

U. P. Health Summit 2022: Perform, Reform, Transform

PSI India through its flagship project 'The Challenge Initiative' (TCI) provides technical support to the Government of Uttar Pradesh to help reduce preventable maternal and neonatal mortality among the urban poor population by increasing the accessibility and availability of modern contraceptives. As part of this government-led initiative, TCI India recently joined forces with the Confederation of Indian Industries (CII) in an effort to engage the private sector to improve the quality of life of vulnerable populations living in slums and daily wage workers in large and small factories. The UP chapter in Lucknow alluded to the learnings and success levers of the demand-driven TCI India model in urban family planning (FP). At the event, Shri Brijesh Pathak, Honourable Deputy Chief



Minister and Cabinet Minister for Medical Health & Family Welfare, Government of UP, urged the industry government to come forward in supporting the government in meeting

the health needs, especially the FP needs of the community. The event had attendance from state officials, medical experts, CII officials, and development partners.

We seek motivation from the smile that appear on the face of people when they get benefit from the services created by the government technically supported by PSI India. PSI India will continue to strive to match its mile with the smile of the population most in need.

Mukesh Kumar Sharma
Executive Director



ICUH | International Conference On Urban Health

PSI India at ICUH 2022, Spain: Dr. Shikha Srivastava, Board members, and PSI India made a mark at ICUH 2022 and presented learnings from the male engagement initiative and demonstrated by PSI India with SIFPSA.

International Conference on Family Planning (ICFP)

PSI India created a buzz with its line-up of series of panel discussions, oral flash presentations, and posters at the ICFP 2022. Speaking at the pre-conference panel, Dr. Jyoti Vajpayee, Board member, PSI India alluded to the intensified need to focus on young, married and first-time parents while scaling up high impact interventions (HII) at the local level.

On the other hand, in oral flash presentations: (i) Mukesh Sharma, ED, PSI India exemplified how a simple 2BY2 matrix can help prioritize FP. (ii) Samarendra Behera shared insights from TCI India's specific male engagement strategy. (iii) Dr Emily Das summarized achievements and challenges from the introduction of newer contraceptives in TCI India's coaching ground in Uttar Pradesh. In other two panels, Hitesh Sahni narrated a failure faced in TCI India in "Oh-Aha Learning from Failure" and Deepti Mathur presented the learnings from the most significant change technique in "Elevating Stakeholders Voices Panel." The learnings from various aspects of TCI India were also presented through four posters.

INTERNATIONAL CONFERENCE ON FAMILY PLANNING
PATRIKKA CITY, HOLLAND • 14-17 NOVEMBER 2022

#ICFP2022

Dr S.K.Sikdar and Dr Rinkoo, General Manager Family Planning were recognized as Champions of Family Planning and felicitated by Gates Institute India team during ICFP and India received Country award for running the best family planning program. India team was acknowledged by Govt. for being a part of this success.



PSI India making a mark at National Family Planning Summit 2022

PSI India was invited by the Family Planning Division of the Ministry of Health and Family Welfare of the Government of India (GoI) to its one-day National Family Planning Summit held on July 27, 2022 in New Delhi. The summit's theme was "Sustaining Efforts, Steering Partnerships, Shaping Family Vision." During the summit, TCI India displayed a stall at the marketplace and disseminated its program learnings through publications and collaterals. Dr Bharti Pravin Pawar, Minister of State for Health and Family Welfare and Dr S. K. Sikdar, Advisor, MoHFW along with other dignitaries visited the stall and learnt about gains made by TCI India in different parts of the country.

Learnings from Urban Family Planning & AYSRH Initiative Shine on Social Media

PSI India through its largest FP program TCI, commemorated World Population Day (WPD) with a dissemination series on its learnings from the implementation of high impact interventions. It released videos on seven different themes where TCI India team members elaborated on the essential steps, importance and efficacy of the FDS approach, tools on HIPs, convergence, output tracking survey findings, role of the private sector in universal health coverage, quality assurance, and checklist. This dissemination series was launched on PSI India's social media platforms during the WPD fortnight: Facebook, Twitter, LinkedIn, and YouTube, and it received positive responses from health stakeholders and partners. In addition, on the occasion of WPD, 94.3 Big FM broadcast an interview with PSI India's Executive Director, who described how the FDS approach increases access to quality FP services.

Celebration of World Population Day in Three Intervention States



Going forward to strengthen convergence, and build resilience and sustainable health systems, TCI India stays committed to developing strategies in family planning and contraception to ensure couple communication, gender equity, and empowering women. In tandem with this, TCI India supported the two new state governments with coaching, and mentoring assistance in marking various events such as Saas- Bahu-Beti Sammelans, religious leaders meetings, and non-user/ young couple/male group meetings to promote family planning programs in resource-poor urban settings and create awareness in the community about the importance of family planning.

Improved Quality Standards of Health Facilities and Services

In Samagra project four UPHCs received NQAS certification and 18 UPHCs received Kayakalp certification. PSI India assisted PMSMA services in 29 health facilities where over 1700 ante-natal checkups were done among whom 110 high-risk women were identified and provided with a therapeutic dose of Iron sucrose. The team facilitated 678 UHND sessions during the pandemic ensuring that COVID-19 protocols were followed during the sessions and also ensured that messages regarding COVID-19 vaccination were percolated along with FP and immunization-related counseling sessions. The team supported in organizing key community events like World TB Day, Adolescent day, and National Immunization Day. The purpose of such events was to involve the community and FLWs/counselors to ensure a positive change in the social, and behavioral aspects of the provider and the beneficiaries. Moreover, additional COVID-19 vaccine-related counseling was done to reduce "COVID-19 vaccination hesitancy."

Uttar Pradesh Master Coaches Sustain TCI's Impact



Master coaches from Agra, Firozabad, Amroha, Jhansi, Aligarh, Lucknow, and Ayodhya are meeting regularly to collectively discuss, review, and plan to improve the city's FP indicators. These small teams discuss the inclusion of DQAC team in ensuring quality service delivery at UPHCs; conducting timely quarterly CCC meetings, and data validation committee meetings; reviewing weekly and monthly FDS reports by the urban health coordinators; reorienting ASHAs on online.

The Community, The Coordination, The Consultation: 3CS to Embrace High-impact Interventions in Bihar and Jharkhand

Political leadership, ownership, and adoption of high-impact approaches pave the way for successful FP services. The ask of various stakeholders in improving health services for the urban poor at the city level prompted Bihar and Jharkhand government officials to organize City Consultation Workshops (CCWs) in Patna, Gaya, Bhagalpur, Begusarai, Rohtas, Munger, and West Champaran cities of Bihar and Ranchi, Dhanbad, Bokaro, Deoghar, and East Singhbhum ranges of Jharkhand. As coordination across departments is critical to the success of the TCI urban health model, these workshops

successfully managed to gather all departments under one roof. These workshops aptly titled, 'Know Your City' had the participation of all the key stakeholders who laid the groundwork for an inclusive urban health plan to ensure access to health services to the urban poor. The exercise highlighted the commitment of the civil surgeon in bridging the gap between the community and the public health system and helps participants develop viable solutions to ensure quality FP service to the urban poor and implement prioritized high-impact practices.

Creating Solutions for the Uptake and Continuation of Post-Partum Contraception

Agra and Lucknow, the intervention cities under Srijan, have 0.01%–0.02% of the total chemist stores. At any given point in time, each of these store provides service to roughly 1500 people in a month. Another study informs that over 11.5 million abortions are being done with the aid of MA drugs outside of the health facility. Under Srijan, PSI India designed an implementation solution for the uptake and continuation of post-partum contraception in the Agra and Lucknow districts of Uttar Pradesh. Under this, 1200 chemists (655 urban and 545 rural) were enrolled. Additionally, a total of 30,371 leaflets were distributed among the targeted users; 67% of which were distributed by the chemists. Further, SAKSAM-printed helpline number cards were kept with the MA kits, and the chemists were encouraged to take the MA client's contact number with their consent. This awareness resulted in 2,769 eligible calls at the helpline center.

Septic Tank Cleaning is Just a Call Away: FSM Call Center Inauguration in Kanpur

PSI India has set up a Fecal Sludge Management (FSM) call center 14420 where the citizens can register a request for their septic tank cleaning. Ms. Pramila Pandey (Mayor) and Mr. Shivsharanappa, IAS (Municipal Commissioner) of Kanpur Nigam (KNN) graced the occasion and inaugurated the FSM call centre 14420 on 2nd August 2022.

Public-private Strategy Give Impetus to Wash

Working with the government, PSI India through Swachh Uday has demonstrated a comprehensive BCC strategy in 16 wards of Lucknow city. This public-private strategy has reached more than 80% population (36,646 individuals) through BCC/IPC activities on WASH improvements and shows potential of scale up by the government. The project created digital-visuals on three thematic and also produced audio-version of the same for wider dissemination. As a result, the project reached 36,646 individuals through BCC/IPC activities on WASH improvements in the slums. Besides, mapping of 600 influential community stakeholders was done for the creation of Mahalla Swachhata Samitis (MSS) across all 59 slums. These stakeholders were trained and empowered to coordinating with Lucknow Nagar Nigam representatives to improve the WASH situation of their respective slums. Additionally, 49 Mahila Arogya Samitis (MAS) were activated, with training of over 588 MAS members.

Mahila Arogya Samiti: A Vibrant Platform Improving Wash Attitude and Practices in the Slums of Lucknow



PSI India has integrated the MAS platform with WASH intervention activities to create awareness and enhance demand generation at the community level. 455 MAS members in all 49 intervention mohallas/slums were formed and activated. MAS members conduct IPC activities at the household level, share information on the WASH program, motivate the defaulters for improving their WASH behavior, and ensure referral linkages for WASH services. They coordinate with FLWs, community organizers of the ULB ward-level LMC team, and sanitary inspectors to ensure service delivery and deal with any lapse or delayed WASH services in their respective slums.

A Big Applause for the Increased Buy-in of the Lucknow One App

Under the stewardship of the PSI India Swachh Uday Project, slum dwellers have been made aware of the Lucknow-One App, launched by the Lucknow Municipal Corporation (LMC). As many as 1,324 individuals have registered a complaints through the App, which were resolved by the ULB within 24–48 hours. This initiative of PSI is being lauded by the LMC as well as community members who are significantly benefitted from the enhanced service delivery on WASH.

Door-to-door Waste Collection Introduced to Ensure Last-mile Service Delivery of Sanitation

PSI India in active collaboration with Ward Parshads in Lucknow has initiated coordination meetings with ward-level supervisors from LMC, Team PSI India, and community representatives to provide localized solutions for waste collection and management in various wards in the municipal area. For the narrow lanes, smaller hand carts have been introduced for waste collection. Door-to-door waste collection is introduced to ensure last-mile service delivery. Dump sites at the community level have been cleared and drainage networks are cleaned periodically.

Tracked Tankers, Smart Services: Strengthening the Monitoring Mechanism

PSI India has added another feather to its cap by bringing together the private septic tank operators (PTO) and municipal corporations to change the FSM narrative in the city. PSI India has ensured that all the tankers are equipped with a GPS tracking system and that they discharge at designated plants and not in random or prohibited areas. The innovative model for safe collection and disposal of fecal sludge coupled with the project's advocacy efforts have resulted in exceeding the 10 million liters mark in each month from July 2022 to September 2022 (July: 10.1 million liters, August: 10.2 million liters, and September: 10.05 million liters).

Watch the video to know more. Click on this link: <https://youtu.be/8qY03torw5I>