

## People's Empowerment for Holistic Community Health Actions and Networks



## Project Concern International's Corporate Partnerships for Sustainable Development

While adopting the Millennium Declaration in the year 2000, the international community pledged to "spare no effort to free our fellow men, women and children from the abject and dehumanizing conditions of extreme poverty." Although the Millennium Development Goals (MDGs) are one of several frameworks for action on development, they are unique that they have attained high political resonance and have

helped to catapult development issues onto a broader public agenda. They have also precipitated a growing understanding of the role business can play in contributing to development.

It is in line with this thinking PCI International India country office has invested efforts into engagement with the corporate sector foundations to leverage expertise and resources into the

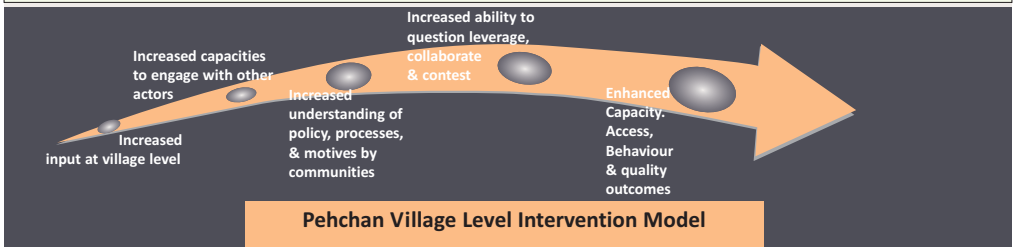


development domain. The PCI engagement with the corporate donors, foundations and corporate social responsibility initiatives is driven by the consensus that business has an important part to play in the development. Suzlon Foundation supports the PEHCHAN project which has become the mainstay of PCI India aim of saving lives and building healthy communities.

## PEHCHAN : People's Empowerment for Holistic Community Health Actions and Networks

### Aim of project:

Is to improve health status and increase access to and use of health services by children and their families in 102 villages in Karnataka, Maharashtra, Pondicherry and Tami Nadu.



### Primary Objectives:

Improved promotive, preventive and curative health and nutrition behaviors

Improved access and increased utilization of promotive, preventive and curative health care

Improved quality of health services by strengthening the capacities of local health care providers, networks and health systems

### Secondary Objective:

Increased involvement of Village Health Committees (VHCs) in health issues with their capacities strengthened

### Tertiary Objective:

Increased ability of the target population to assess their health needs and take corrective measures for improved health status

### Communication Strategies to Reinforce Healthy Behaviors

- Life Skill Education for Adolescents
- Health Fairs
- Community Health Workers
- Supporting and Complementing Clinical
- Outreach Services
- Sanitation Drives
- Geriatric Care
- Capacity and Skill Building
- Linkages and Network Strengthening
- Establish Sustainable Referral Mechanisms
- Empowering Village Governance for Health
- Monitoring

### Current Progress of PEHCHAN Project

