

# Indo-German Programme On Universal Health Coverage (IGUHC) Participatory Approach for Community Awareness & Mobilization

A first of its kind approach to create awareness and increase uptake of Ayushman cards in selected aspirational blocks of Uttar Pradesh



## About

The **Indo German Programme on Universal Health Coverage (IGUHC)** project of GIZ India has been providing technical cooperation to the Ministry of Health & Family Welfare (MoHFW) for successful implementation of Ayushman Bharat Pradhan Mantri – Jan Arogya Yojana (PM-JAY).

During the last four years of AB PM-JAY scheme implementation, National Health Authority (NHA) and State Health Agencies (SHA) have taken many initiatives in terms of process and technology improvement to increase service efficiency and strengthening the ecosystem.

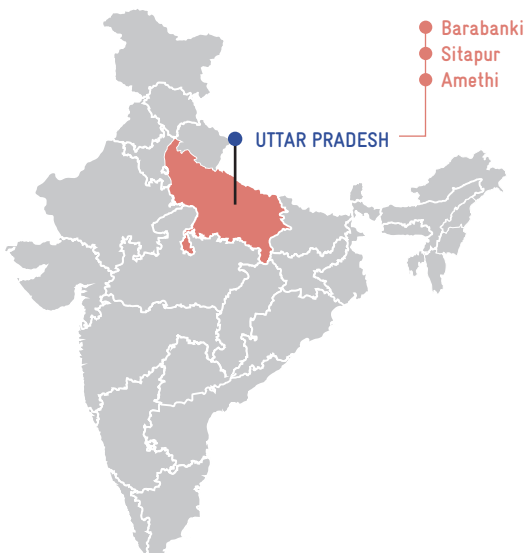
## Purpose

Beneficiary identification is a very important component in the PM-JAY ecosystem. It is the very first step for availing the services, which not only ensures timely and hassle-free treatment to the eligible beneficiaries, but also boosts confidence among them and ensures that they are covered under the scheme and increases awareness about their entitlements.

The thrust was on beneficiary awareness and card issuance. To enhance the uptake of services and benefits available to beneficiaries covered under PM-JAY, as the scheme grows, there is a need to have a well-defined framework for communication strategy and plan. Both the NHA and SHA have made tireless efforts towards awareness generation. However, despite the targeted efforts, improvement in the target individual beneficiaries have been identified under the PM-JAY schemes.

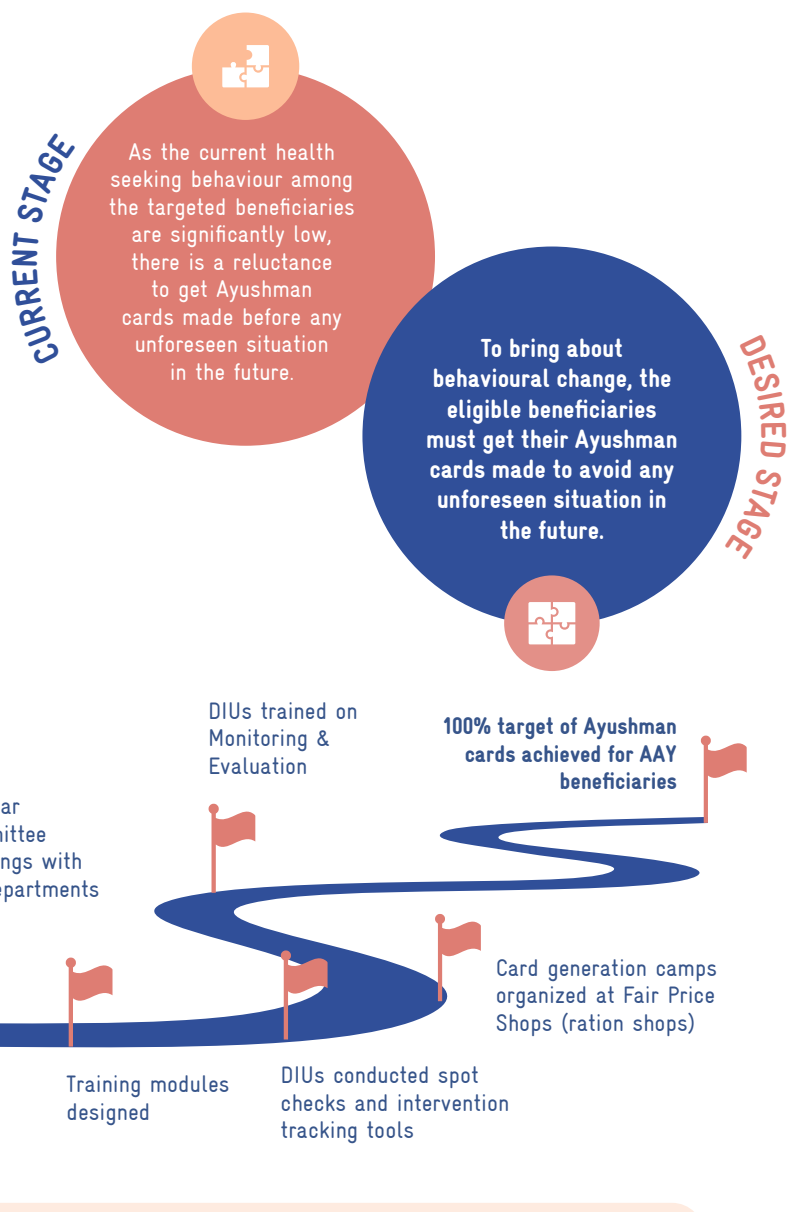
## Objective

A pilot project was envisaged to test and implement various communication interventions in the five aspirational blocks of Uttar Pradesh – **Nindaura (Barabanki), Puredalai (Barabanki), Shukulbazar (Amethi), Jagdishpur (Amethi) and Biswan (Sitapur)**.



## > Groundwork

In order to reach out to the beneficiaries, IGUHC decided to focus on strengthening the IEC strategies of the identified states. In its endeavour to support the states, IGUHC conducted a successful Social and Behaviour Change Communication (SBCC) workshop in Ranchi in May 2022. The learnings, observations and outcomes of the training were used to decide future course of action regarding type and extent of support that is needed to strengthen SBCC capacities of other states across India. After the SBCC workshop, IGUHC selected Uttar Pradesh to provide focussed support to improve their communication strategies, awareness generation and outreach activities, thus resulting in increased beneficiary card generation.



## > Approach:

The pilot began on **November 16, 2022**, with an objective to raise beneficiary awareness through various IEC interventions and strengthen capacities of field functionaries through trainings, therefore, resulting in increased number of Ayushman Bharat card generation in the targeted region with a special focus on Antyodaya Anna Yojana (AAY) beneficiaries. Under this pilot, various departments (National Health Mission, Panchayati Raj, Food & Civil Supplies, and State Health Agency) implementing different social security and health schemes were brought together on a single platform for brainstorming, consultation, and preparation of a micro-plan for targeted intervention under guidance of senior district authorities such as Chief Medical Officer, Chief Development Officer, and District Collectorate.

These departments were oriented about various processes of AB PM-JAY, awareness generation, card issuance and beneficiary facilitation in a **four-day training workshop** with participation from Block District Officers (BDO), District Implementation Units (DIU), Community Health Officers (CHO), Medical Officer In-charge (MOIC), Panchayat Sahayaks, Fair Price Shop owners (Kotedars).

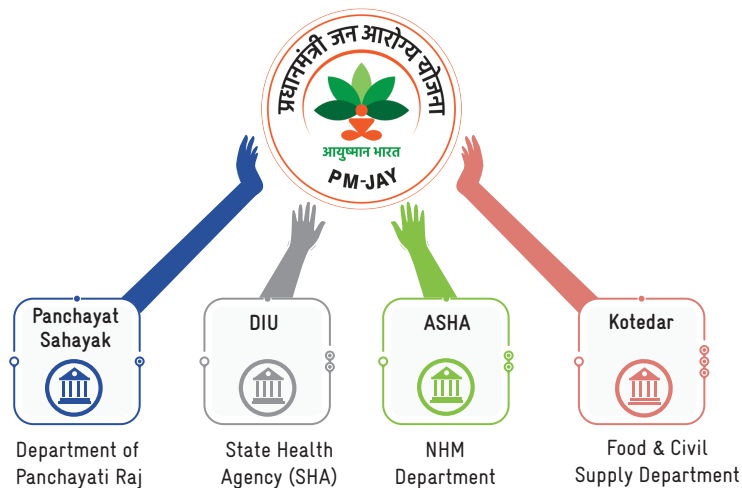
Districts	Blocks	DIU, BDO, CHC (MOIC), CHO, PHC, PS	ASHA	FPS
Barabanki	Nindaura	120	183	95
	Puredalai	73	161	55
Amethi	Shukulbazar	65	145	57
	Jagdishpur	90	188	71
Sitapur	Biswan	127	219	146
Training Participants		475	896	422

## Targeted Approach for Improving Awareness and Demand of Service

Selection of media is of prime importance in any plan for awareness generation as it has a direct bearing on not only what, when, where, and how the messages are intended to reach the audiences but also on the kind and number of resources that would be required in production, dissemination, and management of communication, which has a direct impact on costs.

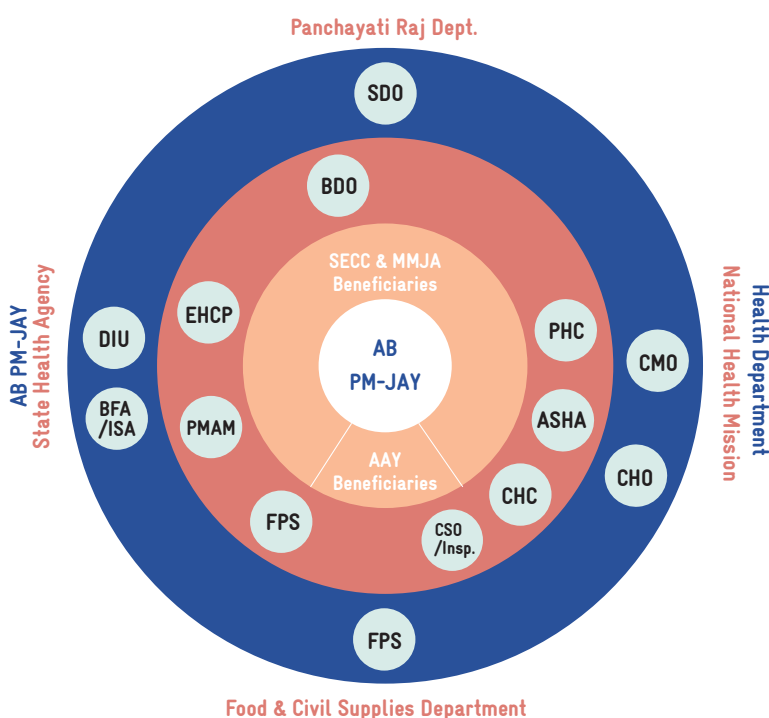
IGUHC in consultation with district and state officials developed multiple creatives such as wall paintings, hoardings, posters, pamphlets flipbooks, etc. as a part of a communication strategy. While designing the creatives, the important aspect kept in mind were appropriate channel, readability of the message, understanding vs misunderstanding, emotional connect and re-call of the message.

The intention was to create a festival like environment in the districts with folk media through Nukkad Natak shows, roadshows using motorbikes fitted with LED screens displaying scheme related information, organising card generation camps near Fair Price Shops to target Antyodaya Anna Yojana (AAY) beneficiaries, as well as strengthening Panchayat Bhawan for generation of BIS cards. These interventions aimed to influence the beneficiaries and increase their awareness about the scheme benefits, thus improving the penetration of PM-JAY in the targeted blocks of Uttar Pradesh.

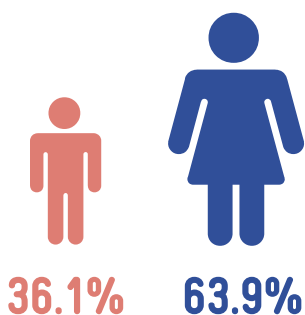


## Stakeholder Map

Depicting the various players involved in program implementation.



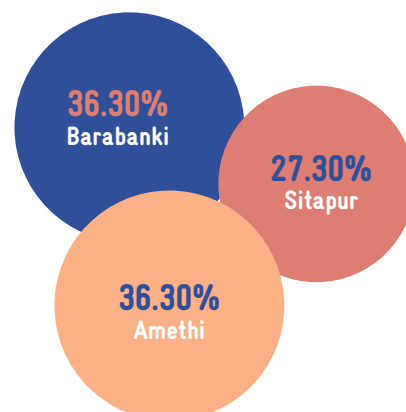
## Gender Break-up of Participants



## Types of Field-Level Officers

4.5%	District Implementation Unit (DIU)
33.3%	Accredited Social Health Activist (ASHA)
43%	Panchayat Sahayak (PS)
9.2%	Community Health Officer (CHO)
10%	Fair Price Shop Owners (FPS)

## Block Wise Responses





"With the on-going nukkad-nataks in the district, wall paintings in different parts of the village and flip books provided to us during the training sessions, we are sure that we will be able to convince the left-over beneficiaries into making their Ayushman cards."

**Saroj Singh, ASHA Worker,**  
Barabanki District of Uttar Pradesh

"The trainings helped in resolving the queries that we had regarding PMJAY scheme. The information provided to us will help us in answering the doubts of the beneficiaries and we are motivated to create as many cards as possible."

**Suneeta Yadav, ASHA Sangini,**  
Sitapur District of Uttar Pradesh



"When my son met with an accident, I was able to get him treated at a private empanelled hospital free of cost only because of Ayushman card.. I will motivate the beneficiaries to make their Ayushman cards before any unforeseen situation so that they do not have to worry financially."

**Kanchan Singh, ASHA Sangini,**  
Barabanki District of Uttar Pradesh



### IEC Product Designs

Banner

**आयुष्मान भारत प्रधानमंत्री जन आरोग्य योजना**

**SACHIS**

**चलो, मुफ्त "आयुष्मान कार्ड" बनवाएं और ₹5 लाख तक का मुफ्त उपचार पाएं**

**योजना के तहत**

- राज्य या देश के किसी भी सरकारी या चिह्नित निजी अस्पताल में उपचार उपलब्ध
- हृदय रोग, कैंसर आदि जैसी गंभीर बीमारियों का इलाज भी उपलब्ध
- अस्पताल में भर्ती होने की स्थिति में सभी प्रकार की जांच और दवाएं शामिल हैं
- व्याज रखें - आपत्कालीन स्थिति में अनुश्रुति से बचने के लिए पात्र परिवार के सभी सदस्य पहले से ही आयुष्मान कार्ड बनवा कर रखें

**पात्रता जानने और कार्ड बनवाने के लिए निम्नलिखित से संपर्क करें**

- आयुष्मान कार्ड जन सेवा केंद्र (CSC)
- समुदायिक स्वास्थ्य केंद्र (CHC)
- स्वीकृत निजी/सरकारी अस्पताल
- संबंधित वाम पंचायत की आशा अथवा पंचायत सहायक से संपर्क करें

अधिक जानकारी के लिए- <https://ayushmanup.in/> पर जाएं

नि:शुल्क/टोल फ्री हेल्पलाइन नंबर पर संपर्क करें **14555**

Flip-book



**आयुष्मान भारत प्रधानमंत्री जन आरोग्य योजना**

**क्या आप इस योजना के लाभकारी हैं? यदि हाँ तो आप इन सभी सुविधाओं का लाभ उठा सकते हैं।**

- प्रति वर्ष, प्रति परिवार को 5 लाख रुपये तक के नि:शुल्क उपचार की सुविधा
- सुर बीमा के अंतर्गत उपचार (एन एम आई) के सभी सुविधाओं को शामिल करने के लिए
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Pamphlet

**आयुष्मान भारत प्रधानमंत्री जन आरोग्य योजना**

**चलो, नि:शुल्क "आयुष्मान कार्ड" बनवाएं और ₹5 लाख तक का नि:शुल्क उपचार पाएं**

**योजना के मुख्य लाभ**

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Poster

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