Report to UNICEF Bihar Training of FLHWs on BCC Tools

September-October 2012

facilitated and reported by Vikasaarth Trust Patna

Background

The Key Sheets Series: Integrated District Approach in India, November 2010 reveals that every year approximately 1.83 million children die before completing their fifth birthday – most of them due to preventable causes. Maternal mortality rates are also high, at approximately 70,000 maternal deaths per year1; nearly 60% of these deaths occur in the four poorest states of India: Orissa, Madhya Pradesh, Bihar and Uttar Pradesh. Moreover, poverty is highly governed by social and geographical disparities with high rates of poverty affected by social identities including caste, gender, race, religion, ethnicity as well as health status and disability. Despite investments by the Government of India in tackling poverty through its inclusive growth approach, including increased investment in the social sectors, development indicators for marginalized communities remain a concern.

The **Integrated District Approach** (IDA) was launched in late 2004 in seventeen districts across fourteen states in India in response to these realities. The approach focuses on strengthening integrated and participatory planning, increasing the demand and delivery of convergent, quality services, and promoting inclusive social change. The districts were mostly chosen on the basis of lagging human development indicators and the hope that a wide geographical spread would enable replication and scaling up of successful models across the state3. IDA was launched against a backdrop of decentralised community management in the country which began with the 73rd and 74th amendments to the national constitution. Implicit in the approach is awareness generation leading to community mobilization; empowerment, collective action, convergence, and inter-sectoral coordination. A number of principles guide the IDA which include: *rights-based inclusive programming; district-wide implementation; a definite and time-bound process; sectoral integration at district level; and empowerment of communities.*

Behaviour Change Communication is one of the prime focus areas besides others, which was envisages as a vehicle to implement the Integrated District approach.

In Bihar, the district selected for implementation of IDA approach was Vaishali therefore in order to promote the Behaviour Change Communication (BCC) among the Frontline Health Workers the Bihar Field office has contracted INNOVATIONS, an agency with expertise in creating innovative tools for BCC and Vikasaarth Trust, another agency that can undertake the training of FLHWs on the use of these innovative BCC tools.

This report covers the processes and deliveries of the BCC tools training provided to the frontline functionaries of Vaishali district by Vikasaarth Trust in consultation with Bihar Field office of UNICEF.

Objective

The objective of this contract was to train 573 Frontline Health Workers in 33 model Gram Panchayats of district Vaishali on 9 selected BCC tools as per the UNICEF's convergence focus. It was expected that at the end of training the frontline functionaries;

- are able to facilitate sessions on IPC effectively
- have improved IPC skills to communicate critical messages.

Trainer's Orientation

As first key step the identified trainers were oriented about the usefulness and operating systems of the tools. The day long training also included discussions and demonstrations by the resource persons, who came from INNOVATIONS, the agency that had developed the tools on demand of UNICEF. This training was organised on 16th September 2012 in Hotel Chanakya. Resource persons from INNOVATIONS and team members of 'Communication for Development' unit of Bihar field office of UNICEF facilitated the day long orientation programme. A refresher training for the trainers was again organised with the support of INNOVATIONS on __September 2012 in order to help the trainers clarify their doubts if any and ensure that they are on the facilitating in the right way. Availability of suitable training in big number was a challenge hence, in the first phase of orientation only 13 trainers were oriented. However, 2 more trainers were introduced during the refresher orientation. The details of BCC Tools introduced in the training are given in the table below.

	Table -1: Details of BCC Tools Introduced							
SI No.	Name of the BCC Tool	Theme	Functionaries					
1.	EBF- Paper Folding Game	Breast Feeding	Anganwadi Worker					
2.	Pocket Chart	Routine Immunization, Antenatal Care, HIV	ANM & ASHA worker					
3.	CTV-Open Defecation	Use of Toilet	ASHA worker					
4.	CTV-Menstruation	Reproductive health	ASHA worker					
5.	Flip Change	Diarrhoea	Anganwadi Worker					
6.	Multi Flip Change	Anaemia	Anganwadi Worker					
7.	Building Block	Hand Washing	ASHA worker					
8.	Box Puzzle	HIV and Pregnancy	ASHA worker					
9.	Chapati	Pre Natal Care	ASHA worker & AMN					

There was provision of 4 Coordinators in the plan who would help in the finalysing the venues of training and monitor the process. Therefore these Coordinators were also oriented in the refresher training so that they are also aware of the objectives and processes of the training.

The process

Based on the number of trainers oriented and the readiness of the frontline functionaries a training plan was developed in consultation with the UNICEF, which was continuously reviewed by the Secretary Vikasaarth.

The focal point of the training was the Anganwadi Centres of the selected Gram Panchayats, these Panchayats were selected by the District team of the UNICEF based on the IDA programme. Three visits were made to each selected centre and tools were introduced to Anganwadi Worker, Anganwadi Helper, ASHA Worker and ANM of the area. The plan was made in such a way that each trainer was supposed to visit not more than 3 centres in a day. However in some cases they were allowed to visit up to 4 centres an exception. The details of plan and date wise coverage of Gram Panchayats are shown in Annexure-1.

Altogether 277 *Anganwadi centre* in 33 Gram Panchayats of 16 Development Blocks of Vaishali district was covered under the training. The detail of the geographical coverage is provided in Table-2.

	Table-2	Geographical Coverage					
SI No.	Name of Blocks	Number of Gram	Number of Anganwadi				
		Panchayats	Centres				
1.	Raghopur	2	17				
2.	Hajipur (Rural)	2	16				
3.	Patehri Belsar	2	18				
4.	Mahnar	2	15				
5.	Jandaha	2	16				
6.	Desri	2	20				
7.	Mahua	2	18				
8.	Patepur	3	27				
9.	Rajapakar	2	19				
10.	Charakala	2	14				
11.	Bidupur	2	17				
12.	Vaishali	2	18				
13.	Bhagwanpur	2	13				
14.	Lalganj	2	15				
15.	Goraul	2	17				
16.	Shadai Buzurg	2	17				
	Total 33 277						

Facilitator's Comment

This being an innovative approach it was well accepted by the frontline health functionaries. According to the Trainers the functionaries mentioned that it is the first time that they have got a tool which interests the community as well as the trainers. The frontline functionaries felt that these tools would be very helpful in teaching as well as learning, however there would be need for a continuous follow up or refresher trainings in order to keep up the motivation level and clear their doubts as and when required.

While commenting on the relevance of the tools they opined that the topics selected for the training were very appropriate and based on the needs of the functionaries.

Access to frontline functionaries came out as an hurdle during the training. The trainers had to make several visits to meet them. It was also found by the trainers that lack of proper space in the *Anganwadi centre* to safe keep the tools would be a problem for most of the functionaries to deal with.

As the tools were very interesting people from village also used to assemble while delivering the training to the functionaries. This was used as an opportunity by the trainers to communicate the message in the tools to a larger audience.

Majority of the trainers have indicated that the support from the functionaries in delivering the training was very encouraging which eased their job.

The monsoon rains were delayed this year hence water logging in some areas restricted the movements and it took more than the stipulated time in few of the blocks.

Conclusion

The training on BCC tools on selected topics was very effective. It helped create interest among the frontline health functionaries towards information dissemination. Further there is a need to nurture this interest among them for ensuring an effective performance.

Annexure-1

Visit Details of Trainers

Block-1

Block	Panchayat	AWC Code	Dates of Visit (Sept-Oct)	Name of Facilitator	No. of Visits
		1	8,09,10	Niraj	3
		2	8,09,10	Niraj	3
		3	8,09,10	Niraj	3
		4	12,13,14	Amitesh	3
	Terosiya	5	12,13,14	Amitesh	3
		6	12,13,14	Amitesh	3
		7	9,10,11	Amitesh	3
		8	12,13,14	Amitesh	3
Raghopur		9	9,10,11	Amitesh	3
		10	9,10,11	Amitesh	3
		11	16,17,18	Dilip	3
		60	13,14,17	Chandrajit	3
		62	16,18,19	Chandrajit	3
	Malikour	61	16,18,19	Chandrajit	3
	Malikpur	59	13,14,17	Chandrajit	3
		58	13,14,17	Chandrajit	3
		57	16,18,19	Chandrajit	3

Block -2

		194	22,05,07	Amitesh	3
		195	22,05,07	Amitesh	3
	Manua	196	22,05,07	Amitesh	3
		198	23,30,09	Rajesh	3
		199	23,30,09	Rajesh	3
	Karanpura	1	21,06,07	Priya	3
11-11-11-11		2	23,30,09	Rajesh	3
Hajipur Rural		3	21,06,07	Priya	3
		4	closed		3
		5	21,06,07	Priya	3
		6	22,06,08	Rajesh	3
		7	22,06,08	Rajesh	3
		8	22,06,08	Rajesh	3

9	16,17,18	Dilip	3
10	16,17,18	Dilip	3

Block	Panchayat	AWC Code	Dates of Visit (Sept-Oct)	Name of Facilitator	No. of Visits
		35	23,30,06	Awanindra	3
		34	23,30,06	Awanindra	3
		33	24,01,07	Awanindra	3
		32	24,01,07	Awanindra	3
	Manora	31	23,01,06	Awanindra	3
		30	22,28,05	Awanindra	3
		28	24,30,07	Awanindra	3
		29	22,28,05	Awanindra	3
Patrehi		27	22,28,05	Awanindra	3
Belsar		1	21,27,04	Awanindra	3
		2	21,27,03	Awanindra	3
		3	21,27,04	Awanindra	3
		4	25,02,08	Awanindra	3
	Sain	5	19,26,03	Awanindra	3
		6	25,02,08	Awanindra	3
		7	19,26,03	Awanindra	3
		8	26,02,08	Awanindra	3
		9	19,26,04	Awanindra	3

Block-4

		117	21,28,05	Aditi	3
		118	25,03,10,	Aditi	3
	Dalaas	33	19,05,14	Aditi	3
	Paharpur Bishanpur	32	28,19,03	Aditi	3
		47	21,03,14	Aditi	3
Mahnar		35	21,03,14	Aditi	3
Wannan		31	28,19,05	Aditi	3
		65	22,02,10	Aditi	3
		69	10,22,30	Aditi	3
	Hasanpur North	126	24,25,19	Aditi	3
	North	128	24,30,08	Aditi	3
		127	26,08,24	Aditi	3

	130	26,30,08	Aditi	3
	129	26,30,08	Aditi	3
	67	22,03,08	Aditi	3

Block	Panchayat	AW Code	Dates of Visit (Sept-Oct)	Name of Facilitator	No. of Visits
		100	24.20.44		3
		109	21,28,11	Mamta/Awanindra	
		113	24,10,12	Mamta/Awn/Prasoon	3
	Hazrat	108	24,11,12	Mamta/Awanindra	3
	Jandaha	110	21,10,12	Mamta/Awn/Prasoon	3
		111	21,28,12	Mamta/Awanindra	3
		112	24,10,12	Mamta/Awanindra	3
		114	25,11,12	Mamta/Awanindra	3
Jandaha		31	19,25, 13	Mamta/Prasoon	3
Januana		32	19,25,13	Mamta/Awanindra	3
		33	19,26,13	Mamta/Awanindra	3
		34	22,26,11	Mamta/ Priya	3
	Khopi	35	22,26,11	Mamta/ Priya	3
	кпорі	36	22,27,11	Mamta/ Priya	3
		37	23,27,13	Mamta/Prasoon	3
		38	23,27,13	Mamta/Prasoon	3
		65	23,28,13	Mamta/Awanindra	3
		66	closed		

Block-6

	1	1			
		61	19,02,10	Rajesh	3
		62	19,03,10	Rajesh	3
		63	24,02,10	Rajesh	3
	Azam Pur	64	24,02,12	Rajesh	3
	Azam Pur	65	21,03,12	Rajesh	3
Deeri	Darri				
Desri		66	02,03,12	Rajesh	3
		67	21,04,13	Rajesh	3
		68	24,04,13	Rajesh	3
		49	25,07,08	Rajesh/Amit	3
	Phikhannur	50	25,07,08	Rajesh/Amit	3
	Bhikhanpur	51	25,07,08	Rajesh/Amit	3
		52	26,04,13	Rajesh	3

	53	26,14,17	Rajesh	3
	54	26,14,17	Rajesh	3
	55	28,14,17	Rajesh	3
	56	28,15,18	Rajesh	3
	57	28,15,18	Rajesh	3
	58	01,21,15	Rajesh	3
	59	01,16,18	Rajesh	3

Block	Panchayat	AWC Code	Dates of Visit (Sept-Oct)	Name of Facilitator	No. of Visits
		17	24,04,11	Gopesh	3
		18	24,03,07	Gopesh	3
		19	24,04,11	Gopesh	3
	Hasanpur Osti	70	25,04,11	Gopesh	3
	nasanpur Osti	71	19,03,07	Gopesh	3
		72	19,03,08	Gopesh	3
		73	19,08,10	Gopesh	3
		69	25,03,04	Gopesh	3
		29	28,02,10	Gopesh	3
Mahua		30	28,02,10	Gopesh	3
		124	1,06,12	Gopesh	3
		125	28,02,10	Gopesh	3
	labangirnur	126	1,06,12	Gopesh	3
	Jahangirpur Salkhani	127	1,06,12	Gopesh	3
	Suikhum	142	25,02,14,	Gopesh	3
		129	closed		0
		230	21,05,13	Gopesh	3
		231	21,05,13	Gopesh	3
		233	21,05,13	Gopesh	3

Block-8

Hasanpur Osti		17	24,04,11	Gopesh	3
		18	24,03,07	Gopesh	3
		19	24,04,11	Gopesh	3
	Hacannur Octi	70	25,04,11	Gopesh	3
	Hasanpur Osti	71	19,03,07	Gopesh	3
		72	19,03,08	Gopesh	3
		73	19,08,10	Gopesh	3
		69	25,03,04	Gopesh	3
	Jahangirpur	29	28,02,10	Gopesh	3

Salkhani	30	28,02,10	Gopesh	3
	124	1,06,12	Gopesh	3
	125	28,02,10	Gopesh	3
	126	1,06,12	Gopesh	3
	127	1,06,12	Gopesh	3
	142	25,02,14,	Gopesh	3
	129	closed		0
	230	21,05,13	Gopesh	3
	231	21,05,13	Gopesh	3
	233	21,05,13	Gopesh	3

Block	Panchayat	AWC Code	Dates of Visit (Sept-Oct)	Name of Facilitator	No. of Visits
		275	19,30,09	RK Sahi	3
		276	19,30,09	RK Sahi	3
		277	19,02,10	RK Sahi	3
		278	21,02,10	RK Sahi	3
	Chandpur Fathe	279	21,07,08	RK Sahi	3
	chanaparrathe	280	21,07,08	RK Sahi	3
		281	22,01,10	RK Sahi	3
		282	22,01,11	RK Sahi	3
		283	22,01,09	RK Sahi	3
		313	2,07,11	RK Sahi	3
		61	28,10,14	RK Sahi	3
		62	25,05,06	RK Sahi	3
Patepur		63	28,05,13	RK Sahi	3
	Mandaidih	64	30,05,13	RK Sahi	3
	Manadian	65	27,28,14	RK Sahi	3
		66	26,06,13	RK Sahi	3
		67	26,27,05	RK Sahi	3
		292	5,13,14	RK Sahi	3
		257	25,04,11	RK Sahi	3
		258	26,04,12	RK Sahi	3
		259	23,03,13	RK Sahi	3
	Dedhua	260	24,06,07	RK Sahi	3
		261	24,04,12	RK Sahi	3
		262	24,25,04	RK Sahi	3
		263	25,03,12	RK Sahi	3

264	23,03,13	RK Sahi	3
265	23,03,13	RK Sahi	3

		34	19,28,05	Dilip	3
		36	21,28,07,09	Dilip	3
		38	21,27,05	Dilip	3
	Narayanpur	39	22,01,09	Dilip	3
	Buzurg	40	22,01,07	Dilip	3
		41	22,01,07	Dilip	3
		77	19,27,06	Dilip	3
		78	28,02,06	Dilip	3
Rajapakar		56	26,03,10	Dilip	3
		57	26,03,10	Dilip	3
		58	26,03,10	Dilip	3
		59	25,02,11	Dilip	3
	Rampur Ratnakar	60	24,02,11	Dilip	3
		61	24,02,11	Dilip	3
		71	25,04,11	Dilip	3
		72	25,04,12	Dilip	3
		73	25,04,12	Dilip	3

Block-11

	l	1	1	1	1 1
		10	22,28,24	Mishbullah	3
		12	22,28,04	Mishbullah	3
		13	23,01,05	Mishbullah	3
	Chaurahi	14	23,03,05	Mishbullah	3
		15	closed	Mishbullah	3
		16	1,04,05	Mishbullah	3
Charakala		17	23,24,01	Mishbullah	3
		61	19,26,02	Mishbullah	3
		62	19,26,27	Mishbullah	3
	Khaje Chand	63	19,26,02	Mishbullah	3
	Chhapra	65	21,02,03	Mishbullah	3
		66	21,27,03	Mishbullah	3
		67	21,27,03	Mishbullah	3

Block-12

Block	Panchayat	AWC Code	Dates of Visit (Sept-Oct)	Name of Facilitator	No. of Visits
Bidupur	Amer	60	24,28,05	Amitesh	3

	61	24,28,05	Amitesh	3
	62	26,28,06	Amitesh	3
	63	25,30,05	Amitesh	3
	64	25,30,06	Amitesh	3
	65	25,30,04	Amitesh	3
	66	24,26,01	Amitesh	3
	67	26,01,06	Amitesh	3
	162	23,01,05	Amitesh	3
	163	21,27,02	Amitesh	3
	164	19.27,03	Amitesh	3
	165	01,03,04,	Amitesh	3
Khatoliya	166	19,27,03	Amitesh	3
	167	21,02,04	Amitesh	3
	168	21,03,04	Amitesh	3
	169	23,30,02	Amitesh	3
	170	23,28,02,	Amitesh	3

Block	Panchayat	AWC Code	Dates of Visit (Sept-Oct)	Name of Facilitator	No. of Visits
		138	25,04,11	Prasoon	3
		140	25,04,11	Prasoon	3
		141	27,30,09	Prasoon	3
		142	27,03,09	Prasoon	3
	Bhagwatpur	144	24,03,06	Prasoon	3
		145	24,03,11	Prasoon	3
		146	24,03,06	Prasoon	3
		139	25,04,11	Prasoon	3
Vaishali		143	30,06,09	Prasoon	3
Vaisilali		129	21,01,07	Prasoon	3
		130	21,01,07	Prasoon	3
		131	22,02,07	Prasoon	3
		132	22,02,10	Prasoon	3
	Amritpur	133	21,01,10	Prasoon	3
		134	22,02,10	Prasoon	3
		135	19,28,05	Prasoon	3
		136	19,28,05	Prasoon	3
		137	19,28,05	Prasoon	3

Block-14

		11	22,01,02	Arun	3
		13	24,01,02	Arun	3
	Mohammadabad	9	21,24,30	Arun	3
		12	22,01,02	Arun	3
		10	21,22,02	Arun	3
		90	21,28,05	Arun	3
Bhagwanpur		91	21,28,05	Arun	3
		92	19,28,04	Arun	3
	Haribanshpur	93	19,27,04	Arun	3
	Banthu	94	19,27,04	Arun	3
		95	20,27,04	Arun	3
		96	20,30,05	Arun	3
		97	20,30,05	Arun	3

Block	Panchayat	AWC Code	Dates of Visit	Name of Facilitator	No. of Visits
		170	24,26,01	Priya/ Prasoon	3
		171	24,26,04	Priya/ Prasoon	3
		173	25,27,05,	Priya	3
	Purainiya	175	23,27,05	Priya	3
		176	23,27,05	Priya	3
		172	24,26,04	Priya/ Prasoon	3
		178	23,27,05	Priya	3
Lalganj		60	25,30,03	Priya	3
		63	26,01,02	Priya	3
		61	25,30,03	Priya	3
	Saraiya	62	26,30,03	Priya	3
	Saraiya	64	26,01,04	Priya	3
		59	19,28,01	Priya	3
		58	19,28,01	Priya	3
		57	19,28,01	Priya	3

Block- 16

	124	6,7,8	Mishb	3	
	125	6,7,8	Mishb	3	
Goraul	Kanhauli Bishanparsi	118	11,12,13	Mishb	3
	Dishanparsi	119	11,12,13	Mishb	3
		120			3

	176	14,15,16	Mishb	3
	177	14,15,16	Mishb	3
	122	11,12,13	Mishb	3
	123	6,7,8	Mishb	3
Inayatnagar	8	8,9,10	Arun	3
	2	25,09,10	Mishb	3
	11	25,09,10	Mishb	3
	6	8,9,10	Arun	3
	10	25,09,10	Mishb	3
	4	8,9,10	Arun	3
	1	14,15,16	Mishb	3
	136			3

Annexure- 2 Details of tools distributed to FLHWs

SI.No	Name of Block	Name of Trainer	Service providers	No. of ANMs	Total no. of tools distributed
1	Jandaha	Mamta+Awanindra + Priya+ Prasoon	ANM / AWW/ASHA	2	17
2	Hajipur	Rajesh+ Amitesh+Priya +Dilip	ANM/ AWW/ASHA	3	19
3	Vaishali	Prasun kumar	ANM/ AWW/ASHA	3	21
4	Mahuaa	Gopesh Kumar	ANM/ AWW/ASHA	6	24
5	Bhagwanpur	Arun Kumar	ANM/ AWW/ASHA	2	14
6	Lalganj	Priya +Prasoon	ANM/ AWW/ASHA	2	17
7	Mahanar	Aditi Kumari	ANM/ AWW/ASHA	6	21
8	Desari	Rajesh + Amitesh	ANM/ AWW/ASHA	7	27
9	Biddupur	Amitesh Kumar	ANM/ AWW/ASHA	4	24
10	Raghopur	Chandrajeet+ Amitesh +Niraj+Dilip	ANM/ AWW/ASHA	2	19
11	Patehi Belsar	Awanindra	ANM/ AWW/ASHA	2	20
12	Rajapakar	Deelip kumar	ANM/ AWW/ASHA	8	27
13	Patehpur	Rajesh Kr Shahi	ANM/ AWW/ASHA	3	30
14	Cheharakala	Mishbulla	ANM/ AWW/ASHA	2	16
15	Goraul	Misbhulla + Arun	ANM/ AWW/ASHA	2	19
16	Sahdei Buzurg	Anupma Kumari	ANM/ AWW/ASHA	3	20

Annexure- 3

List of Trainers

SI. No. 1	Name Amitesh Kumar	Educational Qualification MIT, MSW	Work Experience 13 Years	Contact No 9430247341
2	Aarti Kumari	MBA	5 Years	9308662599
3	Rajesh Kumar Singh	B.A.(Hist)	22 Years	9304826661
4	Prasoon	M.A.(P.A.)	7 Years	9334140524
5	Gopesh Kumar	M.S.W.	7 Years	9835078807
6	Rajesh Kumar Shahi	B.A.	27 Years	9135359424
7	Dilip Kumar	MBA	5 Years	9835446425
8	Awanindra Jha	B.A.	3 Years	8092274540
9	Aditi Kumar	M.A.(R.D.)	2 Years	9308359325
10	Ravindra Kumar Sinha	B.Sc(Hons.)	7 Years	8797148396
11	Misbahul Iman	B.Ed	8 Years	9430034016
12	ARUN KUMAR	M.A(Pursuing)	8 Years	9939228267
13	Priya Gupta	PG	7 Years	9308430650
14	Chandrajeet Kumar	Graduate	5 Years	9835079520
15	Neeraj Kumar	Graduate	6 years	9122249593