



P&G Health partners with Apnalaya to improve maternal, newborn health in Mumbai's urban slums

First urban community health initiative under flagship CSR program 'SEHAT'

Mumbai, April 7, 2022: This World Health Day, P&G Health announced about its partnership with the Mumbai-based not-for-profit organisation, Apnalaya, to support Apnalaya's project for providing care to underprivileged pregnant women, new mothers, and newborns. This project is intended to build capacity and strengthen antenatal care facilities in government health posts in Mumbai's M West Ward, by raising awareness. The service will benefit over 4000 direct beneficiaries and about 4 lakh indirect beneficiaries in the community.

Mr. Milind Thatte, Managing Director, P&G Health India said, *"P&G Health is committed to building a Healthier India through our CSR program 'SEHAT'. Our interventions in the areas of maternal and child health in rural India have helped strengthen this commitment. And today on World Health Day, we are delighted to announce our partnership with Apnalaya, who will now help extend technology enabled point-of-care diagnostics to urban communities towards improving antenatal care services. The project will enable screening to identify high-risk pregnancies; help educate on maternal health and nutrition; and ensure uptake of antenatal care and post-natal care services provided by government healthcare providers. It will also build the capacities of community health workers to provide counselling and support for pregnant women and families."*

What Apnalaya does: Community health workers are trained by Apnalaya and empowered with a mobile-based application for monitoring, reporting and decision support for high-risk pregnancy follow-ups (developed by Apnalaya's technology partner CareNX Innovations). The AnandiMaa app is a decision support tool that analyses the data from antenatal tests and recommends an appropriate line of support so that high-risk complications are managed early, while a web portal/dashboard helps all the stakeholders to access the data when needed and deliver care effectively. Along with this, an antenatal care kit with smartphone integrated portable diagnostic devices is provided at the government healthcare facility to support service provision. The kit includes simple point-of-care tests to assess blood pressure, haemoglobin levels, urine protein and sugar, blood sugar, fundal height, and foetal heart rate that are critical to monitor during pregnancy.

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The Aarogya Sakhis demonstrating the Mother Care kit

Commenting on the project, **Praveen Singh, CEO, Apnalaya**, said, “We are happy to partner with P&G Health to extend this successful model to yet another ward in Mumbai, build healthcare capacity, and improve access to antenatal care for the urban poor. Over the last few years, we have had encouraging results from our work in the healthcare facilities in the M East Ward. Our ultimate goal is to expand this program all over Mumbai, and our work with P&G Health is a step forward in that direction.”



(bottom row, L-R): Praveen Singh, CEO Apnalaya, along with Milind Thatte, Managing Director, P&G Health India with members from P&G Health India team and the Aarogya Sakhis at Apnalaya center

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P&G Health's 'SEHAT' (recently awarded the 'Best Public Health Program' at the India Health and Wellness Awards 2022) comprises a host of programs dedicated towards public Health. These include 'Swasthya Sakhi' a rural community outreach program in partnership with the Public Health Foundation of India (PHFI), which helps to digitize health information, conduct primary diagnostics of pregnant women, and refer high-risk cases to the nearest Public Health Centres (PHCs); and 'Yes to Poshan', in association with Tata Trusts, which aims to advance the nutritional status of women and children in the Krishna district of Andhra Pradesh.

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