

Advocacy to Action

Promotion of Maternal and Neonatal Survival in the Tribal Areas of Rayagada District, Orissa



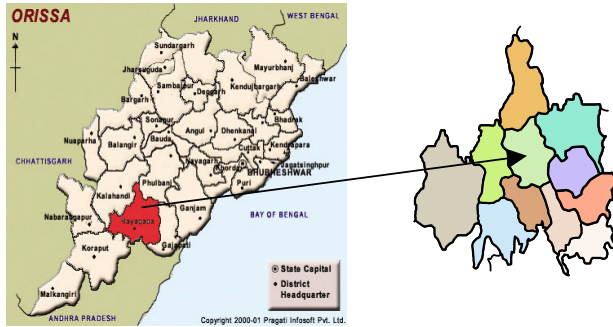
In the 21st century, India continues to be plagued by an unacceptable level of infant mortality and maternal mortality. The situation is worst when it comes to southern region of Orissa. The state has one of the highest Infant mortality rate (IMR) and maternal mortality ratio (MMR) in the country. According to SRS bulletin Oct'06, IMR is estimated to be 78 per 10000 live births and MMR is estimated to be 358 per 100,000 live births. Rayagada district has one of the worst socio economic indicators in Orissa. The root cause of high IMR and MMR are poverty, unskilled birth attendant during delivery, no emergency obstetric care, poor referral system. Orissa Voluntary Health Association (OVHA) has been undertaking advocacy initiatives with multiple stakeholders at state/ district/block level towards developing effective strategies for reducing maternal deaths and ensuring neonatal survival. In order to strengthen the advocacy efforts of OVHA, this project seeks to address the unmet need of the pregnant women and avail the emergency obstetric care. The project seeks to build capacity and elicit active participation of community and stake holders to take care of health and provide outreach service on a regular basis by providing referral transport to the needy and poorest of the poor. Referral services will be strengthen through effective linkages with various functional public and private health care institutions.

Objectives of the project:

- Ensuring essential ante-natal care, intra-natal, post natal care & neo natal care
- Promoting FP methods by increasing access to contraceptive choices.
- Strengthening referrals systems for high- risk pregnancies, obstetric emergencies and institutional delivery.
- Ensuring community participation and ownership
- Imparting education on hygiene, pregnancy, Family Planning methods and new born care to eligible women.
- Documentation and dissemination of lessons learnt at the district/state level.

Project area

The project will be implemented at selected villages of Bissumcuttack block of Rayagada district



Strategy

Involvement of community in the grassroots through Community health volunteers(CHV)and establishment of community based system to facilitate skilled attendance during the delivery and neonatal care. Linkages to be established with secondary health care institutions for emergency obstetric care. The community will be empowered through transfer of knowledge and skills for ensuring safe motherhood and family planning. Advocacy to be strengthened by involving multiple stake holder and building effective partnership.



Target groups:

The project will focus on all women in the reproductive age group of 15-49 years and children below 2 years of age.

Key activities:

- Community need assessment (CNA) and micro planning in the villages.
- Base line survey to understand the existing status and developing a realistic plan of action.
- Capacity building of the community on reproductive and child health, training of traditional birth attendants, identification and training of change agent in the community.
- Service delivery to be ensured through early registration of pregnant women, focused ANC/PNC, safe delivery, new born care, immunization.

- Appropriate IEC material to be developed for positive behavioral and attitudinal change in the community.
- Process documentation of interventions and sharing it to multiple stakeholders for evidence based advocacy.

About the implementing agency:

OVHA is a secular, non-political and non-profit making oldest and largest health federation registered under Societies Registration Act of 1860 (Act XXI) in the state of Orissa. It aims to promote community health, social justice and human rights related to the provision and distribution of health care services to the under privileged and economically weaker section of the community. It strives to achieve health a reality for the people of Orissa.

Head Office	Project Office
Orissa Voluntary Health Association Lokswasthya Bhawan, 165, Laxmi Sagar Square Bhubaneswar-751006, Email: ovha@orissavha.org Web site: www.orissavha.org	Hanuman Temple Chhak, In front of Old Telephone Exchange, At/Po/ Bissamcuttack Dist: Rayagada Ph. 06863-247641

The project is financially supported by:

Population Foundation of India

B-28 , Qutub Institutional Area,
New Delhi-110016
Phone: 011-42899770, Fax:011-42899795
Email: popfound@sify.com
Web site: www.popfound.org