

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA
UNSTARRED QUESTION NO. 2289
TO BE ANSWERED ON 6TH MAY, 2016**

ASHA

**2289. SHRI RAVINDRA KUMAR PANDEY:
SHRI RAMDAS C. TADAS:**

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether the Government has proposed to expand the services of Accredited Social Health Activists (ASHAs) under the National Health Mission (NHM) thereby improving the ASHAs-people ratio across the country;
- (b) if so, the details thereof;
- (c) whether the Government is availing the services of ASHA in implementing awareness programmes, if so, the type and number of awareness programmes being implemented by them, State/UT-wise including Maharashtra; and
- (d) the other steps taken by the Government to create awareness among masses in this regard?

**ANSWER
THE MINISTER OF HEALTH AND FAMILY WELFARE
(SHRI JAGAT PRAKASH NADDA)**

(a) & (b): Under the National Urban Health Mission (NUHM), a Sub Mission of the National Health Mission (NHM), a proposal for approval of ASHAs in urban areas on the basis of urban population in exceptional cases, if proposed by the States and UTs has been recently approved by the Mission Steering Group (MSG) in its meeting held on 29th March, 2016.

(c): Public Health is a State subject. Under the NHM, support is provided for availing services of ASHAs, Raising awareness through counselling of pregnant women, mothers and families on key behaviours for positive health outcomes related to maternal, newborn, child health and nutrition etc is a key function of the ASHA. This awareness is undertaken in States/UTs with ASHAs through home visits, monthly meetings of Village Health Sanitation and Nutrition Committees (VHSNCs), during organisation of Village Health and Nutrition Day and Immunisation sessions.

(d): The major steps taken by the Government to create awareness is at Annexure.

Annexure

In order to spread awareness about the various health issues, especially among the rural population, the Ministry of Health and Family Welfare has laid significant emphasis on promotive and preventive health, which is being advocated through expansive and targeted IEC Campaigns. The Ministry of Health and Family Welfare has designed an integrated communication plan and undertaken awareness campaigns for Maternal Health, Family Planning and Adolescent Health, PC&PNDT, etc. Under the 360 degree communication approach, the Ministry has taken up focussed activities under heads such as electronic, print, social media, Out of Home (OOH) and others such as Melas etc.

The media plan for roll out of the TV and Radio spots, print advertisements, and OOH material is being developed in coordination with DAVP and Prasar Bharati (DD and AIR) for better visibility and more effectiveness.

In a unique initiative, the Health Ministry has partnered with Directorate of Field Publicity, under the M/O Information and Broadcasting, for mid-media and IPC activities in 184 high focus districts especially on health interventions and schemes under the RMNCH+A umbrella.

As AIR and DD have a larger and better rural connect, and as many schemes and policies of the MoHFW need to be disseminated more in the rural areas of the country, they are an integral partner in the roll-out strategy. Given the volume of business generated by MoHFW, Prasar Bharati through an MOU with the health department, has agreed to provide 300% bonus airtime to the Ministry for its IEC activities on DD Network. This has provided us additional airtime for enhanced visibility and reach.

Under Maternal Health programme, awareness campaigns were undertaken for ensuring complete Ante Natal Care (ANC), post natal care, IFA Tablets, services under Janani Shishu Suraksha Karyakaram (JSSK) and Janani Suraksha Yojana. The Government also launched campaigns on the available basket of choices in Family Planning and enhanced outreach through doorstep availability & accessibility of contraceptives. Moreover, the improved packaging for Condoms, Oral Contraceptive Pills (OCP) and Emergency Contraceptive Pills (ECP) is being promoted to influence the demand for these commodities. Elaborate campaigns have been drawn up for the sexual and reproductive adolescent health and rights. A comprehensive campaign against sex selection and the provisions of PC&PNDT act was also carried out.

Moreover, through the Mother and Child Tracking System (MCTS) portal 41.37 Crore SMS messages to ASHAs, ANMs, pregnant women and families of infants and 1.36 Lakh audio messages under Kilkari to pregnant women and mother of infants for health promotion have been sent in 2015-16.