

MASTER OF PUBLIC HEALTH

Johns Hopkins Bloomberg School of Public Health & IIHMR University

PRACTICUM REPORT

By

Dr. Reena Anthonyraj

**Cohort-3
2015-17**

Under the Guidance of

Dr. Monika Chaudhary

**Associate Professor
IIHMR University**

TO WHOMSOEVER MAY CONCERN

This is to certify that **REENA ANTHONYRAJ**, student of Master of Public Health Program offered by Institute of Health Management Research IIHMR University, Jaipur in cooperation with Johns Hopkins Bloomberg School of Public Health, Baltimore has undergone Practicum Training at **VIVA DEVELOPMENT STRATEGIES** from **21st November 2016 to 31st March 2017**.

The Candidate has successfully carried out the study designated to her during practicum training and her approach to the study has been sincere, scientific and analytical.

The Practicum Training is in fulfillment of the course requirements.

I wish her success in all her future endeavors.

Sd-

Dr Monika Choudhary
Practicum Advisor

CERTIFICATE BY SCHOLAR

This is to certify that the Practicum Report submitted by me, Reena Anthonyraj with Enrollment No. IIHMR-U/07/2015-2017/0011 under the supervision of Ms Vinitha Venkatraman for award of **Master of Public Health** carried out during the period 21st November 2016 to 31st March 2017 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.

Reena Anthonyraj
MPH Candidate 2015-17



To whomsoever it may concern

31 March 2017

This is to certify that Reena Anthonyraj, student of the IIHMR University, has satisfactorily completed her practicum with VIVA Development Strategies. Since the association was for an internship programme, Reena was assigned different roles and projects within the organization. This was also essential for us to understand her strengths and where her skill sets lie.

Reena exceeded expectations in the assignments that were given to her. To her credit, she was able to work on initiatives across various focus areas, causes and scopes of work. She has worked on projects of clients who are the largest and most well-known within the health sector - Family Planning Association of India, Karnataka Health Promotion Trust, PATH, to name the top few. Some of the health focus areas she worked on include Maternal and Child Health, Family Planning, HIV, Menstrual Health, Programs for adolescent girls and orphaned and vulnerable children, etc.

The projects she worked on included desk research, strategy, behaviour change programs, social media campaigns, frameworks of M&E and impact. She also played an integral role in building the organization's communication and social media strategy that gave her access to our repertoire of projects. It was evident that she was equipped for practical application of her knowledge in public health.

A complete team player, open to feedback, and always willing to learn and develop herself as a professional, it was a pleasure working with her.

Warm regards,

Vinitha Venkatraman
Co-Founder
VIVA Development Strategies

PRACTICUM REPORT

About the Organization:

VIVA Development Strategies is a niche consultancy in India's growing social development sector that provides turnkey solutions in the area of social responsibility & development and provides support to organizations by creating self-sustained and empowered communities through novel approaches and path breaking strategies. VIVA Development Strategies advocates a multi-sectorial response to development issues by providing a synergy between industry, government and civil society through working with all the stakeholders of the sector viz. Government, International Development Firms & Donor Agencies, NGOs & Corporates to create and/or strengthen programs across all stages of its life cycle. The organization's expertise lies in providing a customized and stakeholder relevant approach to achieving their objectives and helping them navigate through the complex and sometimes challenging development ecosystem in our country.

The team at VIVA Development Strategies has immense experience and demonstrated expertise across the entire spectrum of program needs: Research, Strategy development, Program creation, Drafting program policy, Identification of relevant grass-root partners, Capacity Building for successful program implementation, Advocacy (Media, Stakeholder & Community), Communication, and Reporting & Impact Assessment; and in multiple development areas: communicable diseases, nutrition & lifestyle, maternal and child health, family planning, education, livelihood & up-skilling.

Location: Mumbai, Maharashtra, India

Duration: 21st November 2016 to 31st March 2017

Name of Mentor:

Vinitha Venkatraman- Co-Founder of VIVA Development Strategies

Practicum Goals and Objectives:

The following core competencies will be developed through my practicum experience at VIVA Development Strategies, a niche consultancy in India's growing social development sector.

The goals and objectives under each competency are provided below:

1. Analytical/Assessment Skills:

- a. Define a public health problem.
- b. Obtain and interpret data to define risks to the community.
- c. Ability to collect and analyze data that relate to health status of the populations

2. Program Planning Skills:

- a. Collect and prepare information to support program development
- b. Develop program recommendations.
- c. Participate in program planning and implementation.

3. Communication Skills:

- a. Formulate communication plans through input from stakeholders.

- b. Utilize learned skills to communicate effectively with a variety of stakeholders.
 - c. Employ effective strategies of communicating with the media.
 - d. Effectively communicate public health information using a variety of written and oral communication approaches.
 - e. Employ advocacy skills.
4. Community Dimensions of Practice Skills:
- a. Create connections and collaborate with key stakeholders to promote health.
 - b. Ability to identify and maintain partnerships with stakeholders and community partners to promote the health of the population.

Roles and Responsibilities:

- Analyze and prepare concept notes for projects across thematic areas in health:

The above role entails preparing concept notes for projects, highlighting the goals, objectives, approach and conceptual frameworks. Prior to preparing and documenting the notes, a detailed background analysis and literature review of the health problems is required to develop a well-informed and evidence driven concept note for health projects. Concept notes to be prepared include projects across different thematic areas in health such as- non- communicable diseases, TB, HIV, maternal and child health, adolescent health, menstrual health and hygiene and nutrition; as well as projects with focus on education and improving overall quality of life through promoting health and nutrition of target beneficiaries.

- Develop proposals for public health projects:

The role entails researching 'Requests for Proposals' on *DevnetIndia.org*, and writing proposals for interested projects fulfilling preliminary organization criteria. Writing proposals include preparing the technical proposal part that encompasses project goal, objectives, approach, work plan with tasks activities outputs, timeline, deliverables and team composition.

- Manage and participate in implementation of programs currently developed:

The role entails being an active part in the implementation and assisting in managing programs currently developed in areas of family planning, HIV, adolescent health, child health and education.

- Plan projects using strategic principles and criteria:

The role entails strategic planning of projects using principles and concepts of strategic development and project planning and management, understanding the health problem and using problem solving principles to analyze the determinants affecting the health problem. Activities under project planning include- background analysis, brainstorming ideas for interventions through individual and team effort, conceptualizing a strategic approach and plan, selecting the best least resistive intervention in terms of efficiency and effectiveness, analyzing the goals and objectives for the project, developing a conceptual framework and/or model demonstrating the activities and outcomes along with the relationship of each outcome with another and with the overall impact and goal of the project, and preparing documents and/or presentations to illustrate the plan developed.

- Develop health communication plans using different media approaches:

The role entails using the principles of health communication and behavior change communication to develop health communication plans with strategies customized and focused at targeting primary beneficiaries. Activities include background situational analysis, desk review, brainstorming and conceptualization of ideas and extensive consultation with key stakeholders to formulate the strategies and content for conceptualization and dissemination of communication material. Activities also include researching on various media channels available for health communication and narrowing on the best least resistant media channel for health awareness and behavior change communication. Developing the health communication plan also comprises a plan for content development and media dissemination with efficiency and effectiveness to ensure wider reach and relevance to the public health issue being discussed.

- Develop strategies to approach various stakeholders for partnership in health projects:

The role entails understanding the health problem, the various determinants affecting the problem, the demographic and socioeconomic profile of target beneficiaries and the role of key stakeholders to the health problem; and using the above information, to strategize partnership strategies with different stakeholders across the health spectrum to approach and engage their expertise and competencies in addressing public health issues in their community.

- Engage with stakeholders in developing partnerships for funding and implementation of health projects:

The role entails researching and analyzing the role of various partners and stakeholders associated with public health in the community such as public sector; private sector, corporates with interest in corporate social responsibilities, public health and social development activities in their communities; non-governmental organizations and civil society organizations. Activities also include studying various public-private partnership models to conceptualize and strategize possible areas for developing partnerships between the public and private sector, through engaging the private sector in funding and/or implementation of public health projects. The role also comprises of analyzing synergies that the private sector and specific corporates explicitly have with specific non-governmental and civil society organizations that work in specific areas under public health, to enable capitalizing of the above synergies in developing and engaging partnerships with the private sector stakeholders for funding and/or implementation of projects.

- Prepare reports and document strategies, processes, activities, outputs, outcomes and impact associated with health projects:

The role entails preparing reports and documenting systematically in detail the strategies, processed, activities, outputs, outcomes, impacts, challenges faced, achievements and recommendations associated with health projects. Documentation will include projects that have either reached and/or almost reached the end of the project life cycle, or are currently in the planning and/or implementation stage. Activities also include preparing

mid-term and end term evaluation reports, impact assessments and weekly and monthly reports with updates of the progress of project activities and processes towards their outcomes.

Work Done:

- **Health Communication Social Media Campaign:**

I was involved in the development of a health communication campaign for Family Planning Association of India (FPAI), a non-governmental organization that has been working extensively in the area of sexual and reproductive health since 60 years with 40+ branches across India. The communication campaign was focused on creating awareness about family planning and contraception through the use of social media. The content was developed keeping in mind the cultural sensitivity around 'Family Planning and Contraception' and developed in context to creating awareness and support for the cause. Social media like Facebook, Twitter and Instagram were the chosen channels for communication to ensure a wider reach and increased awareness around Family Planning. Inputs from various stakeholders like FPAI's project management staff, branch managers, field officers and primary beneficiaries were considered and employed while conceptualizing, formulating and writing the content for the social media campaign. The theme adopted for content development was 'Family Planning Saves Lives' to target audiences from different community backgrounds, across different walks of life. The content revolved around field cases and success stories, highlighting general concepts

around family planning, contraception, sexual and reproductive health, HIV/AIDS, safe abortion, sexual and reproductive rights, and sexuality education for youth and adolescents. The content also comprised elements targeted at behavioral change communication.

A snapshot of the concept developed can be referred to in Annexure 1.

- Concept Notes:

Conceptualized, formulated and developed concept notes for projects across non-communicable disease, menstrual health, HIV and adolescent health.

- Concept Note for Non-Communicable Diseases:

The concept note for non-communicable diseases aimed at creating a project with objectives focused on primordial primary and secondary prevention of non-communicable disease at an urban Primary Health Center in Mysore city of Karnataka state in India. Using data from background analysis and literature review, a concept note was developed highlighting the following proposed activities- monitoring risk factors for non-communicable diseases among the population residing in Mysore city, creating awareness around prevention of modifiable risk factors that cause disease, preliminary diagnosis of non-communicable disease, initiation of early treatment, referral of advanced cases and monitoring of diagnosed cases and change in risk factors status of the population. Conceptual frameworks and models with activities and outcomes were prepared for the same.

- Concept Note for Menstrual Health and Hygiene:

The concept note for a menstrual health and hygiene project was created using data from a secondary literature review, the information was collated and risks to the community were defined. Disposal and menstrual waste management were defined as systemic public health problems, and solutions were conceptualized for the same using the principles and concepts of Problem Solving in Public Health, with a matrix formulated to select the best possible least resistive strategy for intervention in ensuring proper disposal and menstrual waste management.

- Concept Note for HIV:

The current gaps in a project developed for children infected and affected with HIV were analyzed and a concept note was prepared addressing the analyzed gaps and expected outcomes. Using data and information obtained from situational analysis, the risks faced by the above community were defined and a concept note highlighting the following issues was prepared- the need to address HIV related complications and associated medical needs of children, their nutritional support which is essential for them to combat HIV, promoting mental health among children infected and affected by HIV, addressing psychosocial issues faced by children affected by HIV through counseling and referral to mental health facilities, sensitizing parents against child labor and abuse and financial support for educating these children thus facilitating their retention in school and transition from primary to secondary school.

- Concept Note for Adolescent Health:

The concept note for adolescent health revolved around improving the quality of life of adolescent girls at Koppal district in Karnataka through enhancing health,

education and nutrition. Information was collected and systematically organized to strategically develop a program with the Theory of Change framework, specific activities and assumptions under each outcome, targets for each activities and a sustainability plan.

- Proposal Writing:

Proposals were developed for projects in the areas of nutrition and gender equality and safe abortion- Process Documentation Adolescent and Maternal Nutrition Program in Gujarat and Chhattisgarh, and Development of Communication Strategy and Collaterals for Pratigya: Campaign for Gender Equality and Safe Abortion. The technical part for both proposals was prepared with goals, objectives, work plan, timeline and deliverables.

- Field Visit:

A field visit was organized to visit a project center at Dahisar Mumbai, to study and analyze the implementation process for a project targeted at children and their families who were infected and affected with HIV. Additionally, the aim of the visit was to precisely understand the activities, processes and functions at the intervention center to facilitate appropriate exchange of information with relevant stakeholders and private sector partners for partnership. The project was implemented and managed by the Communities Committed Development Trusts (CCDT), a non-governmental organization that works extensively in management and care of HIV patients, in partnership with

Karnataka Health Promotion Trust (KHPT), a non-governmental organization with expertise in HI/AIDS. The project's objectives were aimed at socioeconomically empowering HIV infected and affected families and children in addition to providing ART treatment and referrals. To study the implementation process, interactions with project managers, field officers and counselors was initiated and information collected was analyzed and documented. The field visit also included attending a session on life skills and understanding of self which was being imparted to 11-16 year old children belonging to families infected and affected by HIV. The session comprised of group activities and conversations initiated by trained counselors on field to engage the children. Post attending the field visit and session, gaps in the current program implementation were analyzed and recommendations to improve and fulfill program outcomes were prepared.

A snapshot of the field visit can be referred to in Annexure 2.

- Private Sector Partnerships and Stakeholder Engagement:

Engaged with stakeholders across different industry sectors for funding and implementation partnerships for health projects through developing strategies for partnerships and collaborations with various stakeholders across the social development sector for projects targeting- adolescent girls, underprivileged preschool children from Mumbai slums, children infected and affected with HIV and marginalized vulnerable children from socially and economically backward communities. My work also included formulating strategies for partnerships between corporates and NGOs by capitalizing on the corporate social responsibility requirement by corporates. To formulate and develop

strategies, activities included research on corporates CSR policy, identifying synergies in thematic areas between corporates from different industry sectors and the NGO in need for partnership, and analyzing the social markets corporates are invested in as a part of their corporate social responsibility activities. Partnership strategies were conceptualized through analyzing and interpreting the above data and information to formulate and plan effective and efficient strategies to ensure a win-win situation for all stakeholders as well as a successful contribution to impacting the ultimate target beneficiaries in terms of improving and strengthening the health status of communities. Customized partnerships were developed for the following NGOs- Karnataka Health Promotion Trust, Mumbai Smiles, and Family Planning Association of India. In addition to corporates, social marketing strategies with private sector including retail outlets, restaurants, children's stores and gaming centers were explored and developed to particularly benefit NGOs that work extensively for improving the quality of life for children. Additionally, connections were also created with various stakeholders in the private sector by attending conferences and seminars for networking and collaborating as partners in projects aimed at improving the health status of the population.

- Documentation:

Prepared reports to document strategies, processes, activities, outputs, outcomes and impact associated with health projects. Activities also included review reports highlighting the weekly and monthly updates primarily in health projects that focused on health communication campaigns, private sector and stakeholder engagement strategies

and processes, planning and strategizing processes and concept notes for projects and partnerships.

Annexures:

Annexure 1: Content for Social Media Campaign

A Field Story creating awareness on the use of modern contraception and family planning:

What does one do when your family wants you to get pregnant, even after three children, but you do not want to be pregnant again? Does a woman not have a right to plan her family? Does a woman not have a right to her reproductive health? Does she not have a right to know about methods of contraception? Such was the case of 24 year old Sangeetha, mother of three daughters. When she was pregnant for the fourth time with an unwanted pregnancy, she was in a dilemma, like many women in India's landscape. Helpless, Sangeetha shared her dilemma with a friend who referred her to a Family Planning Association of India satellite clinic for **safe abortion services**. **FPAI has 120 clinics across the country including satellite clinics that caters to unreached areas**. She was counseled on medical abortion and contraception to avoid pregnancies. Due to family pressure for a male child, Sangeetha was reluctant to follow any contraception method. However the FPAI staff repeatedly counseled her on **modern methods of contraception** and Sangeetha accepted **injectable contraceptives** as the most suitable and convenient method of contraception. Despite lack of family support, Sangeetha's husband wholeheartedly supported his wife's decision for abortion and contraception to avoid future pregnancies. Sangeetha is now happy and confident, and does not worry about unwanted pregnancies anymore. Consequently, the counseling by the FPAI staff and Sangeetha's advocacy

for modern contraception methods has resulted in increased injectable users in Mulshi Taluka, Pune Maharashtra.

A Field Story on Sexual and Reproductive Health, family planning and STIs:

This is an interesting encounter of Antara with FPAI's clinic staff at Kalchini that not just educated her but ensured **behavioral change for a healthier lifestyle**. Antara emerges more informed, responsible and is now a peer influencer. A 25 year old female sex worker with three children from Kalchini, West Bengal, Antara had undergone two unsafe abortions and encountered medical complications. A medical officer referred Antara to an FPAI clinic where she was treated and sensitized on frequent unsafe abortions, **safe scientific abortion** and use of contraceptives. However, Antara on conceiving again, approached the clinic for an abortion which was performed ensuing standard surgical protocols, followed by post abortion counseling. A medical checkup at the clinic diagnosed Antara with **STIs** and informed her of its root cause as **frequent intercourse with multiple sexual partners**. Medical practitioners treated her with frequent counseling sessions on use of condoms. Initially, she was reluctant, but agreed to use them after understanding the **dual role of condoms in preventing pregnancies and STIs**. Antara regularly visits the FPAI clinic to collect condoms and refers her peers to the clinic for **family planning counseling and STI treatment**. Subsequently, Antara's health improved and her STI re-infections reduced with minimal treatment costs.

Annexure 2: Field Visit- CCDT Project Center for children infected and affected by HIV

