

ACTIVATING A NEW CITY FOR FAMILY PLANNING

Taking Eight Steps in an Orchestrated Manner Activates a New City for Family Planning Rather Quickly

Why use this approach?

In a new city, it is the city manager who provides essential technical support and coaching to city counterparts to ensure sustainable scale-up of proven approaches. These eight steps have proved useful for doing the same.



STEP 1: Consult individually with key city officials

and build a one-on-one rapport with the Chief Medical Officer (CMO); Program Officer – Urban Development; District Urban Development Authority (DUDA) representative; Municipal Commissioner; District Magistrate; Division/District Program Manager – NUHM; Nodal Officer – Urban Health / Family Planning; and Program Officer- Integrated Child Development Services.



STEP 2: Conduct a family planning gap analysis

through a city consultation workshop (CCW) meeting to market and build rapport for TCIC activities. The platform helps to identify critical gaps in urban health, family planning and maternal and child health and serves to produce a city health plan, a common reference document for use in subsequent city coordination committee (CCC) meetings.



STEP 3: Identify 'ready-to-start' facilities

through an assessment by City Managers of each urban primary health center (UPHC) using the facility readiness checklist and against government of India's quality assurance parameters for family planning.



STEP 4: Familiarize yourself with high impact approaches

in order to adequately identify solutions to the identified gaps within family planning in the city.



STEP 5: Keep city government informed

by holding a recurring meeting with the CMO, Nodal Officer and other key stakeholders to brief them regularly about the family planning work being done in the slums through UPHCs, Fixed Day Static, outreach camps and urban health and nutrition days.



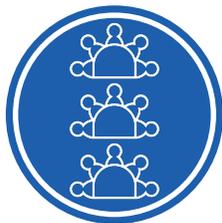
STEP 6: Use data for decision-making

and to advocate for improved family planning services in areas such as equipment, supplies, and provider trainings. In addition, use the data to amplify TCIHC's work in key forums, such as urban health review meetings, family planning review meetings, District Health Society Meeting, District Magistrate Meeting and urban local body meeting.



STEP 7: Become part of government CoP/health forums

and showcase TCIHC work by sharing important daily happenings related to family planning work in the social media platforms of the city government. This will update the CMO and sharing progress of the work builds credibility of TCIHC and the CMO and his/her team.



STEP 8: Participate in regular meetings at different levels

including every urban family planning review meeting, urban health review meeting, MoIC monthly meeting and at least one ANM/ASHA meeting every month. Facilitate the ANM/ASHA meeting and bring out challenges and gaps in reaching out to and counseling women on adopting modern family planning methods. Address these issues by doing joint field visits yourself and through the field team. Gradually, ANMs should be able to hold review meetings with ASHAs in a similar manner, and the City Manager can focus more on district-level meetings.