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Confederation of Indian Industry



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| a PSI India-TCI Initiative |
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Health Summit 2022: Perform, Reform, Transform

In UP, as part of this government- led initiative, TCI India recently joined forces with the Confederation of Indian Industries (CII) in an effort to engage the private sector to improve the quality of life of vulnerable populations living in slums and daily wage workers in large and small factories. The UP chapter in Lucknow alluded to learnings and success levers of the demand-driven TCI India model in urban family planning.

At the event, Shri Brijesh Pathak, Honourable Deputy Chief Minister and Cabinet Minister for Medical Health & Family Welfare, Government of UP, called out industry bodies to come forward in supporting the govt. in meeting the health needs, especially the family planning needs of the community.

The event had attendance from state officials, medical experts, CII officials, and development partners.



Director, Gates Foundation India Visit to Playground City of Uttar Pradesh

Dr Rajani Ved, Director, Health, BMGF India visited Chitwapur urban primary health centre at Lucknow, U.P. and to understand the TCI India coaching model and its role in scaling up HLLs. She interacted with medical-officer-in-charge and other staff of the UPHC. She appreciated the TCI efforts towards government led coaching mechanism for FP and HSS strengthening.



Gates Institute Sr Program Officer Visit to observe the impact and change created under TCI India Initiative in UP

Kate Graham visited various cities in UP and Bihar to understand about the improved status of urban health and the urban family planning program.

She discussed the TCI India programme, challenges, and impact with the facility staff from both public and private section, and also met with the stockist and drug association to learn how sensitised chemists provide confidential and unbiased contraceptive services to clients. She also met the FOGSI Secretary and learnt about post-partum and post abortion family planning services and HMIS reporting system.

Making a Mark at the National Family Planning Summit 2022

TCI India was invited by the Family Planning Division of the Ministry of Health and Family Welfare of the Government of India (GoI) to its one-day National Family Planning Summit held on July 27, 2022 at New Delhi. The summit's theme was "Sustaining Efforts, Steering Partnerships, Shaping Family Vision." During the summit, TCI India displayed a stall at the Marketplace and disseminated its program learnings through factsheet on OTS, AY-Formative Research, Graduation performance, Urban tales, Photo compendium etc. Dr Bharti Pravin Pawar, Minister of State for Health and Family Welfare; Dr S. K. Sikdar, Advisor, MoHFW along with other dignitaries visited the stall and learnt about gains made by TCI India in different parts of the country. Special mention was for the sustained results in the graduated cities.



TCI India's Dissemination Series Shine on Social Media Platforms

TCI India, commemorated World Population Day (WPD) with a dissemination series on its learnings from the implementation of high impact interventions. It released videos on seven different themes where TCI India team members elaborated essential steps, importance and efficacy of the FDS approach, tools on HIPs, convergence, output tracking survey findings, role of the private sector in universal health coverage, quality assurance, and

checklist. This dissemination series was launched on PSI India's social media platforms during the WPD fortnight: Facebook, Twitter, LinkedIn, and YouTube, and it received positive responses from health stakeholders and partners. In addition, on the occasion of WPD, 94.3 Big FM broadcasted an interview with PSI India's Executive Director, who described how the FDS approach increases access to quality family planning services.

Harnessing Opportunities and Ensuring Rights and Choices for All



Convergence - A small word but Bigger Than Big!



Understanding the concept of multi-health-stakeholders in family planning



A simple checklist for family planning can lead towards self-reliance on quality of care at health facilities



Focused, FDS approach for FP can revamp the whole urban health system to cater to the needs of the urban poor population



Systematic support & implementation of HIIS results in improved contraception use at scale in the urban population



Why male engagement is De-prioritized in family planning



mCPR among urban poor can be improved by 3.7% points just in one year of intervention



Why should issues related to adolescence be spoken and heard?

Observing World Population Day in Three Intervention States

Going forward to strengthen convergence, and build resilience and sustainable health systems, TCI India stays committed to developing strategies in family planning and contraception to ensure couple communication, gender equity, and empowering women. In tandem with this, TCI India supported the two new state governments with coaching, and

mentoring assistance in marking various events such as Saas-Bahu-Beti Sammelans, religious leader meetings, and non-user/young couple/male group meetings to promote family planning programs in resource- poor urban settings and create awareness in the community about the importance of family planning.



WPD UP, Bihar and Jharkhand

TCI India's Dissemination of learnings at the International Conference on Family Planning 2022

The India team created a buzz with its lineup of series of Panel discussions, Oral flash presentations and Posters at the ICFP 2022. In a one of its kind unique "Oh-Aha Learning from Failure" panel, Hitesh Sahni, Chief of Party, TCI India narrated a failure faced in TCI India and explained how adaptive management and continuous learning is at the core of ways of working of this hub. Other than this, speaking at the pre-conference panel, Dr. Jyoti Vajpayee, Board member, PSI India alluded to the intensified need to focus on young-married and first-time parents while scaling up High Impact Interventions (HII) at the local level. In Oral Flash Presentations; (i). Mukesh Sharma, ED, PSI India exemplified how a simple 2BY2 matrix can help states, cities, facilities

and service providers prioritize family planning. (ii). Samarendra Behera, Deputy COP shared Insights from TCI India's specific male engagement strategy. (iii). Dr Emily Das, Deputy Dir – M&E summarized achievements and challenges from the introduction of newer contraceptives in TCI India's coaching ground in Uttar Pradesh. Deepti Mathur, Associate Dir – Program Learning & Training presented learnings from TCI India's Qualitative M&E Most Significant Change Technique in "Elevating Stakeholders Voices Panel." Additionally, learnings from various aspects of TCI India were presented through four Posters on: HIA institutionalization, Comparative Case Study, Mapping/ Listing and TCI's learnings in COVID.





Moment of Pride

India received the Country award for running the best family planning program. The TCI India team was acknowledged by Govt. for being a part of this success.

Another feather on the cap was felicitation of family planning champions by the Gates Institute. They recognized and felicitated Dr S.K.Sikdar, Advisor, MoHFW and Dr Rinkoo, General Manager Family Planning, UP.

International Conference on Urban Health



TCI India at International Conference on Urban Health (ICUH) 2022, Spain

Dr Shikha Srivastava, Board members, PSI India made a mark at ICUH 2022 and presented learnings

from male engagement initiative demonstrated by PSI India with SIFPSA and GoUP.

The Community. The Coordination. The Consultation: 3C's to embrace high-impact interventions in Bihar and Jharkhand

Political leadership, ownership, and adoption of high-impact interventions pave the way for successful FP services. The ask of various stakeholders in improving health services for the urban poor at the city level prompted Bihar and Jharkhand government officials to organize City Consultation Workshops (CCWs) in Patna, Gaya, Bhagalpur, Begusarai, Rohtas, Munger, and West Champaran cities of Bihar and Ranchi,

Dhanbad, Bokaro, Deoghar and East Singhbhum cities of Jharkhand. As coordination across departments is critical to the success of the TCI urban health model, these workshops successfully managed to gather all departments under one roof.

These workshops aptly titled, 'Know Your City' had the participation of all the key stakeholders who laid

100%

Fixed day static services initiated in Bihar

100%

FP corner established in TCI cities in Jharkhand

100%

Landscaping & Gap analysis completed through CCW 'Know Your City' in All Start-Up cities

100%

Private sector engagement rolled out

the groundwork for an inclusive urban health plan to ensure access to health services to the urban poor. The exercise highlighted the commitment of the Civil Surgeon in bridging the gap between the community and the public health system and helped participants develop viable solutions to ensure quality FP service to

the urban poor and implement prioritized high-impact practices. As a result, results have started trickling down from newer geographies in terms of conduct of FDS, orientation of community health workers, directives for hands-on training on LARC etc.

Uttar Pradesh Master Coaches sustain TCI's Impact

Master coaches from mature cities of U.P. are meeting regularly to collectively discuss, review, and plan to improve the city's family planning indicators. These small teams discuss the inclusion of DQAC team in ensuring quality service delivery at UPHCs; conducting timely quarterly CCC meetings, and data validation committee meetings; reviewing weekly and monthly FDS reports by the urban health coordinators; reorienting ASHAs on online indenting

and ensuring timely availability of FP supplies by the FPLMIS manager; utilizing Rogi Kalyan Samiti's fund to resolve issues and gaps at UPHCs. These master coach meetings have become a thriving discussion platform where low-performing facilities are identified by analysing the HMIS data. This engagement is helping the city government officials better understand the progress of their city and formulate strategies for improving the FP services.

Master Coaches Facilitate Playground-Study Tour

Four new cities; Governments of Unnao, Jalaun, Hardoi, Bijnor onboarded TCI platform and were coached by the Master Coaches of Moradabad, Lucknow and Jhansi during the Playground/Study tour visit to their

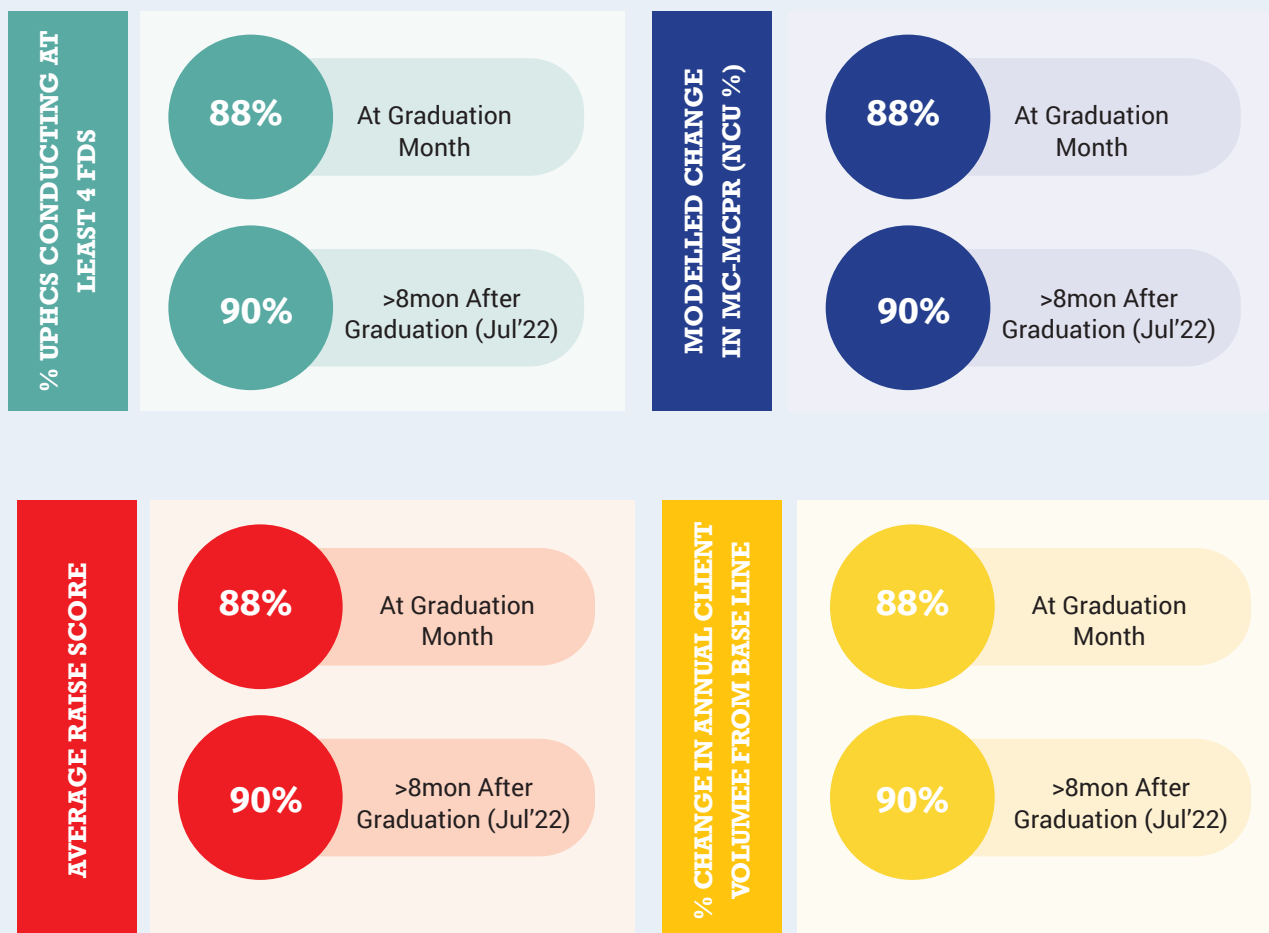
geographies. The budding cities observed government ownership at all levels of planning and eagerly looked ahead for TCI India's coaching and mentoring support. Also a study tour was facilitated for Bihar state.



Master Coaches Ensure Consistent Performance by Graduated Cities

Most significantly, city governance staff including Master coaches continued to assess the cities using TCI's RAISE tool post-graduation and remarkably average score of these cities was still in the range of 90%. The master coaches have proven to be a game-changer as they have

influenced adoption of HIAs in near-by towns, which has added to the overall impact at city level. This implies self-reliance and sustenance of high impact practices or TCI's model in the cities thus ensuring family planning to vulnerable urban poor population.



City Health Plan Review in Convergence Meeting

Firozabad, City Government Officials (Integrated Child Development Scheme (ICDS), the District Urban Development Agency (DUDA), the Education department) along with UNICEF, WHO, and medical officers, reviewed the City Health Plan developed by NUHM in 2019-2020. The committee added new components to the city health plan in order to strengthen each aspect of the urban health system. Some key decisions from the review of



CCC members reviewing Firozabad's City Health Plan

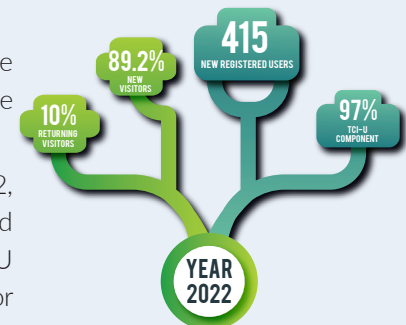
City health plan were: each department will share ward- specific existing resources, create a help desk for urban ASHAs at the district hospital, space for UHND and outreach sessions will be provided by the Nagar Nigam and the education department,

Nagar Nigam will ensure hygienic surrounding at outreach sessions, and members of MAS and self-help groups will support ASHAs in mobilizing clients for family planning, immunization, and ANC/PNC check-ups.

Registered TCI-U Users Since Inception: 2626

In the year 2022, India added 415 new registered users as per the google analytics report and this totaled the India tally upto 2626 registered users (since 2017). This includes 89.2% new visitors, while 10% were returning visitors.

Additionally, the fifth annual online survey conducted in August-September 2022, highlighted 97% of Indian respondents accessed India toolkit which is the most used TCI- U component. Of all the respondents from India, 76% respondents used TCI-U and its guidance on the high-impact approaches to design family planning and/or AYSRH programs.



Restrategizing: Rethinking: Striding Forward! India Hub at the TCI Global Annual Meeting, 2022).

TCI Global Annual Meeting 2022: The Indian hub led by CoP Hitesh Sahni participated actively in the TCI global annual meeting at Pattaya, Thailand. The

team came back with fresh insights on maintaining and upscaling global strategies of coaching, master coaches and graduation.