



Advancing
Delivery of (Quality)
Healthcare through
Upgraded
Newborn (and Intrapartum Care)
Approaches

ADHUNA/ अधुना

In Sanskrit means “now” or the “present time”.

Signifies the urgency and immediacy of reforms in maternal and newborn health.

The circle is incomplete to represent the distance we have to travel to provide the best services to everyone who needs them and we should aspire to complete the circle.

The colors of the circle represent diversity in the services we provide, the people we serve and the diversity in the Providers themselves



ADHUNA's Approach



Central level planning with PEU and execution via **ADHUNA District Coordinators & State Coordinators.**

First point of contact to drive awareness - Focused, engaging **CPDs** covering innovations such as EMOTIVE Bundle, IV FCM, fetal monitoring, iKMC etc.

Certificate hand over, ICOG points, **onboarding.** Touch Points and engagement.

Leveraging digital and conferences to engage - WhatsApp Communities, YouTube, social media, Newsletters etc.

Position statements and best practices, advocacy at major events via ADHUNA Champions, collaboration between medical professionals

Documenting process and course corrections built in to design, third party **monitoring and evaluation of outcomes**

Where we are today:



CPD's completed

29
(districts)

HCPs trained

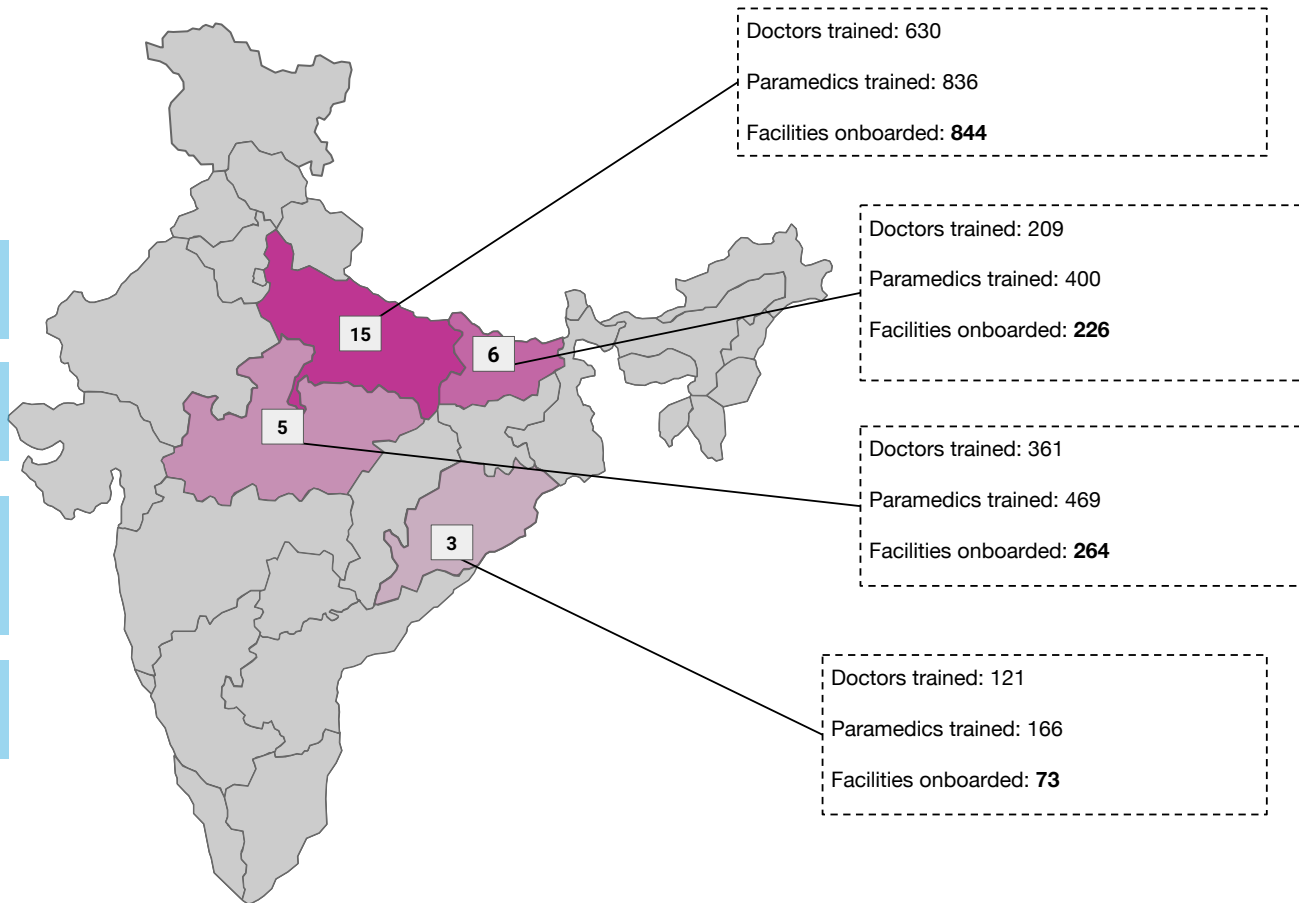
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Facilities onboarded

1407
(from Jun to August)

Champions
identified

~75



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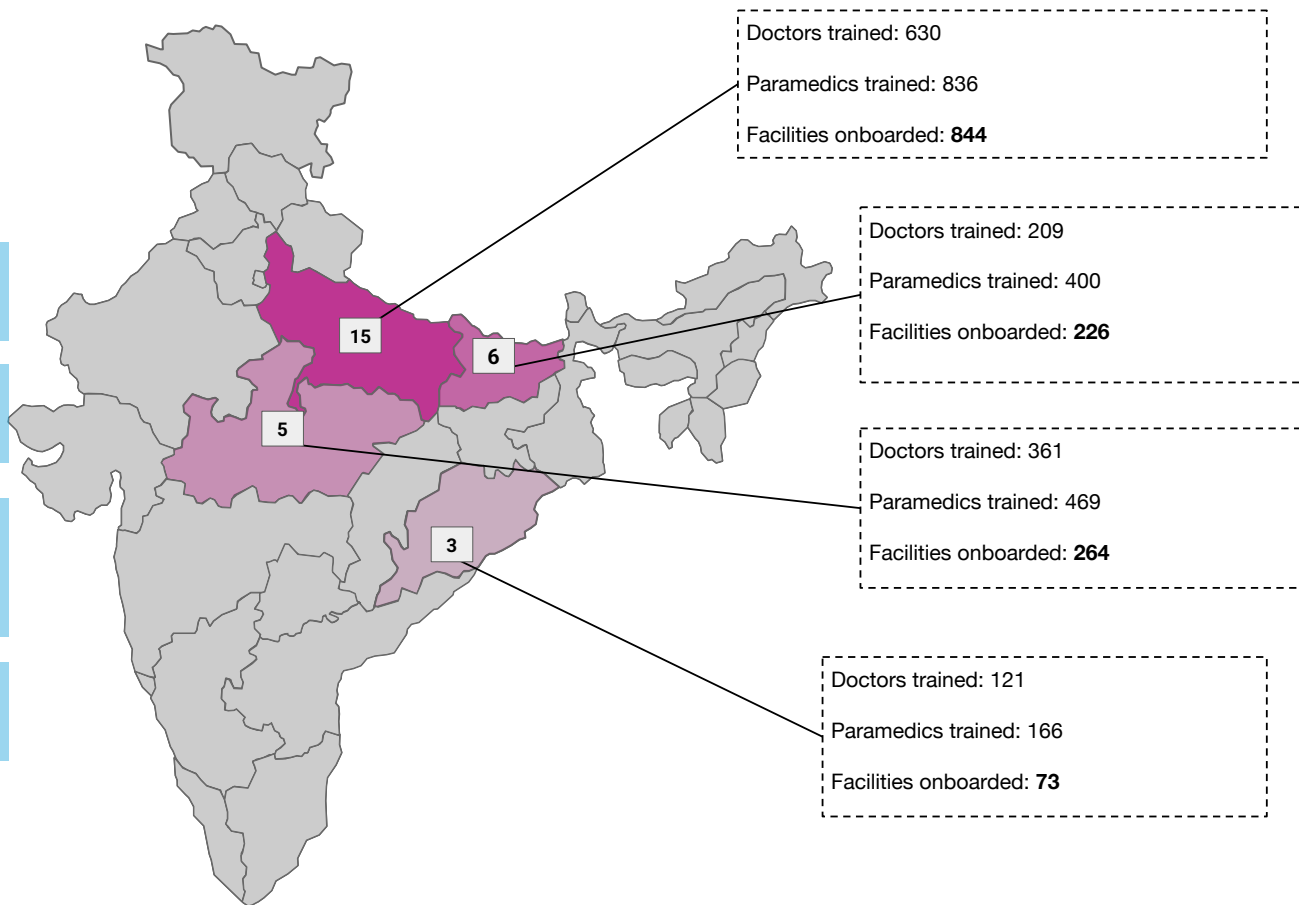
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CPD-1 (Quality of Intrapartum Care)

Quality of Care

EMOTIVE

IV FCM

Health Comm

THEORY

Panel discussion with experts to reinforce the basics of QoC

Presentation (offline and online modules) + gamified practical drill on application of EMOTIVE bundle

Presentation on use of IV FCM for the treatment of IDA during pregnancy

Presentation on essential aspects of communication, relevance of social media and advocacy



PRACTICAL

- Labour Care Guide (LCG)
- Case based discussion on various aspects of QoC

- EMOTIVE Drill on YouTube
- EMOTIVE Poster for labour rooms

- Experience sharing sessions
- Guideline document

- Experience sharing on social media usage
- Case studies on successful advocacy



RETENTION & NUDGING

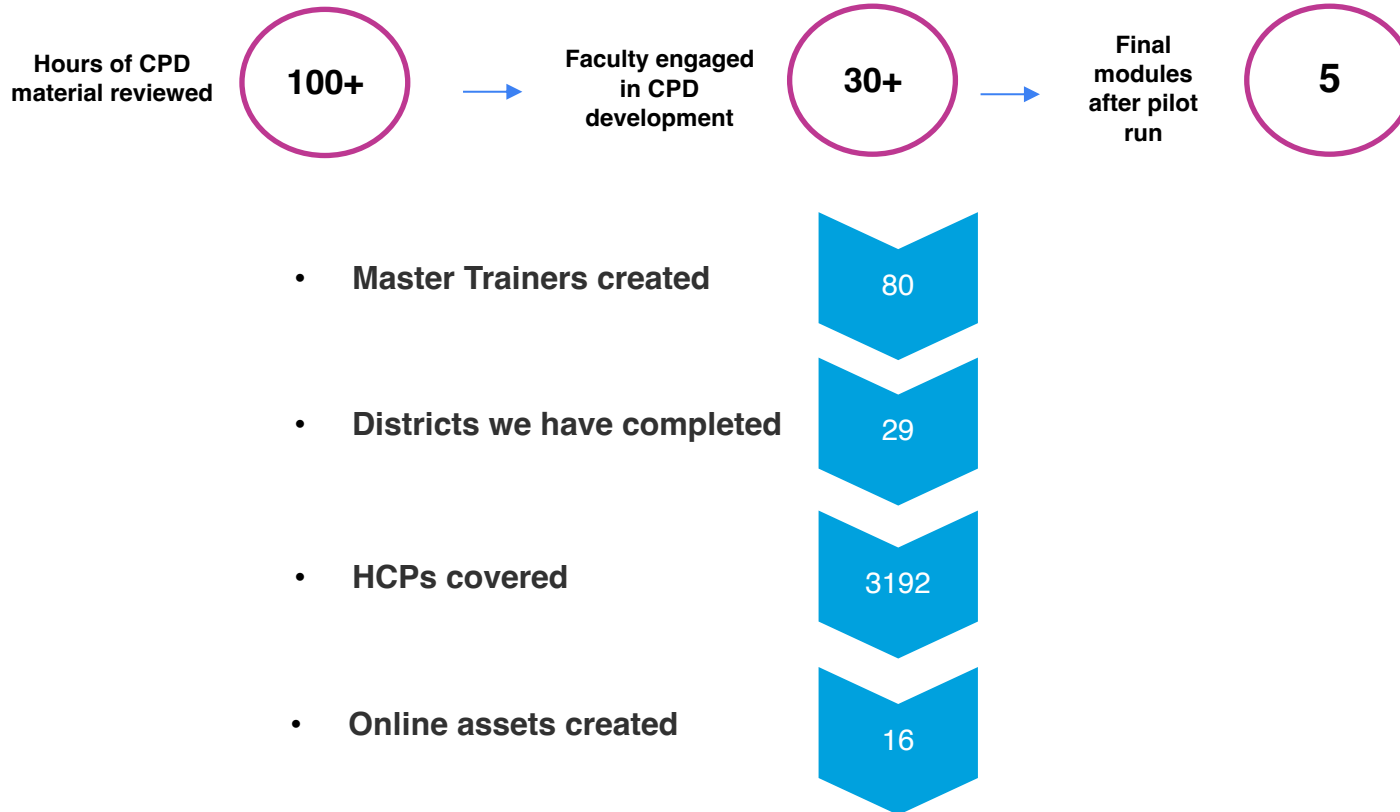
- Case study on LCG
- Filled LCG Guide
- Reusable LCG boards for LR

- Innovative calibrated drapes available
- EMOTIVE wall sticker
- Reels and Drills on ADHUNA social media handles

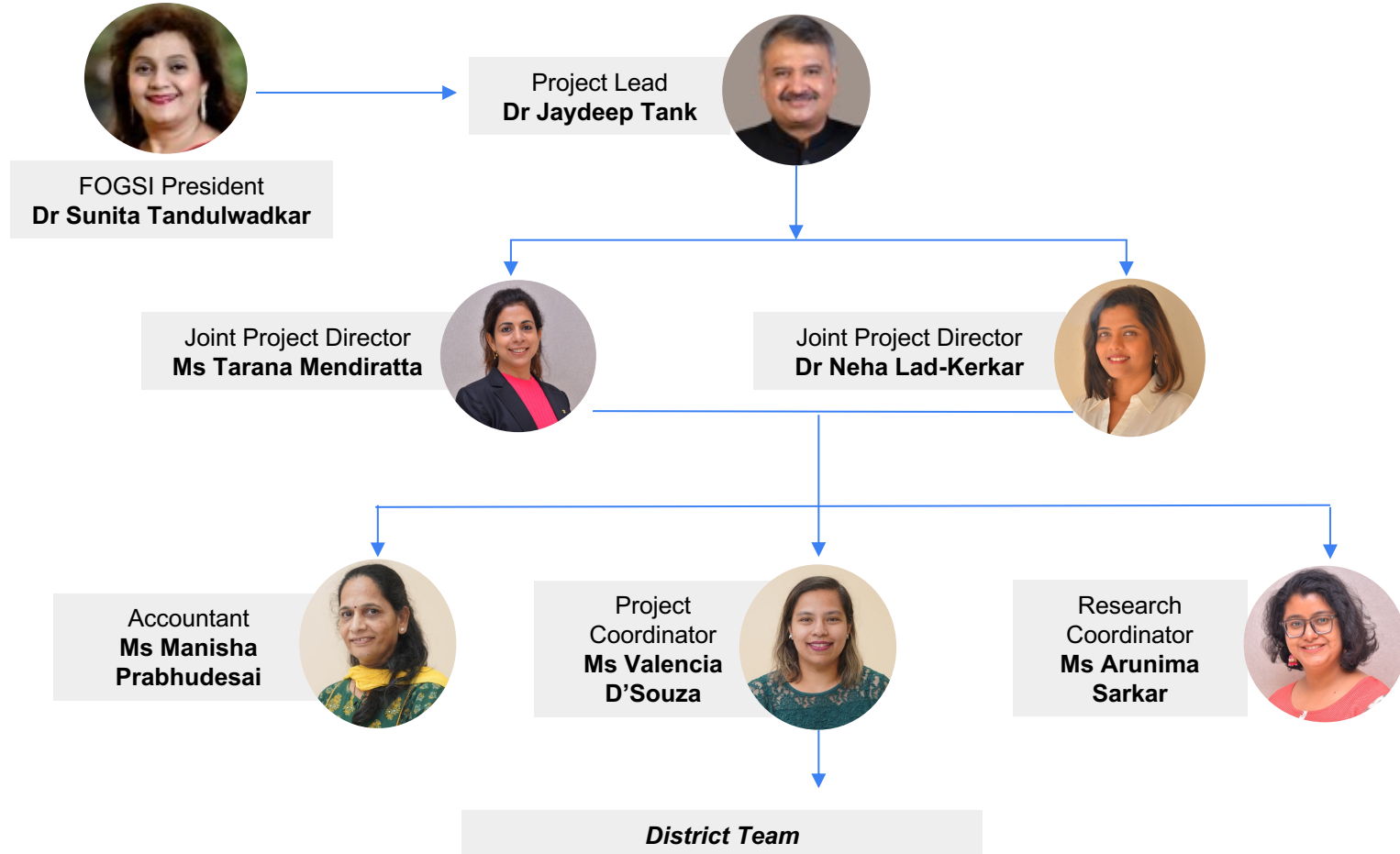
- Guideline document
- Dosage calculator
- Posters on IV FCM to display in consulting room

- Suggested posts
- Champion engagement through WA channel and calls
- Support for SM handle

CPDs – Key Metrics



Project Team - Program Enablement Unit (PEU)



District Team - Program Enablement Unit (PEU)

Team Uttar Pradesh



Ravi Sharma
Agra & Mathura



Rahul Awasthi
Aligarh & Bulandshahr



Finto Francis
GB Nagar & Ghaziabad



Amit Sharma
Moradabad & Bijnor



Faisal Anwar
Meerut & Muzaffarnagar



Sudhanshu Vikram
Varanasi & Mau



Brijendra Pandey
Prayagraj & Jaunpur



Saeed Ahmad
Lucknow

District Team - Program Enablement Unit (PEU)

Team Madhya Pradesh



Zohara Siddiqui
Bhopal & Jabalpur



Roop Sharma
Gwalior



Amit Jain
Indore & Ujjain

Team Bihar



Anyas Kumar Navin
Patna, Gaya, Nawada



Chandan Kumar
Muzaffarpur, Sitamarhi & Darbhanga

Team Odisha



Dr. V. Nikhila Priya
Cuttack, Khordha & Ganjam

Social Media Handles



<https://www.linkedin.com/company/projectadhuna/>



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www.youtube.com/@ProjectADHUNA

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