

Art Venture's second innings

ArtVenture, Singapore has renewed its support to Impact for the second year for its programme "Communication of Health Messages affecting Malnutrition through Traditional Folk Art" as part of its CHI in Thane district. Impact India has successfully implemented the pilot programme for 212,995 mainly Below Poverty Line tribals in Palghar block from July 2007 to June 2008. The Internal Evaluation by Impact and the Process Evaluation carried out by the Research Unit of the College of Social Work, Nirmala Niketan, Mumbai, clearly indicate a favourable impact among the tribals and highlight the need to institutionalise interventions as demonstrated by IIF.

We are encouraged to see positive signs taking place in many of the indicators of the social factors responsible for Malnutrition like a delay in early marriage, sustained breast feeding, spacing between births, increase in registrations of births, improvement in personal hygiene & immunisation.

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The additional funding from Art Venture for 2008-2009, will help IIF scale up intensive inputs provided to a larger geographical spread of the project, with the help of the State Government, to positively impact a population spread over 16 Primary Health Sub Centres in seven blocks.

Visitor's Remarks

"A pioneering effort in the area of healthcare! Our country needs more pioneers such as this in the area of social healthcare. Thank you for all your efforts!"

-Jyotiraditya Scindia
Member of Parliament (10.3.2008)

"I am overwhelmed and inspired by the initiative and I hope to sensitise the youth in the city to volunteer for the project. All the best."

-Dr. Indu Shahani
Sheriff of Mumbai (9.4.2008)

"Congratulations for the wonderful work you all have always been doing. You deserve all the support and credit you all can muster!"

- Dr. Rumi Jehangir, Rotary Club of Bombay (9.4.2008)

Continued: ▲

"Service to society indeed in every sense of the word!"

Sowmya Raghavan, General Manager, Central Railway (9.4.2008)

"I salute the dedicated team, for increasing our awareness to the plight of our villagers for reaching out in inaccessible areas and to Zelma Lazarus who made this Rainbow Train a reality by her steadfast zeal and commitment."

- Meher H. Moos, Journalist

Our heartfelt thanks to

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A Story of Hope

There are stories and then there are inspirational journeys. Impact India Foundation (IIF) is putting together a book which narrates its exciting voyage since its inception in 1983.

The book, aptly titled "Creating Rainbows", is an inspirational read for everyone. Apart from heart-warming experiences at various project sites, the book also mentions the strategies deployed by IIF to ensure maximum impact for its projects.



Bringing health and cheer in remote areas-
Top: Women take their tots for vaccination
Below: A toddler before & after cleft surgery

"It is always so uplifting to witness the wonderful 'seva' being done by the Lifeline Express. My thanks to all involved in this work."

-Sonia Gandhi
Chairperson, RGF (14.10.2008)



Mrs. Sonia Gandhi speaking to a surgeon in the Operating Theatre of LLE at the Lalganj project

Mrs. Sonia Gandhi, Chairperson of Rajiv Gandhi Foundation (RGF) spent about half an hour visiting surgeons on the Lifeline Express (LLE). This is the first time she has been on the new LLE during operations. She was particularly interested in the second Operation Theatre coach and in the fact that it could be detached and can serve as a stand-alone unit.

Mrs. Sonia Gandhi's support to IIF remained unbiased as she insisted her programme to visit the LLE's 104th project at Lalganj Railway Station, Uttar Pradesh, should not be cancelled in spite of all odds.



Mrs. Sonia Gandhi writes in the Visitors Book, seated next to Col. Vishwen of Impact India

Impact's Brain Wave

Impact India Foundation (IIF) has always believed in innovation through the freedom of creative expression. All of IIF projects are unique in the manner in which they are planned, executed and sustained.

From the Lifeline Express to the Community Health Initiative (CHI), the projects have been planned to ensure maximum community participation while working within the existing deliverables of the Government system.

We wish to continue this tradition as IIF's hallmark and have introduced the "Brain Wave Scheme" for the Impact staff and friends to develop a constructive attitude and generate a sense of belonging and involvement.

The scheme will invite new ideas and suggestions to promote IIF's projects and enhance performance culture to bring about improvement in processes.

The thinking caps are on as Vishwanathan (Nathan) of IIF's Mumbai office suggested that every visiting card of Impact should mention Impact's core projects-LLE and CHI -on the reverse of the card to enable greater visibility for IIF's initiatives. We think it's a great idea. It's a cost effective and engaging way to communicate our projects to the people we meet for the first time ! Thank you Nathan!

Cut here

For Rs. 1,000

One person will have sight restored through Cataract Operations on the Lifeline Express
Or
Seven children will have their vision corrected
Or
Three persons will have lifelong disability prevented
Or
Any contribution will go towards the Community Health Initiative

All Donations are 100% Tax Free

Attached is cheque No. _____ For Rs. _____

Favouring **Impact India Foundation** drawn on (Name of Bank)

A receipt will be sent to you at: (please complete your address)

Name: _____

Address: _____

Tel: _____ E-mail: _____

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IIF in Annals of Emergency Medicine

Zina Semenovskaya, a fourth year medical student at Weill Cornell Medical College in New York City, had volunteered with IIF to explore emergency medicine last year.

In the three months with IIF, Zina conducted regular first-aid training sessions in Palghar which consisted of five modules. She trained rural women on oral re-hydration, recognising various symptoms of illness in children, treating burns and snake bites as well as trauma.

The women were later tested on their ability to answer questions regarding first aid care and proficiency in techniques taught during the training sessions. Nearly 90% of women received a good score on their follow-up evaluation.

Zina's poster illustrating First Aid through folk art

Continued:

Zina's Study Objective was to demonstrate the effectiveness of using traditional artwork to provide first aid training for largely illiterate rural populations in India.

Her efforts have been acknowledged as the accumulative data was accepted for the Annals of Emergency Medicine with the help of research advisor, Robert Lavery.

Zina also made a presentation on IIF's communications through posters, at the American College of Emergency Physicians' scientific conference.

Announcement

The LLE has been short-listed by the Global Development Network (GDN) 2008, for the most innovative development project award. Arundati Gupta, representing GDN visited the LLE at Lalganj, Uttar Pradesh.

We are growing

IIF continues making concerted efforts in reduction of preventable disabilities through CHI. It has now concentrated its initiative in seven blocks covering a population of 1,450,049 across 864 remote villages in Maharashtra's Thane District.

In addition Impact's immediate focus is the enhancement of Ashramshalas (residential schools), to provide better management and amenities.

Impact is able to plan and execute projects penetrating the heart of rural areas with the unstinted support of the Government of Maharashtra. The State Government's Public Health Department has issued a Circular to appoint a special liaison officer to ensure that Impact receives continued aid while promoting and implementing various Government schemes in coordination with IIF's projects. We are delighted to get this "break"!

IIF: Gateway to research

As an extension to the CHI in Vikramgad, Impact India is facilitating the Indian Institute of Environmental Medicine (IEM), an NGO involved in research to address major environmental health problems.

A study on Chronic Obstructive Pulmonary Disease (COPD) is spearheaded by Dr. Rohini Chowgule, Consultant Pulmonary Physician and Director of IEM. COPD is considered to be the fourth leading cause of morbidity and mortality worldwide and projected to be fifth in the burden of disease in 2020. It fails to create adequate attention due to lack of information and understanding especially in developing countries.

In rural India with women exposed to poor ventilation while cooking and also habituated to tobacco smoking, most adults are at an increased risk of COPD related deaths



Dr. Mini Bodhanwala attending to a patient



A lung function test in progress as part of the survey by IEM



Hannah Kashyap with medical volunteers outside the LLE in Nellore

IIF to include Dental Care

Through the recent experience with the School Health Monitor (SHM) programme, Impact has observed that dental hygiene is a prime concern with alarming health consequences as a result of dental neglect.

As a first initiative, the Madhavrao Swasthya Mission along with Manubhai Patel Dental College & Hospital (MPDCH), which sponsored the LLE project at Mandasaur, Madhya Pradesh in May 2008, invited three dental surgeons with one assistant led by Dr. Mini Bodhanwala, Administrator of MPDCH, to conduct a three day Dental Camp.

With MPDCH having created awareness about the Dental Camp to be held at the LLE project site, patients arrived in hundreds. Dr. Mini Bodhanwala and her team had to improvise and set up a make-shift dental chair at the platform to cater to nearly 1500 patients in three days!

They excised tumours, managed extractions and basic cleaning. For follow-up, patients were given contact details. The project clearly established the need for dental interventions as necessary after many more patients who could not be served were recommended to referral hospitals.

With Dental Colleges including the Community as part of their syllabus, a collaboration with various Government colleges would enable IIF to conduct more camps on oral hygiene. A survey conducted by a leading consumer brand reveals that: 60% people had never visited a dentist. Over 50% were not concerned with prevention or cure of dental problems. 30% do not use any oral care product and nearly 50% of rural India does not use a toothbrush to clean teeth.

Mattel encourages Kitchen Gardens

Mattel Children's Foundation has provided support to the CHI to create Kitchen Gardens to grow fruits and vegetables, provide sports facilities for all round development and regular medical services to ensure children are free of disease.

The Foundation has in the recent past contributed towards two of Impact's Lifeline Express Mobile Clinics which continue to diagnose vision and hearing impairment in village communities, mainly children.

Mattel Children's Foundation is aware that health and wellness is no child's play especially in rural areas where medical facilities are limited. We thank Sanjay Luthra and the Foundation for their abiding support.

Volunteer to Ambassador

Hannah Kashyap, a young volunteer with IIF for nearly six weeks had a first hand experience of Impact's CHI at Palghar and LLE at Nellore.

Travelling across states from Maharashtra to Andhra Pradesh for the LLE project, she closely monitored the projects to give valuable suggestions.

She is so inspired by the concept of bringing healthcare to the poor who would otherwise be neglected that she has talked to friends, family, neighbours and teachers about her experience in the hope of creating wider awareness for Impact India's initiatives.

First Aid Training Through Art: A Pilot Project in Rural India
Zina Semenovskaya, Robert Lavery
Weill Cornell Medical College

Background
India's astounding growth rate in the era of globalization has left many behind. 2/3rd of the population still lives in underdeveloped rural villages, and 62% remain illiterate. Preventable disease and injuries continue to be major causes of disability due to a lack of even basic emergency health care in rural areas. This project was designed to address these disparities by increasing goal-directed first aid education for the most vulnerable groups.

Methods
Prospective study implementing first aid training for women's groups throughout nineteen villages. Training manuals were developed in collaboration with a local artist and designed to illustrate five core first aid principles. Participants received the manuals at the start of each one-hour training session. The following topics were addressed:
(1) Recognizing illness in children
(2) Oral rehydration therapy (ORTS)
(3) Burns
(4) Snake bites
(5) Trauma
The post-test was administered 6-8 weeks after the initial training session in twelve randomly selected villages. Participants were tested on their ability to answer questions and demonstrate basic first aid skills taught during training sessions. Scores were calculated from a twenty point scale, with a passing score set at 80%. Demographic data were collected for all participants. Data were analyzed using chi square and t-tests.

Results
1,128 subjects were enrolled with 366 (32%) randomly assigned to complete the post-test. 126 (33%) self-reported as "literate" 320 (89%) received a passing score, with 79 (24%) obtaining a perfect score. Literacy was strongly associated with higher test scores (means: 18.8 versus 17.4, p=0.006, t-test). 97% of literate women had a passing score versus 85% of the illiterate group (p<0.001, chi square).

Conclusion
Nearly 90% of women received a passing score on the follow-up evaluation. Although there was a statistically significant difference between the literate and illiterate groups, this project successfully demonstrates that traditional artwork can be utilized to educate illiterate populations on first aid principles. Future studies should be aimed at measuring the impact of the training on health outcomes.

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Traditional Artwork works for health