

Central Health Education Bureau
Directorate General of Health Services
Ministry of Health and Family Welfare



Outreach Campaign on Health and Wellness

मिले, सुने, कहे

सामुदायिक सहभागिता अभियान



Background :

The Central Health Education Bureau (CHEB) promotes Health Education and Health Promotion through training, IEC materials, research, workshops and seminars. In continuation to this, CHEB plans to organise the outreach campaign मिले, सुने, कहे - सामुदायिक सहभागिता अभियान to create awareness programmes through interaction with community/ institution/ colleges/ organizations on health & wellness and topic decided by the community. CHEB is planning to initiate these campaigns in the 10 communities. The communities will be decided mutually once visiting the communities. This campaign will be a step forwards the CHEB tag line “**Sarve Santu Niramaya**” means, May all be free from illness.

Objectives :

- i. To engage people for मिले, कहे, सुने on health and wellness at identified community.
- ii. To enhance awareness of the general public on the signs, symptoms, causes along with preventive measures.
- iii. To explore opportunities for collaboration/ convergence with organizations, authorities, professionals, youth and community leaders for sustained efforts on awareness.
- iv. Develop additional materials and campaign messages as appropriate and feasible based on the theme.

Target Group: The target group of the outreach campaign मिले, सुने, कहे - सामुदायिक सहभागिता अभियान is the community with special focus on slums/organizations etc .

Mode of outreach campaign: The outreach campaign plan to help, support and inform people on health issues, especially those who are not well aware. The title मिले, सुने, कहे - सामुदायिक सहभागिता अभियान is self explanatory; it implies that the campaign will be more interactive rather than lecture mode. This campaign is executed through a range of interventions and approaches, including: community meetings; sensitization sessions and use of audio video mode for sharing information and addressing queries/concerns.

Publicity/IEC Materials required for outreach programme: These outreach activities requires simple & innovative materials. Some of the suggested materials are as follows;

- Designing and Development of theme based banner/flex
- Designing and Development of Pamphlet/Brochure/Leaflet/FAQs based on the theme.
- Preparation of simple question answers for quiz, skit, games etc.
- Facilitator Guide.

Programme Schedule: (Tentative 1 Hour):

Sr. No.	Programme	Time
1.	Introduction	5 Min. (11:00 -11:05 A.M.)
2.	Address by (Head/Care Taker of the Identified Community/Organization/ Institute)	5 Min. (11:05 -11:10 A.M.)
3.	Brief on the Topic (As decided by community)	10 Min. (11:10 -11:20 A.M.)
4.	Discussion	30 Min. (11:20 -11:50 A.M.)
5.	Interactive session	5 Min. (11:50.- 11:55 A.M.)
6.	Key Take a ways	5 Min. (11:55.- 12:00 Noon)

मिले, सुने, कहे - सामुदायिक सहभागिता अभियान

Identification of the community (places/areas):

CHEB has planned 10 outreach campaigns on health and wellness. Community outreach campaign has been planned to engage community through meetings for sensitization on health and wellness. This approach also provides an opportunity to interact with the community (men/women/adolescents) and address their queries/concerns.

CHEB officials visited each community/ group before the finalization of date, venue and theme for conducting outreach campaign. Team members interacted through small meetings wherein the purpose of campaign was explained and Health & wellness theme based on the need of the community was identified in consultation with the community.

Programmes were organised at Old age home, Gurudwara and Slum, where proper process were followed i.e. individual meeting with the Manager/representative, followed by written communication and mutually agreed with community people for seeking permission to organise session after ensuring that COVID-19 protocol is strictly followed.

Outreach campaign plan:

The outreach plan of each campaign was well conceptualised and designed. मिले, सुने, कहे - सामुदायिक सहभागिता अभियान process provides an opportunity to engage communities identify their priorities on health & wellness issues and decide the topic and addressed their queries.

After the finalization of date, venue and topic, the next phase of work starts i.e. identification of Doctors/subject expert and experience of dealing with community to address queries/concerns were identified. In these campaigns the resource persons were used simple and effective modes for interaction with the community so that they get useful information on specific topic.

Convergence:

To make these outreach campaign more result oriented, CHEB explored the opportunity and collaborated with RML Hospital, Lady Hardinge Medical College and North Delhi Medical College New Delhi in the 1st phase. Invitation letter to the concerned faculty was sent and requested senior Doctor to participate & deliver a lecture on the topic.

The outreach campaign on मिले, सुने, कहे - सामुदायिक सहभागिता अभियान organised by CHEB in collaboration with various organizations/institutions are as follows;

Sl. No	Place of campaign	Topics		Date
I	Aashirwad Old Age Home, Kali Bari, New Delhi	Stroke	Dr. B.K. Bajaj, HoD, Department of Neurology, ABVIMS & RML hospital	25.11.2021
II	Gurudwara, Mata Sundri, Kotla Road	Osteoporosis	Dr. Sneha Sharma, Assistant Professor, Orthopaedics, North Delhi Medical College	03.12.2021
III	Sangli Mess, Baba Jyoti Rao Phule Marg, Bhagwan Das Road, New Delhi	Women Related Health Issues	Dr. Sharda Patra, Gynaecologist, LHMC	10.12.2021

I. Aashirwad Old Age Home, Kali Bari Road:

This was the 1st मिले, सुने, कहे - सामुदायिक सहभागिता अभियान organised at Aashirwad Old Age Home, Kali Bari, New Delhi on 25th November, 2021 at 11.00 – 12.00 Noon.



Target Audience: Ms. Ranjana Sood, Manager of this Old Age Home informed that the activity would cover around 55 old age people (Women/Men) staying at the home.

Topic: During the introductory meeting discussion took place on the different health issues pertaining to the old age people. It was suggested by the Manager of Old age Home that CHEB may organise the first meeting on **STROKE** as it is required for the people themselves and also caregivers.

Convergence with ABVIMS & RML hospital: CHEB coordinated with RML hospital to invite doctor for this session. Dr. B.K. Bajaj, HoD, Department of Neurology was approached for this session.

Session on Stroke: As per the schedule a small briefing was held to inform about the Central Health Education Bureau (CHEB) and initiative मिले, सुने, कहे - सामुदायिक सहभागिता अभियान and its purpose. After the introduction Dr. B.K. Bajaj informed the group he is dealing with such patients since long.

Thereafter, Dr. B.K. Bajaj made a small informative presentation on Stroke. He focused that he would appreciate more of interaction and explained each slide in simple words. The information like what is Stroke, its signs & symptoms, what action needs to be done and importance of Golden period to start the treatment was very relevant for the participants. Some of the information discussed with participants was;

What is STROKE ?	STROKE is Brain ATTACK <ul style="list-style-type: none">• Presents with SUDDEN ONSET<ul style="list-style-type: none">• Weakness, Speech problem, Numbness, Balance problem and Vision problem.
EVERY MINUTE COUNTS !	<ul style="list-style-type: none">• DO NOT WAIT FOR A MINUTE• For every minute wasted about 20 lakhs of neurons of brain are lost- they die!• For every one hour wasted, YOUR Brain becomes older by nearly 3.5 years older
CLOT BUSTER medicine: In GOLDEN PERIOD (4.5 hours of symptoms onset)	<ul style="list-style-type: none">• CLOT BUSTERS for patients who come within 4.5 hours of symptoms onset• If given within timeframe, patient may fully recover from weakness etc.
GOLDEN PERIOD OF 4.5 HOURS	TIME SAVED IS BRAIN SAVED SO, BE FAST

After the presentation, people raised several queries and shared their experiences. Few of them have shown their concern about the signs & symptoms and asked how to identify or where to rush. The queries/concerns of the participants about the Stroke were;

- What precaution should be taken to avoid the Stroke;
- Is it related with the diet, if so, then what need to be eaten?;
- What are the warning signs?;
- Are people who have high BP, Sugar, Heart related issues more prone to stroke? ;
- Which medicine needs to be commonly kept at home;
- Is there any specific exercise that needs to be done at old age to avoid stroke?
- Some of them had also shared their experience of visiting RML hospital.

Dr. B.K. Bajaj, very patiently addressed their queries by explaining what needs to be done; what are the precautions; what is balance diet, what should not be eaten more at this stage of life; which are the simple exercises that everyone must do on regular basis.

People were happy to see a senior doctor at their place and found the information on Stroke very informative and much needed for elderly people. Some of them showed their willingness to meet Doctor at the OPD for further investigation. Participants also liked the title मिले, सुने, कहे and requested CHEB team for another session on Pulmonology.

At the last Dr. G. Kausalya, Director, CHEB summarised the session and suggested participants to eat healthy food, live healthy life and connect with CHEB whenever required. She also thanked Dr. B.K. Bajaj for accepting CHEB's invitation & giving his valuable time. Further, she also thanked Ms. Ranjana Sood, Manager Old Age Home for support to मिले, सुने, कहे - सामुदायिक सहभागिता अभियान of CHEB

The CHEB team provided a small token of appreciation to all participants along with refreshments. A total of 58 participants attended the session.



II. Gurudwara, Mata Sundri, Kotla Road:

This was the 2nd outreach campaign of **मिले, सुने, कहे - सामुदायिक सहभागिता अभियान** organised at **Gurudwara, Mata Sundri, Kotla Road, New Delhi** on 3rd December, 2021 at 11.00 – 12.00 Noon.



The campaign was planned after rigorous follow up and after getting written consent from the Sikh Gurudwara Management Committee, Rakab Ganj. Thereafter several meetings were held with Chairman & Manager, Gurudwara, Mata Sundri to finalise the date, time and topic.

Target Audience: People (women/men) living in and around the premises and the people who came for prayer at Gurudwara.

Topic: During the meeting with Manager, it was informed to have a session on Osteoporosis, as most of the people living in & around the Gurudwara have this problem and they need some advice to get cure from this disease.

Convergence with North Delhi Medical College: CHEB has coordinated with various hospitals for identifying expert on Osteoporosis. Finally, Dr. Sneha Sharma, Assistant Professor, Orthopaedics, North Delhi Medical College, New Delhi, accepted CHEB's request to be the resource person for the session.

Session on Osteoporosis: Session started with welcome to all participants, Gurudwara staff, Director CHEB and the speaker. Consultant, Social Science facilitated the session and shared about work of Central Health Education Bureau (CHEB) along with the purpose of initiative **मिले, सुने, कहे - सामुदायिक सहभागिता अभियान**. After the introductory session, Dr. Sneha Sharma, Orthopaedics talked about **Osteoporosis** and informed about the signs & symptoms of Osteoporosis and addresses the queries of the community.

Further, she explained about the common risk factors, key measures and some common tips to keep bones healthy.

After this discussion, Dr. Sneha Sharma invited community members to ask their queries or seek any other information related to Osteoporosis. The following issues were raised by the participants are;

- Who all are most affected by Osteoporosis?
- Are there ways to stop osteoporosis from worsening?
- Can medications taken for other illnesses cause bone loss?
- How frequently should one have bone density test done?
- How much calcium and vitamin D do one need every day, and how can one get enough of these nutrients?
- How much exercise should one do to boost bone strength, and which exercises do you recommend?
- What are the long term effects of Osteoporosis?

Apart from the above queries several participants personally consulted her for their problems like;

- Knee, joint and back pain
- Swelling of joints
- Unable to walk regularly and feeling sever pain
- Shared their medicine prescriptions and informed about the ongoing treatment
- What are the key exercises a person can do to make their bone healthy?

Dr. Sneha Sharma addressed each queries in a simple way and urged everyone to expose themselves to sun and start walking at least 30 min every day.

Participants attending the session were appreciative of the efforts made by CHEB in organising such programme and bringing the doctor to the Gurudwara for interaction with people.

Mr. Harjeet Singh, In-charge, Gurmat College and Ms. Harjeet Kaur, Principal, Guru Harkishan Public Girls school at Gurudwara, Mata Sundri praised the initiative and the title मिले, सुने, कहे. Teachers of this school actively participated and asked several questions and requested for another such session especially on First Aid.

At the end Dr. G. Kausalya, Director, CHEB convey her thanks to Dr. Sneha Sharma for accepting invitation at a short notice and explaining the diseases ina simple way, which was useful for the community terms. She also extended her gratitude /wishes to Gurudwara people for their support.

Thereafter, CHEB team provided a kit to all participants along with refreshments. A total of 50 participants attended the session.



III. Sangli Mess, Baba Jyoti Rao Phule Marg, Bhagwan Das Road, New Delhi:

The 3rd outreach campaign **मिले, सुने, कहे - सामुदायिक सहभागिता अभियान** organised at **Sangli Mess**, Baba Jyoti Rao Phule Marg, Bhagwan Das Road, New Delhi on 10th December, 2021 at 12.00 – 01.00 PM.



Target Audience: Women & adolescent girls residing in the slum were invited for the outreach campaign.

Topic: During the community members meeting, it was suggested to have a session on “Women related health issues”, so that they may aware about the precautions.

Convergence : CHEB coordinated with Maulana Azad Medical College (MAMC) and Lady Hardinge Medical College (LHMC) for inviting a Gynaecologist to take session on women related health issue. LHMC responded and nominated Dr. Sharda Patra, Gynaecologist to participate in the community outreach campaign at Sangli Mess.

Session on Women related Health issue: On 10th December, 2021, it was heart warming to see how the women & adolescent girls of Sangli Mess had prepared to welcome CHEB team and doctor. Consultant, Social Science facilitated the session and welcomed Dr. Sharda Patra, Gynaecologist, Mr. M.L. Meena, Health Education Officer, CHEB and Mr. Om Prakash Kashyap, representative community by presenting sapling.

Thereafter, a small introduction about the CHEB and the purpose of initiating **मिले, सुने, कहे - सामुदायिक सहभागिता अभियान** was shared with the community as part of ice breaking session. After that Dr. Sharda Patra suggested to make two groups (i) women under 50 years of age and (ii) women above 50 years of age, so that she may get a fair idea about the health related issues of both groups.

Dr. Sharda Patra, motivated women and adolescent girls to share about their general health problems. On getting some response from both groups, she built the narrative and then delivered her session on following issues;

- **Gender-** Discussed gender issues including biological and physical difference between boys & girls;
- **Adolescent girls** – described in simple words changes in their body.
- **Haemoglobin-** Discussed about the normal range and what to do if someone anaemic;
- **Balance diet-** She informed about importance of balanced diet.
- **Family Planning:** It was informed that after marriage it is important for newly-wed to talks about family planning as spacing child birth and also informed about various modern methods of contraceptives (especially mentioned about copper-T & Mala-D).
- **Gap in child** – She further informed about the minimum gap required between two child and why this gap helpful. Women took lot of interest and shared their experiences.
- **Cervical cancer-** She explained that it is a type of cancer that occurs in the cells of the cervix, the lower part of the uterus that connects to the vagina. She informed that this can be help in early diagnosis through PAP smear screening.

- **Menopause-** She explained about Menopause mentioning that this is the time that marks the end of a women’s reproductive phase, when a women has not had her menstrual period for at least 12 months. However, women need to be in touch with doctor to ensure healthy preventive.
- **Breast cancer-** Doctor also informed about types and symptoms of breast cancer.

Further, Dr. Sharda Patra, invited questions from the participants and some of the questions raised by community are as follows;

- Why does one have severe pain while passing urine?
- An adolescent girl raised concern about irregular periods, and cause of severe pain during periods?
- Women enquired about gastric problem?
- Precautions for the newly married couples?
- What is the right age when a woman has a menopause and what are the problems faced by women after menopause?

Dr. Sharda Patra, addresses their queries and also shared that it was a new experience for her to visit community for interaction.

Community voice: “We are happy to see a senior doctor amongst us, who have educated us and shared important information. Today we have got lot of information and our queries have been addressed. Also we promise to visit to you on Tuesday for cervical test. Thank you for organising this programme”.

At the end Mr. M. L. Meena, HEO, CHEB thanked Dr. Sharda Patra for being a part of this initiative and requested participants to spread this information in the community.

The CHEB team followed all the COVID-19 protocols (distributed mask and sanitizer) and provided a kit to all participants along with refreshments. A total of 52 participants attended the session.



CHEB at Twitter:

Information of all the three campaign on **मिले, सुने, कहे - सामुदायिक सहभागिता अभियान** were tweeted on CHEB social media handle for wider dissemination and information.

