling, which allowed her to resume treatment without worrying about costs. Regular follow-ups have shown steady improvements in her blood sugar. Grateful for the support, Yashoda now feels capable of living a healthier, more secure life, focused on work and well-being instead of health challenges.

Yashoda's Triumph Over Diabetes



Narsingh faced constant stress over managing his health on a limited income. This changed after he attended a PRANAA NCD camp that provided free screenings and medications. Diagnosed with both hypertension and diabetes, Narsingh now receives consistent free treatment, alleviating the financial burden that once seemed overwhelming. The camp's counselling sessions on lifestyle changes empowered him to take active steps in improving his health. Today, he feels hopeful and relieved, expressing deep appreciation for PPHF's support that enables him to live more comfortably and confidently despite his health conditions.

Narsingh's Relief from Health related Expenses

Aspiring towards Viksit Bharat@2047

This roadmap envisions a person-centric, collaborative, and sustainable approach to NCD prevention, aligning with India's aspirations for 2047, ensuring health, dignity, and prosperity for its all citizens.

Strengthening Prevention and Early Detection

- Strengthen policies on tobacco control, sugary drink taxes, and front-of-pack labelling.
- Scale behaviour change campaigns on healthy lifestyles and mental health.

Enhancing Community Engagement and Awareness

- Launch community awareness campaigns and school health sessions focused on NCD risk factors, lifestyle changes.
- Create Patient support group and positive deviance model.

Enhancing Healthcare Infrastructure and Accessibility

- Equip Health and Wellness Centres for screening and diagnosis of NCD.
- Utilize telemedicine, medical mobile units, Self-test stationary and portable kiosk models.
- Training of workforce and uninterrupted supply of diagnostic equipment and tools.
- Strengthen the Pradhan Mantri Jan Arogya Yojana (PM-JAY).

Enhancing Funding Mechanisms

- Establishing a National NCD Task force for developing innovative financing resources like Public Private Partnership models, Health bonds etc.

Fostering Multi-Sectoral Collaboration

- Engage Diverse Stakeholders like education, finance, and agriculture to address social determinants of health.
- Establish partnerships with private entities to leverage resources and innovation in tackling NCDs.



This roadmap requires collaboration, innovation, and commitment

which PPHF is committed to achieve interventions like PRANAA.

Conclusion

The learnings from PRANAA highlight need for creating sustainable community centric model for tackling NCD challenges. As India strives towards becoming a Viksit Bharat (Developed India) by 2047, the vision cannot be realized without addressing the growing burden of Non-Communicable Diseases. India's future depends on a holistic, multi-sectoral involvement from policymakers, healthcare providers, private sectors, and

civil society for creating a human-centric approach to NCD prevention and control. This is essential to ensuring that every citizen has the opportunity to live a healthy, productive life. The roadmap presented here **emphasizes inclusivity, accessibility, and community empowerment**. Together, we can build a future where NCDs no longer hinder India's progress but instead, a healthier and stronger India rises as a beacon of global well-being



About PPHF

We are a global health non-profit organization working towards transforming lives for improved health and well-being through locally driven solutions. We have worked in more than 20 states of India with an aim to build the skills of healthcare providers, strengthening health system and help in creating sustainable systems to improve access to quality health services.

We work closely with communities and key actors for addressing public health challenges.

Our thematic focus areas are:

- Health System Strengthening
- Non-Communicable Diseases
- Women, Adolescent and Child Health
- Nutrition
- Infectious Diseases
- Environmental Health
- Integrated Development for Wellbeing
- Emergency Health and Disaster Response.



Contributor

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