

DeenDayal Mobile Health Units

GOLD DRAGON
PROMOTION MARKETING
AWARD OF ASIA
2010



Gold @ the PMAA 2010
Best Cause or Charity Marketing Campaign



Gold @ the CMO Asia 2010
Best Social Marketing Campaign

Promotion
Marketing
Awards
of Asia



Order of Merit @ the PMAA 2008
Best Cause or Charity Marketing Campaign



Campaign Background

Social health is the key factor contributing towards all round economic and social development of the nation. In recognition of this fact, Government of India has rolled out “National Rural Health Mission” to address the essential infrastructural corrections in the basic health care delivery machinery. The focus of this mission is on the key factors contributing to good health, namely, nutrition, sanitation, hygiene and safe drinking water. Simultaneous aim is to streamline the Indian systems of medicine through decentralization and district management of health programs, community participation, operationalizing community health centers into fully functional hospitals meeting Public Health Standards in each block of the country. It is an articulation of the commitment of the government to raise public spending on health from 0.9% of GDP (as on 2005) to 2-3% of GDP (by 2010).

Objectives

- The Goal of the Mission is to improve the availability of and access to quality health care by people, especially for those residing in rural areas, the poor, women and children. This will be achieved through:
- Reduction in Infant Mortality Rate (IMR) and Maternal Mortality Ratio (MMR);
- Universal access to integrated comprehensive public health services;
- Child health, Water, Sanitation and Hygiene;
- Prevention and control of communicable and non-communicable diseases, including locally endemic diseases;
- Population stabilization, gender and demographic balance;
- Promotion of healthy life styles.

Campaign Strategy & Concept

To address this project, we conceived the idea of a Mobile Ambulance which will traverse the stretches of these three districts. Christening as 'Dindayal Mobile Health Units', we deployed 14 ambulances well equipped with medical infrastructure and medicines, each manned by a doctor, nurse, pharmacist, technician and a driver.

Medical Aid/ equipments:

The Dindayal Mobile Health Units are facilitated with Stethoscope, Health Inspection tables, B.P. check machines, E.C.G. instrument, Haemoglobin Meter, Fitoscope, Speculum, Torches, Weigh Machines, I.U.D. units, Family Planning instruments, First Aid kits, Oxygen masks & a Blood Counter. In addition, each MHU also carries a TV set, a DVD and basic sound system. These apart, the MHUs stock all essential medicines.

Campaign Execution

- The essence of the project lies in the fulfillment of the novel objective of offering best medical aid to the remotest corners of the state, free of cost. Hence, it was essential to form medical teams who would be high on integrity, commitment and energy. Thus, we hand-picked local retired Govt. MBBS doctors, A.N.M./nurses, pharmacists and technicians of repute who are registered with M.P. Health Council, to be part of our Medical teams. We have recruited them on our pay-rolls for the entire project tenure, thus ensuring the commitment quotient for each team member.
- Strict supervision and smooth functioning of these MHUs would ensure the success of this mega project. In order to implement the same in realistic connotation we recruited personnel who are stationed at each district, acting as one-point contacts for the medical teams. These officials co-ordinate with the local CMO & BMO offices on a regular basis to ensure effective implementation of instructions and route plans issued by these local bodies. Maintenance of the MHUs, stock of medicines and all records of the activities are taken care by these officials as well.

Attending 3000 patients daily

- Medical advice and primary health check-up,
- Educating the villagers on key issues like family planning and the various schemes offered by the state Govt.,
- Distributing essential medicines,
- Offering vaccination,
- Carrying out pregnancy tests for women and distribution of contraceptive pills,
- Health check-up of young girls sharing vital information on safe sex and pregnancy,
- Conduct routine blood & serum tests, collect the samples and carry out diagnosis as per reports,
- Offering tips on health & hygiene through AVs and advertisements,
- In case of critical illness, our doctors refer the affected to the district hospitals.
- To take care of any natural calamities affecting any of the blocks, we have ensured back-up medical teams and MHUs which are available 24x7.

जो हम तकत पहुँच सके हम उत तक पहुँचे

दीनदयाल चलित अस्पताल

विकास खण्ड_सिलावद (बड़वाती)

जागरण सल्युशन (जागरण प्रकाशन) वर्ड दिल्ली

की जाने वाली नि

किसी भी प्रकार के विपत्ति
प्रदान करती।
सर्वोच्च का विचार।
विचारक।

प्रकार के कार्य प्रदान करती।
सर्वोच्च का विचार।
विचारक।

प्रकार के कार्य प्रदान करती।
सर्वोच्च का विचार।
विचारक।

प्रकार के कार्य प्रदान करती।
सर्वोच्च का विचार।
विचारक।

प्रकार के कार्य प्रदान करती।
सर्वोच्च का विचार।
विचारक।

प्रकार के कार्य प्रदान करती।
सर्वोच्च का विचार।
विचारक।

प्रकार के कार्य प्रदान करती।
सर्वोच्च का विचार।
विचारक।

















Reporting

The campaign is supported by a detailed reporting format. The stationed officials at the districts send consolidated weekly reports to the CMO offices which include:

- No. Of patients attended
- Lists of diseases diagnosed, and
- Variety and counts of medicines distributed for treatment

A comprehensive monthly report is also presented to the CMO and to the NRHM Committee of National Health Dept., New Delhi.

Outcome

12 months into the project and we have already garnered huge appreciation from the print media and the local Govt. Authorities including the CMO offices.



MP health ...*Testimony of our work*

कार्यालय मुख्य चिकित्सा एवं स्वास्थ्य अधिकारी, जिला बडवानी
क्र/आर.सी.एच.-11/दी च अ/07/11238 बडवानी, दिनांक 30/10/07

प्रशंसा-पत्र

यह प्रमाणित किया जाता है कि श्री रमेश भटनागर, प्रोजेक्ट कोऑर्डिनेटर, जागरण साल्यूशन, अजंड बाके के पास, बडवानी द्वारा जिले के पाँच विकासखंडों-बोधवा, राजपुर, बिलावद, बिजाली, ठीकनी विकासखंडों में सुचारू रूप से ग्रामीण जासियों को आपकी सेवाएँ निधीरित मापदंड के अनुसार संतुष्ट करते हुए संपादित कर रहे हैं।

आपकी संस्था के कार्य को दृष्टिगत रखते हुए आपकी संस्था को उपलब्ध कराया जा रहा है।

हम आपसे भविष्य में भी इसी तरह के कार्य की अपेक्षा करते हैं।

दिनांक : 30/10/07

स्थान : बडवानी

मुख्य चिकित्सा एवं स्वास्थ्य अधिकारी
जिला बडवानी

MP health ...*Testimony of our work*



शिवराज सिंह चौहान
मुख्यमंत्री

मध्यप्रदेश शासन
भोपाल - 462004

18 अगस्त, 2007

संदेश

मुझे यह जानकर प्रसन्नता हुई कि जागरण साल्यूशन्स, जागरण प्रकाशन द्वारा मध्यप्रदेश के बड़वानी एवं बैतूल जिलों में 11 विकास खंडों में चलित अस्पतालों की सेवाएं दी जा रही हैं।

आदिवासी बहुल एवं ग्रामीण क्षेत्रों में नागरिकों को बेहतर चिकित्सा सुविधाएं देने के उद्देश्य से राज्य सरकार ने दीनदयाल चलित अस्पताल योजना शुरू की है। आशा है कि जागरण साल्यूशन्स उन्हें आवंटित विकासखंडों में समाज सेवा के भाव से चलित अस्पतालों का संचालन करेगा और राज्य सरकार के नागरिकों को बेहतर चिकित्सा सुविधाएं उपलब्ध कराने के प्रयासों में सक्रिय सहयोग देगा।

बड़वानी एवं इन्दौर जिलों में चलित अस्पतालों के सफलतापूर्वक संचालन के लिए शुभकामनाएं।


(शिवराज सिंह चौहान)

Results

Till date, our medical teams have touched upon 18, 00,000 villagers catering to various illness, offering treatment and free medical aid, and in the process, enlightening the people on basic health and hygiene aspects of their lives. Out of these approximately 85% of the patients are Tribals & from backward classes ; and almost 92% are from below poverty line strata.

No Of Blocks	No of Vans	3village/day	Activity days in 36 months	Patients to be catered	Patients catered
14	14	2808	936	982800	1244800

Thank You