



Mission Directorate
National Health Mission, Odisha
Department of Health & Family Welfare,
Government of Odisha

Letter No. OSH&FWS/40167

Date: 11.04.22

From

Shalini Pandit, IAS
Mission Director, NHM, Odisha.

To,

All CDM&PHO-cum- DMDs, Odisha
All ADU&PHOs, Odisha

Sub: Revised Guidance Note for Organizing Wellness Activities at PHC / UPHC/ SC - HWC level – Reg.

Madam/ Sir,

With reference to the subject cited above, the “Revised Guidance Note for Organizing Wellness Activities at PHC / UPHC/ SC - HWC level” is attached herewith for ready reference & needful action. Under these initiatives, different Wellness activities like Village level Mini event, Mega event, Campaigns, Sponsoring sports, & other Fit India Initiatives shall be carried out at HWCs level following Annual Health Calendar.

Further, as a part of reporting, progress of the events shall be uploaded through HWC App on the day of the event, in order to count the progress.

This is for information and necessary action.

Enclosure: 1) Guidance Note
2) IEC Prototypes

Yours faithfully,


Mission Director,
NHM, Odisha

Memo No 4368

Date 11.04.22

Copy forwarded to the DHS (O), DPH (O) & DFW (O) for information and necessary action.


Mission Director,
NHM, Odisha



Mission Directorate
National Health Mission, Odisha
Department of Health & Family Welfare,
Government of Odisha

Memo No 4969

Date 11.04.22


Copy forwarded to the Director SIH&FW (O) for information with a request to closely monitor the activity (as it is a part of NHM PIP conditionality) on a monthly basis.


Mission Director,
NHM, Odisha

Memo No 4970

Date 11.04.22

Copy forwarded to all DPHCO/ ADPHCO/ Asst. Manager (Trg.&IEC) for information and necessary action.


Mission Director,
NHM, Odisha

Memo No 4971

Date 11.04.22

Copy forwarded to all DPMs, CPMs for information and necessary action.


Mission Director,
NHM, Odisha

Revised Guidance Note for Organizing Wellness Activities at PHC / UPHC/ SC - HWC level

Particulars	Guidance Details
PIP Conditionality/ Key performance indicators under Performance Linked Payments to CPHC team	<p>AB-HWCs providing a minimum of 10 wellness sessions per month (120 sessions annually)</p> <p>Composition of 10 wellness sessions per month-</p> <ul style="list-style-type: none"> • Minimum 8 Yoga session per month • Minimum 2 other wellness events per month
Budget Approved under NHM PIP	<ul style="list-style-type: none"> • For SC HWCs Rs.25000/- per annum & for PHC / UPHC-HWCs Rs.50,000 per annum has been approved under NHM PIP . • Budget approved under this head will be released to respective NHM account maintained at SC HWCs & PHC / UPHC-HWCs for smooth implementation of the programmes.
Types of Wellness Events proposed	<p>Based on the duration of the event and no of participants, events are to be categorized as follows:</p> <ul style="list-style-type: none"> • Village Level Mini Event (Duration: 1-2 hrs & participants- minimum 30) • Village Level Mega Event (Duration: 3-4 hrs & participants- minimum 50) • Village Level Campaign (Spread over 2 to 3 days & total participants –minimum 100) • Sponsoring of Sports Event
Types of event proposed at SC HWCs	<p>Village Level Mini Events & Village level mega events</p> <p>These events shall be organized on the scheduled days as defined in Annual health calendar. (Placed at Annexure- B)</p>
Types of event proposed at PHC HWCs	<p>Following types of events shall be organized on the scheduled days as per the predefined health calendar shared earlier with the districts (Attached at Annexure- B)</p> <ul style="list-style-type: none"> • Village Level Mini Events • Village Level Mega Events • Village Level Campaign • Sponsoring sports event
Cost norms for organizing Village Level Mini Event	<p>Programme Cost - @ Rs.500/-per event (funds can be spent on Banner, poster, placard, leaflets refreshment cost of participants etc.)</p> <p>Organization Cost - @ Rs.500/-per event (@Rs. 300/- to person coordinate the event as assigned by MO i/c or CHO & Rs.200/- to ASHA for facilitation)</p>

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COM. IEC

Particulars	Guidance Details
	<p>/mobilization of beneficiaries for participation in the event)</p> <p>Total Cost per mini event: Rs.1000/-</p> <p>Examples of activities to be planned as part of mini Event : Rally, any competition like art, debate, cooking etc, Well-Baby show, Cleanliness drive, Focused group sessions with different groups on Eat Right and any other activity to promote the intent of the Health event.</p>
<p>Cost norms for organizing Village Level Mega Event</p>	<p>Programme Cost - @ Rs.1000/-per event (Rs.700/- for Banner, poster, placard, leaflets refreshment cost of participants etc.) & Rs.300/- for honorarium to Speaker if speaker is invited from outside of the health system</p> <p>Organization Cost - @ Rs.500/-per event (Rs. 300/- to person coordinate the event & Rs.200/- to ASHA for facilitation /mobilization of beneficiaries for participation in the event)</p> <p>Total Cost per event: Rs.1500/-</p> <p>Example/s :</p> <ol style="list-style-type: none"> 1. Rally followed by awareness meeting/Focused Group Discussion eat right/WASH/Adolescent Health Issues or any other relevant subject 2. Exhibition followed by awareness meeting/Focused Group Discussion on eat right/ WASH/Adolescent Health Issues or any other relevant subject 3. Demonstration session using Eat Safety Magic Boxes followed by awareness meeting/Focused Group Discussion eat right or any other relevant subject.
<p>Cost norms for organizing Campaign</p>	<p>Mix of communication activities are proposed during the campaign to address any particular health issues of the village (Example- TB Free Campaign, Full immunization coverage campaign, Anaemia Mukht Village Campaign, Anti-malaria, Eat Right etc.)</p> <p>Day-1(Mid-media approach)</p> <ul style="list-style-type: none"> • Wider Publicity: Publicity may be done using any of the local media/s i.e. drum beating, miking, poster campaign, invitation card printing & distribution by ASHAs @ Rs.2000/- Per event <p>Day-2 (Mid- media/IPC)</p> <ul style="list-style-type: none"> • Street play : Local Troops may be engaged for creating awareness on any local health issues or/ and Organizing Small Exhibition at AWC/SC/near Hat / Any other activity appropriate for the local context • Patient group meeting (NCD patients, TB Patients etc)

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Pradham A.M



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Particulars	Guidance Details
	<p>Budget- @ Rs.3,000/- for Exhibition / hiring Street theater group & Rs.500/- for refreshment cost on organizing Patient group meeting</p> <p>Day -3</p> <p>GKS Meeting –</p> <ul style="list-style-type: none"> • Members of GKS along with other key stake holders of the village, PRI members etc. will be called to the meeting. • Speaker/s may be called to deliberate on the identified issues & improving general awareness or else • Organize video shows using PICO projector/ any other projector on video clippings shared by State/district improving awareness of members on the issues. • Continue discussion for finalization of work plan for addressing identified issues (GKS fund may be utilized if additional fund required if any for taking of the activity/ies) <p>Budget- Rs.600/- (Rs.300/- per event for refreshment & Rs.300/- as honorarium to speaker)</p> <p>Organization cost :</p> <p>Budget- Rs.900/- (Any assigned person for coordination – Rs.600/- for 3days & 300/- for ASHA)</p> <p>Total Cost per event:- Rs.7,000/-</p>
<p>Cost norms for sponsoring Sports event</p>	<p>The PHC-HWC will promote sports events in the youth clubs/schools in its locality in form of following support-</p> <ul style="list-style-type: none"> • Sponsoring sports event: The PHC-HWC may sponsor any one sports event (preferable a Team game like Cricket/ Hockey/ Football/ Volleyball/ Kabbadi/ Badminton or any other popular game in the locality) in the locality in a year by giving refreshments or any other support and putting IEC material of flagship programmes for awareness generation. . This will encourage the health promoting activities in the community. <p>Budget: Rs.5000/- Per Annum (Sponsorship amount -Rs 3000/ per annum & Hoarding Rs 2000/-)</p>
<p>Annual action Plan and Budget for organizing Wellness Events</p>	<p>Every HWCs has to develop a annual action plan & budget and get it approved from PHC I/c. CHO will coordinate the activity & get it done in the month of March-April every year for SC HWC. MO I/c will assign the activity to any of the field staff for developing the Annual Action Plan and Budget for PHC in time.</p> <p>The Annual action plan has to be prepared in a simple tabular format</p>

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Particulars	Guidance Details
	<p>attached at Annexure-A</p> <p>Conditions to be followed while preparing annual action plan & budget for organizing wellness events:</p> <ul style="list-style-type: none"> • Every village in a SC has to be targeted equally (on rotation basis) while assigning event in case of SC HWCs. • Every SC under a PHC HWCs will be equally targeted while assigning event in case of PHC HWCs. • No of activities planned must not be less than 24 per annum & total Budget shall not be more than the allocation in any circumstances. (i.e. Rs.25000/- per SC HWCs & Rs.50,000 per PHC HWCs per annum). ❖ There is separate budget head provisioned for conducting Yoga sessions (so cost for conducting Yoga sessions shall not be part of Rs.25000/- meant for SC HWC & Rs.50000/- for PHC HWCs)
<p>Examples of events to be taken up as part of Annual budget at SC & PHC HWCs</p>	<p>PHC-HWCs</p> <p>Mini Event - Rs1000/- X 12 events = Rs12,000/- Mega Event – Rs.1500/- X 8 events =Rs. 12,000/- Campaign- Rs.7000/- X 3 Events = Rs.21,000/- Sponsorship Activity- Rs.5000/- X 1 = Rs5,000/- Total (24 events) – Rs.50, 000/-</p> <p>SC HWCs</p> <p>Mini Event - Rs1000/- X 22 events = Rs22,000/- Mega Event – Rs.1500/- X 2 events =Rs. 3,000/- Total (24 events) – Rs.25, 000/-</p>
<p>Documentation</p>	<ul style="list-style-type: none"> • Wellness activity Register to be maintained and necessary documentary proof of participants shall be recorded. • Person assigned for conducting wellness activities has to upload the status report & photograph in the HWC portal within 7 days & only then will claim for organization cost as mentioned above.
<p>Event Calendar</p>	<p>Attached herewith as Annexure-B</p>
<p>Overall Coordination</p>	<p>The DPHEOs at district level and BPHEOs at block level are responsible for organizing orientation meetings, monitor month wise progress, facilitate in updation of status report in portal etc for qualifying conditionality on wellness sessions set under PIP conditionality. The SIHFW at State level will spearhead the activity for smooth implementation at field level.</p>

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Prudhan, DM

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NB:

- At the UPHC-HWC level, similar kind of activities will be carried out as mentioned above for PHC HWCs at facility and ward level respectively. Similarly, the same cost norms will be applicable for organizing different activities planned under wellness initiatives.
- In case, the event is assigned to any SHG for organization, the organization & programme cost meant for the event will be transferred to SHG's bank account, at least before a week for smooth implementation of the programme.

Annexure-A

Name of SC-HWC/PHC HWC: _____

Month/ Date	Activity	Budget (in Rs.)	Village where to be organized	Assigned Person/SHG

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Annexure B: Health Day to be celebrated at HWCs

Sl. No.	Date	Day
1.	12 th January	National Youth Day
2.	24 th January	Save the Girl Child Day
3.	30 th January	Anti-Leprosy Day
4.	4 th February	World Cancer Day
5.	10 th February	National De-worming Day
6.	11 th February	International Epilepsy Day
7.	8 th March	International Women's Day
8.	24 th March	World Tuberculosis Day
9.	7 th April	World Health Day
10.	11 th April	National Safe Motherhood day
11.	14 th April	Ayushman Bharat-Health and Wellness Centre Day
12.	17 th April	HWC Anniversary Day
13.	25 th April	World Malaria Day
14.	10 th May	Mother's Day
15.	28 th May	Menstrual Hygiene Day
16.	28 th May to 8 th June	Intensified Diarrhoea Control Fortnight
17.	31 st May	World No Tobacco Day
18.	14 th June	World Blood Donor Day
19.	21 st June	International YOGA Day
20.	11 th July	World Population Day
21.	28 th July	World Hepatitis day
22.	01-07 August	World Breast Feeding Day/Week
23.	10 th August	National De-worming Day
24.	15 th August	Independence Day
25.	25 th Aug to 8 th Sep	Eye Donation Fortnight
26.	01-07 September	National Nutrition Week
27.	29 th September	World Heart Day
28.	1 st October	World Elderly Day
29.	8 th October	World Sight Day
30.	10 th October	World Mental Health Day
31.	21 st October	World Iodine Deficiency Disorder Day
32.	29 th October	World Stroke day
33.	7 th November	National Cancer Awareness Day
34.	12 th November	World Pneumonia Day

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Sl. No.	Date	Day
35.	14 th November	Children's Day
36.	14 th November	World Diabetes Day
37.	15-21 November	Newborn Week
38.	17 th November	World Prematurity Day
39.	21 Nov to 4 th December	NSV Fortnight
40.	1 st December	World AIDS Day
41.	12 th December	Universal Health Coverage Day

Pradha A. H.

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