



First 1000 days of care to enhance maternal and infant health in urban poor slums of Bhiwandi and Malegaon in Maharashtra.

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Use of tech to amplify key

messages and support.

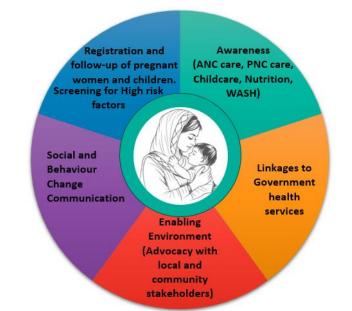




First 1000 days of care to enhance maternal and infant health in urban poor slums of Bhiwandi and Malegaon in Maharashtra. **INNOVATIONS**

Background:

In India, 20-30% of antenatal cases are high-risk, leading to 75% of perinatal morbidity and mortality. Our community led intervention for 4 years aims to improve pregnancy outcomes by early detection of high-risk pregnancies, quality ante/postnatal care, timely registration institutional delivery, strengthening systems for quick and quality services.



Key Findings:

A. Program Reach:

✓ Reached 24,959 pregnant women and 34,291 children under two years of age.

B. Pregnancy Risks:

✓ Identified 30.1% of pregnancies as high risk.

C. Delivery Practices:

√88% of women chose institutional deliveries.

D. Newborn Health:

√92.7% of newborns had normal birth weight.

E. Early initiation of breastfeeding:

✓Increased from 6% in Year 1 to 79% in Year 4.

PROJECT STRATEGIC APPROACH

Challenges:

Digital Technology

Utilization

CommCare (Real-

WhatsApp (Updates

& Educational Materials) Videos & Audiobook

(Demonstrating

time Data Monitoring)

 COVID-19 Pandemic- Limited access to maternal and child health services during lockdown, limited resource and Hesitance among beneficiaries to seek care due to COVID-19 fears.

SBCC Strategy

Gatekeepers (Religious leaders, Community

influencers) Volunteers/Peer Leaders

Celebrations (Festivals,

approach to Maternal and

Child Health

Data-driven advocacy efforts

supported by real-time insights.

Advocacy

Strategic Stakeholder

Engagement to drive

changes at the health

system level.

Enhanced community

support through engaged

- •Myths and Misconception about ANC, PNC and childcare.
- Strong religious influence.