

PRESS RELEASE

DISSEMINATION OF COMMUNICATION STRATEGY ON RMNCH+A

Date : 10th September, 2014

Venue : Hotel Capitol Hill, Ranchi

Titled 'Call to Action for improving RMNCH+A Outcomes in Jharkhand', the health communication strategy was formally disseminated at a one day state level workshop organised by UNICEF in collaboration with Department of Health and Family Welfare, on 10 September.

The Ministry of Health and Family Welfare, Government of India, (MoHFW 2012) has recently presented a strategic approach to RMNCH+A (Reproductive Maternal Neonatal Child and Adolescent Health) that embodies a vision for comprehensive and integrated health services by ensuring a "continuum of care" throughout the "life cycle" for all adolescents, mothers and children in India. The strategy is directed to bring down IMR and MMR in all states and across the country to the target as set by the 12th Year Plan. In the context of Jharkhand this is very important as the state has a very high Infant Mortality Rate of 39 and a Maternal Mortality Rate of 261 as per AHS data.

This strategy is evidence based and was developed through a year-long participatory process that commenced with secondary desk reviews, consultative meetings followed by a formative research study in six districts (**Ranchi, West Singhbhum, Simdega, Palamu, Giridih and Sahibganj**). Aimed to estimate state level baseline indicators for 1523 married women in the reproductive age group of 15-45 years. The research revealed the deep rooted cultural and social factors that lead to the high rates of IMR and MMR in the state. Designed to address these, RMNCH+A developed a systematic, comprehensive, evidence-based Social and Behavioral Change Communication (SBCC) strategy. The strategy focusses on 15 key behaviors of individuals across her life span that needs to be addressed to be able to bring about the desired change. The document also recognizes and puts forward the implementation plan and focuses on processes that can bring about sustainable change.

Representative from UNICEF country office and Jharkhand state office, Directors and government officials from National Health Mission, Human Resource Department, Social Welfare and Women and Child Development, Department of Water and Sanitation, Panchayat Raj Institution, Communication partners, District Representative from health department and NGO partners are expected to attend this workshop.



NODAL OFFICER

IEC/BCC CELL