

What's In:

- Girls Gaining Ground-Facilitators training for the second phase completed by Media Matters
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UPDATES

Girls Gaining Ground- Facilitators training for the second phase completed in all intervention blocks and sessions with Girls started in a new set of villages (about 100) and Ashram Schools (10)

The process of the selection of the facilitators (about 150) for the second phase of the *Gheu Bharari* program is completed by concerned NGOs in all the intervention blocks and Mumbai in presence of representatives from BA. The training of the new facilitators (through 6 different training sessions of 10 days each for each group) is also now completed in all the intervention blocks by Media Matters. The activities with enrolled girls in new set of villages and Ashram schools started in most of the intervention blocks. About 5,100 new girls (3,750 from communities and 1,350 from Ashram Schools) are enrolled for the second phase of the program.

Most of the NGOs also conducted sharing and dissemination workshops with the girls who participated in the first phase of the program. These workshops have been instant successes and projected the learnings imparted to girls in a very effective manner.

Sharing and Dissemination workshop on completion of the first phase of GGG conducted in Ghatkopar



A sharing workshop with the girls who completed the first phase of the *Gheu Bharari* program was organized in Sarvodaya hall at Ghatkopar on 19th of Sep 09 by SNEHA, the implementing NGO of the GGG program in Ghatkopar area of Mumbai. Parents, community members and new facilitators from Kamraj Nagar, Kirol village, Varsha Nagar and Vikroli Parksite area of Ghatkopar were invited for the same. The program included sharing of views of and learnings from the program by girls, felicitation of the facilitators and participating girls of the program, dancing, games and story sharing.

The girls came on to the stage and shared what they learnt from GGG program and how they have benefited from the sessions and also their future plans. The way they spoke on the stage reflected their self confidence and the knowledge gained on various issues like rights of girls, knowledge on reproductive health, balanced diet and nutrition etc.

The girls were given away certificates for completion of the module and the facilitators of the program were felicitated with small gifts for their contribution in the program. Overall the program went very well and provided a platform for the girls to share their views and learnings with the community and other audience.

A step towards girls empowerment in village Laktu of Dharni Block in Amravati

The girls from Laktu village of Dharni block in Amravati during one of their visits came across drinking water taps surrounded by stagnant water, waste material and people washing clothes and utensils and even faeces of children near the tap. Mosquitoes and flies were abundant. Hence they took note of this and decided to change it for the better and decided to take up water sanitation as their outreach activity (Outreach Activity is a regular feature of GGG curriculum).

Around the same time the Medical Officer of the nearby Primary Health Centre had arranged a session on health awareness for the SHG women in the village. The facilitator and the girls also attended this session and got to know that the Sarpanch has been allotted Rs. 10,000/- as expense amount towards water sanitation purposes. When followed up, the girls realized that this was not utilized and no work was done. They confronted the Sarpanch saying that as responsible citizens they have every right to do something good for the community. Hearing this, the Sarpanch quietly reinstalled the water tap and got the vicinity cleaned up.

This incident gave inspiration to women SHG in another village and they too got their drinking water taps repaired:

Kavita Chavan is the GGG facilitator in this village. Let's appreciate her efforts.

- GGG Project Coordinator, Ashray Seva Bhavi Sansthan, Amravati

Behaviour Change Communications Campaign on Hand Washing – the roll out process

Improved knowledge, attitudes and practices relating to basic day-to-day hygiene practices of people would directly impact in reduction of diseases, which is critical for health & nourishment of children, esp. under the limited food security conundrum. To adopt a suitable model that has wider impact through government structures, systems, and programs a pilot was initiated by Bhavishya Alliance.

Engagement of Hindustan Unilever and Ogilvy Action in developing and adopting a behaviour change communications model, technical expertise on health & nutrition of UNICEF and other such organisations, grassroots execution of model by NGOs through the government infrastructure systems and structures is making this pilot program a successful participatory model.



Master Trainers of UNICEF being trained by Ogilvy Action

UNICEF and HUL together reworked on an already existing and successful Lifebuoy Swasthya Chetana Model for promotion of hand washing. UNICEF facilitated it to be integrated into Village Planning, Schools in Development, Ujjala, and Deepshika programs of government.

The roll out process:

Around 90 kits, 30 each for different target audience, carefully designed suiting to the different audience i.e. children, women and wage earners were developed by Ogilvy Action.

In the beginning 30 Master trainers of UNICEF working with The Trainers Alliance, Ujjala, Village Micro planning, School In Development programs and Deepshikha were trained by Ogilvy Action and appropriate kits suiting to the target audience they deal with were given to them. These master trainers further disseminated the knowledge using the tools to the community in Nandurbar.

Further to this during March 09 , 45



people including the 13 field coordinators from NGOs and 32 Village Resource Persons (involved in Micro planning exercise) from Nawapur and Taloda of Nandurbar underwent a one day interactive training during the 21 days village planning training facilitated by UNICEF. The training was imparted by the trainers of Ogilvy Action under the leadership of Dr. Deepak from UNICEF. These trainers were given around 60 kits made into a set of 15-20 kits

The kits consisted of the following materials:

➤ Children

Story board: To evolve a story around the importance of hand washing and implications of not practicing

Demo kit: (using soft balls and wet water colours) - To demonstrate how germs spreads from one child to another as the wet colours on the ball spreads from one to another.

Snake and ladder game: Demonstrate every time you fall sick (the snake eats you up), you come back to square one and the good practices take you up the ladder to make healthy child who wins.

Posters and stencils: To spread different messages through posters and wall writings

➤ Mothers

Diarrhoea charts: To spread the message through games that improper hand washing would lead to repeated occurrences of diarrhoea and imparting information on diarrhoea management

Good and bad habits: (Here one of the volunteer is blindfolded with a piece of cloth and asked to put the playing cards on the correct envelopes. Doing it correctly make one win.) To demonstrate that doing something with out knowledge is like putting cards keeping your eyes closed. This helps in articulating the importance of being informed about germs, how it spreads and its management, to be a winner in life!

Demo kit: (using soft balls and wet water colours) – To demonstrate that germs spreads from one to another as the wet colours on the ball spreads from one to another.

➤ Wage Earners

Business game: (played with fake currency notes and dices) – To demonstrate that healthcare is costly. Every time some one falls sick in your home it takes a lot of your hard earned money to manage that.

Demo kit: (using soft balls and wet water colours) – To demonstrate that germs spread from one to another as the wet colours on the ball spreads from one to another.

which included kits for all the target audience. These trainers formed small groups and further reached out the messages on importance of hand washing with soap to different target groups viz. children, mothers and wage earners in villages of Nawapur, Taloda and Dhadgaon during the 5 days micro planning exercise. During the micro planning process appropriate kits were demonstrated while doing different exercises with different groups like school children, women and men.

As of now the micro planning process has been completed in 295 villages of Nandurbar of which the hand washing behavioural change pilot campaign has been carried out in more than 214 villages (80 villages in Navapur, 50 villages in Taloda and 84 villages in Dhadgaon) with participation of around 30,000 people.

Introducing new BA staff:



Dr. Shubalakshmi S. Iyer

Dear Friends,

It gives me immense pleasure to introduce **Dr. (Mrs) Shubalakshmi S. Iyer**, who has joined Bhavishya Alliance, as **Program Manager** in the month of October '09. Dr. Shubalakshmi holds a Bachelors degree in Ayurvedic medicine, an advanced Diploma in Hospital Administration, and a Human Resource Management degree.

Dr. Shubalakshmi has an experience of about 12 years in Community Health Care, starting her career as a Resident Medical Officer in Chiner General Hospital, M.A. Podar Hospital, Sion Polyclinic & Nursing Home and N. S. Jain Charitable Hospital. Thereafter she worked with various other organisations like Cancer Patients Aid Society, NPSP (National Polio Surveillance Project), ICMR, Impact India Foundation and Niramaya Health Foundation, on various issues in Public Health and held various portfolios, her last position being Program Director with Niramaya Health Foundation.

I request you all to extend all the necessary support to her as you have been providing to all of us at Bhavishya Alliance. She can be contacted by e-mail at shubalakshmi@bhavishyaalliance.org.in.

Best Regards
Murthy
