



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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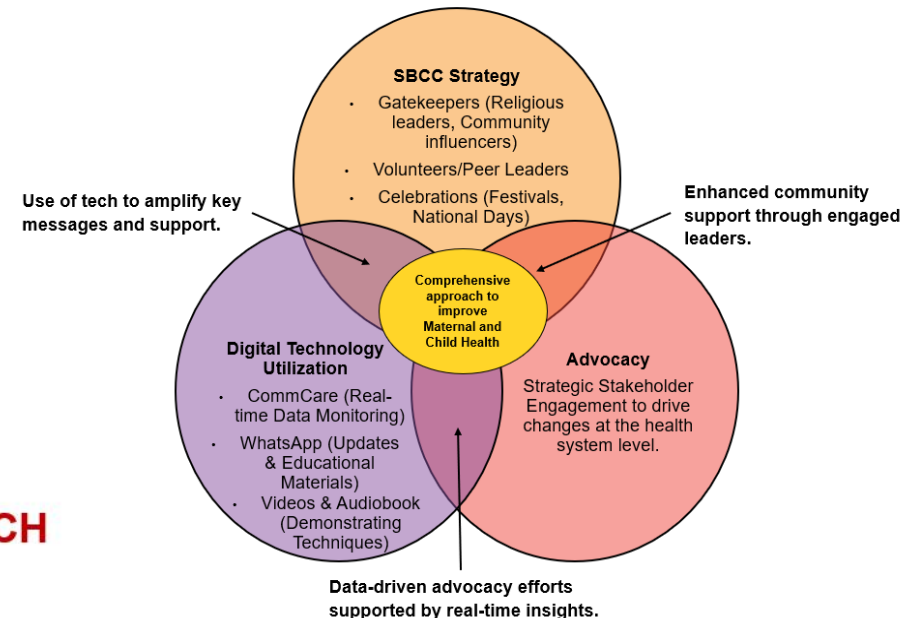
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Background:

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 for institutional delivery, strengthening systems for quick and quality services.



INNOVATIONS



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.

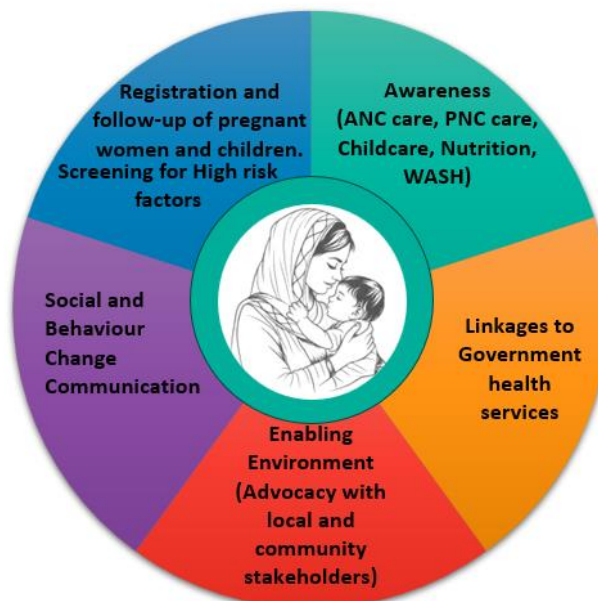
D. Newborn Health:

✓ 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:

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