

ITC MISSION SUNEHRA KAL

सुनहरा कल

Mother and Child Health and Nutrition

Haridwar, Uttarakhand

Project Update - Feb 2024 to Sep 2024

Overview

Improving maternal and child health-nutrition (MCHN) is vital for achieving Sustainable Development Goals. Despite progress, malnutrition remains a major issue, linked to 68% of child mortality (Lancet, 2019). The program enhances MCHN outcomes by upskilling frontline workers (AWW, ANM, ASHA) through training and resources, promoting appropriate health behaviors, and fostering sustainable community partnerships.

Goal

To contribute to the existing efforts of the Government under Ayushman Bharat to ensure comprehensive services for reducing morbidity and mortality and improving nutritional status.

Objectives

To improve maternal health, reduce malnutrition and promote healthy community. The intervention aligned to the 'Saksham Anganwadi and Poshan 2.0', addresses the challenges of malnutrition in children, adolescent girls, pregnant women and lactating mothers

Specific Objectives

- Upskilling of healthcare providers (ASHAs, AWWs, ANMs) on essential service delivery to beneficiary
- Increased public awareness through health and nutrition education and promotion of critical health issues in the community
- Enhancing the service uptake at the health facility by community

Infrastructure Support to health facilities

1. **PHC Aurangabad:** Key infrastructure improvements at PHC Aurangabad includes Installation of new tiles, Serviced RO machine and replaced pipeline for clean drinking water, Repaired and coated staircase walls with Birla putty, Fresh paint on exterior walls, repaired urinals and washbasins to elevate hygiene standards.
2. **PHC Suman Nagar (Pathri Roh):** Significant infrastructure work at PHC Suman Nagar includes Thorough roof cleaning, repair, and waterproofing treatment, Extensive plaster repairs and application of plastic emulsion Ace paint on walls and roof, Installation of 300mm x 300mm wall tiles with necessary labour and materials, Addition of a 500-liter Sintex three-layer water tank to improve water storage capacity.
3. **PHC Roshanabad:** PHC Roshanabad has been equipped with several essential items to enhance its operational efficiency and comfort. This includes a sturdy wooden office table, a hydraulic chair for ergonomic support, and a rolling chair to facilitate mobility within the office. Additionally, a three-seater seating chair has been provided for visitors and patients, ensuring they have a comfortable place to sit while waiting. To support accurate health assessments, a digital weight machine has also been installed. These additions are aimed at improving the overall functionality and service delivery of the health center.
4. **Sub-Center Aurangabad:** Sub-Center Aurangabad has been equipped with several critical medical and seating items to enhance its operational capacity

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and patient care. The new additions include a hemoglobinometer with strips, enabling accurate and efficient hemoglobin testing. A digital BP apparatus has been provided to facilitate precise blood pressure monitoring. Additionally, a three-seater seating chair has been installed to ensure comfortable seating for patients and visitors. These enhancements aim to improve the diagnostic capabilities and overall service quality at the sub-center.

- 5. Sub-Center Salempur:** The new equipment includes a wooden office table and a hydraulic chair, providing a comfortable and efficient workspace for staff, three-seater seating chair has been installed to accommodate patients and visitors comfortably. Digital weight machine and a digital BP apparatus have been provided.

Upskilling Healthcare Providers

- 1. Orientation Session of ASHAs:** Focusing on essential topics under the first 1000 days, emphasizing ANC visits, diet during pregnancy, exclusive breastfeeding for the first six months, and complementary feeding was conducted for 70 ASHAs. The session also covered topics like hand hygiene for infection control among children and Nutrition. It outlined ASHA's role in home-based care for young children and highlighted growth monitoring.
- 2. Orientation Session for AWWs:** Conducted orientation sessions for 72 AWWs, focusing on maternal and child health practices, growth monitoring, and nutrition education.
- 3. Upskilling session for AWWs:** We organised capacity-building sessions on social mapping for AWWs across seven locations in August and

September 2024. These sessions aimed to enhance AWWs' skills in leveraging social mapping to monitor and improve community health and nutrition.

- **August Sessions:** 03 sessions were organised at Salempur Panchayat Ghar and Atmalpur Bongla, engaging 64 AWWs.
- **September Sessions:** 05 sessions were conducted at various Anganwadi centers, reaching an additional 51 AWWs.

Total Engagement: 70 ASHAs and 187 AWWs participated, supported by local officials, enhancing the training's effectiveness.

Development of IEC Materials

Created diverse Information, Education, and Communication (IEC) materials, including a user-friendly counselling flipbook and thematic posters, to aid in community education. These materials have been reviewed by local government authorities. A pretesting session was conducted with Anganwadi Workers (AWWs) during one of the orientation sessions to ensure the effectiveness and relevance of the materials. In Q3, the materials shall be distributed among the AWWs.

Community Centric Awareness and Education:

- 1. Nukkad Natak:** 05 Nukkad Natak organized across project area, on March 16 and 17, 2024, addressed crucial subjects such as ANC registration, anemia nutrition during pregnancy, the importance of exclusive breastfeeding for the first six months, complementary feeding, and the significance of Institutional Delivery. About 900 people were reached through this activity.

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2. **Wall Painting:** To enhance community awareness and education on maternal and child health & nutrition, we have implemented an innovative approach using wall paintings. Till date, we have completed 20 wall paintings within the project area.

3. **Awareness building sessions:**

- **Awareness Sessions for Mothers:** Conducted 45 sessions till September, reaching about 1830 beneficiaries.
- **Awareness Sessions for Adolescents:** Facilitated 14 sessions reaching about 430 adolescent girls, focusing on nutrition, anemia awareness, healthy habits, and menstrual hygiene management.

4. **Strengthening of community-based core groups:** Sessions with 13 community-based groups, involving 289 participants, to foster local ownership of health initiatives.

5. **Community-Level Screening:** Conducted three health screenings for children aged (0-6 years), benefiting 83 children and providing essential health checks in collaboration with RBSK.

6. **Celebration of Health Days**

- **International Women's Day:** Through puppet show, we reached out to over 70 beneficiaries, delving into crucial aspects of mother and

child, health and nutrition. The puppet show emphasized key topics, including regular ANC visits, vaccination for pregnant women, the vital role of breastfeeding for newborns, and advocating for exclusive breastfeeding up to 6 months, importance of nutrient-rich complementary feeding post 6 months, the significance of maintaining a positive home environment, and the invaluable support provided by Anganwadi workers during the first 1000 days.

- **National Deworming Day:** An event in Salempur educated 75 mothers on deworming, hygiene, and health practices, featuring interactive demonstrations.
- **Nutrition Month Celebrations:** A puppet show in September attracted 158 participants, promoting healthy eating and hygiene practices.

Stakeholder Engagement

A stakeholder meeting convened on June 19, 2024, with health officials, community leaders, and development partners, fostering multi-sectoral collaboration for improved health outcomes. A net-mapping exercise was conducted to enhance stakeholder coordination and identify key influences. Apart from this, we are working with close coordination with ICDS, RBSK and RKSK.