

**Training Course
on
“Capacity Building of the Health Personnel in
Health Promotion”
(14th – 25th March 2011)**

Report



आरोग्यं तुल्यसन्धिदा

**National Institute of Health and Family Welfare
New Delhi- 110067
In Collaboration with WHO (India Country Office)**

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Training Course on “Capacity Building of the Health Personnel in Health Promotion”

National Institute of Health and Family Welfare (NIHFW) in collaboration with World Health Organization (WHO-India Country Office) organized the training course on ‘Capacity Building of the Health Personnel in Health Promotion’ from 14th March-25th March, 2011 at NIHFW. The programme of the training course is at Annexure 1.

Introduction

The independent India has embarked on an ambitious plan to improve the health of its countrymen. During the last five decades, the nation has made an unprecedented progress in the health sector and health indicators. At the same time, a lot needs to be achieved towards controlling the communicable diseases, reducing infant mortality, maternal mortality and to raise the nutritional status of children and women. Further, the emerging challenge related to the lifestyle diseases/non-communicable diseases, requires the strategies different from the conventional communicable diseases. This challenge can be addressed through strong health promotional interventions in order to bring sustained change in the behaviour of the community in respect of risk factors.

The lifestyle diseases have a strong association with the way people live their lives. Such diseases have defied the conventional public health measures like environmental sanitation, immunization, vector control and many others. Health promotion strategies have been effective in prevention and control of these diseases as evident from the statistics from the developed countries. The Government of India, in the Framework of Implementation of NRHM has identified action for preventive and promotive health care as a key priority area. Some of the constraints realized in this area as per this framework are:

- Poor emphasis on locally and culturally appropriate health communication efforts.
- No community action and household surveys.
- No action on promoting healthy lifestyle whether it be fighting alcoholism or promoting tobacco control or promoting positive actions like sports, yoga, etc.
- Weak school health programmes.
- Absence of health counselling/early detection.
- Compartmentalized IEC of every scheme.

Some of the suggested actions to overcome these constraints are convergence with other departments/institutions and incorporations of the health promotion component in various National Health Programmes. The problem of chronic diseases can be managed by following healthy lifestyles, addressing the risk factors of the diseases and by involvement of NGOs.

Health education has been an integral component of the National Health Programmes. However, the objective of health promotion activities is to go beyond sharing knowledge to developing skills and bringing about change in attitudes and bringing healthy practices in the community. As a first step, it is essential to communicate the latest and most accurate knowledge and information to the frontline health professionals and public at large.

Health promotion is the process of enabling people to increase control over the determinants of health and thereby improve their health. It represents a comprehensive social and political process, it not only embraces actions directed at strengthening the skills and capabilities of individuals, but also action directed towards changing social, environmental and economic conditions so as to alleviate their impact on public and individual health. As health promotion is a technical process of providing information and/or education to individuals, families and communities to make positive contribution to their health status, participation of all sectors like Panchayati Raj Institutions, Health, Education, Public Works Department, Ministry of Women and Child Development, etc. and also of youth groups, women groups, NGOs, corporate sectors and community is essential to sustain health promotion action.

In view of these, NIHFW in collaboration with WHO, developed the present training course on health promotion to enhance the capacity of the health personnel working at various levels of the health services. This training course was developed with an objective to enhance the capacity of health personnel for management of lifestyles disorders through various health promotion interventions.

Objectives

General Objective

To build the capacity of health personnel in health promotion.

Specific Objectives

The participants should be able to:

- i. Describe the concept of health promotion;
- ii. List various risk factors for non-communicable diseases and suggest strategies for their control;
- iii. Describe the role of social and cultural determinants of health and other sectors;
- iv. Assess the health needs of a particular group/community for health promotion;
- v. Describe the strategies for health promotion in the National Health Programmes (NHPs) and National Rural Health Mission (NRHM);
- vi. Describe the concept of health education, information education and communication, behaviour change communication for health promotion;
- vii. Design strategies for health promotion in different settings; and
- viii. Plan, monitor and evaluate the health promotion programmes.

Course Content

- Basics concepts in health and health promotion;
- Risk factors for non-communicable diseases (unhealthy diet, lack of physical activity, substance abuse, etc);
- Promotion of healthy lifestyle through diet, physical activity and stress management;
- Planning, monitoring and evaluation of health promotion programmes in different settings;
- Health promotion component in National Health Programmes;
- Information, education and communication and advocacy strategies for health promotion;
- Designing of messages for health promotion among various groups on selected themes;
- Partnership and capacity building for health promotion;

- Role of AYUSH in health promotion;
- Health promotion in schools.

Methodology

Orientations to the concepts were provided through lecture-discussion and panel discussion methodology. The participatory approach was adopted during the group work and discussion. The participants were divided into groups and each group had one facilitator for the group work. Resource persons with the expertise in concerned topics were invited for the training programme. The list of the resource persons is given at Annexure 2.

Nature and Number of Participants

Twenty nine (29) programme officers and other officers involved in planning and implementation of National Health Programmes, faculty and trainers of medical colleges, training Institutes and officials engaged in health sector attended the training course. The list of the participants is given at Annexure 3.

Date and Duration of the Training Course

14th – 25th March, 2011(Ten working days)

Sessional Objectives

The training course for duration of ten days had specific session objectives as given below:

Day I (14.3.2011, Monday)

Session 1: Registration/Inaugural session/Ice-breaking session

Session 2: Determinants of Health and Health Promotion

- Describe the disease causation, process of health promotion and key public health policy; and
- Discuss the socio-economic transition and its effect on health.

Session 3: Basic Concepts in Health and Health Promotion

- Describe the concepts of health and health promotion;
- Analyse the approaches of health promotion in the context of India as advised in various charters (Ottawa charter, Jakarta declaration, Bangkok charter); and
- Describe the linkages of country's health policy and health promotion.

Methodology: Initial briefing followed by group work and discussion

Day 2 (15.3.2011, Tuesday)

Session 1: Socio-cultural Beliefs and Practices, Treatment Seeking Behaviour and Reducing Stigmas

- Describe the common socio-cultural beliefs and practices;
- Explain the concept of social determinants and its impact on health;
- Describe the treatment seeking behaviour and treatment compliance; and
- Describe the stigma associated with diseases.

Methodology: Initial briefing followed by group work and discussion

Session 2: Health Promotion Need Assessment

- Describe the concept of need assessment and different types of needs;
- Describe the steps in health need assessment of various groups in the communities.

Methodology: Initial briefing followed by group work and discussion

Day 3 (16.3.2011, Wednesday)

Session 1: Prevention and Control of NCDs Risk Factors in India

- Overview of NCDs/lifestyle disorders, epidemiology;
- Define the National Programme on Diabetes, Cardio-Vascular Diseases and Stroke (NPDCS);
- Define the key components of National Cancer Control Programme and intervention strategies for health promotion.

Methodology: Lecture discussion

Session 2: Promotion of Healthy Lifestyle through Diet

- Describe the basic concept of nutrition, balanced diet, recommended dietary allowance, and food guide pyramid; and
- Advise the nutrition in chronic diseases such as coronary heart disease, obesity, hypertension, diabetes mellitus, and under nutrition.

Methodology: Initial briefing followed by group work and discussion

Session 3: Promotion of Healthy Lifestyle through Physical Activity

- Define the physical activity; and
- Describe the strategies to promote physical activity.

Methodology: Lecture discussion and demonstration

Session 4: The Tobacco Epidemic in India and Regulatory Provision

- Enumerate the current scenario related to use of tobacco;
- List the some of the harmful substances present in the tobacco compounds;
- List the main tobacco control initiatives undertaken by the Government of India; and
- Describe the important provisions of the COTPA.

Methodology: Lecture discussion

Day 4 (17.3.2011, Thursday)

Session 1: Promotion of Healthy lifestyle through Yoga

- Describe the yoga exercises to promote physical activity in common lifestyles disorders.

Methodology: Demonstration

Session 2, 3, 4: Health Promotion in NRHM and National Health Programmes

- List the components of health promotion in selected major National Health Programmes;
- List the barriers in implementation of health promotion under National Health Programmes; and
- Describe the mechanisms to promote inter-sectoral coordination in National Health Programmes;

Methodology: Initial briefing followed by group work and discussion

Day 5 (18.3.2011, Friday)

Session 1: Risk Factors and Preventive Strategies for Control of Diabetes in India

- Describe the burden and risk factors for diabetes;
- Describe the initiatives taken by the Government of India for its prevention/ control; and
- Describe the other approaches for its prevention.

Methodology: Lecture discussion

Session 2: Risk Factors and Preventive Strategies for Control of Cancer in India

- Describe the burden and risk factors for cancer;
- Describe the initiatives taken by the Government of India for its prevention/ control; and
- Describe the other approaches for its prevention.

Methodology: Lecture discussion

Day 6 (21.3.2011, Monday)

Session 1&2: Promotion of Healthy Lifestyle through Stress Management

- Describe the process of stress;
- Explain the functional and dysfunctional aspects of stress;
- Describe the cognitive coping mechanisms of stress; and
- Describe the behavioural coping mechanisms of stress.

Methodology: Initial briefing, demonstration and discussion

Session 3: Community Based Maternal Child Health and Nutrition Project (Agra experience)

- Describe the community based health promotion

Methodology: Lecture discussion

Session 4: Partnership for Health Promotion with AYUSH, Media and Other Sectors

- Define the partnership; the importance of building of partnership with AYUSH, socio-economic, media and other sectors;
- Describe the models and mechanisms of public private partnership in current government policies; and
- Describe the role of media in health promotion and identify various elements of successful partnership with media.

Methodology: Initial briefing, Group work and discussion

Day 7 (22.3.2011, Tuesday)

Session 1&2: Planning and Designing Health Promotion Programmes

- Define the concepts of planning and its uses in improving performance of health promotion programmes;
- Describe the steps in planning; and
- Develop a health promotion project

Methodology: Initial briefing, group work and discussion

Session 3: Monitoring and Evaluation of Health Promotion Programme

- Describe the concept of monitoring and evaluation;
- Define the indicators for monitoring and evaluation of health promotion programmes in measurable terms; and
- Develop the framed-work for monitoring and evaluation of health promotion programmes.

Methodology: Initial briefing, Group work and discussion

Session 4: Risk Factors and Preventive Strategies for Control of Cardiovascular Diseases in India

- Describe the burden and risk factors for cardiovascular diseases;
- Describe the initiatives taken by the Government of India for its prevention/ control; and
- Describe the other approaches for its prevention.

Methodology: Lecture discussion

Day 8 (23.3.2011, Wednesday)

Session 1&2: Information, Education and Communication for Health Promotion

- Describe the basic concepts in communication;
- Describe the concept of information, education and communication (IEC);
- Differentiate between IEC and Behaviour Change Communication (BCC);
- Apply the IEC approaches for health promotion; and
- Develop IEC strategies for different communication channels in promoting.

Methodology: Initial briefing, group work and discussion

Session 3&4: Development of Information, Education and Communication for Health Promotion as per the project taken

- Develop Posters, audio-video messages for health education as per the requirements of the project taken for health promotion work.

Methodology-Initial briefing, Group work and discussion

Day 9 (24.3.2011, Thursday)

Session 1&2: Advocacy Strategies for Health Promotion

- Describe the meaning and scope of advocacy; importance of advocacy in health promotion; and
- Design advocacy strategies for health promotion such as advocacy for healthy

public policy; resource mobilization for health promotion, community participation, networking; social marketing of ideas and products of health promotion.

Methodology: Initial briefing, group work and discussion

Session 3& 4: Development of Advocacy Strategies for Health Promotion

- Development of advocacy strategies as per the requirements of the project taken for health promotion work.

Methodology: Initial briefing, group work and discussion

Day 10 (25.3.2011, Friday)

Session 1: Evaluation of the Training Programme

Session 2: Presentations by the Participants

Session 3: Feedback Session

Session 4: Valedictory

**Record of the Proceedings of the Training
Programme**

**Training Course on “Capacity Building of Health Personnel in
Health Promotion” (14th – 25th March 2011)**

A Brief Report of the Proceedings of the Training Programme

A ten day’s training course was conducted from 14th to 25th March, 2011 on ‘Capacity Building of Health Personnel in Health Promotion’. The course was conducted to sensitize and enhance the capacity of the health personnel in the field of health and health promotion; and its important role in bringing about change in morbidity and mortality in community due to communicable and non-communicable diseases.

Twenty nine participants from Andhra Pradesh, Assam, Chandigarh, Delhi, Dadar and Nagar Haveli, Karnataka, Nagaland, Mizoram, Gujarat, Punjab, Uttar Pradesh, Uttarakhand, Sikkim, Maharashtra and West Bengal participated in the training programme. List of the participants is given at *Annexure-3*.

Day 1: 14th March 2011

Inaugural Session

Dr. Poonam Khattar welcomed the participants and Dr. J.S Thakur of WHO. She gave a brief overview of the training programme and discussed various sessions to be conducted in ten days of the training programme.

Dr. P.L. Joshi discussed the genesis of the concept of health promotion and the need of health promotion in today’s world. He also discussed that most of the non-communicable and communicable diseases can be prevented by promoting health at different levels and this requires inter-sectoral collaboration.

Dr. A.K. Sood thanked WHO for collaborating with NIHFV for conducting the training course. He briefed the participants about the organization of the training programme over the next two weeks and explained the introductory and background documents, provided as a

training material. He mentioned that the worksheets have been designed for the group work for better understanding and practical application of the concepts after the sessions on each day.

Dr J.S. Thakur mentioned that in India, changes in the lifestyle due to rapid urbanization and globalization mainly contribute towards increased number of people suffering from lifestyle and communicable diseases. He also discussed the determinants of health and role of health promotion. He hoped that this training programme would strengthen the capacity of the health personnel in health promotion in their states.

Dr. Deoki Nandan in his address thanked the State governments for nominating the participants for the training course. He also mentioned that NIHFWS is also conducting one year certificate course in health promotion through distance learning mode. He concluded the session by saying that with the support from WHO, NIHFWS would continue to organize more such training course on health promotion.

Dr. Poonam Khattar in concluding highlighted that about 70 nominations were received and due to financial constraints only 30 could be accommodated.

Technical Sessions

Day 1: 14th March, 2011

Session 1: Determinants of Health and Role of Health Promotion

Resource Person: Dr. J.S Thakur, Cluster Focal Point, Non-Communicable Diseases, WHO India Country Office

Dr. J.S. Thakur emphasized on disease causation process, determinants of health, process of health promotion and policy as a key public health measures. He discussed the social and economic transition which has accelerated in last few decades due to rapid expansion of global trade and commerce. Erosion of social and environmental conditions, increasing gaps between the haves and have-nots, and increasing culture of consumerism had led on to a compromise in the conditions in which people live and work. Substantial changes are occurring in the health status of the populations. As a result of this health transition, under nutrition and communicable diseases are declining and chronic non-communicable diseases are on the rise. Efforts to narrow the socio-economic inequalities in a society by having health promotion policies are likely to be more effective in reducing disease burden than the specific disease preventive measures.

Dr. Thakur summarized health promotion as 'health education X healthy public policy', which aims for improvement in health rather than preventing or treating a specific disease. Health promotion measure enhances the social and personal capacities leading on to prevention of several health conditions; thus the achieved health status is more sustainable. He also discussed the principles, strategies and mechanisms for health promotion. He concluded the session by saying socio-political approach rather than isolated biomedical approaches should be followed to promote health.

Session 2: Basic Concepts of Health Promotion

Resource Person: Dr. P.L. Joshi, NIHFV

Dr. P.L. Joshi discussed the 4 Ps (Product, Price, Place and time, Promotion) of health promotion. He emphasized that the health promotion is not only applicable to healthy people but

is also important for people who are diseased so as to prevent progress of the disease. He emphasized health care cost is most cost-effective when people are healthy. He described about 6 dimensions of health (Physical, Mental, Social, Emotional, Spiritual and Environmental). Community participation is must for health promotion. The demographic transition has lead to increased manifestations of chronic diseases. He described the origin and contemporary origins of health promotion and approaches to health promotion.

Session 3: Charters of Health Promotion

Resource Person: Dr. Poonam Khattar, Department of Education and Training NIHFV

Dr. Poonam Khattar discussed the three Charters of health promotion, Ottawa Charter 1986, describes three basic strategies: advocate, enable and mediate for health promotion with five priority actions for supporting basic health strategies: creating supportive environment, building healthy public policy, strengthening community action, developing personal skills and reorienting health care services. Second charter, Jakarta declaration 1997 had 5 priority area: promote social responsibility for health, increase investment for health development, consolidate and expand partnership for health, increase community capacity and empower the individual and secure an infrastructure for health promotion. Third charter, Bangkok charter for health promotion 2005, recognizes five critical factors that influence health: increasing inequalities within and between countries, new patterns of consumptions and communication, commercialization, global environmental change and urbanization.

Session 4: Group Work

Resource Person: Dr. A.K Sood, Dr. Poonam Khattar, Dr. S.K. Chaturvedi, NIHFV

The participants were divided in three groups and they analyzed the approaches of health promotion in the context of India as advised in various charters (Ottawa charter, Jakarta declaration and Bangkok charter).

Day 2: 15th March, 2011

Session 1: Participants Session

Resource Person: Dr. A.K. Sood, Dr. Poonam Khattar, NIHFW

The presentations were made by the 3 groups of the participants on the previous day's session. This session focused on the development of concept of health and health promotion. They also discussed health promotion interventions and application in their set up of Ottawa charter, Jakarta charter and Bangkok charters and their relevance in the Indian context. The session was informative, interactive, and improved the understanding of health promotion.

Session 2: Socio-cultural Beliefs and Practices, Treatment Seeking Behaviour and Reducing Stigmas

Resource Person: Dr. A.K. Sood, Professor, Department of Education and Training, NIHFW

The session emphasized on socio-cultural beliefs and practices, treatment seeking behaviours at individual, family and community level. He also highlighted that diseases are much beyond the bio-medical parameters it includes the environmental factors including the physical, socio-cultural and psychological factors.

Dr. Sood described every individual, family and community have their own health belief model which are very strong based on the perceptions, own reasoning and explanation which this in turn affect the health seeking behaviour. This behaviour also depends on their education, socio-economic status, preconceived notions, various traditional practices, availability, accessibility, affordability and acceptability of the health services.

Session 3: Group Work

Resource Person: Dr. A.K. Sood, Dr. Poonam Khattar, Dr. S.K. Chaturvedi, NIHFW

The participants identified a target group for health promotion activity in a rural/urban set up or in their workplace. Then they to identify the beliefs present in the community affecting their health and treatment seeking behaviour.

Session 4: Health Promotion Need Assessment

Resource Person: Dr. Poonam Khattar, Department of Education and Training, NIHF

Dr Poonam described health need assessment as the first step in planning any health promotion programme. It involves identifying, analyzing and prioritizing the health problem and the nature of the target group for the purpose of planning any health promotion action. She discussed different types of needs. Her session emphasized the importance, objective, benefits and challenges of the health need assessment.

Session 5: Group Work

Resource Person: Dr. A.K. Sood, Dr. Poonam Khattar, Dr. S.K. Chaturvedi, NIHF

To clear the concept of health need assessment group work was conducted. The participants discussed health needs of the above selected target group. They also listed indicators for health needs assessment and based on this identified priority action area in health for the target group.

Day 3: 16th March, 2011

Session 1: Participants Session

Resource Person:

The presentations were made by the three groups of the participants on the previous day's session. This session focused on the development of concept of health needs assessment.

Session 2: Prevention and Control of NCDs-Risk Factors in India

Resource Person: Dr. Sudhir Gupta, Chief Medical Officer (NCD), MOHF

Dr. Sudhir Gupta discussed the risk factors associated with the non-communicable diseases (NCDs). He also discussed the level of prevention and management of NCDs. Trends and projections of NCDs in India and related mortality. He discussed the strategies for health

promotion under National Programme for Prevention and Control of Cancer, CVD, Diabetes and Stroke.

Dr Gupta also discussed health care delivery system in India under National Rural Health Mission (NRHM). He emphasized in modification of dietary habits, regular physical activity for reduction of risk factors of NCDs. He mentioned other programmes like National Mental Health Programme (NMHP), National Programme for Control of Blindness, National Oral Health Programme, National Iodine Deficiency Disorders Control Programme (1992), National Programme for Prevention and Control of Fluorosis (NPPCF), tobacco control strategies, and Health Policy for Schools. He gave some of the examples of health promotion in India such as Morarji Desai National Institute of Yoga, which conducts regular sessions of yoga in schools; mid-day meal scheme in which freshly cooked wholesome balanced meal are being served in schools, telecast of yoga and dietary advices on popular TV channels, tobacco cessations clinics, certificate courses in health promotion by the NIHFWS and Indian Red Cross Society.

He concluded by stressing on the need of integration and networking of NCD programme, policy corrections, and structural changes and integration of disease surveillance for NCD. He emphasized on NCD research - both applied and community-based interventions. His session generated the discussion on current policies and programmes of the government in different states. They also discussed health promotion strategies which can be adopted in different states and in different set-ups.

Session 3: Promotion of Healthy Lifestyle through Diet

Resource Person: Ms. Radhika Sood, NIHFWS

The session focussed on the basic concepts of balanced diet. The participants analysed their daily dietary menus (food which they have consumed in last 24 hours) to identify energy balance or imbalance. Ms. Radhika also mentioned about food intake for prevention or control of NCDs. The participants also calculated their Body Mass Index and Ideal Body Weight.

The participants discussed the role of adequate chewing of the food bolus, fasting practices in the communities, and sound sleep along with the balanced diet.

Session 4: Promotion of Healthy Lifestyle through Physical Activity

Resource Person: Dr Anupa Siddhu, Director, Lady Irwin College, University of Delhi.

Dr. Anupa Siddhu, began her presentation with the basic definitions of physical fitness, physical activity and exercise. She discussed level of physical activity for different age groups for reduction and maintenance of weight. She mentioned about relationship between body composition and nutrient intake. Dr. Siddhu discussed various methods for physical activity and barrier to physical activity. She also demonstrated the brisk walk and the sports walk.

Session 5: The Tobacco Epidemic in India and Regulatory Provision

Resource Person: Dr. Jagdish Kaur, Chief Medical Officer, Directorate General of Health Services, MOHFW

Dr. Jagdish Kaur discussed types of tobacco use in India among different age groups and gender. To support this she presented the data on Global Youth Tobacco Survey, 2009, Global Health Professionals Students Survey, 2009, and Global School Personnel Survey, 2009. She described constituents of tobacco and its harmful effects due to active and passive exposure.

Dr. Kaur mentioned Tobacco Control Act, 2003 and provisions under this act. She gave various examples for control of tobacco consumption such as National Tobacco Control Programme (21 states), incorporating tobacco control in draft revised MBBS curriculum, BDS curriculum, Tobacco Cessation Centres, integration into ongoing national health programmes, setting up of tobacco products testing labs, mass media campaign to highlight the ill-effects of tobacco consumption/secondhand smoke (community sensitization), provisions under the law. She also presented WHO Framework Convention on Tobacco Control (FCTC).

Day 4: 17th March, 2011

Session 1: Yoga

Resource Person: Dr. Shellindeshwari Malhotra, Consultant

Dr. Shellindeshwari Malhotra conducted an early morning yoga session in which she discussed the importance of 'asanas'. All the participants actively participated in the session.

They even discussed appropriate asanas for joint pains, constipation, and proper digestion of foods.

Session 2: Participants Session

Resource Person:

A representative from the participants Dr.Kamlesh Upadhyaya presented the summary of the previous day session.

Session 3: Health Promotion in National Health Programmes

Resource Person: Dr.Damodar Bachani, Deputy Director General (NCD), MOHFW

Dr.Damodar Bachani discussed the conceptual change in health promotion, i.e, the prime focus of health promotion is on the social, physical, economic and political factors that affect the health. He also mentioned approach for primary prevention of NCDs to avoid development of new cases. Some of the interventions for prevention of NCD includes transportation policies-promotion pedestrian/cycling/walking zones, health promoting cities and environment, economic policies-tax on tobacco, improved food supply promoting healthy food choices and limiting the promotion of unhealthy/junk food amongst children.

Dr. Bachani emphasized policies and interventions must involve all the relevant sectors and stakeholders for health promotion.

Session 4: Health Promotion in NRHM and National Health Programmes

Resource Person: Dr. P.L. Joshi, NIHFW

Dr. P.L. Joshi mentioned advantages and disadvantages of vertical health programme and integrated health programme for communicable and non-communicable diseases. He presented the framework of the school health programme and the current situation of the programme in different states. He emphasized on adopting a participatory approach and involving education department/school authorities and parent bodies in the planning of health promotion activities in the schools. He stressed that the capacity building of school teachers and health workers to undertake planned activities is the need of the hour. The participants also discussed the status of school health programme in their states.

Session 5: Group Work

Resource Person:

Each group were allotted different health programmes to list their components of health promotion, identify major barriers in implementing health promotion programme, collaborations in between the sectors other than health sector, and possible mechanism which can be adopted for intersectoral coordination. The groups were allocated following national health programme:

Group 1: Tuberculosis and HIV/AIDS (RNTCP and NACP)

Group 2: Vector Borne Diseases (NVBDCP)

Group 3: Non-communicable Diseases (NPCDCS, NMHP)

Day 5: 18th March, 2011

Session 1: Recap of Basic Concepts of Health Promotion

Resource Person: Dr Sanjiv Kumar, Professor, IIHMR

A recap session was conducted by Dr. Sanjiv Kumar for conceptual clearance of health promotion. The session was a participant's session. He described the emblem of health promotion and behaviour adoption curve for sustaining the behavioural change. He also discussed the conceptual framework of health promotion to address NCDs.

Dr. Sanjiv discussed the important steps of planning i.e., need assessment, development, implementation and evaluation of the health promotion programme. He also mentioned about importance of inter-sectoral co-ordination for health promotion and what steps can be taken to promote it. The participants shared their experiences of inter-sectoral collaboration and what steps can be taken to promote them in their states.

Session 2: Group Work

Resource Person: Dr S.K. Chaturvedi, Ms. Radhika Sood, NIHFV

The participants presented the previous day group work on National Health Programmes. They presented risk factors of the disease, its relevance to the population concern selected by the group, health promotional actions to be taken and possible challenges likely to

be faced in the programme. They also discussed the need for collaboration with different departments for the success of the programme.

Session 3: Risk Factors and Preventive Strategies for Control of Diabetes in India

Resource Person: Dr Sanjiv Kumar, Professor, IIHMR

Dr. Sanjiv Kumar discussed the burden of diabetes in India. He highlighted that India has 15% of the world's diabetic population and is spending 6.4% on diabetics and 1% of the total GDP is being spent on diabetes research. He mentioned causes and symptoms of diabetes, population who is susceptible to diabetes. He emphasized that life-cycle approach to prevent diabetes should be followed.

Dr. Sanjiv discussed the pilot National Programme on Diabetes, CVD and Stroke launched in January 2008 in seven states. He highlighted the benefits of health education for promotion of regular physical activity, dietary changes – healthy food habits, control of overweight and obesity, avoiding substance abuse and management of stress. He described the roles of panchayati raj institutions, self-help groups, resident welfare associations, ASHA in health promotion. Health education is also necessary for screening, regular monitoring and management of risk factors of the disease.

Session 4: Risk Factors and Preventive Strategies for Control of Cancer in India

Resource Person: Dr Sanjiv Kumar, Professor, IIHMR

Dr. Sanjiv Kumar presented the burden of cancer which is 3.3% in India with an annual incidence of 9 lakhs. He mentioned more than 30% of the cancers can be prevented by modifying/avoiding risk factors such as tobacco and alcohol use, over-weight/obesity, physical inactivity, low vegetable and fruit intake, etc. He emphasized health promotion for reduction of risk factors can greatly reduce the burden of cancers in India.

He gave a take home message as to strengthen health promotional activities to address non-communicable diseases like diabetes and cancers which are on increase, and to involve various concerned departments for inter-sectoral collaboration for reduction and prevention of these diseases.

Day 6: 21st March, 2011

Session 1 & 2: Promotion of Healthy Lifestyle through Stress Management

Resource Person: Dr. Neera Dhar, Professor, Department of Education and Training, NIHFV

Dr. Neera Dhar started her session with a question to the participants on what is stress and she explained that stress is not a personality trait. Stress does not indicate any psychological problem. Stress is a physical and psychological condition of our body and mind. Situations, events and people do not cause stress. Our perceptions, attitudes, values, belief system and reactions to various situations lead to stress. She focussed on management of stress. Coping with stress involves realization that stress is a fact of life, accept the responsibility of one's self, stop being perfectionist, involve oneself in yoga, meditation, writing, listening to music, regular leisure activities, take healthy diet, try to solve problems, indulge in humor and laughter, listen to one's inner feelings, stress at times may act as a motivator to achieve goals.

The participants took part in activities like laughter therapy, dancing and singing. Dr. Dhar ended her session with a song "Aage bhi Jaane na tu..."

Session3: Community-Based Maternal Child Health and Nutrition (MCHN) Project (Agra Experience)

Resource Person: Dr. Deoki Nandan, Director, NIHFV

Dr. Deoki Nandan shared his experience from this project with the participants to emphasize how health promotion activities can be undertaken in a rural set-up. He emphasized sustained solutions to the community problems come from community itself as it gives due emphasis to their social dynamics. For success of any community-based programme it is essential to ensure the participation of each and every community member in the problem solving process including planning and implementation. He also discussed the role and importance of cluster community approach i.e. women from the communities for initiating and sustaining behaviour change.

Session 4: Partnership for Health Promotion with AYUSH, Media and Other Sectors

Resource Person: Dr. S.K Chaturvedi and Dr. P.L Joshi, NIHFV

Dr. S.K. Chaturvedi initiated the session with the history of AYUSH. He discussed each system under AYUSH, i.e, Ayurveda, Yoga, Unani, Siddha, Homoeopathy and Naturopathy. He discussed health promotion component of each system.

Dr. P.L. Joshi discussed the role of media and other sectors in promotion of health. He mentioned different types of media which can be used to promote health. The participants from different states discussed the media strategies which have been adopted in different states to promote health.

Session 5: Group Work

Resource Person: Dr. Poonam Khattar, Dr. S.K Chaturvedi and Dr. P.L Joshi, NIHFV

In the group work the participants discussed partnerships for health promotion. They listed various sectors which can be involved in health promotion activities in their set-up, key officers involved, tasks of field level officers, challenges which are likely to be faced in taking up the activities and how to overcome these challenges. They also discussed health promotion activities which can be taken up at individual and community level, steps which can be taken up for monitoring and supervision of these activities.

Day 7: 22nd March, 2011

Session 1: Group Work

Resource Person:

The groups presented the presentations on inter-sectoral collaboration.

Group 1: Inter-sectoral collaboration for health promotion in relation to diabetes. The group described the role of various stakeholders and departments emphasizing the importance of nutrition and the role of Department of Agriculture.

Group 2: Inter-sectoral collaboration for health promotion in relation to cancer. The group suggested for a different strategies for backward areas as these are the pockets where the disease goes unrecognized till the last stage.

Group 3: Inter-sectoral collaboration for health promotion in relation to HIV/AIDS. The group emphasized on the importance of IEC with the help of Education and Information and Broadcasting Department. The group suggested regular monitoring meetings of existing committees under NRHM for improving inter-sectoral collaboration.

At the conclusion of all the three presentations Dr. P. L. Joshi congratulated the trainees on describing the concepts of health promotion beyond the traditional IEC approach.

Session 2: Decentralized Planning, Monitoring and Evaluation under NRHM

Resource Person: Dr. P. L. Joshi, NIHF

Dr. Joshi described the paradigm shift in planning from RCH-1 to RCH-2. Importance of district health action plan as a tool for health promotion was explained along with the process of planning under NRHM. He discussed the steps in logical framework for planning. The situational analysis, stakeholder analysis, SWOT analysis, problem tree analysis were also described. He also explained the process of monitoring and evaluation. Some basic concepts of statistics such as rate, ratio and proportion were also discussed.

Session 3: Concepts, Issues and Techniques in Health Promotion Planning

Resource Person: Dr. V. K. Tiwari, Professor, Department of Planning and Evaluation, NIHF

Dr. V.K Tiwari discussed various measures taken in different countries for health promotion to save their population from lifestyle diseases. He also highlighted the steps taken by the Government of India for health promotion. He also mentioned the steps in planning cycle considering the example of health promotion in an urban slum explaining the continuum of planning cycle. During the discussion innovations in planning health promotion activities were brought about by the participants.

Session 4: Group Work

Resource Person:

The participants were divided into three groups for designing a health promotion plan.

Session 5: Risk Factors and Preventive Strategies for Cardio Vascular Diseases in India

Resource Person: Dr. Rakesh Yadav, Associate Professor, Department of Cardiology, AIIMS

Dr. Rakesh Yadav began with highlighting the fact that there is no cure for lifestyle disorders and the most cost effective strategy for the control is health promotion. The interventions at the dietary level were discussed first. The adequate ratio of nutrients in diet and balanced diet were explained. The ignorance about the benefits of mustard oil, fish oil and the harmful aspects of coconut oil in Indian context was discussed with the participants.

He emphasized on the importance of moderate physical activity in improving HDL cholesterol. The high percentages of salt in Indian diet as a major cause of hypertension and lifestyle diseases, the need to reduce its consumption were highlighted. The protective effects of fibre were also discussed. He mentioned reduction of tobacco and alcohol consumption as a population-based strategy to manage lifestyle diseases. The session concluded by discussing the relevance of complex carbohydrates of potato in Indian context.

Day 8: 23rd March, 2011

Session 1&2: Information, Education and Communication (IEC) for Health Promotion

Resource Person: Dr. T. Mathiyazhagan and Dr. Ankur Yadav, Department of Communication, NIHFV

Dr. Mathiyazhagan discussed the basic concepts and evolution of IEC, audience segmentation for IEC in health promotion and key places for behaviour change. He described the focal points for dissemination of messages for health promotion like safe drinking water, basic hygiene and sanitation, iodized salt, immunization and exclusive breast-feeding. He also described the process which can be adopted for designing IEC strategies for health promotion. He also suggested innovative strategies for health promotion such as health promotion through

religious leaders, RWAs. Involvement of youths, involvement of mahila mandals, voluntary organizations, organizing health melas, etc.

Session 3: Group Work

Resource Person:

In the group work participants prepared the communication plans on the following:

Group 1: Diabetes among adult population (more than 20 years) in rural areas.

Group 2: Immunization in a district of Sikkim.

Group 3: HIV AIDS in urban slums of Delhi

Session 4 & 5: Development of Information, Education and Communication Materials for Health Promotion

Resource Person: Mr. Ashok Kumar Chowdhary, Department of Communication, NIHF

Mr. Chowdhary took the session on development of cost effective Information, Education and Communication (IEC) materials and use of colours. He also highlighted on the art of delivering messages for health promotion. Thereafter all the participants prepared posters on different health promotion issues such as balanced diet, HIV/AIDS, importance of diet during pregnancy, etc. The participants actively participated in designing messages.

Day 9: 24th March, 2011

Session 1 & 2: Advocacy Strategies for Health Promotion

Resource Person: Dr. Y.L Tekhre, Professor, Department of Social Sciences, NIHF

Dr. Y.L.Tekhre discussed advocacy strategies for health promotion. He briefed about what is advocacy, why it should be done, its role in health promotion, its goals, various types of advocacies, key elements of advocacy and how to design an advocacy strategy for promoting health.

Session 3: Group Work

Resource Person: Dr. Ankur Yadav, Assistant Professor, Department of Communication, NIHFV

The groups prepared and performed role play which was video recorded. The groups presented on HIV/AIDS, immunization and diabetes in the village set-up. Dr. Ankur Yadav gave positive feedback for the role play. He also discussed the various shortcomings of each role play.

Session 4 & 5: Group Work

Resource Person:

The three groups prepared and presented advocacy plans on HIV/AIDS, immunization and diabetes in the village set-up. The presentations encouraged group discussion amongst the participants.

Day 10: 25th March, 2011

Session 1: Group Work

Resource Person: Dr. Poonam Khattar and Ms. Radhika Sood, NIHFV

The three groups planned and presented the health promotion programme. The titles of their presentations are as given below:

Group 1: Diabetes Mellitus in Adults More than 20 years

Group 2: Prevention and Control of CVD and Cancer in the Community

Group 3: HIV/AIDS in 15-45 years Productive age group in Urban Slums of Delhi

Session 2: Group Work Presentation

Resource Person: Dr. P.L Joshi and Dr. S.K Chaturvedi, NIHFV

The presentation by the participants was highly appreciated by the chairpersons. They commented that their presentations reflected that they have understood the concept and process of health promotion. Few suggestions were also given to the participants.

Session 3: Evaluation of the Training Session

Resource Person: Dr. Poonam Khattar and Ms. Radhika Sood, NIHF

The participants were given the reaction level form to evaluate the training programme. The detailed evaluation of the training programme is given in next section.

Session 4: Feedback Session

Resource Person: Dr. Deoki Nandan, Director, NIHF

Dr. Deoki Nandan encouraged the participants to share both positive and negative experience of the course. The participants highlighted how this training on health promotion had broadened their horizon and perspective. The participants discussed how they can initiate health promotion activities in their states. They also emphasized on training of senior official for health promotion for better commitment for health promotion activities. It was also suggested to include health promotion among orphans and infertile couples for future trainings.

Session 5: Valedictory

Resource Person: Dr. J.S. Thakur, Dr. Deoki Nandan, Dr. Poonam Khattar, Dr. P.L Joshi, and Dr. S.K Chaturvedi

Dr. Poonam welcomed Dr. J.S Thakur and thanked WHO for giving NIHF an opportunity to conduct this training course. Dr. P.L Joshi and Dr. S.K. Chaturvedi congratulated the participants for completing the training course. They also complimented them for being such an interactive group and enthusiastically participating in the discussions.

Dr. J.S. Thakur addressed the participants by highlighting the need of health promotion for prevention of NCDs and communicable diseases. He stated that promotion of health should start at home by incorporating healthy lifestyle and then extending it further to ones community and workplaces to bring about changes in the society. He concluded by saying health is a broad sector, which requires inter-sectoral co-ordination at different levels.

Dr. Deoki Nandan congratulated the participants for completing the training course. He appreciated WHO for encouraging NIHF to conduct this training programme. He assured that

the Institute will conduct more such training programmes. He concluded by saying its never too late to start health promotion, one needs only commitment and will-power to do so. Each and every one should read, understand and practice health promotion.

**Evaluation of the Training
Programme by the Participants**

Evaluation of the Training Programme by the Participants -“Reaction Level Evaluation”

The participants were given a ‘reaction level evaluation’ proforma (Annexure-) with an objective to evaluate the following aspects of the training programme:

- Goals/objectives of the training course
- Training course
- Training session
- General organization of the training course

An analysis of the ‘Reaction Level Evaluation’ by the participants reported that (i) objectives of the training course were quite relevant and by the end of the training course the objectives were fully achieved. (ii) Fair opportunities were given for active involvement in the sessions to every participant. (iii) The quality of background, introductory and worksheet document was excellent. The course considerably helped in understanding and the concepts of health promotion.

General Observations:

The participants rated the programme to be of adequate duration. They would like the training course to be conducted after regular intervals.

The participants found the group work discussion, demonstrations and worksheets as appropriate teaching methods. All the sessions were appreciated by the participants. The participants suggested a field visit may be organized in future trainings.

Annexures

Programme

Time	Session
Day 1: 14.3.2011 (Monday)	
0930- 1000	Registration of the Participants
01000-1030	Inaugural Session Prof. D. Nandan, Dr. J.S Thakur, Prof. A.K Sood, Dr. P.L. Joshi, Dr. S.K. Chaturvedi and Dr. Poonam Khattar
1045-1130	Determinants of Health and Health Promotion Dr. J.S Thakur
1145-1300	Basic Concepts in Health Promotion; Health Policy and Health Promotion Dr. P.L. Joshi
1400-1500	Charters of Health Promotion Dr. Poonam Khattar
1530-1700	Group Work Analyse the approaches of health promotion in the context of India as advised in various charters (Ottawa charter, Jakarta declaration and Bangkok charter) Dr. A.K Sood, Dr. Poonam Khattar and Dr. S.K Chaturvedi
Day 2: 15.3.2011 (Tuesday)	
0930-1000	Participant's Session Dr. A.K Sood and Dr. Poonam Khattar
1000-1200	Socio-cultural Beliefs and Practices, Treatment Seeking Behaviour and Reducing Stigmas Dr. A.K. Sood
1200-1300	Group Work Dr. A.K Sood, Dr. Poonam Khattar and Dr. S.K Chaturvedi
1400-1530	Health Promotion Need Assessment Dr. Poonam Khattar
1545-1700	Group Work Dr. A.K Sood, Dr. Poonam Khattar and Dr. S.K Chaturvedi
Day 3: 16.3.2011 (Wednesday)	
0930-1000	Participants Session
1000-1100	Prevention and Control of NCDs-Risk Factors in India Dr Sudhir Gupta
1130-1300	Promotion of Healthy Lifestyle through Diet Ms Radhika Sood

1400-1530	Promotion of Healthy Lifestyle through Physical Activity Dr Anupa Siddhu
1545-1700	The Tobacco Epidemic in India and Regulatory Provision Dr. Jagdish Kaur
Day 4: 17.3.2011 (Thursday)	
700-800	Yoga Session Ms Shellindeshwari Malhotra
0930-1000	Participant's Session
1030-1300	Health Promotion in National Health Programmes Dr Damodar Bachani
1400-1500	Health Promotion in NRHM and National Health Programmes Dr. P.L. Joshi
1515-1700	Group Work
Day 5: 18.3.2011 (Friday)	
0930-1130	Risk Factors and Preventive Strategies for Control of Cancer in India Dr. Sanjiv Kumar
1145-1300	Group Work Dr. S.K Chaturvedi and Ms. Radhika Sood
1400-1700	Risk Factors and Preventive Strategies for Control of Diabetes in India Dr Sanjiv Kumar
Day 6: 21.3.2011 (Monday)	
0930- 1000	Participant's session
1000-1300	Promotion of Healthy Lifestyle through Stress Management Dr. Neera Dhar
1400-1515	Community-Based Maternal Child Health and Nutrition Project (Agra Experience) Dr. Deeki Nandan
1530-1700	Partnership for Health Promotion with AYUSH, Media and Other Sectors Dr. S..K Chaturvedi and Dr. P.L Joshi
Day 7: 22.3.2011 (Tuesday)	
0930-1030	Participant's session
1030-1130	Decentralised Planning, Monitoring and Evaluation under NRHM Dr. P.L Joshi
1145-1300	Concepts, Issues and Techniques in Health Promotion Planning Dr. V.K Tiwari

1400-1600	Group Work: Designing a Health Promotion Programme
1600-1730	Risk Factors and Strategies for Cardiovascular Diseases in India Dr. Rakesh Yadav
Day 8: 23.3.2011 (Wednesday)	
0930- 1000	Participants Session
1000-1130	Information, Education and Communication for Health Promotion Dr. Mathiyazhagan and Dr. Ankur Yadav
1145-1300	Group Work
1400-1700	Development of Information, Education and Communication for Health Promotion Mr. Ashok Chowdhary
Day 9: 24.3.2011 (Thursday)	
0930- 1000	Participants session
1000-13000	Advocacy Strategies for Health Promotion Dr.Y.L Tekre
1400-1530	Group Work: Training Technology Dr. Ankur Yadav
1543-1700	Group Work: Planning Advocacy Strategies for Health Promotion Programme
Day 10: 25.3.2011 (Friday)	
0930- 1100	Group Work: Designing a Health Promotion Programme Dr. Poonam Khattar and Ms. Radhika Sood
1100-1200	Group Work Presentations Dr. P.L Joshi and Dr. S.K Chaturvedi
1200-1230	Evaluation of the Training Programme Dr. Poonam Khattar and Ms. Radhika Sood
1230-1315	Feedback Session Dr. Deoki Nandan
1315-1400	Valedictory Dr. Deoki Nandan, Dr. P.L Joshi, Dr. S.K Chaturvedi and Dr. Poonam Khattar

Tea Break: 1115-1130, 1530-1545, Lunch: 1300-1400

List of External Resource Faculty

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3.	Dr. Sudhir Gupta Chief Medical Officer (NCD) Directorate General of Health Services Ministry of Health and FW, Nirman Bhawan, New Delhi 110108
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Memoirs of the Training Programme



Inaugural Session



Dr. Sanjiv Kumar



Dr. Anupa Siddhu



Dr. Damodar Bachani



Discussion During the Session



Group Work Presentation



Participants Making Posters



Yoga Session



Dr. P.L. Joshi and Dr. S.K. Chaturvedi



Ms. Radhika Sood



Dr. Poonam Khattar



Dr. Jagdish Kaur



Dr. A.K Sood



Dr. J.S Thakur



Mr. Ashok Chaudhary



Dr. Neera Dhar



Feedback Session

