

"Exploring Digital Interventions in Public Health Services in Khushi Baby Organization"

Introduction

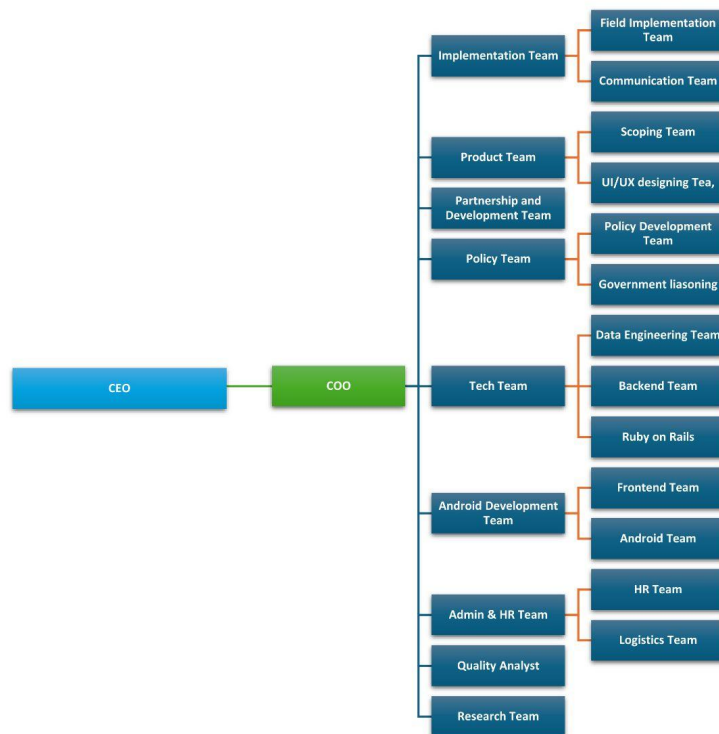
Utilization of technology into public health care has become essential in today's digital world in order to improve efficacy and efficiency. With an emphasis on malnutrition and the field of maternal and child health nutrition (MCHN) as the two most concerning issues in the public health field, this internship report explores the application and effects of digital interventions in public health. Gaining knowledge about the real-world applications of digital tools for enhancing healthcare outcomes in these crucial areas was the main goal of this internship.

Objectives of this Internship

- Understanding how digital health solutions affect health outcomes and the provision of services.
- Use of digital interventions to address issues related to MCHN and malnutrition and other health concerns.
- Observing and learning Khushi Baby Organization technology to support public health concerns.
- The challenges and best practices for putting digital interventions into practice in healthcare settings.
- Understanding Community Engagement through Effective Communication and Capacity Building

Organizational Profile: Khushi Baby Non-profit Organization

Khushi Baby is a Non-profit organization based in Jaipur, India, dedicated to leveraging technology to improve healthcare delivery in underserved communities. Founded in 2014, the organization has been at the forefront of digital innovation in public health, particularly in the areas of maternal and child health.



Khushi Baby provides a comprehensive range of key services aimed at improving maternal and child healthcare in underserved communities.

Services provided by the Organisation

1. CHIP (Community Health Integrated Platform)

CHIP aims to improve healthcare service delivery and data management in underserved populations. CHIP employs mobile technology and Near Field Communication (NFC) tags to keep mothers' and children's health records updated. These records are easily accessible and updated by health workers.

2. Wearable Technology

The initiative frequently uses wearable pendants with NFC chips to store personal health information. These may be scanned by healthcare staff with phones, allowing for quick data retrieval and updates.

3. Mobile App for Health Workers

Community healthcare providers have access to a phone application that allows them to collect data, track individuals, and manage services. The program includes offline functioning, which is essential in locations with restricted internet access.

4. Data Analytics

The CHIP platform via dashboard provides data analytics capabilities that aid in monitoring health trends through real time data, actionable dashboard, and identifying at-risk populations.

Key activities:

Handling different Communication Channel :- Effective communication plays a critical role in the implementation of healthcare programs. Each mode of communication includes a specific purpose and is tailored to different modules like Zero dose, ABHA ID, RI and Micro plan session and other related modules with different modes like helpline calls, follow up calls, messages, canva materials.

Capacity Building for Health Workers: Organizing training sessions to enhance the skills and knowledge of community health workers (CHWs).

Collecting testimonials: Gathering testimonies from individuals and Health workers to demonstrate the effectiveness of health initiatives and services. Further using these testimonials to demonstrate program success and impact to stakeholders, donors, and the community

Finding Champion Health Workers: Identifying health workers who have shown improvement in their work related to timely data updation while

maintaining the quality of data, and recognising them for their work on different platforms.

Projects like Seed Data,LGD,High risk pregnancy and High risk child tracking has been a part of these learning experiences.

Key Learning:

I got the chance to learn about digital health firsthand and see firsthand how technology is changing public health services during my internship at Khushi Baby. I was able to obtain knowledge about the opportunities and difficulties related to digital interventions in healthcare delivery through conversations with people of the community and healthcare professionals.

Technology Integration: I discovered that the use of mobile applications and digital health records can help to enhance patient outcomes and expedite healthcare procedures. The smooth exchange of data between patients and healthcare professionals demonstrated the value of digital technology in improving the provision of services.

Community-Centric Approach: In order to effectively address health inequities, Khushi Baby's community-centric approach with CHIP to healthcare delivery underlined the importance of interacting with local populations.