

Project Activities Framework Hepatitis C Awareness Project

1. Project related proposed activities and expected outputs, outcomes and impacts

Hepatitis C is a major public health problem in India. There are limited studies on age and sex related prevalence of hepatitis C virus (HCV). As hepatitis C is a preventable disease, the burden of the disease could be reduced to a significant extent if its seroprevalence is better known in different age groups. **Hepatitis C virus (HCV)** is mostly transmitted through exposure to infective blood. This may happen through transfusions of HCV-contaminated blood and blood products, contaminated injections during medical procedures, and through injection drug use. Sexual transmission is also possible, but is much less common. The rural mass is unaware about the vaccine for HCV. Due to the lack of knowledge about the transmission of the HCV in the community and the front line worker the problem increasing day by day. This project will provide a better opportunity to work with community and the service provider to prevent the disease. UPVHA is already working on Tobacco Control, HIV/AIDS and have a good network of partner organizations to work on the Issue.

2. The project activities and expected outputs, outcomes and impacts-

Activities	Outpts1	Outcomes2	Impacts3
Project Inception w/s at State level	Participation of the state officials & planners	Sensitization of State Level Officers on the issue	Support for program implementation at district /blocl level
District Level Official & Civil Society Organisations Sensitization Workshop (One workshop per district)	Participation of district officers of concerning depts and CSOs working at district level.	Sensitization on the issue. Integration and support with different depts. Release of circulars to the block officers.	Support at block level / panchiyat level for implementation
Media sensitization w/s	Media will be aware on the issue & sensitize	High light the issue in print / electronic media & Earned media coverage	Wide dissemination and awareness in community.
Sensitisation in Departmental meetings held at Block level block officials, PRIs, School principals, ANM, ASHA, AWW.(Four meetings per block)	Concerned dept aware and sensitize about the issue. Convergence with AAA approach in NHM.	Prepared a team of the officials to deliver the services.	Integration of the issue with other program reaches increased in the community.
School health program, Raily (100 School/colleges per district)	Participation of school students and teachers	Awareness generation among school students, families in the village	Community will be safer from infection reduction in infected cases
Integration of awareness component/agenda in Local partners routine ongoing programes/activities Participation in Health mela, VHND, Panchayat meeting & Matrasabha, RRC, SHGs meetings (In all Gram Panchayats of 6 districts)	Liasion with PRIs, Front Line Service Providers – ANM, ASHA, AWW & discussion on the issues in SHG meetings, RRCs, Youth Clubs, Health Mela, Matra Sabha, Gram Sabha & in VHND.	Monitoring process could be started, Integration of issue in Front line Service Providers community level interventions, information sharing, and awareness	Community will be aware and safer with the infection

Video Van for community awareness in Block & Gram Panchayat level, Mela/hat with IEC material, sound system.	Increase awareness regarding the issue in community.	Awareness generation on the issue in community	Community will be aware and safer with the infection reduction in infected cases
Screening of people who are on risk to Hepatitis C infection through promotion of card testing	Community will be aware on their status on Hepatitis C infection	A person infected with Hepatitis C would be referred to nearest Government Health Hospital	Prevention of Hepatitis C in community
IEC material & establishment of village information center	Information dissemination	Awareness generation	Community will be aware and safer with the infection and reduction in infected cases

3. Knowledge Management & Dissemination

Summary of proposed innovations

UPVHA is working with Govt. & semi government departments, civil societies, CBOs, Media and private health practitioners for management the program and disseminate the information time to time. We are also also takeing the services of the frontline service providers i.e. ASHA, AWW, ANM & gram Panchayat secretary. Village information centers will be established with the help of youth volunteers at ANM sub center which already exist at gram Panchayat level. During the program a roaster plan will be chalk out for the information dissemination through Video Rath. We can also use the school / colleges to spread the messages for the prevention and for the awareness in the rural areas. Advocacy lobbying & campaigning will be initiated with the state and district administration for the effective policy implementation. UPVHA will try to ensure the community participation and contribution during the program and try to integrate the program with other Govt. welfare schemes and civil society activities.

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