

Health Awareness Programme





Healthy Women Empowered Women

Health is an important aspect in one's life and people often ignore it. Especially in the rural scenario, in the context of women, this ignorance becomes more critical, as being semi-literate or illiterate compromises their exposure and awareness. Also the socio-cultural conditioning leads to reduced attention on diet, and health care, making them prone to health ailments. Women's health and nutritional status is inextricably impacted by the social, cultural and economic factors around them. This affects not only their own well-being, but also that of their children and the functioning of their households. Evidence from the health sector also suggests that healthy and empowered women are 'well positioned for the many roles like mothers, caregivers, workers, volunteers and leaders'.



Health Awareness Programme

Development Alternatives' Health Awareness Programme can engage effectively with communities to facilitate behavioural changes in health aspects.

This is a well-designed 21 contact hour programme, where the target group is primarily the semi-literate and school drop-out rural women, along with rural community at large.

The structured programme ensures the coverage of important and relevant topics. It has a robust implementation strategy, which ensure effective communication with a good outreach.

Field supervision and quality control mechanisms make certain that the programme strictly adheres to the set standards. The programme proves effective when it is implemented in community groups like Self Help Groups, Kishori Mandals and Yuva Mandals. The programme is conducted by a strong cadre of trainers, who, under the monitoring of supervisors, mobilise the target group. The capacity building sessions on health are imparted on ground through a tool kit.



“ Never before had I discussed about menstruation and family planning methods with anyone. It is now that I understand how a baby is conceived in a mother’s womb. These sessions on health awareness have given me the confidence to talk to my daughter about puberty and related health concerns. ”

Sonu

New Sanjay Amar Colony, Shahdara, New Delhi



About Development Alternatives

Development Alternatives (DA) is a social enterprise with a global presence in the fields of green economic development, social empowerment and environmental management. It is credited with numerous innovations in clean technology and delivery systems that help create sustainable livelihoods in the developing world. DA focuses on empowering communities through strengthening people's institutions and facilitating their access to basic needs; enabling economic opportunities through skill development for green jobs and enterprise creation; and promoting low carbon pathways for development through natural resource management models and clean technology solutions. www.devalt.org

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