

IDCF 2014

Intensified Diarrhoea Control Fortnight

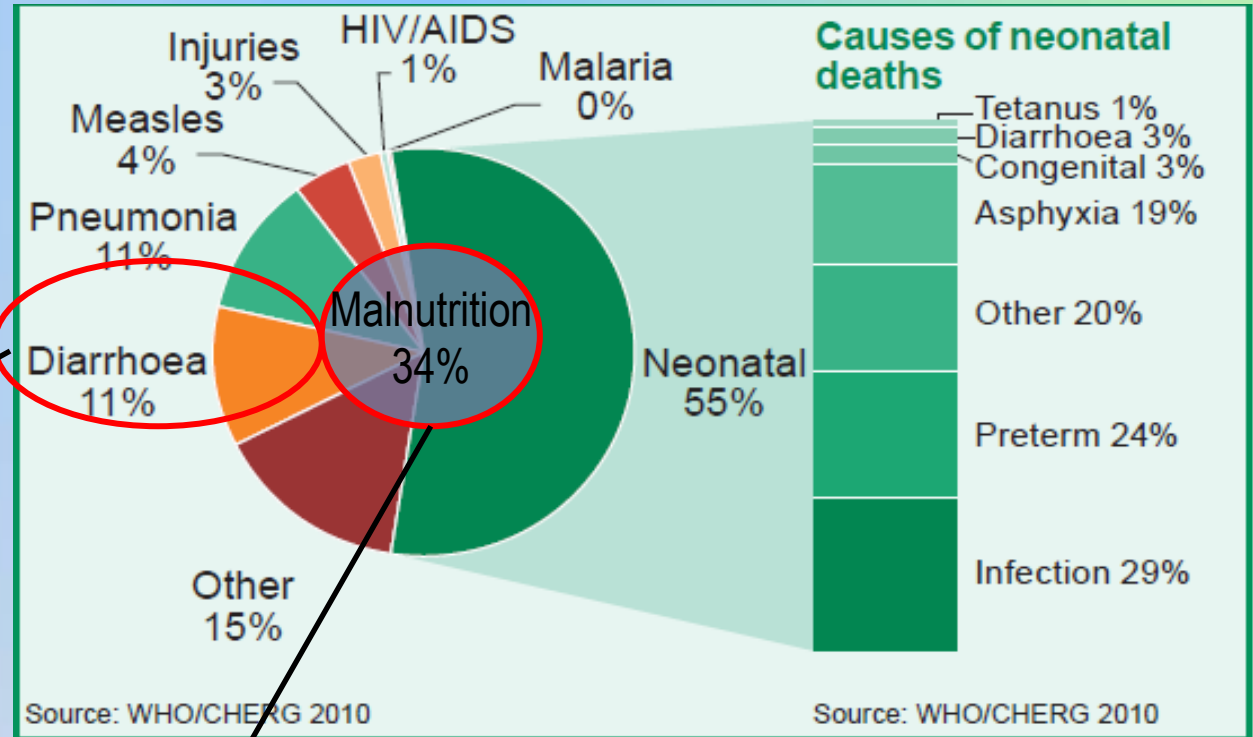
28th July -8th August 2014

Dr. Ajay Khera
Deputy Commissioner (Child Health & Immunization)
Ministry of Health and Family Welfare
Government of India

RMNCH National Review
9th July 2014



Contribution of Diarrhoea and malnutrition to Child Mortality



Management of
Childhood
Diarrhoea

Addressing Under
nutrition

Intensified Diarrhoea Control Fortnight (IDCF) : 28th July to 8th August 2014

- ▶ **Aim:** Intensified activities for control of deaths due to Diarrhoea across all States & UTs,
- ▶ **When:** 28th July to 8th August 2014
- ▶ **Activities:** intensification of advocacy activities, awareness generation activities, diarrhoea management service provision, establishing ORS-zinc demonstration sites, ORS distribution by ASHA, detection of undernourished children and their treatment, and promotion of IYCF activities

Week wise details of Intensified Diarrhoea Fortnight	
Dates	Theme
28 th July- 2 nd August	Week 1: Focus on Diarrhoea related activities
4 th - 9 th August	Week 2: Focus on Infant and Young Child Feeding Practices (as child nutrition status is a major factor deciding occurrence and intensity of Diarrhoea)

ZERO CHILDHOOD DIARRHOEAL DEATHS

ACTIVITIES DURING IDCF

WEEK 1

Common Activities for
week wise theme

WEEK 2

1. ORS ditribution
&
counselling/home
visits by ASHA to
all unerfive
chilren families

2. ORS-Zinc
Demostration
sites

3. ORS + Zinc
prescriptions by
providers

4. Intensive
Awareness
generation & BCC

5. Capacity
building of all
providers &

6. Multisectoral
involvements-
ICDS, Schools
PRI

1. Home visit,
for detection of
undernourished
children by
ASHA

2. IYCF
demosntration
and counselling
sites

3. Medical
management
at health
facility

Pre-Planning Activities for IDCF

1. Formation of State & District - IDCF coordination committee
2. Orientation & capacity building for Diarrhoea and IYCF

Location	Participants	Contents of orientation	When
State/Regional level	RDD, CS, DIO, RPM, DPM, DCM	Technical insights into Diarrhoea Control programme & IYCF ; Managerial aspects of IDCF	In preceding week
District level	BPO/ MOs / BCM / BHM/CDPO/MO- CHC/PHC etc		
Block/PHC level	AYUSH, ANM, ASHA& AWW	Technical orientation of service provision on Diarrhoea and IYCF	24/25 th July

3. Logistic assessment:

- ORS/Zinc supplies
- Estimated 2.1 lakh ORS packets for I District
- IYCF related logistic- weighing scale, MCP card, job aides

4. Assessment of IEC materials: Videos, posters, banners, miking arrangements,

CORE ACTIVITIES WEEK I

1. Home distribution of ORS and ASHA related activities:

- a. Prophylactic ORS distribution to under-five children families
- b. ASHA would undertake identification and referral of Diarrhoeal cases to health facilities
- c. ASHA would report all diarrhoeal deaths during the fortnight
- d. At the end of Fortnight a report will be submitted by State Health Society

2. Establishment of ORS- Zinc demonstration sites:

- a. ORS- Zinc demonstration sites should be established at :
→ All Health facilities → All Schools → All AWCs
- b. For sites at Anganwadi Centres, mothers meeting should be organised every day where Behaviour Change activities related for childhood Diarrhoea should be undertaken

3. Involvement of Indian Academy of Pediatrics (IAP)/other NGOs:: Facilitating launch District level launch & Hand washing Campaign by Schools

4. Awareness generation activities

- a. State level Launch/ District level launch
- b. Television and Radio
- c. Posters, banners, hoardings to be put at strategic locations, miking and rallies to be organised
- d. All the IEC materials & Reporting formats should be available with the stake holders 3 days before the Fortnight.
- e. [Material at](#)
- f. www.nrhm.gov.in

CORE ACTIVITIES WEEK II

1. Home visitation by ASHA and detection of undernourished children

Use of MCP card- Grade 2 & 3, sick and weak children

Ensure growth monitoring of all under five children with help of AWW

2. Setting up of IYCF demonstration and counselling sites: IYCF demonstration and counselling sites would be established at

→ each health facility i.e SC/PHC/CHC/DH/MC and

→ Anganwadi Centres.

Such a site is a visible place in the facility with following in place: child weighing scale and MCP cards for growth monitoring, mock food recipe and bowls for demonstrating consistency and measurement of child feed, an oriented counselling provider such as ANM/SN having job aides, posters, pamphlets carrying IEC material for IYCF counselling. On the site, growth monitoring and feeding counselling would take place for all under-five children visiting the centre along with awareness generation activities for visitors of the facility. There should be a dedicated corner ensuring privacy for breastfeeding for mothers coming for RI session.

3. Referral and Medical management of undernourished children at health facilities/ SAM at NRCs

4. Awareness generation activities: as in Week one based on the theme of IYCF.

	IEC activity to be undertaken	Key person
State level	<ul style="list-style-type: none"> a) T.V/ radio advertisements b) State level launch of IDCF by CM/ HM by inaugurating activities in a noted General Hospital c) Facilitation of Districts by providing IEC material prototypes shared by GoI d) Facilitation of Districts by providing other printed material- orientation material, FAQs, IDCF guidelines, monitoring formats e) State level monitors to be sent to each District for observation of activities 	MD(NRH))
District Level	<ul style="list-style-type: none"> a) Launch of IDCF to be organised jointly by CMO office and Indian Academy of Paediatrics b) Launch of IDCF by MP/MLA c) Daily miking for key messages d) Placing Banners/Posters at Strategic locations e) Celebrating ORS Day which falls on 29th July 	CMO
Schools/Colleges	<p>School:</p> <ul style="list-style-type: none"> a) Organise WASH Fortnight in which soap, clean water is provided and handwashing is observed before Mid Day Meal; Banners/posters on Hand washing to be put in hand washing area b) Organise Essay writing/Speech/painting competition on Diarrhoea and use of ORS and zinc followed by a lecture by BMO/MO on Diarrhoea and ORS/Zinc use c) Rally by School children as ambassadors of ORS and zinc in community <p>Colleges:</p> <ul style="list-style-type: none"> a) Organise Speech competition on Diarrhoea and use of ORS and zinc followed by a lecture by BMO/MO on Diarrhoea and ORS/Zinc use 	BMO/Acting MO CHC,PHC

	IEC activity to be undertaken	Key person
Block Level	a) Special session on Childhood Diarrhoea- ORS/Zinc in meeting of Block PRI members (Funds from RPI system) b) Similar session in Block Development Commiitte (BDC) meeting	BMO/BHO
Village level	Daily demonstrations at Anganwadis in mother meetings	AWW
	ANM counselling for IYCF related activities in mother meetings	ANM
	Home visit by ASHAs for ORS distribution to families with under-five children	ASHA
	Goshthi/village level discussion on Diarrhoea management	ANM/ MO
Others	ORS corners at Haats/Temples/Munadis/NukadNatakas/ Folk lore	MO

Monitoring & Supervision

- ▶ National/State/District level teams for supervision & monitoring
- ▶ The block supervisors include BMO/BHO, BHM, BCM, AYUSH, MOIC and others. They will visit at least 10% of the AWW ORS-zinc sites and 10% of households provided with ORS for confirmation during the Fortnight period.
- ▶ **Under RMNHC intensification, the lead agency will monitor its implementation through District coordinators & assist State in planning & monitoring**
- ▶ **Involvement of Development partners and NGOs and reaching for poor performing districts:** Special focus should be provided to
 - High Priority Districts,
 - poor performing areas,
 - remote and tribal blocks,
 - slums, areas prone to Diarrhoeal outbreaks based on previous year's data.
- ▶ Technical expertise available with major development partners can be used to orient State and District Health Officials to conduct the programme.

Reports to be sent to National Officer by 14th August 2014

Thanks

AIMING FOR ZERO CHILDHOOD DIARRHOEAL DEATHS

