

PROJECT TITLE:- ADVOCATING WITH KEY INFLUENCERS INCLUDING MEDIA, CSOS, CORPORATES AND LEGISLATURES FOR IMPROVED MATERNAL, NEONATAL AND CHILD HEALTH IN ODISHA-STATE AND 10 HIGH PRIORITY DISTRICTS

GEOGRAPHICAL COVERAGE:- State and 10 districts - Malkangiri, Koraput, Kalahandi, Nuapada, Rayagada, Boudh, Gajapati, Nawrangpur, Bolangir and Kandhamal

Main Objective

The main objective of the project is to create an enabling environment that will strengthen health systems and increase the demand for maternal, neonatal and child health services including immunization especially in the 10 high priority districts of the state - Malkangiri, Koraput, Kalahandi, Rayagada, Boudh, Nuapada, Gajapati, Kandhamal, Bolangir and Nawrangpur.

Key Expected Result

Key influencers including the Odisha media, legislatures, CSOs and corporate, especially from the 10 high priority districts, are sensitized and informed on issues of maternal, neonatal and child health and are responsive towards using their respective spheres of influence to improve health service delivery and demand for health services including Routine Immunization from communities.