

Public Private Partnership in NCDs: Learning from Assam

Strengthen Capacity to Reach Everyone
for Effective Screening to Prevent NCDs

How we work on NCDs

Collaboration to Intensify Actions on the Non-communicable diseases (NCDs) Program with public and private sector stakeholders

Key Achievements:



Increased knowledge of trainees on effective screening, counseling & referral



Increased public awareness on NCDs through health education and promotion on critical health issues in the community



Increased attention of government health functionaries for mainstreaming NCD activities at various State and District level health events



Strengthen implementation of NCD population-based screening guidelines at the PHC

BACKGROUND

GOAL

To meet the primary healthcare needs of the underprivileged rural population for NCDs

OBJECTIVES

1. Increased public awareness on NCDs through health education and promotion of critical health issues in the community.
2. Strengthen the implementation of population-based screening to provide timely care and management support.
3. Upskilling the PHC health team to deliver essential NCD services.

TARGET BENEFICIARIES

Community members above the age of 30 years, and health professionals

PROJECT AREA



BPHC
Sualkuchi

Kamrup Rural



BPHC
Barpeta road

Barpeta



PHC
Rangachahi

Majuli



MPHC
Ratanpuri miri

KEY INTERVENTIONS

1

Rapid Formative Assessment

2

Community awareness and call to action drive for NCD screening

3

Upskilling of healthcare workers

4

Health care infrastructure strengthening via essential supplies

5

Digitization of patients record

RFA - FINDINGS

1

Lack of knowledge for NCDs
in community

2

Logistic challenges for
diagnosis

3

Diversion of focus from NCD
due to Covid 19

4

Health care staffing
challenge

5

Patient hesitancy to avail
services

RECOMMENDATIONS

1

To strengthen the capacity of the service provider by preparing training calendars and separate training curriculum for each level.

2

Create a support and follow-up mechanism for suspected oral, breast and cervical cancer cases.

3

A higher frequency of community awareness campaigns will increase the demand for population-based screening and access services from the public health system, including facilitating a change in lifestyle and adopting good practices within the community.

4

Schedule home visits by ANM and confirmation by CHOs for identified suspected cases.

MAJOR OUTCOMES



Population
Based
Screening

22,982

Individuals over the
age of 30 years
screened



Community
Awareness

545

Outreach camps
organised



Upskilling of
Health care
professionals

571

Healthcare
professionals trained



Health care
infrastructure
strengthening

04

Health facility
strengthened with
key essentials



Digitalisation

16,000

patients' NCD
records digitalised

CHALLENGES AND RESPONSES

CHALLENGES

Reluctancy in visiting Sub Centers

Stigma and challenges in cervical cancer screening

RESPONSES

- Continuous reminders by ASHA workers and community volunteers- increase In sub-centers OPD
- Provision of equipment
- Upskilling of Health Care Workers

- Targeting both men and women
- Involving local community members as volunteers
- Community mobilization by street plays and IEC.
- Women from the community have emerged as leaders to sensitize the stigma

CHALLENGES AND RESPONSES

CHALLENGES

Inadequate history taking before VIA procedure

Logistics for screening for CVDs and cancers

Majuli- Unique Geography

RESPONSES

- Engaged skilled team of counsellors to provide pre- & post-cervical cancer screening.

- The provision of necessary equipment and training improved Patient flow for CVDs and cancer
- Quality working equipment for screening-Improved Quality of Service

- Community volunteers from the same area - Increased awareness

KEY SUCCESS FACTORS

- Public-Private Partnerships for Improved NCD Service Delivery
- Community Sensitisation and awareness with local volunteers
- Special Outreach Drives for Screenings
- Equipping Healthcare Workers with the Knowledge to better diagnose and manage NCDs
- Equipping Health care centres with essential supply





Thank You

PEOPLE TO PEOPLE HEALTH FOUNDATION
Delhi