

Integrated Health & Wellbeing Council

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Preserving Good Health & Environment is a constant process, and it has to be achieved through Commitment, Relentless Awareness, Advocacy & Actions.

Philosophy



Advocating for the **Hi5 philosophy** of human existence while initiating a multi-sectoral engagement with key stake holders. Our spirit and actions are aligned with the UN global agenda of Sustainable Development for all. We work to ensure good health, good food, good water, good air and good lifestyle to ensure a better world for all.

COMMITTED TO WELLBEING





Missions

Advocacy, Awareness & Actions to Improvise the fundamentals of human existence

HOLISTIC HEALTH & WELLBEING- We look forward to propagate the Health & healthcare needs of common citizens in the era of a worldwide digital revolution.

CLIMATE ACTION & SOCIAL DETERMINANTS OF HEALTH- The IHW Council has evolved to create shared value by adopting an aggressive Climate Action advocacy approach through positive actions of society and community for better environment.

WOMEN & CHILD HEALTH- Addressing the gender, class or ethnic disparities that exist in healthcare and improving the health outcomes can contribute to quality human capital as well as physical and emotional well-being of women.

FIGHTING NON-COMMUNICABLE DISEASES- Health & wellbeing advocacy of the IHW Council revolves around the major global concerns of increasing non communicable diseases (NCDs) burdens that is killing 41 million people each year, equivalent to 71% of all deaths globally.

POLICY DISCOURSE & ADVOCACY IMPACT- By setting up a policy discourse through advocacy as well as recognizing and promoting outstanding ideas, initiatives and contributions on health, sustainability & Wellbeing.

Content / Preface







Kamal Narayan CEO, Integrated Heath & Wellbeing Council

The journey of the Integrated Health & Wellbeing

Council has been inspired by UN global agenda of holistic approach to Social Development Goals. So far it has been a great learning experience while also working towards improving health and lifestyle of people at large. I feel extremely proud to drive 9 out of 17 SDG goals through holistic Hi5 health awareness, advocacy and action agenda of the IHW Council. Through advocacy and awareness campaigns around Good Health, Good Food, Good Water, Good Air & Good Lifestyle we have created significant impact involving key stakeholders including grassroots organizations ,global leaders, countries, relevant ministries & government bodies, Health, environment & education policymakers, medical technology, solutions & services, infrastructure providers, researchers, academia, professionals, health enthusiasts & influencers. Our passion is to strive continuously to bring a permanent change in the attitude of individuals and societies at large towards health care and environmental well being with the unprecedented support of experts associated with us as advisors, jury and domain experts, and valuable contribution of Government, private companies, pharmaceutical sector and many social organizations to take the missions forward.

To create limitless opportunities for a strong and robust advocacy, we believe in challenging the boundaries and explore new breakthroughs and opportunities in order to create a sizable impact among global communities as well. The year 2021-22 witnessed health & wellbeing footprints in many Asian countries with strong leadership in each region advocating for good health & welfare in their respective regions while encouraging everyone to achieve a better and healthier planet for all!





Dr. Bobby John Global Health Advocate, Editor, Journal Of Development Policy And Practice

While the world is witnessing its deadliest pandemic, it has become all the more evident that healthcare systems are essential for the world. Developing countries require access to quality healthcare, which is the building block of a health, happy and prosperous nation and societies. While healthcare in countries buckled under massive pressure, it was realized that civil society's participation can work wonders towards addressing the urgent healthcare need of the people. Despite three decades of rapid development, India is also host to the world's fastest growing inequality of income and access to health and education. In such a scenario it becomes everyone's responsibility to play a vital role in ensuring the health and wellbeing needs of fellow citizens. The pandemic emphasised that only government along with health care systems cannot ensure good health for all but good health and environment ought to be the duty of each one of us.

Owing to the wide gamut that it encompasses health cannot be the responsibility of a select few. It is with this line of thought that the IHW Council started its journey and have successfully created large scale awareness around important matters related to women and child health, non-communicable diseases, environmental concerns and climate action and government health initiatives.

Civil society initiatives can go a long way in tackling the attitudinal and behavioural challenges in physical and mental health and thus play a lasting impact towards achievement of sustainable development goals, a process already derailed by the pandemic

The Council has been relentlessly working towards not only creating awareness on critical issues of health but also bringing all stakeholders together to achieve the aim of affordable and accessible health care for all. From ensuring community participation, to in initiating co- ordination between the public and private sectors for structural and institutional reforms in India's health sector, the IHW Council has been playing a significant role in shifting the discourse around health in the country and make it more action oriented, participatory and inclusive.





Prof. Sanjiv Kumar

Chairperson, Indian Academy of Public Health & Member, Governing Board, NIHFW, MOHFW, Government of India Let me take this opportunity to congratulate the IHW Council for the commendable work that it has been undertaking, driving grassroot awareness on health and environment. The last two years has ushered unprecedented changes in healthcare sector, throwing opportunities and challenges, simultaneously. The pandemic necessitated a shift towards patient-centric approach as well as digital interventions in seeking healthcare. Both the changes are imperative towards making healthcare more inclusive, accessible, responsive, efficient and cost effective. During the pandemic, the government worked towards - engaging and empowering patients and communities, strengthening governance and accountability, decided to reorient the model of care, coordinating services within and across sectors eventually to create an enabling environment. With this approach, India handled the pandemic much better than most other countries including resource-rich countries.

The same approach needs to be replicated as a sustainable model of healthcare specially in a country as vivid and populated as India. The new approaches to healthcare systems need to be more patient – centric and participatory thus engagement of all sections need to be sought.

Government support to strengthen pharmaceutical systems by infusion of science and technology became a top priority to achieve public health and no government, academia, research organisation, or private health provider can do it alone and need the support of each other for making the health care infrastructure a success. Public private partnership plays a crucial role in bringing about significant changes in the development interventions.

India's renewed movement to engage people's participation and political leadership in ensuring health for all well as preventive healthcare and sanitation began with the ambitious health coverage programme under the Ayushman Bharat Yojana and the Swachh Bharat Mission (SBM). The time is ripe to keep up the momentum around health initiatives, in terms of awareness creation, advocacy drives, research and data and most importantly at the implementation level. Identifying and addressing gaps by engaging multi stakeholders is a prerequisite to achieve resilient health system with a strengthened capacity to be prepared to effectively respond to the public health crises.





Dr. Hema Divakar Consultant ObGyn and Medical Director

& Divakars Specialty Hospital Bengaluru

The various initiatives of the IHW Council made sure that the importance of sound health and wellbeing should not be neglected even during the chaos created by the pandemic. Especially maternal and child health was the focus of our various endeavours in the midst of the Covid19 crisis. When the whole world paused during the pandemic, women health and wellbeing was an issue that needed constant attention. We at FOGSI, along with IHW Council created mass awareness around issues like pregnancy, contraceptives, menstrual health and hygiene, child care, nourishment, anaemia and Covid safety protocols.

We are firm believers that a nation and society's health and wellbeing is dependent on the health of the women who are the harbinger and facilitator of good health and environment for their families as societies. Therefore, women's empowerment and equal access and control over social protection and resources such as income, land, water, and technology are the key priorities. To achieve universal health coverage, direct multisectoral actions to address critical women's nutritional challenges need to be tackled. The awareness programmes and summits of the Council have already crated a substantial impact and we at FOGSI are sure that they will go a long way in capacity building as well as changing society's mindset towards good health and preventive healthcare.

We need policy and community efforts to bring more women to the health centres for accessible and economically sound screenings and treatments. By committing to accelerate the availability of preventive services and scaling up advocacy initiatives to build awareness, we can ensure that no woman or girl is left behind and I am sure that the IHW Council can play a vital role in these awareness creating drives by providing platforms to all relevant stakeholders to come together.





Mr. Lov Verma Former Health Secretary, Government of India Good health and environmentare basic human right and the responsibility of all. Citizens and government should all work together for achieving the aim of health for all. The government has time and again shown its commitment to the cause and its time for citizens and civil society organisations to come forward and shoulder the responsibility to ensure the same.

As far as health is concerned, attitudinal barriers are the toughest hurdles to cross and hence awareness is the cornerstone to an improved health and a crucial challenge that is faced by every health care setting especially in a country like ours. Dispelling myths and stereotypes as well as providing relevant knowledge especially women and child health can go a long way in improving the overall health outcome of rural parts. As witnessed during the Covid19 vaccination drive, the right messaging coupled with awareness creation drives, went a long way in achieving spectacular results. I am quite sure that the work that is being currently done by organizations like IHW Council, can play a significant role in mass awareness on critical issues of health.

Given the key healthcare challenges and financing and service delivery mechanisms in India, I am of the view that to achieve universal and affordable health coverage, reform in health financing holds the key. The dream of leveraging the power of a billion people assumes significance only when the coverage is universal with no adverse selection. He emphasized that innovative and cost-effective solutions are the key to achieving the aspirations of our billion people and improve quality, efficiency and accountability of public and private health systems for the large and common benefit of the people.

We have come a long way in the way the digital health ecosystem has been growing since the outbreak of the pandemic. The time is ripe to look for the new normal in healthcare infrastructural technology. The challenge is how it will be implemented in the days to come and each and every sector has a new role to play in this transition. Multi-sectoral collaboration and a common platform for all stakeholders to come together for planning, implementation and monitoring is the need of the hour and I am sure that the IHW Council will play a positive role in the process.





Dr. Anil Kapur

Chairman of the Board, World Diabetes Foundation, Denmark; Former Managing Director, Novo Nordisk India

Effective intervention reduces health and economic burden of Non - Communicable Diseases and requires focusing on primary prevention and promoting healthy living. Sustainable projects on health, primary prevention, building healthcare capacity, and improving access to care in the economically and socially backward classes is the most important task ahead. In context of developing countries like India, accessible and affordable healthcare is a must otherwise catastrophic health expenditures can result in pushing families back in the vicious circle of poverty.

We need to have the government take more proactive actions at the primary care level especially non communicable level like diabetes, high blood pressure and asthma which are common conditions which can be dealt with at the primary care. Early diagnosis and proper care can sustainably reduce the burden of complications that can arise from long erm side effects of these diseases.

Awareness creation on conditions like diabetes and pre diabetes need to be created so that preventive care becomes the focus of healthcare. Emphasis should be on providing relevant knowledge on the the underlying risk factorsincluding unhealthy eating habits and sedentary lifestyle.

A more holistic approach to healthcare at primary level should be initiated. Instead of working in silos, we should develop a more integrated approach where all stakeholders come together for capacity building. I would like to congratulate IHW Council for the commendable work they have been doing to ensure good health and environment.

Best of luck for future endeavours!





Dr. Chandrakant Pandav

Public Health Expert; Member, National Council for India Nutritional Challenges; Former HoD-CCM, AIIMS Health is an important component related with human happiness and we in this country have had the practice, historically, of following the Indian system of medicine, which is about the preservation of health. Today it is all about curative care. We are losing our age-old heritage and our cultural and social way of life.

Most issues related to health are inter-dependent and social determinants such as water, sanitation, immunisation and, most importantly, behavioural change have important role to play. When it comes to behavioural change, disseminating the right kind of awareness plays a key role and civil society organisations like Integrated Health & Wellbeing Council can act as game changers in this regard.

I have always advocated the importance of partnerships between government agencies and civil society, international and bilateral agencies, NGOs, academics and universities, and the private sector. I call it the 'Panchsheel of Partnership'. Such coalitions have been instrumental in ensuring greater coordination and synergy among different stakeholders, to act as a high-level advocacy channel and to provide a platform for regular dialogue.

All of us are aware of our Prime Minister's commitment towards health and wellbeing, and the impact that initiatives like Ayushman Bharat Yojana, National Nutrition Mission and the Swachh Bharat Mission have been able to garner. All the health missions have encouraged the masses to be a part of this Jan Andolan [people's revolution] and it is critical to maintain progress to achieve sustainable development goals.

Our health system needs to get more patient – centric, we seem to excel in the practice of all medical disciplines, be it allopathy, naturopathy or homeopathy, but our physicians conspicuously lack sympathy and empathy – and that is a critical necessity. Effective communication and more importantly listening skills have to be taught to physicians.

Another important issue is to address the lack of progress in research and development around health. It is necessary to train new generation of policy and programme managers, people from diverse backgrounds should come together and work for health and environment. Multidisciplinary work needs to be supported and encouraged at universities and as well as social organizations to achieve sustainable impact. Non -government organisations can play a key role in mobilisation and participation of communities, medical professionals as well as policy makers across the country in addressing various aspects of health, environment and nutrition.

In the field of health, as in politics, the task is to do what is possible without forgetting to do what is necessary. Believing is seeing. Only when we truly believe that it is possible to do something that we begin to look for ways to do it. As the maxim has it: "If not now, when? If not here, where? If not we, who?"

Overview V e W

Our believe and principle reflect in our mission to achieve Good Health, Good Food, Good Water, Good Air, and Good lifestyle for all to create a world of Gross Domestic Health & Wellbeing Progress.

> The pandemic prioritized health among people and leaders globally. Countries doubled their healthcare investment and spending to develop future ready infrastructure to tackle health disasters in future. WASH has become an essential part of our daily routine. People have started taking health seriously and a massive shift towards positive changes like consuming good and nutritious food has been observed among people of all ages. Spending and lifestyle outlook has tilted its graph towards health wellbeing and wellness among people.

Due to COVID19 outbreak and the measures to contain it, the global healthcare services market is expected to decline from \$7102.7 billion in 2019 to \$6657.1 billion in 2020 at a compound annual arowth rate (CAGR) of -6.3%. Globally, the essential emergency healthcare services have been prioritized including COVID related activities, prevention and management of communicable diseases, reproductive health, maternal health, new-born and child health, and other emergencies, while non-essential services that include health promotional activities, other non-emergency screening services, routine diagnostic tests, and other desired health services among others have been restricted and recommended to shut down. Therefore, the market is expected to recover and grow at a CAGR of 7% from 2021 and reach \$9725.4 billion in 2023. These numbers motivate us to be more responsible in term of delivering a strong advocacy and awareness agenda for the health & wellbeing of people. The need of the hour is to create more meaningful dialogues around health and environment initiatives to make sure that the benefits of government and public policy reach the common man. Collaboration and outreach programs synchronized with digital technology empowering vulnerable, women & infants, adolescents, persons with disabilities and elderly towards prevention and cure centric healthcare ecosystems should be initiated. We believe that it is important to strike an absolute balance with growing statistics & numbers to robust outreach of the health advocacy and wellbeing awareness among masses, specifically reaching out to marginalized sections and taking the healthcare delivery to the grassroots.

Your Inspiring Words Matter





I am happy that an initiative like IHW is being organized & wish the organizers all the success in its discourse for Better Health.

Shri Venkaiah Naidu, Vice President of India

मैं उत्साह और समर्पण के साथ मानवता की सेवा करने वाले हर डॉक्टर को अपनी हार्ढिक शुभकामनाएँ ढेता हूँ। मैं हमारे बहाढूर डॉक्टरों को सलाम करता हूँ

> श्री अमित शाह गृह मंत्री, भारत सरकार





I congratulate the organisers and participants of IHW Summit and Awards for the initiative taken to promote Health in India.

Shri Hamid Ansari Former Vice President of India



I believe there are three pillars of preventing death caused by breast cancer: a) health promotion among women; b) timely diagnosis; and c) comprehensive treatment. We must make men aware of breast cancer as well – they are important for healthcare and support mechanisms. Besides, community-based organisations need to be strengthened as much as media campaigns – we will need people, health experts and others to join the efforts that are important to devise risk reduction strategy; I would be happy to extend any help IHW Council needs for campaigns around health promotion and diagnosis.



Meenakshi Lekhi Minister of State for External Affairs and Culture, Government of India



IHW Summit and Awards is an important initiative. I would like to take up the issues raised and suggestions put forth to a logical conclusion.

Prakash Javadekar Former Union Minister of Human Resource Development, Government of India

I am very happy to be here out in the open among all of you for this unique event. I congratulate the IHW Council for organising International Day of Clean Air for Blue Skies – we all should pledge to keep our earth healthy and green.





Jal Jeevan Mission is not just about providing tap water to all rural households, but also empowering and engaging the community, especially, the women in leading this mission. I would like to thank IHW Council for taking up this all-important topic as a central point of deliberation.

Gajendra Singh Shekhawat Union Minister of Jal Shakti, Govt. of India





When we want to highlight something disastrous spreading fast, we often use the expression, 'It's spreading like cancer.' I am hopeful that with Breast Cancer Action Day, we can look forward to seeing awareness and willingness to resist cancer spreading faster and wider.

Dr. Munjpara Mahendrabhai Kalubhai Minister of State for AYUSH and Women & Child Development, Government of India

We need region-specific treatment protocols to treat snakebite victims and to administer the anti-venom injection, as and when required. I appreciate the efforts of the Integrated Health and Wellbeing Council for its efforts in creating awareness on snakebite prevention and treatment.

> Dr. Tamilisai Soundararajan Governor of Telangana; Lt. Governor of Puducherry





I am sure the Breast Cancer Action Month programme will be a source of encouragement for both patients and survivors and tell them that having cancer does not mean death - people from all walks of life should join such efforts

Dr. Najma Heptulla Former Governor of Manipur

IHW Summit and Awards is an important initiative. I would like to take up the issues raised and suggestions put forth to a logical conclusion.

> Anandiben Patel Governor of Uttar Pradesh & Hon'ble Governor of Madhya Pradesh





In last 19 years 1.2 million people died due to the snakebite, whereas, in India, approximately 58,000 people die every year due to snakebite. This grave issue needs special emphasis from the government. New technologies need to be invented to deal with it. Local people, who take out the venom, should be encouraged. A new policy should be made to deal with this health crisis due to the snakebite and through this timely initiative by IHW Council, I wish to recommend a multi-sectoral approach of community awareness, capacity building of healthcare facilities for reducing the mortality and morbidity due to snakebite envenoming in India.

Shri Ramdas Athawale Hon'ble Union Minister of State for Social Justice & Empowerment, Government of India





I would like to congratulate the IHW Council for this unique gesture to honour the doctors and other people in the medical community who are our most dependable resource to fight this pandemic. This is also an opportunity to recognise the efforts of those working behind the scene – lab technicians, scientists, pharmaceutical companies, to mention a few. We are with IHW Council for the memorial for healthcare workers.

Shri Shripad Yesso Naik Former Union Minister of State (Independent Charge), Ministry of AYUSH, Government of India

I hope that IHW Summit and Awards would continue to inspire individuals and groups to contribute effectively for radical and progressive improvements and developments in the field of health & wellness.

> Shri Oommen Chandy Former Chief Minister, State of Kerala



State of Health & Environment in India

Niti Aayog and all concerned stakeholders & policymakers from various committees of Department of Health & Family Welfare, Ministry of AYUSH, Department of Health Research, National Pharmaceutical Pricing Authority and Department of Pharmaceuticals, Indian Council of Medical Research, National Institute of Health & Family Welfare, and Public Health Foundation of India have developed three year action agenda as the first part of the larger 15 year Vision for India.

Key Priority Areas of the Vision:

- . Public and Preventive Health
- . Assurance of Health Care
- . Fiscal Transfers for better Health Outcomes
- India's health spend increased to 2.5% to 3% from 1.28% of the GDP in the year 2021-22 due to COVID pandemic
- 14 per cent of India's population is undernourished, 189.2 million people are undernourished and 34.7 per cent of the children aged under five are stunted and 20 per cent suffer from wasting.
- India is ranked 117 among 192 nations with respect to sustainable development
- Major Air pollution in urban areas, poor management of waste, growing water scarcity, falling groundwater tables, water pollution, preservation and quality of forests, biodiversity loss, and land/soil degradation are some of the major environmental issues India faces today
- As many as 256 of 700 districts have reported 'critical' or 'over-exploited' groundwater levels and 600 million people, or nearly half of India's population, face extreme water stress. Three-fourths of India's rural households do not have piped, potable water and rely on sources that pose a serious health risk

- . Human Resources for Health
- . Access to Medicines
- . Health Research
- An estimated 469 million people in India do not have regular access to essential medicines
- While 63% of primary health centres did not have an operation theatre and 29% lacked a labour room, community health centres were short of 81.5% specialists-surgeon, gynecologists and pediatricians.
- Various studies have shown the rising out-of-pocket expenditures on healthcare is pushing around 32-39 million Indians below the poverty line annually Heart disease (1/4 people) and stroke
- are the biggest killer of men and women in India

The projected incidence of patients with

 cancer in India among males was 679,421 (94.1 per 100,000) and among females 712,758 (103.6 per 100,000) for the year 2020 Since the rate of deaths in the country because of communicable and non-communicable diseases is increasing, the government has introduced various programmes to aid people against these diseases, and many national level programmes to act against climate change and WASH.

COVID19 pandemic has disrupted the overall functioning of the government schemes and economy and it has forced states, districts and urban centers to halt their daily operations and have pushed back the development sector by almost a decade. n India, approximately 5.8 million beople die because of diabetes, heart attack, cancer etc each year. In other words, out of every 4 Indians, 1 has a risk of dying because of a Non- Communicable disease before the age of 70.

Government initiatives to control climate change, WASH and improve health

- . Reproductive, Maternal, Newborn, Child and
- . Adolescent Health (RMNCH+A) programmes
- . Rashtriya Bal Swasthya Karyakram (RBSK)
- . The Rashtriya Kishor Swasthya Karyakram
- . Shishu Suraksha Karyakaram
- . National AIDS Control Organisation
- . Revised National TB Control Programme
- National Leprosy Eradication
- Mission Indradhanush to improving coverage of immunization in the country.
- . National Mental Health
- . Pulse Polio
- . The Pradhan Mantri Swasthya Suraksha Yojana (PMSSY)
- . Rashtriya Aroaya Nidhi for financial assistance to the BPL patients
- . National Tobacco Control Programme
- . Integrated Child Development Service
- . Rashtriya Swasthya Bima Yojana
- . National Digital Health Mission
- . Anemia Mukht Bharat
- . Swachh Bharat Mission
- . National River Conservation Programme
- . Green Skill Development Programme
- National Afforestation Programme
- . Green India Mission
- . National Coastal Management Programme
- . National Mission on Himalayan Studies
- . Jal Jeevan Mission

Integrated Journey of Health & Wellbeing

Beginning the health advocacy Journey in line with UN Global Agenda of Holistic Approach to Sustainable Development Goals from the land of some of the most ancient alternative medicines, globally acclaimed yoga practices and generic allopathic medicines give us all the reasons and courage to take up the most passionate health & environment missions. Exorbitant number of deaths every year due to various non communicable and lifestyle diseases among people of the second most populated country, considered as the world's pharmacy, is a strong reason to commence a continuous mission of serving and making the people of this world aware of the importance of health & wellbeing in their lives. We strive to create a culture of measuring the growth of any nation by its Gross Domestic Health & Wellbeing Progress.

> According to the World Health Organisation,

1.7 million Indian deaths are caused by **heart diseases**

Integrated Health and Wellbeing Council

Responsibility & Advocacy

Making advocacy a way of life

houghts, Missions, meaningful & Responsible Actions behind the entire gamut of Good Health, Good Food, Good Water, Good Air and Good Lifestyle

- ✓ Holistic Health & Wellbeing
- ✓ Climate Action & Social Determinants of Health
- ✓ Women & Child Health
- ✓ Fighting Non-Communicable Diseases
- Policy Discourse & Advocacy Impact
 - Recognition & Rewards Campaigns & Movement Research & Reports

Journey of Health & Wellbeing

HOlistic

Holistic Health & Wellbeing

Impact of more than 7 year of Health & Wellbeing Advocacy

ealthy environment and Healthcare have always been a priority for all governments while ensuring the basics of survival such as Good Food, Clean Air, and clean water for the wellbeing of its people. However it's equally important that all sections of the society play a role in making the world a better place for all.

Hence our aim at IHW Council is to leave no stone unturned in working at par with government and global organizations for creating awareness and initiating advocacy around environmental issues, water scarcity, WASH, healthy food and good lifestyle, robust universal healthcare ecosystem with digital footprint and many other health, and social welfare schemes in India. With the current COVID pandemic crisis and challenges of existing healthcare mechanism, we have transformed our advocacy roadmap to create massive awareness through digital platforms among people with the right information and health support. In future we look forward to propagate the health & healthcare needs of common citizens in the era of a worldwide diaital revolution. It is not difficult to assume that technology will penetrate deeper, with healthcare innovations around IoT, blockchain, Al and connected devices using cloud technology, we are always a step ahead to support government initiatives, Healthcare ecosystem, and alobal agenda to achieve Sustainable Development Goals for the benefit of common people.





The Integrated Health and Wellbeing Council believes that good health and mental well being is an inalienable human right. To ensure the right environment including safe water, pollution free air and inclusive health infrastructures along with positive awareness around critical health issues, IHW Council relentlessly works with a multi sectoral approach. Our vision is to drive advocacy changes at all related levels so that we leave a healthier and better world for our future generations.

To ensure our aim of good health for all, the Integrated Health and Well being Council works at different levels in order to engage all stakeholders. Our coordinated actions involve working around in 4 different stages including-

Encouraging power networking among more than 1000 relevant Government authorities, policymakers, and KOLs in health, healthcare, environment, education and wellness domains through our focused and dedicated initiatives.

Engaging with more than 3000 health institutions and medical fraternity amplifying to more than one million through on-ground and online activities.

Promoting and propagating health & wellness agenda of central as well as state governments and more than 500 corporate, hospitals and other prominent brands in the country.

Ensuring required health & wellness information and support in the lives of millions of vulnerable and health enthusiasts.





Journey of Health & Wellbeing

- IHW Summit, a landmark initiative of the IHW Council launched in line with the UN Global Sustainable Development Goals in 2014 remains a prominent forum for health, education, environment enthusiasts and the key stakeholders to showcase and present ideas, thought leaderships, new products and initiatives and influencing policymakers and regulatory authority to transform the existing health & healthcare ecosystem in India.
- Every year, the flagship advocacy platform reaches out to millions of followers, thousands of key stakeholders and masses at the grassroots while engaging leaders and experts from the health sector.
- India's prestigious platform IHW Summit also rewards and honours all significant steps in healthcare and wellness sectors with the India Health & Wellness Awards. The awards not only recognize all efforts in the arena of health and well – being but has successfully created awareness on relevant issues and promoting their impact in the society.







India Health & Wellness Awards were launched in 2014 to recognize and encourage individuals, companies and organization for their remarkable contribution towards Healthcare & wellness sectors. The decade long flagship platform was inspired by the UN Global holistic approach to Sustainable Development Goals encouraging good health for all.

The initiative is a motivational platform to celebrate outstanding contribution towards innovative approaches in physical and mental well being in India, our vision at IHW Council is to extend it to Asia pacific in coming years.

The pandemic has opened new vistas, challenges and opportunities crisis existing healthcare mechanism to meet the growing demands and needs of common citizens. The need of the hour is to ensure that healthcare ecosystem in India adapts to new innovation and technological advancement and a robust delivery mechanism to achieve its sustainable healthcare goals. The purpose of India Health & Wellness Awards is to address the physical & mental health of the nation and drive strategic and technological solutions for a fruitful impact on health and socio-economy, opportunities and scope of required action at the grassroots level

In the last couple of years, under its ambit of Hi5 advocacy missions for good health, good food, good water, good air & good lifestyle, the IHW Council has rewarded more than 400 individuals, corporate and social, environment, wellness & health organizations and motivated and inspired many to come forward and work towards the cause.















The IHW Council felt the grave need to create strong advocacy and communication around the world's largest digital health mission to make people aware of the benefits and also bring many services and healthcare infrastructure providers together.







With a population of more than 130 crore people, the healthcare requirements in India are unprecedented and quite challenging. It is estimated that more than 75% of health expenditure comes from the pocket of households and the catastrophic healthcare cost pushes thousands of Indian citizens into poverty. Furthermore, the COVID-19 pandemic has once again exposed the dismal condition of the healthcare sector. Added to the woes has always been the lack of regulation in the private sector and the consequent variation in quality and costs of equitable and affordable healthcare services.

It is in the backdrop of such difficult situation, the largest Government funded Universal Health Coverage program in the world: the Ayushman Bharat-PMJAY scheme was launched with the aim to provide inclusive, accessible and affordable health care to each and every citizen of the country including the bottom 40% of the poor and vulnerable population in India. Termed as a 'game-changer initiative to serve the poor' by the Prime Minister - The Pradhan Mantri Jan Arogya Yojana (PMJAY) - is not just helping the crores of registered E card holders but also strengthening thousands of empanelled hospitals and supportive healthcare infrastructure to deliver quality health outcomes along with adequate utilization of healthcare IT infrastructure and improved data management processes across the nation.

In addition, during the COVID19 pandemic, the pilot of the National Digital Health Mission, which was launched by our Prime Minister on the occasion of 73rd Independence Day, has now been officially implemented in many UTs in India.

For many consecutive years, Under the Ayushman Bharat Conclave Advocacy Mission, the IHW Council is bringing together Government, Public Health Institutions & officials, significant stakeholders directly & indirectly related to the Ayushman Bharat Digital Scheme (PM-JAY). It includes government & private hospitals, investment agencies, new technology, IT & innovative



solutions providers & experts complementing and deliberating on handling immediate challenges & issues, startups aligned with National Digital Health Mission and its pan India online infrastructure, organizations understanding the critical issues faced by the healthcare ecosystem and public in accessing the process and availing the Digital Health Scheme.

Through the Ayushman Bharat Conclave the IHW Council aims to encourage a healthy debate on the challenges faced by the citizens in our country, around health and well being. As India's premier health advocacy institution and think-tank, the IHW Council can play a positive role in mitigating those challenges. Apart from bringing to the fore the nation's commitment to helping the underprivileged and vulnerable citizens of this country through our endeavour, we also focus on creating awareness on the Ayushman Bharat health scheme that can cover everyone, everywhere, in the country.

Journey of Health & Wellbeing

Climate Action & Social Determinants of Health

Impact of more than 3 year of Climate Action

uman health is vulnerable to climate change. The changing environment is expected to cause more heat stress, an increase in water borne diseases, poor air quality and diseases transmitted by insects and virus. Extreme weather events can compound many of these health threats. Moreover, the COVID19 pandemic is sending a strong message across the globe to act now for the next big climate threat to living beings on the planet.

Hence, we see that it is imperative and crucial, at all levels, to include measures that check the exploitation of natural resources while also ensuring steps to achieving a sustainable and healthy environment for all, as promised in the Sustainable Development Goals 2030, while emphasizing on building back better and greener. The more we raise our voices, emphasize on action-oriented solutions, the faster change will come. Protecting our environment is not only our fundamental duty but also part of a shared cultural ethos and traditions. The constitution of India embodies the framework of protection and preservation of nature, without which life is not possible. The knowledge of constitutional provisions regarding environment protection should be encouraged to bring greater public participation, environmental awareness and education and to sensitize people to work towards preserving ecology and the environment.

Over the past decade, the IHW Council has evolved to create shared values by adopting an aggressive Climate Action advocacy approach where creativity, scalability, responsiveness, and locality are integrated into the organization's management and become the priority for the common citizens through positive actions of society and community for better environment.

A perennial shift in our attitude is required to achieve the mammoth task of ensuring that we leave a better and safe planet for our future generations.

Influenced

More than 29 million individuals including kids, youth and common citizen through various ground and online initiatives

Engaged

More than 600 KOL's government officials, corporate Arms, private sectors companies , social & community development organizations, students, youth and women

United

Thousands of schools and educational institutions pan India for Climate Action, GoodAir movement and Good Water initiatives

Reach

Created digital footprints to reach out to more than 50 million people across the globe

CSR Health Impact Awards | Good Air movement | Jal Jeevan Conclave Women for Good Air | Youth for Good Air | Good Air Podium Clean Air Blue Sky

Good and healthy air is a basic human right, as evident from UN Sustainable Goals 2030. However, the alarming levels of toxicity and pollution has raised red flags all over the world. In India air pollution is a major area of concern and has given rise to various medical concerns including asthma, bronchitis, allergies and so on. The IHW Council in keeping with its vision of good health for all organised the Good Air Podium.

The podium provided a platform to professional, religious and spiritual scholars to voice their opinion, ideas and thoughts to keep the air and environment clean, and encourage people for sustainable action for the same.

Remember each one of us is responsible for air pollution and it equally impacts every single being on the planet hence it is imperative that each one of us play a positive role in achieving the mammoth task of ensuring that we leave a better and safe planet for ourfuture generations.

Journey of Health & Wellbeing



pivotal role in nation building and also bringing a positive change. This is an august platform for youth and school kids to voice their opinion, ideas and thoughts to keep our air and environment clean, and encourage people for actions.







The Good Air Summit initiative by IHW Council is an endeavour to bring together key stakeholders from national & international organization , to call for an action to tackle the frightening situation of air, find green & sustainable infrastructure and mobility solutions, increase focus on forest green cover, biodiversity, implement & advocate ways to ensure better quality air. The purpose of Women For Good Air was to drive a social and attitudinal change at an individual level, through women as harbingers of these lifestyle changes.

The Good Air Summit is a prominent platform to highlight the role of woman in creating a positive difference for a healthy environment. Woman from all walks of life have come together and voiced their opinion and highlighted their valuable contributions to clean air and environment. All of us can play a positive role in this change by planting more trees, managing our waste better, embracing a plant-based diet and supporting every small effort in the strive towards a better and healthier planet



Mahua Acharya CEO, Convergence Energy, Energy Efficiency Services Limited (EESL), India



Anumita Roy chowdhury Executive Director Research and Advocacy, Centre for Science and Environmen



Dia Mirza Actor, Producer, UN Environment Goodwill Ambassodor & United Nations, Secretary-General Advocate for Sustainable Development Goals





Norma Alvares ndian Social Worker, Environmental Activist, Lawyer and Founding Member of Goa Foundation

Dr. Vibha Dhawan Director General, TERI



Good Air Awards recognize and honor companies, individuals, social and government initiatives working towards creating a sustainable impact for the best environmental & climate control policies, practices, projects and innovations. The idea behind the awards is to specifically acknowledge and promote all path breaking efforts for clean air and pollution control.







The Good Air Movement is in continuation of the IHW Council's commitment towards Climate Action & Social Determinants of Health. We have evolved to create shared eco friendly values by adopting an aggressive Climate Action advocacy approach where creativity, scalability, responsiveness and circularity are promoted to create policy discourse around climate change as well as promote clean air and water. Our goal is to prioritize a healthy and non toxic environment for every citizen through creating positive action, awareness and participation by society and communities.

Each initiative under this mission continuously strives to create a sizable impact among masses for a positive change and influenced & impacted millions through online and on ground activities and endeavors. With concepts like Vocal for Local, Go Green and Swatch Bharat catching the fancy of all, the time is ripe to include all stakeholders in this change for a better air and thus a healthier environment. The Good Air Movement aims to create awareness on the issue along with corporate and other relevant stakeholders making everyone realize the importance of a non hazardous and unpolluted environment. The objective of our movement is to initiate advocacy changes that are inevitable to achieve a sustainable world and positive actions centered on ethical environmental practices by corporate as well as individuals.

The basic idea behind The Good Air Movement is to not only create awareness on the significance of a healthy environment and air on our lives but to also encourage everyone from individuals to large-scale corporations to be more conscious of their impact on the environment and to shift towards a healthier lifestyle. The post Covid19 recovery plans cannot make considerable progress until we include actions to mitigate the process of environmental hazards especially pure air, in the larger interest of all.
The first ever International Day of Clean Air for Blue Skies was launched on 7 September 2020 by UNEP in view of cleaner sky and drastic changes in clean air during COVID19 lockdown. It aimed to build a global community of action to encourage cooperation at the national, regional and international levels calling on countries to work together to tackle air pollution and providing clean air for everyone. With the support of Ministry of Environment, Forest and Climate Change, Government of India, and New Delhi Municipal Corporation, the Day continues to be commemorated by the IHW Council in its Good Air Movement and aims to get everyone engaged, thinking and acting about the truly global nature of pollutions and climate change.



FROM CHARITY TO EMPOWERMENT CSR HEALTH IMPACT AWARDS



We at IHW Council believe that health is a non-negotiable aspect to realize all aspects related to human beings and the quality of their life, the absence of which can lead to a multitude of issues and problems. Hence the guiding philosophy behind our work is that is that every aspect of good health and mental well being should be the bases of progress and development and an inalienable right to all. In keeping with the philosophy our goal is to create larger awareness on vital issues relates to the health and to include it as the top priority for not only the government but also fellow citizens and civil society. Health should be the responsibility of all and everyone should play a significant role towards achieving the objective of accessible and inclusive health care for all.

In keeping with our motto "Good Health for All" our 'CSR Health Impact Awards has been a platform to recognize and celebrate significant and innovative efforts dedicated to health, at all levels. CSR Health Impact Awards have been designed to identify the best CSR projects & practices targeted to health, hygiene & environment through a validated process and recognize & reward new





approaches, innovation, methods, techniques or technologies adopted, applied, designed and delivered in Health, Air, Water, Food, Sanitation and Hygiene segment with the potential for scaling up with larger impact benefiting living being and shaping the health of the planet. By doing so we not only strive to strengthen the resolve towards building a healthier, prosperous nation but also inspire and motivate others to come forward and share the responsibility for the cause.

The CSR Health Impact Awards continue to inspire organizations to drive a nationwide CSR-based health movement by not only creating awareness around the issue by acknowledging the trend setting work of such organizations but to motivate many more institutions and individuals to come forward and become a part of this mass movement. The awards honor all responsible business practices and impactful health CSR ventures that have driven change on the ground and have impacted millions of lives.

One of the most acclaimed and prestigious CSR Health Awards in India, we have successfully acknowledged and awarded social health & environment initiatives since 2017. distinguished leaders in the Healthcare sector & Government officials and Institutions the IHW Council CSR Health Awards have been successful in creating significant consciousness around good health as well as novel CSR initiatives working towards achieving that. In keeping with our motto "Good Health for All' our 'CSR Health Impact Awards has been a platform to recognize and celebrate significant and innovative efforts dedicated to health, at all levels.

During its decade long journey, the CSR Health Impact awards have received more than 800 Nominations and we have honoured more than 500 Corporate, Institutions, Organizations & Individuals. The awards have been widely covered by National Media on multiple TV channels, Newspapers & Health & News Portals as significant benchmarks in pioneering efforts around health and environmental well- being.







PANDEMIC AND THE CSR AWARDS

The IHW Council was touched upon the generosity and compassionate drives during the pandemic and decided to reward worthy contribution through our flagship initiatives virtually in its 4th & 5th CSR Health Impact Awards editions. The best initiatives, contributions and projects in various general segments, and reward them for their kind thoughts and efforts with special focus on Heroes & Champions who have contributed during COVID19 to save lives & livelihood in their community.

The 6th CSR Impact Awards were specifically designed to identify and pay tribute to the best CSR projects & innovative practices towards health, hygiene & environment amidst the pandemic. Organizations promoting and supporting good health of mankind as well as of the planet that too in the midst of a pandemic were recognized for their path breaking work.

As part of the event a CSR Summit was also initiated in 2022, in order to have an intellectual discussion around the shift in the discourse on CSR practices and to bring all stakeholders together in order to identify the gaps and to encourage collaboration amongst all. The discussions in the summit focused on a more collaborative and sustainable approach, challenges and Promoting an evolved concept of Corporate Sustainability and Responsibility (CSR 2.0), moving beyond defensive, charitable, promotional and strategic CSR to transformative CSR, which is based on the principles of creativity, scalability, responsiveness and sustainability. Other than the general categories, 4th & 5th editions were designed to identify Heroes & Champions who

have contributed during COVID19 to save lives

& livelihood in their communities.





ONCLAV

Journey of Health & Wellbeing

A safe and good water supply is the backbone of a healthy economy, yet it is woefully under prioritized world over. India is facing an acute fresh water crisis, with 16% of the global population share; India has just 4% of the world's fresh water. Around 76 million are without access to safe drinking water and 21% of country's diseases are water related. It is estimated that waterborne diseases have an economic burden of approximately USD 600 million a year in India. This is especially true for drought- and flood-prone areas, which constitutes a third of the nation in the past couple of years. In 2019, under the leadership of Prime Minister Narender Modi, the Ministry of Drinking Water and Sanitation (MDWS) was restructured under a new ministerial program, under which the MDWS's mandate became one of the two pillars under a new ministry named Jal Shakti. (Power of Water). Safe drinking water and sanitation remain high on the agenda of India's new government. Now, to achieve the goal by 2024, coinciding with the United Nation's Sustainable Development Goals 2030, central government has planned and launched Jal Jeevan Mission (JJM) with much needed focus of Har Ghar Jal. The IHW Council under its Mission Good Water for All had initiated Jal Jeevan Conclave 2021, in the month of March 2021 on the occasion of World Water Day. The initiative focused on the development of action plan to fulfill vision of mighty Har Ghar Jal and brought Ministry of Jal Shakti, government authorities, international & national organizations, development foundations, corporate, private companies, regional agencies proactively working at districts and Gram Sabha level together on a single platform to promote the mighty Jal Jeevan Mission and its benefits, precisely in rural areas of India.



SPEAKERS 2021 EDITION



Shri Gajendra Singh Shekhawat Honble Union Minister of Jal Shakti, Government of India



HH Pujya Swami Chidanand Saraswatiji Founder/Chair, Global Interfaith WASH Alliance & President, Parmarth Niketan



Shri Ramdas Athawale Honble Minister of State for Social Justice & Empowerment, Government of India



Rajiv Yadav Chairman, Brahmaputra Board, Government of India



Dr. N. B. Mazumdar Hon. Chairman, International Academy of Environmental Sanitation and Public Health

B

Anshuman Jaiswal Associate Director, Water Resources, The Energy and Resources Institute (TERI)



Anshuman Jaiswal Associate Director, Water Resources, The Energy and Resources Institute (TERI)



Dr. Samiran Panda Head, Epidemiology & Communicable Diseases (ECD), Division, Indian Council of Medical Research



Rajesh Jain Managing Director, Enhanced WAPP Systems (India) Pvt. Ltd.



Varun Jhaveri Former OSD, National Health Authority, Government of India



Dr. Sanjiv Kumar Chairperson, Indian Academy of Public Health



Radheshyam Gomla Ex-Sarpanch of Gomla Village, Haryana

Puneet Srivastava Urban WASH Advisor (Utilities), WaterAid



Ajay Pradhan President and Chief Executive Officer, C2S2



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Journey of Health & Wellbeing

IHW COUNCIL JOINS HANDS WITH MISSION PANI FOR ADVOCATING

COUNCI

#GoodWater & #Hygiene for All

Lack of access to clean drinking water adversely impacts the right to good health and sanitation, which is a non alienable right of every individual. It also poses threats to UN Sustainable Development Goals of inclusive access to clean water and sanitation facilities. Along with sanitation measures,

clean and safe drinking water is critical to mitigate the risk of water-borne infections and enable people to earn their livelihoods, essential for mental well being. This becomes especially relevant in a time when India is home to more than 18% of the world's population, but has only 4 % of the world's renewable water resources.

Realizing the significance of a sustainable solution to the water woes facing the country, the Union Budget announced last year launched the Jal Jeevan Mission. The initiative is to ensure all households in rural India receive safe and adequate water through individual household tap connections by 2024, and a roadmap for Jal Jeevan Mission (Urban) was also laid. In an endeavor to bring all stakeholders together for accelerated progress towards achieving the goal of #GoodWater for All, Integrated Health & Wellbeing Council initiated the Jal Jeevan Summit in 2020 which was inaugurated by the Union Minister for Jal Shakti, Shir Gajendra Singh Shekhawat.

To further bolster the movement, IHW Council joined hands with Harpic Mission Pani, launched by Rekitt to create awareness about saving water and sustaining it for the generations to come. The aim was to change attitudes and behaviour to improve water use efficiency through media campaigns across the length and breadth of the country. The extensive campaign with prominent Bollywood actor Akshay Kumar being its ambassador, reached to it first major milestone when the first of its kind Sanitation Preamblewas launched on International World Toilet Day on 19th November 2021 at Rashtriya Swacchta Kendra (Raj Ghat) in the presence of many senior dignitaries, includingLok Sabha Speaker ;Shri Om Birla, Jal Shakti Minister; Shri Gajendra Singh Shekhawat, Deputy Chairman of the Rajya Sabha; Shri Harivansh Narayan Singh, and founder of World Toilet Organization (WTO); Mr. Jack Sim.



Journey of Health & Wellbeing

The Mission Paani also focused on the role of sanitation workers in order to ensure a clean and safe environment for all. The event also witnessed the launch of '101 Stories of Inspiration coffee table book is a compilation of stories of exceptional people who are resiliently working to change the sanitation scenario in India.



The Sanitation Preamble became the rallying point for all voices that work towards fulfilling the water and sanitation needs of millions of Indians and inspire many to work towards saving water and maintaining hygiene and sanitation. The pledge takes forward the objectives of the Swachh Bharat Mission and the United Nations' Sustainable Development Goal number 3, 6 and 10, to drive awareness that ensures no one is left behind. An official Mission Pani Anthem, composed by music maestro A.R. Rahman and written by well known lyricist, Prasoon Joshi was also unveiled at the launch of the mission. The anthem focuses on sustainable solutions for conserving water and while also ensuring good hygiene and sanitation.

IHW Council is proud to contribute in transforming Mission Paani in a national movement while working in close collaboration with News 18, World Toilet College and Jagran Pehel and highlighted and promoted the transformation and empowerment of our sanitation workers while also ensuring hygiene and healthy sanitation practices.

'Mission Paani' was declared the Best Media Campaign (Print and Electronic) under the 3rd National Water Awards (NWA) 2020 awarded by the Ministry of Jal Shakti, to recognize and encourage exemplary work and efforts by States, Districts, individuals and organizations across the country towards attaining the vision of a Jal Samriddh Bharat. The campaign rose to its international fame at the World Economic Forum, in Davos, Switzerland with high-profile delegates from the world of business, politics and art unanimously showered their praise on the Mission Paani movement for its incredible impact on issues such as clean water, sustainable sanitation that need urgent attention for an equitable tomorrow while hosting a wide array of conversations with global leaders and change makers on the issue of sanitation at the World Economic Forum. Mission Paani highlights urgent humanitarian and security challenges as they simultaneously advance long-standing economic, environmental and societal priorities - all while reinforcing the foundations of a stable global system. With the campaign now showcased at the World Economic Forum, it hopes to bring the attention of the world leaders to this global issue.





QUOTES



Shri M. Venkaiah Naidu Vice-President of India

In this Yajna of making India clean, the corporate sector and voluntary organizations also have an equally important role to play along with the governments. I am sure that the IHW Council will continue its good work for the betterment of the lives of sanitation workers through professional training from leading institutions in government, private and NGO sectors



Dr. Virendra Kumar Union Minister for Social Justice & Empowerment

The clarion call for Swachch Bharat Abhiyaan, by our hon'ble Prime Minister Shri Narendra Modi, has not only changed the demographic of the sanitation sector but has also uplifted the social and personal behaviour of the sanitation workers in India. I welcome and encourage such ideas and thoughts to promote, propagate, advocate the sanitation & hygiene sector and strengthen each and everyone involved in empowering the social structure of India



Shri Gajendra Singh Shekhawat Union Minister of Water Resources, River Development & Ganga Rejuvenation

It is a matter of great pleasure that IHW Council, in association with Jagran Pehel and Reckitt, have come out with a coffee table book showcasing '101 Stories of Hope' of individuals whose lives were transformed, from manual scavenging to dignified jobs in the mainstream



Ramdas Athawale Union Minister of State, Ministry of Social Justice & Empowerment

I applaud the contribution of the organizations that bring such a remarkable change to the entire sanitation and hygiene sectors in India and changing the lives of sanitation workers through the professional training programme and helping India to organize the unorganized sector. I also congratulate the IHW Council, Jagran Pehel and Harpic World Toilet College for these thoughtful initiatives and fully support such ideas with encouragement and motivation



Women & Child health

Overview of the Women & Child Health Advocacy

As per the latest report of the national Sample Registration system (SRS) data the Maternal Mortality Ratio(MMR) of India for 2016-18 is 113/100,000 live births. Though the Total estimated annual maternal deaths declined from 33800 in 2016 to 26437 deaths in 2018 and globally the number of women and girls who die each year due to issues related to pregnancy and childbirth has dropped considerably, from 451,000 in 2000 to 295,000 in 2017. However awareness about life-saving health interventions and practices remains low due to gaps in knowledge, policies and availability of resources. In developing nations like India there is a gap between the educated and economically better class and an urban and rural divide

when it comes to women and child health. Currently, women in India face issues like malnutrition, lack of maternal health, diseases like AIDS, breast cancer, anemia, and many more which ultimately affect the aggregate economic output. Addressing the gender, class or ethnic disparities that exist in healthcare and improving the health outcome can contribute to quality human capital and physical and emotional well-being. Although India has witnessed dramatic growth over the last two decades, maternal mortality still remains high in comparison to other developing nations and needs to be tackled in an effective and pro active manner.

In India, malnutrition amongst children is actually a silent national emergency. Presently, it accounts for 68% of infant mortality, with 1 in 25 children dying before they reach 5 years of age. men & Child health

With 11.9% of all maternal deaths and 18% of all infant mortality in the world still occurring in India, most of these deaths are a result of malnutrition as well as basic hygiene which leads to weaker immunity, anemia and other serious diseases such as pneumonia, diarrhea and malaria. Over the past few decades, with the introduction of various government initiatives and community health programmes, India's public health system has evolved. India has shown immense commitment to reaching Sustainable Development Goal (SDG) to end hunger, achieve food security, improve nutrition and promote sustainable agriculture till Agenda 2030. However, progress in this area is slow because expanding and mobilizing public health systems, while crucial, must first overcome the complex challenges of reaching vulnerable people in the country. If good nutrition and hygiene practices can be brought to every household, it will build a strong foundation for the future of Indian society.

The IHW Council believes that women and child health is a priority area in order to ensure healthier families. Right awareness around critical health issues will not only empower women to take appropriate health decisions for themselves but will also ensure healthier and happier families. For a fitter and stronger future of the country the foremost concern should be ensuring good health and mental well being of women and child as well as youth of the country. ntegrated Health &



THE BEGINNING OF 1000 DAYS ADVOCACY MISSION

With the commitment to reduce the burden of Malnutrition and Anemia in India, impacting 14 per cent undernourished Indians, 34.7 per cent stunted and 20 per cent wasting children, and further monitor and prevent it, IHW Council along with a committed leadership has come together to launch the project SHAPATH 1000 Days. The vision of our advocacy missions and platforms is to cement a path for Healthy Women Healthy Child and contribute in realizing the vision of our Prime Minister of a Poshan Yukt, Anemia Mukt, Swasth and Ayushman Bharat. The IHW Council along with the committed leadership & stakeholders, on the occasion of National Girl Child Day on 24th January 2020 launched SHAPATH 1000 Days. The initiative was virtually flagged off by Hon'ble Minister Shri Ashwini Kumar Choubey. Minister of State for Consumer Affairs, Food and Public Distribution and Environment, Forest and Climate Change, Government of India in the presentence of the key stakeholders. The SHAPATH 1000 Days advocacy mission promises to create a massive impact through engagement, awareness, intervention and incentivize the initiatives and people

associated with a shared mission of improving prenatal and postnatal nutrition, preventing premature deaths, transforming the first 1000 days of a child's life and improved nutrition & hygiene for adolescent girls and ensure a quality life for them.

This SHAPATH 1000 Days advocacy mission was implemented with a pan India approach to bring all the stakeholders together and support the government's mission in each State and Union Territories to eradicate malnutrition and anaemia from the country. Awareness and sensitisation around women and child health was generated through various digital technology, virtual and on ground series of knowledge sharing platforms, and mega campaigns to reach out to millions of beneficiaries and the most marginalized and vulnerable sections. The basic idea behind the campaign is to ensure that no women should be left behind as far as good health including social and mental happiness is concerned.



Journey of Health & Wellbeing

PANDEMIC AND WOMEN'S HEALTH

Women & child health remained a priority advocacy area for the IHW Council even during the COVID19 pandemic. Understanding the seriousness and emergency nature of ensuring uninterrupted health support to women and their wellbeing, it was of paramount importance to present solutions that help this highly vulnerable section of our society during the disruptions of ongoing pandemic and hence the IHW Council launched the pan India Janani Health Helpline - 9739693300 initiative on 28th May 2021.

The helpline was dedicated to help women regarding COVID19 concerns, pregnancy, OB/GYNE, Infant Care and Nutrition care in Hindi, English, Kannad, Telegu & Tamil languages with the technical support of StepOne which is one of the leading tele services providers in the country and already working closely with Delhi Government for COVID 19 tele support, and strategic support from ARTIST for Her; a Bengaluru based Research, Skill & Training Institution. The IHW Council is driving and promoting this national women health helpline with the support of more than 150 volunteer Gynecologists and other Doctors who are receiving calls and resolving the issues of women's health on daily basis.



At 20.1 million, India expected to have highest births since COVID-19 declared as pandemic. UNICEF

We come together to fill this critical gap for women health in the nation



ARTIST for Her

StepOne

Journey of Health & Wellbeing

EXCELLENCE IN HEALTH & WELLBEING

A prestigious and rewarding platform of IHW Council to celebrate and recognize the exemplary contribution of women in our country towards the health & wellbeing of family, community and society.

As part of the initiative 'SHAPATH 1000 Days' the Janani Awards were initiated for recognizing efforts in making of a healthy nation by ensuring the good health of women starting from their pregnancy to growing infants' overall development period.

The IHW Council feels honoured and privileged to organize the Janani Awards that would identify and recognize the remarkable contribution of the women leaders, professionals, and individuals who have been influencing, impacting, and making a difference in any sector or industry, at any level, in the areas of Health, Healthcare environment, education and Wellbeing of the nation in general and women health in particular





SIGNIFICANT INITIATIVES UNDER SHAPATH 1000 DAYS

• Women's Health Matters Summit 6th March 2021

The initiative focused on creating awareness on the importance of Women's Health in the society and the significant role that women play in building a healthy family and healthier society.

Diabetes in Pregnancy Summit 10th March 2021

To create awareness on the seriousness of growing Gestational Diabetes Mellitus (GDM) epidemic and supporting the mission of Government and private professional bodies in India, The IHW Council in association with ARTIST for Her initiated Diabetes in Pregnancy Summit.

National Anemia Day 10th April 2021

The mega campaign aimed on establishing official National Anemia Day to create awareness on anemia and the repercussions that it may have on women and child health.

• Women Health Summit & Awards on International Day of Action for Women's Health ; May 28

A mega virtual Summit was organized on women's health focusing on malnutrition, anemia and overall women's health. Path- breaking relevant efforts in the area were also awarded and honoured.

Bharat Nutrition Week 1-7 Sept 2021 and Good Food Awards 7th Sept 2021

A mega one week long campaign on Good Food, Nutrition complimenting Bharat Poshan Abhiyaan of Government of India and rewarding worthy and unprecedented efforts in good food and nutrition initiatives and individuals working in food and nutrition space helping in providing nutrition to needy in the remotest areas.

Quiz on Nutrition (Bharat Poshan Premier Quiz)

A national level quiz to create appropriate knowledge on nutrition and healthy food, in an interesting and interactive manner amongst kids and women.

IVF Summit 2020 & 2021

The IHW Council under SHAPATH 1000 Days mission marked the World IVF Day on 25th July by organizing the Indian IVF Summit with the theme "Addressing India's Infertility Epidemic". The one day virtual submit highlighted the positive change IVF technique brought to the millions of couples & families, and completely changed their life for good.

Project START(25Talk Show Series) on IVF & Infertility

START was initiative of BSV towards supporting couples for starting their journey towards Parenthood. Project START aims at providing support to couples beyond medicines with initiatives like micro-financing the treatment and counseling.

RH- Incompatibility Talk Show

The IHW Council under its SHAPATH 1000 Days mission along with Bharat Serums & Vaccines Limited launched the talk show with a commitment to reduce the burden of malnutrition and anemia initiated a National Conclave on Women's Health. The conclave created awareness on the issue of The RH-factor especially amongst pregnant women and the serious complications that arise due to it.



Though Immunization is one of the most effective and break through medical intervention to protect mankind from dreaded diseases, more than half of the world's most vulnerable children still miss out on the essential vaccines they need to survive and live healthy lives. Expanding access to immunization is crucial to achieving the Sustainable Development Goals (SDGs) and to ensure a healthy life for all. Safe and effective vaccines play a crucial role in protecting us from life threatening diseases as witnessed during the pandemic. Immunization acts as a defensive shield, keeping families and communities safe. By vaccinating our children, we are also protecting the most vulnerable members of our community, including new-born babies.

In the last two decades India has made significant progress in improving health indicators, particularly those related to child health. The country was certified polio-free in 2014 and eliminated maternal and neonatal tetanus in 2015. To accelerate full immunization coverage and to reach the unreached, the Government of India launched an ambitious Mission Indradhanush targeting nearly 27 million new-born babies for immunization annually.



The IHW Council's advocacy mission SHAPATH 1000 Days also initiated another advocacy drive; India Immunization Summit 2021 to bring together the respective government authorities, policymakers, pharmaceuticals, social and community level organizations, and key stakeholders from health & healthcare sectors to understand the current status of immunization drive under various government schemes. Another aim was to discuss about the challenges faced by the States in achieving full immunization coverage including limited capacities of staff, particularly in low performing States and at the field level, and gaps in key areas such as predicting demand, logistics & cold chain management, high wastage rates, system to track vaccine-preventable diseases.

In India nearly one million children die before their fifth birthday. Only 65 per cent of children in India receive full immunization during the first year of their life.

SPEAKERS 2021 EDITION







The RH-factor is a protein that can be found on the surface of red blood cells. During pregnancy, problems can occur if the mother is Rh-negative and the fetus is RH-positive. Babies born to women with a negative blood type are at the risk of anemia and more serious hemolytic disease due to RH-incompatibility. According to a study led by researchers at Vagelos College of Physicians and Surgeons (VP&S) at Columbia University Irving Medical Center, a treatment developed 50 years ago to prevent Rh disease-an often-fatal condition in fetuses and newborns-only reaches half of the women in the world who need it. The study also estimated that the complications of the disease may be linked to the deaths of at least 50,000 fetuses and 114,000 newborns worldwide annually.

The IHW Council under its SHAPATH 1000 Days mission, with a commitment to reduce the burden of malnutrition and anemia initiated a National Conclave on Women's Health along with Bharat Serums & Vaccines Limited, where we discussed about RH-Factor in Pregnancy. The conclave created awareness on the issue of The RH-factor especially amongst pregnant women and the serious complications that arise due to it.







The IHW Council under SHAPATH 1000 Days mission celebrated the World IVF Day on 25 th July by organizing the India IVF Summit on 25th July 2020. Since then the Council has been organising Indian IVF Summit every year on the same day to highlight the positive change IVF technique brought to the millions of couples & families, and completely changed their life for good. Each year the summits witness live interactions with qualified doctors, specialist and healthcare stalwarts as well as policy experts to discuss about pressing issues, improvising technology, enhancing infrastructure & facilities, providing advance medical treatment & products, dealing with pertinent factors and addressing India's infertility epidemic, challenges of customers, addressing ethical concerns, easing the process of reproduction through IVF. The summit works towards creating awareness on the issue facing fertility treatments in the country including mental anxiety, stereotyping, myths, stigma as well as affordability and other related concerns.



Addressing India's Infertility Epidemic



Nearly 27.5 million couples who are actively seeking children suffer from Infertility.







PRESERVE THE UTERUS

Hysterectomy has always been a debated procedure when it comes to women health and wellbeing. Though in many cases it may be the only option left for the betterment of the patient's health, unjustified & untimely hysterectomies may have adverse effects on the health of the patient. Post-hysterectomy, many women report medical issues such as backache, vaginal discharge, weakness, problems in sexual health and incontinence.

Hysterectomy at a younger age is associated with higher risk of cardiovascular disease and stroke and may also affect the mental health of the individual.

In India, it is observed that women often undergo a hysterectomy, as a solution for their menstrual problems and related taboos. Claims under Ayushman Bharat indicate a significant reimbursement volume for hysterectomy procedures. As per reports, from September 2018 to April 2019, 24,00,981 pre-authorizations were raised for all packages under PM-JAY (Pradhan Mantri Jan Arogya Yojana). Of these, 21,896 (0.9%) were for hysterectomy

We felt the need of the hour is to ensure acceptance of alternate medicines as well as contraceptive methods to avoid unnecessary removal of uterus and its negative impact on the overall wellbeing of women.

The IHW Council in collaboration with, global pharmaceutical major Bayer and Federation of Obstetric and Gynaecological Societies of India (FOGSI) initiated a nationwide campaign to 'Preserve the Uterus' which was launched in April 2022, ahead of the hysterectomy awareness month that is observed in May every year. The objective of the initiative is to raise awareness among women & educate health care practitioners about the vital reproductive organ and the diseases that impact it with a view to avoid an untimely or unjustified hysterectomy. It also aims to endow women with enhanced knowledge and better awareness on the issues so that they may makeempowered, informed and better choices for themselves.

The campaign involves a multipronged approach to drive awareness, education and capacity building to support a favourable policy and regulatory environment for this issue among the target audience. Through digital and conventional media outreach in multiple Indian languages and extensive sensitization and upskilling workshops with medical practitioners across the country via virtual and physical meetings.

Various Panel discussions has been conducted with doctors and health care experts as partof the 'Preserve the Uterus' campaign while successfully creating awareness on the issue of women's health including menstrual health and hygiene, dispelling myths around pregnancy, hysterectomy and its impact on health. The way forward includes conducting state wise round tables with state governments, medical practitioners and other relevant stakeholders. A National Summit will also be conducted to come up with action points that could be implemented to being attitudinal as well as advocacy change around the issue.



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Health & Conneil

COMMITMENT



ENGAGEMENT









Focus on eradicating Anemia, early birth, Stunting & Wasting, malnutrition issues, mental health, and effects on noncommunicable diseases burden

> A three year dedicated mission to improve health of women, infant

and adolescent girl covering 28 States and 8 UTs

- > Initiative to educate women and adolescent girls on pregnancy and MHH Management.
- Pan India Dedicated health helpline for women covering COVID 19 support, pregnancy care, OB/OBGYE, Nutation care and Infant Care - 9739693300
- Diabetes in Pregnancy advocacy initiative to highlight major concern of monitoring and cure diabetes among pregnant women
- More than 10 million women through various initiatives in short span of time
- Target to cover 662.90 million women by 2030
- Committed to increase the reach of advocacy area to rural India by 2022
- Encouraging and rewarding the remarkable contribution of women in various health, environment, social and medical areas



Fighting

Fighting Non-Communicable Diseases

Diabetes - Cancer - Stroke - Mental health

Diseases

Health & wellbeing advocacy of the IHW Council revolves around the major global concerns of the ever increasing non-communicable diseases' (NCDs) burden that is killing 41 million people each year, equivalent to 71% of all deaths globally. 77% of all NCD deaths are in low- and middle-income countries which majorly include cardiovascular diseases (17.9 million). cancers (9.3 million), respiratory diseases (4.1 million), and diabetes (1.5 million) annually. These chronic diseases tend to be of long duration and are the result of a combination of tobacco use, physical inactivity, the harmful use of alcohol, unhealthy diet and lifestyle as well as genetic, physiological, environmental

and behavioural factors. A major thrust in advocacy roadmap resulted in launching mega IHW Council's initiatives & movements such as RAPID against Cancer, India Cancer Summit, Cancer Care, Breast Cancer Awareness & Campaign, Stroke Ready India mission, Stroke Summit, Stroke Academy Master Class, and Diabetes in Pregnancy, to manage the impact of non-communicable diseases These continuous advocacy initiatives are backed by other key supporting organizations and domain experts.





DIABETES

Diabetes is part of a larger global epidemic of non- communicable diseases. It has already become a major public health challenge globally. This disease affects 6.6% (285 million people) of the world's population in the 20-79 years age group, and as per the IDF, this number is expected to grow to 380 million by 2025.

India has an estimated 77 million people (diagnosed with diabetes, which makes it the second most affected in the world, after China. Roughly put together this means that 1 in 11 Indians is diagnosed with the issue though due to lack of awareness many cases go undiagnosed too. Furthermore, 700,000 Indians died of diabetes, hyperglycemia, kidney disease or other complications of diabetes in 2020.

> To understand the magnitude of diabetes and its risk factors at every stage, enable planning for targeted policy, interventions, public awareness strategic collaboration, and develop digital & advance infrastructure to fight against diabetes, the IHW Council is committed to drive multiple nationwide advocacy & awareness initiatives. The mission of these endeavors is to fight with the disease burden and create awareness on preventive measures by making appropriate lifestyle changes, hence leading to a healthier life.



The drive to create a massive awareness on the critical aspect of diabetes through multiple initiatives with the key stakeholders was launched by IHW Council. The objective of the platforms was to achieve good health for all. One in six people with diabetes in the world is from India. The numbers place the country among the top 10 countries for people with diabetes, at number two with an estimated 77 million diabetic population.



Global policy perspectives
on diabetes; prevention, cure
and management

 Spreading awareness about the different types of diabetes, insulin uses and availability

 Knowledge exchange; Involving various stakeholders and build a dialogue amongst national and global experts

 Sharing experiences of people living with all types of diabetes across various age groups

 Collaborations opportunities, technology exchange & product presentation



. Understanding the seriousness of growing Diabetes in Pregnancy (GDM) epidemic and supporting the mission of Government and private professional bodies in India

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. A global virtual forum to understand the Obstetric and Perinatal Considerations . Detection, Diagnosis and Risk Assessment of Diabetes among women in India . Understanding current State policy and strategies to manage GDM more efficiently Promoting National GDM Day, 10th March for more awareness and engagement Educating women and adolescent girls on the various aspects of GDM through a national level quiz

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According to many surveys gestational diabetes may affect between 5 and 8 million pregnant women in India annually.

Diabetes during pregnancy can cause problems for women including development defects in the unborn child. Apart from birth defects in the baby it can pose serious health issues for women including lifelong diabetes. Proper care and awareness in this regard go a long way in preventing birth defects and other health problems

To create awareness on the seriousness of growing Gestational Diabetes Mellitus (GDM) epidemic and supporting the mission of Government and private professional bodies in India, The IHW Council in association with ARTIST for Her initiated Diabetes in Pregnancy Summit 2021 on 10th March 2021. The mega initiative was a public awareness movement and a part of SHAPATH 1000 Days advocacy roadmap with various interactive and engaging programs including a Summit on the occasion of National GDM Day, 10th March 2021 and India Diabetes Quiz to educate women and adolescent girls on the various aspects of GDM.

Both the initiatives successfully created relevant awareness on diagnosis, treatment and preventive measures to ensure a safe pregnancy and healthy new born and to effectively tackle the common problem of GDM that can have long term health benefits for both the mother and child.







One-half of all cases & 58.3% of cancer deaths are estimated to occur in Asia in 2020 where 59.5% of the global population resides. Share of cancer deaths in Asia (58.3%) & Africa (7.2%) are higher than the share of incidence 49.3% and 5.7%, because of higher fatality rates.

The cancer burden continues to grow globally, exerting tremendous physical, emotional and financial strain on individuals, families, communities and health systems. Cancer care needs critical attention and a robust cancer control ecosystem reboot plan with increased political, economic, social and community level commitment and engagement. According to WHO Cancer is the 1st or 2nd leading cause of death before the age of 70 years.



Think tank at the IHW Council realized that it is essential to develop standard framework of strategic interventions for strengthening awareness and action that is supported by health infrastructure for universal prevention, screening, early diagnosis, improving access to cancer treatment, cure, palliative and survivorship care. A Rapid Action plan to provide global leadership as well as technical assistance, effective transfer of best practices to support governments, build & sustain high-quality cancer control programs through collaborative actions is the need of the hour and a comprehensive plan to control increasing disease and death burden of Cancer was initiated.





IHW Council's Advocacy Against Cancer

- Only National level Cancer Summit in India to bring the Cancer ecosystem together on single platform on the occasion of World Cancer Day
- Special Cancer Care during COVID19 Show to help patients and survivors during lockdown
- Focused Liver Cancer Awareness Month event as a part of IHW Council's Advocacy for all types of Cancer
- Breast Cancer Awareness Month with a month long action program and observing 21st Oct as National Breast Cancer Day
- > A Continues Medical Education program with Oncologists engagement.
- A flagship Health & Wellbeing Advocacy event to bring the global healthcare and health sectors together
- A dedicated project to focus health of women and infants starting from the first 1000days of a pregnant woman
- A Policy driven national event to highlight the National Health Mission of India and government initiative for the Cancer prevention and treatment
- Planning to collaborate with Asia pacific Cancer association and Oncologists for RAPID against Cancer
- Various initiatives on Lung Cancer, Ovarian Cancer, Liver Cancer, in association with industry experts Roche, AstraZenca, Cipla and many more

















The combined Concer Advocacy initiatives engaged more than 600 experts and Doctors and reached more than 4 million people and the impact is increasing through various national campaigns.

Target Advocacy Impact

- Awareness creation and Resultant Action
- . Advocacy Push for impactful Policies
- . Greater Government Focus & Support
- . Strategic Partnerships & Network
- . Social and Emotional Impact
- . Opportunities for Public Private Partnerships
- . Direct Intervention for Underserved
- . Overall Positive Health Outcomes
- . Social Responsibility & Goodwill
- Business Opportunities
- . Region specific impact in the Asian subcontinent



Journey of Health & Wellbeing

CANCER CONTROL MISSION

Breast cancer is the most prevalent cancer among women in India. Every 4 minutes, a woman is diagnosed with breast cancer and one woman dies because of it, every 13 minutes in India. Although the incidence of breast cancer in India is lower than that in Western countries, the mortality rates are disproportionately higher. Only 60% of women, who are treated for breast cancer, survive for at least five years post-treatment in India as compared to 89% in the US.

To bring the focus on this critical issue impacting 50% of our population, the IHW Council and Novartis India launched a month-long Breast Cancer campaign: From awareness to action in October 2020 observing 21st October as National Breast Cancer Day. Leading medical experts, lawmakers, social leaders, influencers, academia, researchers, corporate executives and breast cancer survivors came together and shared their insights on creating awareness about the critical issues so that more women become aware of this problem, understand the action that has to be taken and overcome social stigma and apprehensions to access care in a timely manner.



Topics Covered:

- 1. Is breast cancer an urban phenomenon?
- Detecting Breast Cancer Early: Every Woman's Guide to Know Signs, Symptoms & Seeking Care
- 3. Breast Health: An Integral Component of Women Health
- 4. Incidence of breast cancer among younger patients in India
- 5. Breast cancer in men
- 6. Evolution in Breast Cancer Diagnostics
- 7. How different is advanced breast cancer in its management and outcomes
- 8. Changing landscape of breast cancer in India
- 9. Palliative Care Moving Beyond the End of Life Care
- 10. Addressing the Psycho-social Impact of Breast Cancer
- 11. Way to Affordable and Accessible Breast Cancer Care
- 12. Saving Women's Lives: Mobilizing Community through Communication
- 13. Managing Breast Cancer: Health System Approach
- 14. Living with Breast Cancer





CAMPAIGNS & MOVEMENT



According to experts strengthening core areas around these pillars will form the base of a holistic plan to tackle breast cancer in India. The national campaign of 'Breast Cancer Action Month' brought 8 key areas to the fore fronts that require action:

- 1. Awareness
- 2. Removing stigma
- 3. Access to healthcare
- 4. Breast Cancer in men
- 5. Expansion of palliative care
- 6.Introducing advanced drugs & treatments
- 7. Patient support
- 8. Innovation and research

Key Highlights of the month-long

- 30 digital round tables with government leadership, officials, lawmakers, doctors, social influencers, cancer activists and survivors
- . 200+ Speakers
- . High-powered Breast Cancer Action Summit
- . Setting up of National Breast Cancer Action Day on 21st October
- . Awareness through Sand Art by World Famous Sand Artist Sudarshan Patnaik
- . Endorsement by 300+ Social Media influencers
- . Digital pledge for making people aware about breast health

Key Recommendations for Government

- Create a public healthcare cadre at state level for awareness building and undertaking widespread preventive screening activities
- 2. Implementation of PM-JAY should be expanded to cover the middle class
- Announce mandatory screening program for cervix, breast and oral cancer starting at 30 years
- 4. Implement a concerted campaign on breast cancer akin to "Beti bachao, beti padhao"
- 5. Include cancer awareness programs in the government health schemes
- 6. Equip government health and wellness centres (HWCs) for clinical breast examination (CBE)
- 7. Promote digital healthcare that can form the backbone for preventive screenings through Big Data and similar tech interventions
- 8. Conduct larger studies on effectiveness on self breast and clinical breast examination Countrywide capacity building training of health professionals for breast cancer
- 9. prevention, cure, and patient communication
- 10. Include breast cancer in secondary-level school curriculum starting from class 9
- Smt Anandiben Patel, Hon'ble Governor of Uttar Pradesh & Hon'ble Governor of Madhya Pradesh advocated the idea that teenage girls in schools must be educated about health problems and they can in turn educate their mothers.



A TRIBUTE TO "INDIA FIGHTS BREAST CANCER"

Odisha-based sand-artist Sudarsan Pattnaik is a household name; in 2017 he even made it to the Guinness world record by constructing the largest sandcastle at a beach in Puri. His beautiful and grand sand sculptures on different important themes and special occasions have a large number of supporters on social media. Born on April 15, 1977, he has dedicated his life to sand art and raising public awareness on critical issues through it. Sudarsan Pattnaik was honoured with the Padma Shri in 2014 to recognize his creativity and dedication towards the cause of humanity. His extraordinary way of expressing himself through detailed sand artist has not only created a huge fan base for him but also contributed in bringing forth important health and environment issues on the fore front. His sand sculptures on critical issues like following Covid19 protocols to save water campaign, from corruption free India to climate change have garnered the attention of not only national but also international media.

In order to create awareness on the meaningful observation of the National Breast Cancer Action Day and in recognition of the efforts initiated by Integrated Health and Wellbeing Council for the cause, Sudarsan Pattnaik created this impressive sand art sculpture. The National Breast Cancer Action Day was observed on 21st October and apart from summits and discussions on relevant themes, awareness was also created on the issue on social media as well as other platforms.

We sincerely hope that the efforts of Padma Shri Sudarsan Pattnaik continue to inspire and motivate everyone for achieving a better environment and health for all.



WORLD FAMOUS SAND ARTIST

STROKE

STROKE READY

India is facing a rapidly growing burden of diseases, especially the non-communicable diseases (NCDs). Stroke is definitely one of them – it often goes undiagnosed and even if identified, is not addressed on time due to lack of qualified work force and Stroke Ready Infrastructure. Every year, approximately 1.8 million people suffer from stroke in India, with it even surpassing cardiac problems and tuberculosis as cause of death in North Eastern states of the country.

According to the Global Burden of Disease Study, 25.7 million people survived stroke, 6.5 million died, and 10.3 million new strokes were recorded. It also noted that the low-and middle-income countries (LMICs), of which India is a part, have witnessed more than 100 per cent increase in incidence of stroke whereas the developed countries have witnessed a drop of 42 per cent.

ACT PRO

Advocacy Collaboration Transform

With the mission to create a Stroke Ready Health System that strives to create infrastructure and advance healthcare delivery mechanism towards saving lives and preventing disabilities, IHW Council is institutionalizing "PROJECT STROKE" with the much needed advocacy and multi-stakeholder engagement.

The Project Stroke would aim to improvise and influence the key stakeholders to act towards pro stroke healthcare workforce right from the first responder, paramedics, efficient

emergency and ambulance staff, and primary healthcare

professionals to the stroke task force in the hospital to be trained about ways and means to identify, manage, treat, and rehabilitate stroke patients.

It will also provide platform for thought leaders, government, policymakers, public health experts and stroke professionals, private enterprises, technology players, social and community development level champions, including many segments of the healthcare ecosystem to be part of this initiative.

Integrated Journey of Health & Wellbeing



STROKE

STROKE



medical experts to set the pace for Stroke Ready India. The Summits were supported by the

STROKE

SUMMIT

World Stroke organization and other leading global organizations, and attended by more then 65 speakers and 1400 delegates from the Healthcare & medical fraternity and social changmakers.





The key topics discussed:

- ✓ Policy intervention and government perspective on the Stroke Care in India
- ✓ Upgrading the Frontline Healthcare Ecosystem & the criticality of Golden Hour
- Integrated Stroke Strategy to ease stroke Burden in India



STROKE



IMPACT OF STROKE ADVOCACY

• LIVE

Live Campaign Reach



Live Campaign User Engagement

2.05K+





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MENTAL HEALTH



According to a survey by UNCEF "Around 14 per cent of 15 to 24-year-olds in India, or 1 in 7, reported often feeling depressed or having little interest in doing things". *

The current COVD19 pandemic have created new challenges in the area of mental health and well being. The anxiety and the confusion due to Covid19 resulted in turmoil and mental stress among people of all ages in India

We at the IHW Council are dedicated to the concerns surrounding mental well being and to address these concerns we initiated a Mental Health Advocacy Program; HARMONY to highlight core issues, raise public awareness, advocacy and mobilize efforts in support of the concept of mental health. The aim of the project is to initiate infrastructural changes and required current policy interventions to fight this battle.

Project Harmony would lay down a path for a resilient and thoughtful support system, multi-sectorial engagement programs involving responsible authorities, national and international organizations to create an environment which promotes healthy living and encourages people to adopt healthy lifestyle. It would also advocate enabling environment through national mental health policies and regulatory frameworks for effective management of mental health disorders and providing overarching directions for ensuring better mental health for human race. According to WHO the burden of mental health problems in India is 2443 Disability-Adjusted Life Years (DALYs) per 100 00 population; the age-adjusted suicide rate per 100 000 population is 21.1.





MENTAL HEALTH

- Identifying, Understanding and propagating the prevailing mental health issues in India
- Bringing responsible government authorities, policymakers and key stakeholders together to lay down a robust infrastructure
- Focusing on regional structure and involvement of States and local bodies for outreach programs
- Inviting and involving international and national organizations to implement innovative solutions and advanced infrastructure
- Utilizing digital health ecosystem to increase the accessibility efficiency and affordability
- Accountability of government healthcare workforce, qualified support system, professional training and capacity building in managing the current mental health infrastructure in the country

- Insight on the existing primary and secondary care and required Infrastructure development in rural and urban India
- Approaching key stakeholders for multi-sectorial collaboration for sustainable support systems
- Advocacy and awareness program to educate people of all ages and increasing the reach of government policy, facilities, benefits, and private sector commitment
- Investment and funding opportunities for new initiatives and innovation
- Encouraging startups in digital health to offer lucrative and effective solutions






he IHW Council, with the help of professionals, industry leaders, corporate and national & international health & wellbeing organizations structures the roadmap of each initiative and brings out the desired outcome through extensive reports and research. Awareness & advocacy impact on the people of India and each targeted segment are documented for future discourse. The core areas around which we work are Health & Wellness, sustainable environment and corporate social responsibility. Our aim is to create public and KOLs responses on the government initiatives, implement mega campaigns, movements, summits, conferences,

conferences, talk shows and awards and recognitions. These advocacy missions lead us towards a cohesive discourse which can influence the think tank in the relevant government and policymakers for result oriented outcome and create an impactful response among masses for infrastructure, new development, investment and positive behavior change.



Health, healthcare and environment advocacy reports are initiative-driven outcomes of benchmarking the performance of specific advocacy initiative or campaigns and movements within an integrated health institution, with the primary aim of increasing efficiency, awareness, and optimizing impact metrics.

By utilizing interactive networking forums and virtual dashboards, it's possible to leverage initiatives to transform metrics into actionable insights to spot weaknesses, identify strengths, and predict policy discourse. This painstakingly organized and documented information ultimately makes healthcare institutions safer, more productive, and influence policy framework more efficiently. They are also critical to gauge the impact and success of various organizations operating within these broad advocacy areas apart from providing statistics and data for further research.



CAMPAIGNS & MOVEMENT

Public engagement and policy discourse is a constant process to create a sustainable development in a diverse country, and it has to be achieved through sustainable advance advocacy and a larger impacts in each targeted segment.

To create long and lasting impact, we have been continuously working hard to initiate mega movements which are meaningful and impactful to influence government, policymakers, institutions and public at large.

Our holistic approach to create impactful campaigns to promote preventive healthcare, highlight contribution of Doctors and healthcare warriors during COVID pandemic, impact of good health, good food, good water, good air and lifestyle on people and ways and means of creating awareness among masses to protect them from various noncommunicable diseases and negative impact of environment even in the rural areas, defines our purpose and mission to have good health & wellbeing for all.

Over the past decade, we have been providing the thrust required in each segment, some of the existing initiatives have been designed to create the massive advocacy impact among masses.





Any country cannot aim to attain Economic and Social Development Goals without addressing the issue of **Malnutrition**.

Globally 46.6 million children under 5 years of age are wasted, 14.3 million are severely wasted and 144 million are stunted, while 38.3 million are overweight or obese. Around 45% of deaths among children under 5 years of age are linked to under nutrition. These mostly occur in low- and middle-income countries.

On the World Nutrition Week (September 1-7), IHW Council observed and launched the largest nutrition awareness initiative in India; **"Bharat Nutrition Week".** The mega virtual initiative brings together all the key stakeholders of our food and nutritional planning, production and provisioning and put up a comprehensive advocacy roadmap for a more holistic approach towards making a



"Poshan Yukta Bharat" with far-reaching impact building a real 'Ayushman Bharat' (Healthy & Long Living India), a vision passionately being pursued by our Prime Minister Shri Narendra Modi.

The nutrition campaign organises parallel mega engaging initiatives to connect with schools kids through India's largest virtual Bharat Poshan Premier Quiz engaging educational institutions pan India and Good Food Talk Shows to engage youth with social food influencers to increase the reach of the malnutrition concern in the country. Similarly, to inculcate healthy eating practices, "Healthy Khayega India" show engages the best chef's to promote healthy cooking.

All the initiatives have become most popular among the masses covering millions of people online across India.



According to IMA 798 doctors died during second wave of Covid-19 across India.

IHW Council through its mega campaign invites and encourages people from all walks of life to join the movement and generously payback to all healthcare workers by praying, blessing, contributing through arts, music, skills and time to these true saviors who relentlessly contribute to save lives.

The landmark initiative becomes a historic movement to mark the gratitude for doctors & healthcare workers in the country.

Amidst COVID19 pandemic, when millions were dying and suffering from the life threatening impact of corona virus globally, Doctors, Healthcare workers and Security forces provided hope of survival for billions of people all over the globe. Their selfless efforts, 24X7 services and sacrifices made us realize their godly contribution in saving life on the planet.

Key Highlights

A TRIBUTE TO HEALTH GUARDIANS

- Weeklong Gratitude to the entire healthcare warriors for their relentless services and sacrifices during the ongoing pandemic
- Showcasing stories of care & compassion from Doctors, Medical Professionals, Patients, Survivors, Social Leaders, Celebrities and people from across the globe
- Videos messages, Special Stories, Songs, Arts & Dance performances, live Musical tribute, and Special Act online throughout the week
- Highlighting compassionate contribution made by Doctors & Healthcare Warriors for affected people in Fighting COVID 19 outbreak as well as throughout the years
- Honoring the legendary contribution of Doctors and Healthcare workers with "The Health Guardians Awards"
- Celebrating legendry contribution of Dr Bidhan Chandra Roy, MD, DSc MRCP, FRCS; an eminent Indian Physician, Educationist, Philanthropist, Freedom Fighter and Politician who served as the Chief Minister of West Bengal from 1948 until his death in 1962.

CAMPAIGNS & MOVEMENT

GRATITUDE MEMORIAL

The contribution of Doctors and healthcare workers as life saviors cannot be ignored by mankind. It is significant that the COVID 19 pandemic ravaged India and the world for almost two years was a war that was fought by our doctors and healthcare workers on a daily basis. Our doctors and other healthcare workers have emerged as the unlikely but only soldiers to save humanity.



Despite no medicines, doctors helped us to understand the highly-contagious disease, treated us, told us how to save ourselves from it and equipped us to tackle unforeseen challenges like mental health. When the vaccination began in 2021, doctors

were the ones to dispel the myths with science and encourage us to get vaccinated. They left their panicking families home and remained away from them to serve us.

They saw their fellow colleagues and

members of the fraternity falling prey to the disease and yet continued to serve the people. While rendering their services to our nation and humanity, as many as 1524 doctors made the supreme sacrifice and laid down their life. National Gratitude Memorial to Honour the Contribution of Doctors, Healthcare workers during the pandemic

Eventually, people may no longer remember these testing times and how our healthcare providers sacrificed their today for our people's tomorrow. Building a National Memorial proposed by IHW Council will not only inspire the generations for the nurturing the spirit of social service, but also play a pivotal role to persuade people to change their psyche and attitude towards India's medical community, end the violent behaviour of irate relatives of patients, and generate reverence and honour, and reinforce the government's efforts to help doctors provide service with dignity.

We believe, establishing a structural National Gratitude Memorial for doctors & healthcare workers will also give a strong sense of thanksgiving to coming generation and a chance to remember the contributions of millions of fellow countrymen who strived, persevered, and helped India win a battle that most anticipated it would lose.

To further build public support towards, IHW Council & Indian Medical Association along with IAPG Indian Alliance also working with various public places and institutions such as malls, markets, colleges, universities and government and private hospitals to set up permanent or temporary gratitude memorials to help visitors pay tribute to health workers and their sacrifices.





To further acknowledge and recognize the unprecedented sacrifices given by the frontline workers the IHW Council came up with the idea to commemorate the front line workers with the Guardian of Health Awards. The awards will not only seek to show our thankfulness to these vanguards of our health and happiness but will also initiate positive reinforcement towards them in times of despair and gloom.

Apart from frontline health warriors The IHW Council also felt the need for rewarding and promoting the outstanding contribution of other medical professionals, health advocates pharmaceutical companies, environmentalist and hospitals for their relentless services for mankind through The Guardian of Health Awards platform. The awards have become a premier and prestigious forum to signify the contributions of leading doctors and healthcare contributors of the country.

THE GUARDIAN OF HEALTH AWARDS



CAMPAIGNS & MOVEMENT



Dr. Jitendra Singh Minister of State for Prime Minister's Office, Govt. of India

Whenever you put across this proposal, kindly keep in the loop. We can approach the honorable health minister (former), Dr. Harsh Vardhan who is himself a very senior medical professional and in fact known as India's man behind the pulse polio programme and I am sure he knows nuances of all that we are discussing. It's a very noble thought of yours.



Smt. Meenakshi Lekhi Minister of State for External Affairs & Culture, Govt. of India

Healthcare workers are fighting the battle from the front. We must do everything to honour and protect them.

We have the confidence to serve the people due to these corona fighters who have put their heart and soul in the service. I thank the IHW Council for organising this initiative and you've my word for the memorial – I will write to the PMO and Home Minister's Office at the earliest.



Leadership Endorsement



Shri. Ashwini Kumar Choubey Union Minister of State for Ministry of Environment, Forest, and Climate Change, Govt. of India

Thanks to the Social Impact Organisation for the proposal of a memorial for healthcare workers who are fighting the battle from the front. Extending my support to the idea, I will consider the IHW Council's demand.

If people will remember the corona virus for ages, then on the other hand the service of doctors and medical workers too will never be forgotten. I believe that there are corona warriors who sacrificed their lives, I know many such good doctors myself. That's why what you have said, I will definitely proceed with this matter and take it as a responsibility on myself. I will definitely take this forward.



Prof. Dr. JA Jayalal Former National President, Indian Medical Association

Gratitude Memorial would generate a sense of thanksgiving among people and a new generation acknowledging the overall contribution of doctors and the medical fraternity to humanity.



CAMPAIGNS & MOVEMENT

Leadership Endorsement



Shri. Ramdas Athawale Minister of State for Social Justice and Empowerment, Govt. of India

The suggestion of dedicating a national memorial for our doctors, nurses and all other healthcare workers who are saving our people risking their own lives is noble and appreciable. I thank IHW Council for their suggestion. These corona warriors are doing selfless service to the humanity and are protecting our country against this pandemic."



Shri. Shripad Yesso Naik Former Union Minister of State (IC), Ministry of AYUSH, Govt. of India

I congratulate the IHW council for this unique gesture to honour the doctors and other dignitaries of the medical community who have been the most dependable resource in our fight against this pandemic. "On behalf of myself and my ministry, I congratulate and thank all Frontline Fighters. The way they worked in this pandemic is indeed commendable. For their welfare, like you said, the Ministry of AYUSH will never hold back. I want to tell you that we will always be with you."



Dr. Randeep Guleria Director, All India Institute of Medical Sciences, New Delhi

This is once in a generation experience and at a time when we were more focused on non-communicable diseases, infectious diseases have come back with a bang - it reminds how important preparedness is. Doctors are coming out of their retirement to serve people despite knowing the risks and they accept the risks as a part of their duty, but at the same time want people to hear their concerns, protect, prepare, support and care for them. Hence, I endorse the idea of a Memorial for Healthcare Workers who are toiling in such conditions





CAMPAIGNS & MOVEMENT



101 Stories of Inspiration coffee table book is a campaign curated and initiated by IHW Council along with Harpic World Toilet College, Mission Paani, Jagran Pehel and supported by Reckitt.

The inspiring 101 stories of sanitation workers who have been rehabilitated through the efforts of organisations such as World Harpic Toilet College, Gramalaya, Sulabh International, Centre for Development, Hari Bhari Patiala, Navsarjan and Human Research and Development Centre. These are stories of grit and perseverance, but these are also stories that demonstrate how change begins with but one idea. The idea of a woman who gave her land to build toilets so the women of her village wouldn't have to go into the fields, or the idea of a 5-day online programme that gave so many courage of conviction and a belief in their own abilities, or the idea of educating sanitation workers on proper nutrition and healthcare.

The book was launched by the Hon'ble Minister Shri Gajender Singh Shekhawat, Union Minister of Jal Shakti, Government of India on 19th Nov 2021- World Toilet Day in the presence of Lok Sabha Speaker Shri Om Birla, Gaurav Jain; Senior Vice President, South Asia –Reckitt, and other key stakeholders.

COLLECTIVE ENGAGEMENT & IMPACT

2014	2021
Number of people	75 Million +
Number of Businesses, Sectors, Healthcare Sector & other Industries	850 +
Number of Ministries and ministers	22 + , 31 +
Level of participants	A
Ministries, Governors, CMs, CMDs, CEOs, CTOs, CFOs, CMOs, Middle management, social Org, Community workers	
Celebrities & Influencers	130+
Overall Subject & Topics covered	460+
International & National Social and Community organizations	57+
On ground engagement till Feb 2020	22 lacs +
Overall Online and Digital reach	78.5 Million +
Number of Reports published	9+

DIGITAL FOOTPRINTS 2020-21

NUMBER OF INITIATIVES

More than 135 Shows, Summits, Campaigns Roundtables, Awards



Engagement MORE THAN 75.5 MILLION



IHW Council's _____ Commitment During COVID-19 Pandemic





Human health is critical to this planet and the pandemic saw all sections of the society & economy adversely impacted, life at large had become immobile. The COVID-19 pandemic outbreak situation was alarming in numbers and sincere efforts from the Government, Health Departments, Medical and Healthcare fraternity, Municipality, Cleaning Workforce, Security & Police Forces gave us hope to fight this difficult battle.

The IHW Council played a pivotal role and was always on the front foot to continuously deliver the best for people during these testing times through its digital platforms.

Starting from the first Corona Virus Summit in the month of April 2020 to make people aware of the deadly impact of the COVID19 virus, we also focused on other affected diseases, mental health, nutrition & healthy eating, health of pregnant women & infant and paying gratitude to the healthcare workers and frontline warriors. The IHW Council encouraged people from all walks of life to come forward in such testing times.

We even stepped forward to collaborate with the key stakeholders from the healthcare sector and distributed free Oxygen Concentrators to the affected families of healthcare warrior to support them.

Our different initiatives made sure that during the pandemic also people should not ignore their health as well as the chain of infection. Our awareness initiatives were aimed at giving appropriate knowledge to the people, busting myths around Covid19, encouraging vaccination and Covid19 precautions.



SERIES OF COVID 19 PANDEMIC AWARENESS INITIATIVE





Each initiative focused on critical issues and the way forward during COVID-19 pandemic

Focus of the first awareness initiative was to first understand the deadly virus, get insights on the global outlook, India's ground realities in Fighting COVID 19 outbreak and its overall impact on the life of people.

The healthcare and medical fraternity were not prepared for such disaster. Therefore it was necessary to highlight the contribution of Government and Healthcare sector preparedness to fight this pandemic.



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SERIES OF COVID 19 PANDEMIC AWARENESS INITIATIVE

Highlighting India's preparedness and the way forward during COVID19 pandemic







While the entire world was engaged in fighting the unforeseen battle, it was imperative to understand post COVID 19 Socio – Economy scenario and future Impact on Healthcare infrastructure and facilities. The second advocacy initiative was all about highlighting mind shift towards prioritizing lives & livelihood during COVID19 and beyond. Moreover, we have realized that encouraging the role of India's healthcare sector, frontline health workers, medical fraternity and security forces in fighting the coronavirus was equally important. World's largest COVID vaccination drive had proved India's role as pharmacy of the world. While fighting its own COVID battle, India was the only country exporting the vaccination to many other countries and helping them fight their battle. It was further taken to public for better understanding of the contribution of government and promptness of our medical innovation and research sectors. Our awareness drive discussed myth, facts, misinformation and critical questions general public were facing related to coronavirus vaccination.



Technology in the last two decades has revolutionized and transformed the way healthcare is delivered worldwide and the pandemic acted as a catalyst in this shift towards technology and digital health infrastructure. Under the leadership of visionary Prime Minister Narender Modi, the Ministry of Health and Family Welfare, Government of India, established the National Digital Health Mission (NDHM) and also introduced National Digital Health Blueprint (NDHB) for the smooth translation of integrated digital services in a comprehensive and holistic manner with an aim to provide the necessary support for integration of digital health infrastructure in the country.

Understanding the significance of digital revolution, the IHW Council launched the IHW Digital Health Awards for institutions. organizations, companies and individual in digital health space. IHW Digital Health Awards are thoughtfully designed and initiated to identify and recognize the remarkable contribution of government & private institutions, companies, social entrepreneurs and individuals in the digital health, healthcare and environment market space covering wide gamut of new initiatives and ventures into waste management, pollution control, clean air, alternative fuels & renewable energy, e-mobility. The aim of the awards is to actively reward all organizations towards developing a holistic health environment and wellbeing for masses. The awards platform is encouraging new innovations & technology, ideas, startups and promptness of health delivery mechanism through digital ecosystem of IoT, AI, 3D Printing and Robotics.



HYGIENE FOCUSED INITIATIVE DURING CORONA VIRUS





n India, communicating the importance of washing hands with soap is a daunting task as only 35.8 per cent households in the country practice hand-washing with soap or detergent before a meal while 60 per cent households wash hands only with water. In rural areas, 70 per cent people wash hands with water without soap or detergent before a meal and in urban areas, 42 per cent of people follow this practice. What is more alarming is that about 26 per cent people in India don't wash their hands with soap or detergent after defecation. I5.2 per cent in rural and 9.8 per cent in urban areas wash hands only with water after defecation. Two-third toilets in India have water and soap/detergent available in or around the toilets.

Much before COVID 19 pandemic, Swachh Bharat Mission emphasis on nationwide sanitation and cleanliness drive which revealed massive hand washing statistics in the country, unhygienic sanitation practices, water & infrastructure crises, cultural & behavioral issues, and understanding the importance of hand washing among children, men and women in rural and urban areas. We collaborated with private institutions and various global not for profit organizations to create massive awareness of Hand Hygiene during COVID19.



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Journey of Health & Wellbeing

WOMEN'S HEALTH FOCUSED INITIATIVE DURING CORONA VIRUS

As a health & wellbeing institution, other than spreading awareness about the dangerous impact of COVID19 on human health, we have realized that women's and infant health is very important and needs more attention and awareness. Most of the women's health initiative were organized under the flagship SHAPATH 1000Days movement for the health of women and infant initiated by IHW council. Moreover, to reach out to women and their families to help them in such testing times, we collaborated with the domain experts and the key stakeholders, and launched JANANI Health helpline in more then 5 Indian languages. Commitment During COVID19 Pandemic





Web initiatives and discussions aimed to create awareness around health of urban and rural women facing various health issues.

-	Contraception/PCOS/Endometriosis	C	OB/GYNE
ŝ	Nutrition	ŵ	Anemia
	Diabetes in Pregnancy	Â	Infertility
B	Lifestyle issue	Ø	Mental Health

According to a survey by UN the lockdown lead to approximately 7 million unwanted pregnancies globally and leave 47 million women struggle to access modern contraceptive, reproductive and non-COVID healthcare services.

Women Health is already an area of concern in India with relatively meager access to complete adolescent and maternal care that manifests in higher disease burden among women associated with poor pregnancy care, menstrual health, nutrition, growing prevalence of NCDs and even mental health. Surgeries had been postponed and deliveries were being rushed. Many women, in rural areas, didn't have access to midwives and support staff had reassigned duties. Immunization and family welfare programs were also at risk. The COVID19 pandemic has only made the matter worse by disrupting institutional care for women especially for pregnant and those nursing young children due to disruption in a highly stressed healthcare system, spread of virus impacting movement and availability of women health workers and the fear of catching the disease in families.

The IHW Council understood the urgency of creating a series of impactful initiatives to help women in such testing times and came up with discussions and deliberations around women's health in the form of online talk shows.

Insightful negotiations with experts on critical issues of women health including the covid19 were held and counseling to cope with the pressures of the pandemic was also provided.

In order to further mitigate the aftermath of the pandemic and ensure incessant support for women, after the Janani helpline, the IHW Council created support and awareness through web talk shows on women health.)

WOMEN'S HEALTH FOCUSED INITIATIVE DURING CORONA VIRUS



Globally, about 800 women die every day of preventable causes related to pregnancy and childbirth, and 20 per cent of these women are from India.

- > Maternal Health Care During Coronavirus
- PCOD & Infertility Care During & After Lockdown
- Maternal & Pregnancy Care During COVID-19 Series
- > Women's Health Care During COVID-19
- > Women's Health: Contraceptive Care

Poor health and social wellbeing affect millions of women and adolescent girls. Reproductive rights are the least discussed aspect of women's health. Providing easy access to safe abortion services is still a challenge accounting for 14 per cent of all maternal deaths globally. Awareness regarding contraception and catering to the unmet needs of family planning also needs attention to improve the quality of health. To create awareness among the most vulnerable sections even during the pandemic and create an empowering environment through positive health & healthcare system the IHW Council conducted many online interactive forums for women's health initiatives and sessions with health experts and doctors. The initiatives created awareness around social & economic policies for the overall development of women to enable them to realize their full potential as well as make informed choices.











India's anemia burden among women is widespread, with 53.1 per cent of non-pregnant women and 50.3 per cent of pregnant women being anemic as per the NFHS-4 in 2016, where India carries the highest burden of anemia despite having various programmes and policies for the past 50 years. Moreover diabetes in pregnancy remains a major challenge in urban and rural India. Nutrition and child care also received a backseat because of the Covid19 crisis. The changes in lifestyle due to the pandemic further took a toll on the mental health of women. The Think tank at the IHW Council along with women's health experts and with the support of leading women's organizations and corporate in India, managed to create sizable awareness on the health issues that women face in daily life, even during the pandemic. The IHW Council played a pivotal role in not only providing medical emergency services to women and children but also significantly contributed in creating awareness on the issues of women health and also provided Covid19 related counseling and thus taking care of the mental health of women and their families.

Initiatives

- > IVF Summit 2020 & 2021
- Project START Talk Show Series (on IVF & Infertility)
- > Diabetes in Pregnancy Summit 2021
- > Women's Health Matters Summit 2021
- > RH- Incompatibility Talk Show
- > Break The Silence: Feminine Health Matters
- > Women for Good Air





Witnessing the world moving to the virtual mode during the pandemic, the IHW Council decided to seize the opportunity to transform education and knowledge by integrating new teaching methods by harnessing the power of digital technology, to address the unique needs of safety, health and well-being women and girls at large. A plethora of online initiatives and sessions were conducted and organized to maintain the health and well being of all and also to create awareness around environment and nutrition. We also realized that apart from emergency services, women at grassroots lacked the basic information and awareness on health issues like sexual health, menstrual health and hygiene, managing adolescence diet and so on. The Council initiated many interactive sessions with health experts and counsellors to make sure that health issues surrounding women remain the focus and do not get overshadowed by the pandemic.

Apart from talk shows on creating awareness around critical matters of health other noteworthy campaigns of the IHW Council that created mass social media reach and impact includes -

Initiatives

- Maternal Health Care During Coronavirus
- PCOD & Infertility Care During & After Lockdown
- Maternal & Pregnancy Care During COVID-19 Series
- Women's Health Care During COVID-19
- Women's Health: Contraceptive Care During
 IVF Summit 2020 & 2021
- Project START Talk Show Series (on IVF & Infertility)
- Diabetes in Pregnancy Summit 2021
- Women's Health Matters Summit 2021
- RH- Incompatibility Talk Show
- Break The Silence: Feminine Health Matters
- Women for Good Air



We successfully created an overwhelming impact through online interactive forums for women's health initiatives and sessions with health experts and doctors. The initiatives were successful in bringing together key stakeholders from the medical fraternity, government officials and other relevant corporate partners together and world towards creating a better world for all especially women and children; the most marginalized and ignored section of all. We at IHW Council made sure that the Covid19 pandemic did not deter us from realizing our vision of a healthier and happier nation, in line with the policies and development initiatives of the government.





CANCER CARE DURING CORONA VIRUS

The rising burden of Cancer in India is a matter of concern. During COVID, we realized the critical need of connecting cancer patients with expert Oncologists for ongoing treatment and also to create awareness of cancer care in the country.

The combined Cancer advocacy initiatives during COVID19 pandemic engaged more than 600 experts and Doctors and increased the reach to more than 4 million people and the impact is increasing through various national campaigns. We are delighted to see the response of Government, policymakers, regulatory authority and medical research institutions, cancer associations and oncologists and oncologists associations in India for most of our cancer care initiatives. Through these massive cancer awareness focused initiatives, we managed to increase the reach of various government schemes and benefits under National Digital Health Mission.











CANCER CARE DURING CORONA VIRUS

Cancer cases in India increased at an average annual rate of 1.1-2 per cent from 2010-2019, according to a new report. Deaths from cancer in the country also went up at an average rate of 0.1-1 per cent in the same period, according to a report.

Cancer cases and deaths were the highest in low and low-middle SDI countries and regions. By 2040, researchers predict that more than two-thirds of the world's cancer cases will occur in low- and middle-income countries.

Cancer screening has completely stopped in the last two years when the pandemic was raging, We have engaged experts and connected with various cancer patients and their families to understand the prevention and necessary cancer care through a series of talks shows.

It was helpful for the cancer patients to understand many screening treatments and drug availability related issues. These awareness talks shows helped many facing challenging and severe cancer situations especially during the pandemic.

CANCER

NATIONAL CXNCER AWARENESS WEEK









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CANCER CARE DURING CORONA VIRUS



Lung cancer is the most often diagnosed cancer and leading cause of cancer-related deaths worldwide. In India, lung cancer accounts for 5.9% of all cancers and 8.1% of all cancer-related deaths. The prevalence of smoking in patients with lung cancer is nearly 80%.

lung cancer is an important cause of morbidity and mortality in India, especially for male individuals, with the burden from this disease expected to rise further in the future. The spectrum of disease has evolved over the decades from being one predominantly affecting elderly tobacco smoking men to one wherein an increasing number of younger age group individuals, light or nonsmokers, and female individuals are being affected.

A focused awareness initiative on lung cancer during the during the pandemic was important. The aim of the campaign was not only to make people aware of healthy living and preventive measure of lung cancer, but also emphasized on lung cancer care, diagnosis and ongoing treatment challenges faced by cancer patients in the country during such testing times.



September THYROID Journey of Health & Wellbeing

CANCER CARE DURING CORONA VIRUS

More than 1.3 million new patients are diagnosed with cancer and over 850,000 patients die of the disease annually in India. The mortality to incidence ratio for cancer in this country is much higher than in high-income countries (HIC), with cancer contributing to 8% of adult deaths.

ARIAN

CANCER

IHW

SPOTLIGHT

Among the factors are a lack of cancer awareness in the general population, inadequate healthcare infrastructure, poor workforce resourcing, poor access to cancer care close to patients' homes, and limited affordability of cancer treatments.

The purpose of IHW Council's initiatives were to engage experts and create awareness on critical care around cancer.

We highly appreciate the strategic support and partnership from some of the leading pharmaceutical companies, medical institutions, healthcare infrastructure providers, Cancer care and not for profit organizations engaged in cancer care and awareness to carry forward such massive advocacy during such testing time on multiple Cancers.

MPHOMA

AWARENESS MONTH

Covering such vast areas and focused cancer subject wouldn't have been possible without the support and partnership provided by these organizations.





Integrated Journey of Health & Wellbeing

AUTOIMMUNE DISORDER DISEASES FOCUSED INITIATIVE DURING CORONA VIRUS



Amidst COVID -19 pandemic, immunity was one of the most sought after and discussed notion. We had an opportunity to collaborate with the Asia pacific institution and India's leading experts to increase the awareness not only on immunity, but how immunity works in our body and what are the other autoimmune disorder and the effect of autoimmune disorder on people of all genders, races, and ages.

While many infectious diseases have been better controlled over the years, there is a steady increase in the prevalence of autoimmune diseases. One of the reasons is heightened awareness and understanding about these diseases in the past 2 -3 decades, due to which they are being increasingly recognized. In addition to this, several lifestyle-related factors like dietary habits, sedentary lifestyle, lack of sleep, increased stress, and environmental pollutants contribute to the occurrence of these diseases.

IHW Council realized the need of creating awareness on the various autoimmune disorder diseases so that people can understand the seriousness of taking care of their illness and also stay calm and get treated at home with medical experts advice.



KIDNEY FOCUSED INITIATIVE DURING CORONA VIRUS

India is home to one of the largest NCDs and it is increasing every year. Nearly 5.8 million people die every year from NCDs, that include different kinds of kidney ailments as well.

Due to the lack of accurate national data collection, the incidence of CKD in India is not clear but studies estimate that the number of new patients diagnosed with End Stage Kidney Disease (ESKD) who are started on dialysis or transplantation is over 100,000 per year.

This number grossly underestimates the true burden of kidney disease in our country given the inequality in access to health care between urban and rural populations, due to disparities in wealth and literacy.

With rising prevalence of NCD diseases in India, prevalence of CKD is also expected to rise, and obviously these patients faced tough time during the pandemic. The IHW Council understood the need of creating awareness among people from all walks of life about kidney diseases, including risk factors, making healthy food choices to keep kidneys healthy through out initiatives.



Commitment During COVID19 Pandemic

Journey of Health & Wellbeing



SKIN ALLERGIES FOCUSED INITIATIVE DURING CORONA VIRUS

Approximately 20% to 30 % of total population in India suffers from at least one allergic disease. Out of this, about 15% develop Asthma. Urban children have higher prevalence with male predominance. About 4.5% of adolescents are allergic certain food items leading to asthma, rhinitis or both.

Skin rashes can have causes that aren't due to underlying disease. It could include hot and humid weather, excess sun exposure or scratchy clothes that don't fit. Urticaria is very common disease with more than 10 million

SANOFI

cases in India per year. An allergic reaction is the single **most common cause** for an outbreak of Urticaria, It can happen to anyone at any time. Food allergies (most commonly an allergy to citrus fruits) will **cause Urticaria**.

Amidst COVID -19 pandemic and lockdown conditions, it was a testing time for people to visit doctor and healthcare facilities for general checkup and medical advice. IHW Council realized the need of creating awareness about Skin Allergies so that could have access to related knowledge and could benefit from it, especially during the pandemic. Commitment During COVID19 Pandemic





COPD CARE DURING CORONA VIRUS

Chronic obstructive pulmonary disease (COPD) is a major cause of morbidity and mortality across the globe. According to World Health Organization estimates, 65 million people have moderate to severe COPD. More than 3 million people died of COPD in 2005 corresponding to 5% of all deaths globally and it is estimated to be the third leading cause of death by 2030.

Emphysema and chronic bronchitis are the most common conditions that make up COPD. Damage to lungs from COPD can't be reversed. Symptoms include shortness of breath, wheezing or a chronic cough. Rescue inhalers and inhaled or oral steroids can help control symptoms and minimize further damage. During COVID19, when people were struggling with respiratory disorder, it was essential to make people aware of the COPD. More than 10 million people per year suffered from COPD in India with the numbers increasing during the pandemic.



Commitment During COVID19 Pandemic

Integrated Journey of Health & Wellbeing

SEPSIS AWARENESS DURING CORONA VIRUS

Sepsis is a life-threatening condition **caused by an over-reactive immune response to an infection** and is a major cause of death globally. Normally, when bacteria or other microbes enter the human body, the immune system efficiently destroys the invaders.

Recently, corona virus disease 2019 has been closely related to sepsis, which suggests that most deaths in ICUs in infected patients are produced by viral sepsis.

A study published in 2016 reported that nearly 30% of the patients admitted into intensive care units in India had sepsis and one in three of these patients died. Studies have also reported a high burden of sepsis in pregnant mothers and the newborn.

Understanding the seriousness of the disease, IHW Council engaged the key stakeholders for this awareness initiative.

SEPSIS AWARENESS SUMMIT



Commitment During COVID19 Pandemic

Journey of Health & Wellbeing

GASTROESOPHAGEAL REFLUX DISEASE FOCUSED INITIATIVE DURING CORONA VIRUS

In India, more than 10 million people suffer from Gastroesophageal reflux disease per year and it is very common.

Gastroesophageal reflux is digestive disease in which stomach acid or bile irritates the food pipe lining.

This is a chronic disease that occurs when stomach acid or bile flows into the food pipe and irritates the lining. Acid reflux and heartburn more than twice a week may indicate GERD.

Symptoms include burning pain in the chest that usually occurs after eating and worsens when lying down.

The initiative aimed at helping patients deal with the issue of heartburn and acidity , during the pandemic, when the healthcare infrastructures were already reeling under the burden of Covid19.





SPINAL MUSCULAR ATROPHY INITIATIVE DURING CORONA VIRUS

Spinal muscular atrophy is a group of genetic disorders in which a person cannot control the movement of their muscles due to a loss of nerve cells in the spinal cord and brain stem. It is a neurological condition and a type of motor neuron disease. Spinal muscular atrophy (SMA) causes muscle wasting and weakness.

There is limited knowledge, lack of evidence-based literature, and varying opinions among clinicians which creates difficulty in planning treatment and provides care for patients with SMA. Scenario in developing country like India is all the more complex in spite of physiotherapy being proved to improve functional status in SMA.

Lack of effective medical treatment and assistive technology, cost of treatment which is prohibitively high, accessibility to health-care services, and awareness about condition in society are major challenges.

We appreciate the contribution of domain experts and the stakeholders to create awareness on the issue through talks shows.



Integrated Journey of Health & Wellbeing

PALLIATIVE CARE INITIATIVE DURING CORONA VIRUS

Palliative care is explicitly recognized under the human right to health. Palliative care is required for a wide range of diseases. The majority of adults in need of palliative care have chronic diseases such as cardiovascular diseases (38.5%), cancer (34%), chronic respiratory diseases (10.3%), AIDS (5.7%) and diabetes (4.6%). Many other conditions may require palliative care, including kidney failure, chronic liver disease, multiple sclerosis, Parkinson's disease, rheumatoid arthritis, neurological disease, dementia, congenital anomalies and drug-resistant tuberculosis.

Amidst COVID -19 pandemic, IHW Council brought the domain experts and key stakeholders together through an online web initiative to discuss some of the critical points on Palliative Care during COVID19 and further how to integrate it into existing overall healthcare system.







TIME TO PAYBACK DURING CORONA VIRUS

The contribution of Doctors and healthcare workers as life savior cannot be ignored by mankind. It is significant that the COVID 19 pandemic that is ravaging India and the world for more than two year now is a war that is being primarily fought by our doctors and healthcare workers every day. Our doctors and other healthcare workers have emerged as the unlikely but only soldiers.

Despite no medicines, doctors helped us to understand the highly-contagious disease, treated us, told us how to save ourselves from it, and equipped us to tackle unforeseen challenges like mental health.

When the vaccination began in 2021, doctors were the ones to dispel the myths with science and encourage us to get vaccinated.

They left their panicking families home and remained away from them to serve.

The week long celebrations from 1st July – 7th July 2022 witnessed an array of high-impact public participation activities including social media campaigns for thanksgiving to doctors, bikers' rally and candlelight vigil to pay tribute to healthcare workers. Discussions and summits with key stake holders including patients, corona survivors, doctors, nurses as well as researchers and scientists were also conducted throughout the week.







ANIMAL -BITE- FOCUSED INITIATIVE DURING CORONA VIRUS

We realized the need of creating awareness about the life threatening diseases from snakebite and animal bite specifically dog bite and infections caused by the animal bite. A dog bite can lead to rabies or tetanus infection. Immediate medical care is required when the bite is from a dog that has, or might have, rabies. We invited experts to talk and discuss about the prevention and symptoms of infections and how to be treated quickly to prevent infection or traumatic complications.

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FREE OXYGEN CONCENTRATORS DURING COVID 19 PANDEMIC

Oxygen concentrators distribution for Healthcare Warriors



The IHW Council even stepped forward to collaborate with the key stakeholders from the healthcare sector and distributed free Oxygen Concentrators to the affected families of healthcare warrior to support them during such testing times.

We highly appreciate timely and thoughtful collaboration of BSV and Press Club of India for this meaningful initiative.





IMPACT AND ENGAGEMENT OF AWARENESS & ADVOCACY DURING COVID 19 PANDEMIC

Participation of

- ✓ Government and relevant Ministries
- ✓ State Government and Governors
- Social & Community Development organizations
- ✓ National & International Health organizations
- ✓ Government health institutions
- Medical research institution
- ✓ Doctors and health professional
- ✓ Patients and Survivors
- Patients groups and organizations
- ✓ Hospitals & medical infrastructure
- ✓ Diseases specific organizations
- ✓ Environmental organizations & Institutions
- Educational institutions and Schools from across India
- Private health & Healthcare companies & organizations
- Pharmaceutical companies

Constant Engagement with

- ✓ Patients and Survivors
- Women, adolescents and families Schools kids
- ✓ Elderly and senior citizens
- Community development organizations & groups
- ✓ Aanganwadis and Asha workers
- ✓ Doctors and health professionals
- ✓ Policymakers & Regulatory

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REACH THROUGH SOCIAL MEDIA





With the missions to put people's health interests first, we are guided by our responsible advocacy & actions, and continuously promote sustainable approaches to health & wellbeing of people at large irrespective of the boundaries. Our commitment to sustainable collaborations & engagement, partnerships and guidance has inspired us to set the course of future actions.

To create limitless opportunities for a strong and robust advocacy, we believe in creating relevant awareness and sizable impact among global communities. The last decade witnessed the health & wellbeing footprints in many Asian countries with strong leadership in each region advocating for good health & wellbeing of people in line with the holistic approach of global Sustainable Development Goals.

INITIATIVES PARTNERS



INITIATIVES PARTNERS





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