



Health Promotion & Prevention, State Wellness Strategy & Wellness Calendar and Fit India Movement,

Health Promotion Wellness Activities at HWCs



Objectives of Health Promotion

- To empower individuals, families and communities to engage in healthy behaviours and make positive changes in the living and working conditions that affect their health;
 - To motivate people to make behavioural and lifestyle changes that reduce the risk of developing chronic diseases thus reducing premature deaths;
 - To motivate behavioural change to prevent disease complications among those who are already diagnosed with diseases;
 - To finally reduce the out of pocket expense by focusing on prevention and also enabling early diagnosis and management
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Health Prevention

- Aims at reducing the risk or threats to health through various interventions. Broadly categorized as:
 - 1. Primordial Prevention:** The actions that restrict development of risk factors in population where they have not yet appeared. Exclusive breastfeeding, wearing of helmets are important examples of primordial prevention.
 - 2. Primary prevention:** The actions taken prior to the onset of disease, which removes the possibility that the disease will ever occur. It signifies intervention in the pre-pathogenesis phase of a disease or health problem. For instance: Total avoidance of smoking and tobacco consumption, immunization to all children, enforcement to ban or control the use of hazardous products like tobacco etc. or education about healthy and safe habits (e.g. eating well, exercising regularly).

Cont..

- 3. Secondary prevention:** The actions that halt the progress of a disease at its incipient stage and prevents complications." The specific interventions are: early diagnosis (e.g. screening tests, and case finding program) and adequate treatment. Screening tests are an excellent example of secondary prevention.
- 4. Tertiary prevention:** It is used when the disease process has advanced beyond its early stages. It is defined as "all the measures available to reduce or limit impairments and disabilities, and to promote the patients' adjustment to irremediable conditions." Intervention that should be accomplished in the stage of tertiary prevention are disability limitation, and rehabilitation. This is a last resort, effort to improve patient's quality of life and restore their ability to function and rehabilitate them.

Approaches to Health Promotion

- While keeping the principles of communication in mind, it should be also remembered that the messages for health promotion will vary for different target groups

Figure 9 Health Promotion using the 'T A L K' approach

T – TELL About healthy life style

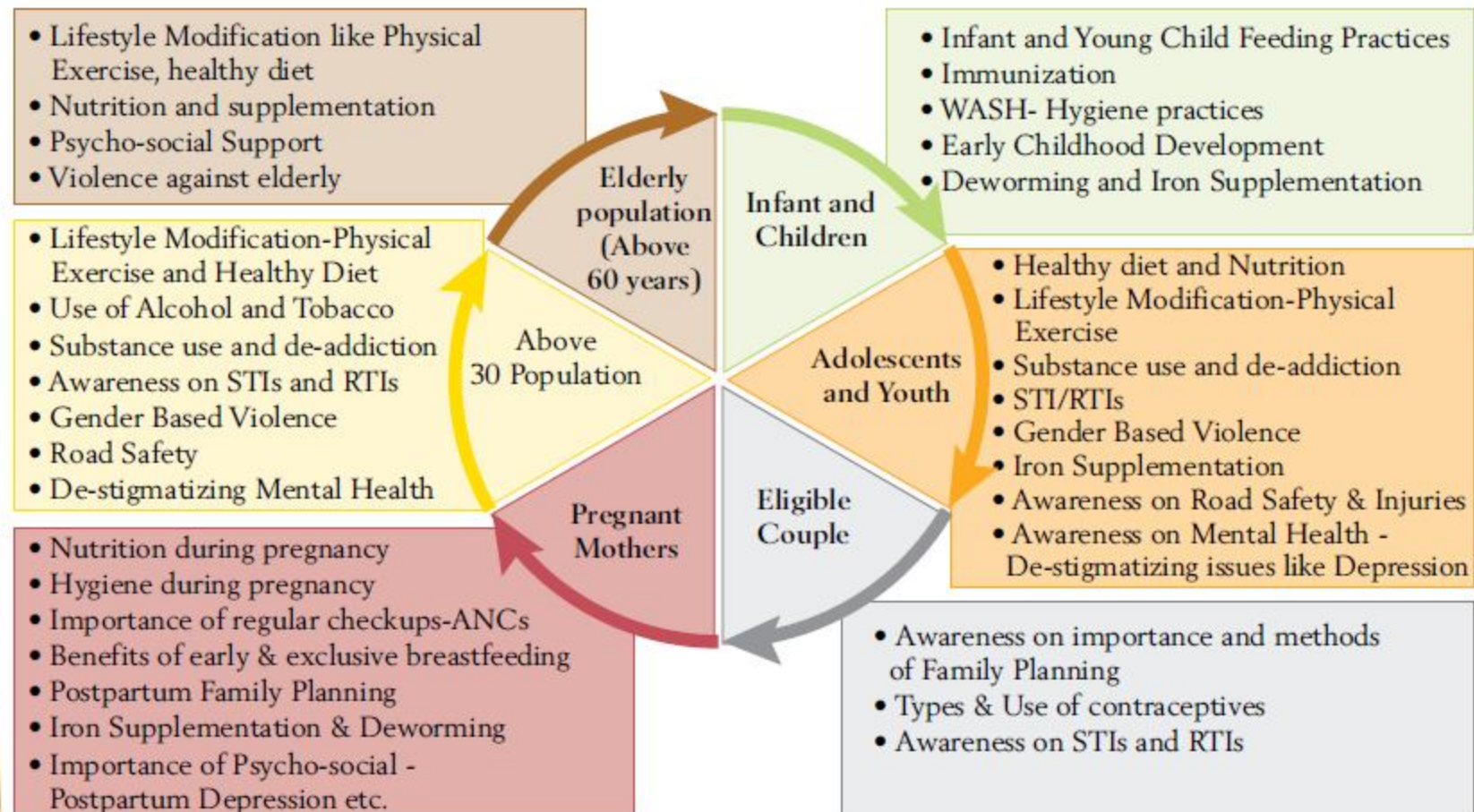
A – ADVISE how to reduce risk factors and adopt healthy lifestyles

L – LEAD Collective community action for reducing risk factors by working with community-based organizations, VHSNCs/Self-help groups.

K – KNOW more about health promotion and healthy life style to reduce risk.

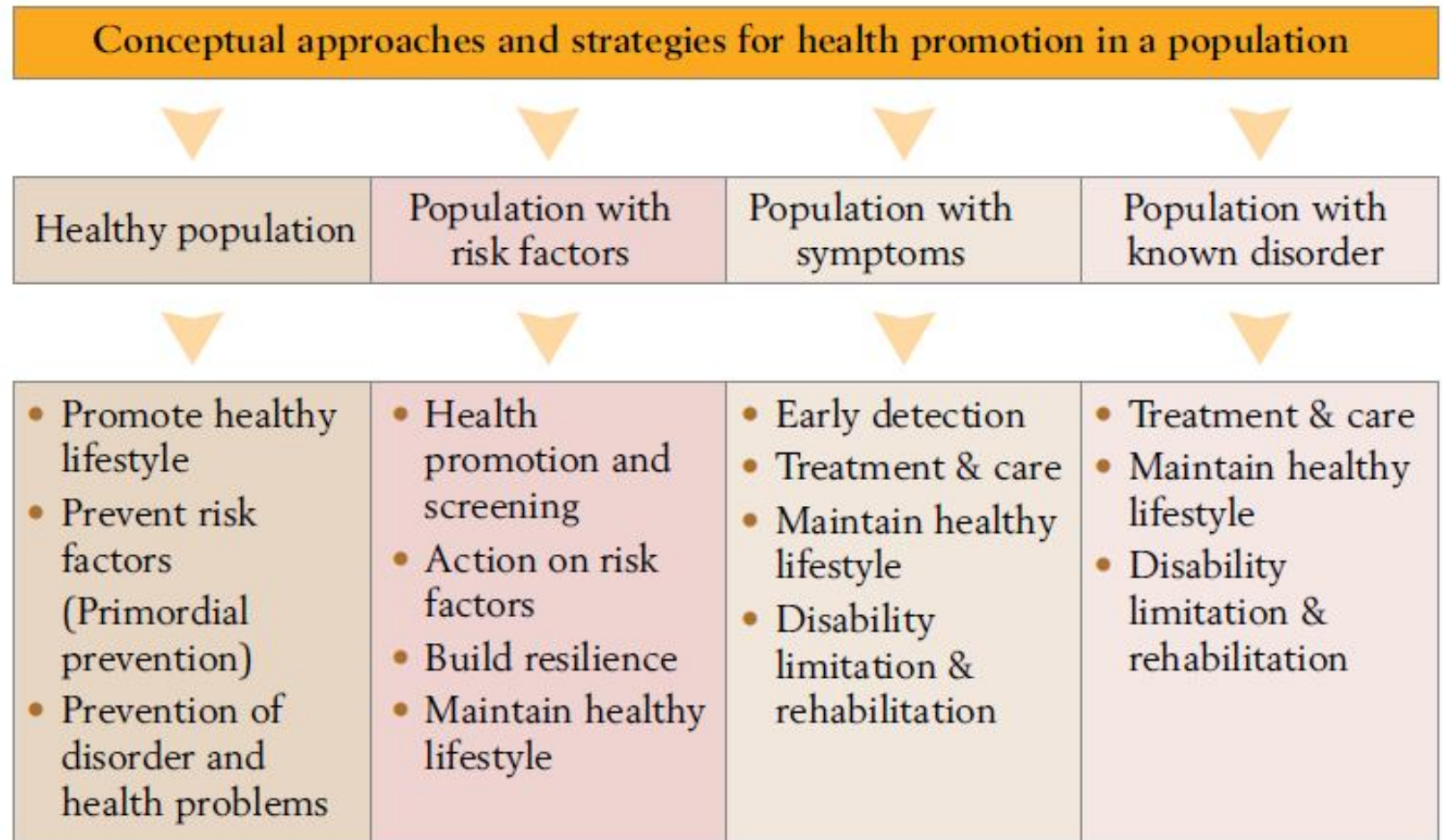
1. Life course approach- Age wise classifications of groups for health promotion

Health Promotion Interventions Across Life Cycle Approach



2. Health status approach

Approaches to health promotion in different population sub-groups



Guidance Note- Wellness Initiatives at HWCs

Particulars	Guidance Details
PIP Conditionality/ Key performance indicators for CPHC team	<p>AB-HWCs providing a minimum of 10 wellness sessions per month -Composition of 10 wellness sessions per month-</p> <ul style="list-style-type: none"> • Minimum 8 Yoga session per month • Minimum 2 other wellness events per month (24Events /year)
Budget - Approved under NHM PIP	<ul style="list-style-type: none"> • For SC HWCs Rs.25000/- per annum & for PHC HWCs Rs.50,000 per annum • Budget approved under this head will be released to respective NHM account maintained at SC HWCs & PHC HWCs
Types of Wellness Events proposed	<p>Based on the duration of the event and no of participants, events are to be categorized as follows:</p> <ul style="list-style-type: none"> • Village Level Mini Event (Duration: 1-2 hrs & participants- minimum 30) • Village Level Mega Event (Duration: 3-4 hrs & participants- minimum 50) • Village Level Campaign (Spread over 2 to 3 days & total participants – minimum 100) • Sponsoring of Sports Event

Guidance Note- Wellness Initiatives at HWCs

Particulars	Guidance Details
Types of event proposed at SC HWCs	Village Level Mini Events & Village level mega events :These events shall be organized on the scheduled days as per Annual health calendar.
Types of event proposed at PHC HWCs	Following types of events shall be organized <ul style="list-style-type: none"> • Village Level Mini Events • Village Level Mega Events • Village Level Campaign • Sponsoring sports event
Cost norms for organizing Village Level Mini Event	<p>Programme Cost - @ Rs.500/-per event (funds can be spent on Banner, poster, placard, leaflets refreshment cost of participants etc.)</p> <p>Organization Cost - @ Rs.500/-per event (@Rs. 300/- to person coordinate the event as assigned by MO i/c or CHO & Rs.200/- to ASHA for facilitation /mobilization of beneficiaries for participation in the event)</p> <p>Total Cost per mini event: Rs.1000/-</p> <p>Examples of activities to be planned as part of mini Event : Rally, any competition like art, debate, cooking etc, Well-Baby show, Cleanliness drive, Focused group sessions with different groups on Eat Right</p>

Guidance Note- Wellness Initiatives at HWCs

Particulars	Guidance Details
Cost norms for organizing Village Level Mega Event	<p>Programme Cost - @ Rs.1000/-per event (Rs.700/- for Banner, poster, placard, leaflets refreshment cost of participants etc.) & Rs.300/- for honorarium to Speaker if speaker is invited from outside of the health system</p> <p>Organization Cost - @ Rs.500/-per event (Rs. 300/- to person coordinate the event & Rs.200/- to ASHA for facilitation /mobilization of beneficiaries for participation in the event)</p> <p>Total Cost per event: Rs.1500/-</p> <p>Example/s :</p> <ul style="list-style-type: none"> • Rally followed by awareness meeting/Focused Group Discussion eat right/WASH/Adolescent Health Issues or any other relevant subject • Exhibition followed by awareness meeting/Focused Group Discussion on eat right/ WASH/Adolescent Health Issues or any other relevant subject • Demonstration session using Eat Safety Magic Boxes followed by awareness meeting/Focused Group Discussion eat right or any other relevant subject.

Guidance Note- Wellness Initiatives at HWCs

Particulars	Guidance Details
<p>Cost norms for organizing Campaign</p>	<p>Mix of communication activities are proposed during the campaign to address any particular health issues of the village (Example- TB Free Campaign, Full immunization coverage campaign, Anaemia Mukta Village Campaign, Anti-malaria ,Eat Right etc.)</p> <p>Day-1(Mid-media approach)</p> <ul style="list-style-type: none"> • Wider Publicity: Publicity may be done using any of the local media/s i.e. drum beating, miking, poster campaign, invitation card printing & distribution by ASHAs @ Rs.2000/- Per event <p>Day-2 (Mid- media/IPC)</p> <ul style="list-style-type: none"> • Street play : Local Troops may be engaged for creating awareness on any local health issues or/ and Organizing Small Exhibition at AWC/SC/near Hat / Any other activity appropriate for the local context • Patient group meeting (NCD patients, TB Patients etc) <p>Budget- @ Rs.3,000/- for Exhibition / hiring Street theater group & Rs.500/- for refreshment cost on organizing Patient group meeting</p>

Guidance Note- Wellness Initiatives at HWCs

Particulars	Guidance Details
<p>Contd...</p> <p>Cost norms for organizing Campaign</p>	<p><u>Day -3</u></p> <p>GKS Meeting –</p> <ul style="list-style-type: none"> • Members of GKS along with other key stake holders of the village, PRI members etc. will be called to the meeting. • Speaker/s may be called to deliberate on the identified issues & improving general awareness or else • Organize video shows using PICO projector/ any other projector on video clippings shared by State/district improving awareness of members on the issues. • Continue discussion for finalization of work plan for addressing identified issues <p>Budget- Rs.600/- (Rs.300/- per event for refreshment & Rs.300/- as honorarium to speaker)</p> <p>Organization cost : Budget- Rs.900/- (Any assigned person for coordination – Rs.600/- for 3days & 300/- for ASHA)</p> <p>Total Cost per event:- Rs.7,000/-</p>

Guidance Note- Wellness Initiatives at HWCs

Particulars	Guidance Details
Cost norms for sponsoring Sports event	<p>The PHC-HWC will promote sports events in the youth clubs/schools in its locality in form of following support-</p> <ul style="list-style-type: none">• Sponsoring sports event: The PHC-HWC may sponsor any one sports event (preferable a Team game like Cricket/ Hockey/ Football/ Volleyball/ Kabbadi/ Badminton or any other popular game in the locality) in the locality in a year by giving refreshments or any other support and putting IEC material of flagship programmes for awareness generation. <p>Budget: Rs.5000/- Per Annum (Sponsorship amount -Rs 3000/ per annum & Hoarding Rs 2000/-)</p>

Guidance Note- Wellness Initiatives at HWCs

Annual action Plan and Budget for organizing Wellness Events

The Annual action plan has to be prepared in a simple tabular format.

Conditions to be followed while preparing annual action plan & budget for organizing wellness events:

- **Every village** in a SC-HWC has to be targeted equally (**on rotation basis**) while assigning event in case of SC HWCs.
- **Every SC under** a PHC HWCs will be equally targeted while assigning event in case of PHC HWCs.
- No of activities planned **must not be less** than **24 per annum** & **total Budget shall not be more than the allocation** in any circumstances.

Name of SC-HWC/PHC HWC: _____

Month/ Date	Activity	Budget (in Rs.)	Village where to be organized	Assigned Person/SHG

Guidance Note- Wellness Initiatives at HWCs

Particulars	Guidance Details
Examples of events to be taken up as part of Annual budget at SC & PHC HWCs	<p>PHC-HWCs</p> <p>Mini Event - Rs1000/- X 12 events = Rs12,000/- Mega Event – Rs.1500/- X 8 events =Rs. 12,000/- Campaign- Rs.7000/- X 3 Events = Rs.21,000/- Sponsorship Activity- Rs.5000/- X 1 = Rs5,000/- Total (24 events) – Rs.50, 000/-</p> <p>SC HWCs</p> <p>Mini Event - Rs1000/- X 22 events = Rs22,000/- Mega Event – Rs.1500/- X 2 events =Rs. 3,000/- Total (24 events) – Rs.25, 000/-</p>

❖ There is separate budget head provisioned for conducting Yoga sessions

Guidance Note- Wellness Initiatives at HWCs

Particulars	Guidance Details
Documentation	<ul style="list-style-type: none">Wellness activity Register to be maintained and necessary documentary proof of participants shall be recorded.Person assigned for conducting wellness activities has to upload the status report & photograph in the HWC portal within 7 days & only then will claim for organization cost as mentioned above.
Overall Coordination	The DPHEOs at district level and BPHEOs at block level are responsible for organizing orientation meetings , monitor month wise progress, facilitate in updation of status report in portal etc for qualifying conditionality on wellness sessions set under PIP conditionality. The SIHFW at State level will spearhead the activity for smooth implementation at field level.

Annual Health Calander

S.No	Date	Day
1.	12 th January	National Youth Day
2.	30 th January	Anti-Leprosy Day
3.	4 th February	World Cancer Day
4.	10 th February	National Deworming Day
5.	11 th February	International Epilepsy Day
6.	8 th March	International Women's Day
7.	10 th March	National GDM Awareness Day
8.	24 th March	World Tuberculosis Day
9.	7 th April	World Health Day
10.	11 th April	National Safe Motherhood day
11.	14 th April	Ayushman Bharat-Health and Wellness Centre Day
12.	Last week of April i.e. from April 24th	World Immunization Week
13.	5 th May	International Midwives' Day
14.	12 th May	International Nurses Day
15.	28 th May	Menstrual Hygiene Day
16.	28 th May to 8th June	Intensified Diarrhoea Control Fortnight
17.	31 st May	World No Tobacco Day
18.	14 th June	World Blood Donor Day
19.	21 st June	International YOGA Day
20.	26 th June	International Day Against Drug Abuse
21.	1 st July	Doctors Day

22.	11 th July	World Population Day
23.	28 th July	World Hepatitis day
24.	01-07 August	World Breast Feeding Day/Week
25.	10 th August	National Deworming Day
26.	15 th August	Independence Day
27.	01-07 September	National Nutrition Week
28.	23 rd September	Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana Day
29.	27 th September	Ayushman Bharat Digital Mission Day
30.	29 th September	World Heart Day
31.	1 st October	World Elderly Day
32.	10 th October	World Mental Health Day
33.	25 th October	PM-Ayushman Bharat Health Infrastructure Mission Day
34.	7 th November	National Cancer Awareness Day
35.	12 th November	World Pneumonia Day
36.	14 th November	Children's Day & World Diabetes Day
37.	15-21 November	Newborn Week
38.	17 th November	World Prematurity Day
39.	25 th November	International Day for the Elimination of Violence against women
40.	1 st December	World AIDS Day
41.	10 th December	Human Rights Day
42.	12 th December	Universal Health Coverage Day








































Pictures of some wellness activities







WELLNESS CALENDAR

Month	Yoga Sessions	Wellness Days					
January		 Jan 12 – Youth Day	 Jan 24 – Save Girl Child Day	 Jan 30 – Anti Leprosy Day			
February		 Feb 4 – Cancer Day	 Feb 10 – Deworming Day	 Feb 11 – Epilepsy Day			
March		 Mar 8 – Women's Day		 Mar 24 – World Tuberculosis Day			
April		 Apr 7 – Health Day	 Apr 11 – Safe Motherhood Day	 Apr 14 – AB-HWC Day	 Apr 25 – Malaria Day		
May		 May 10 – Mother's Day	 May 28 – Menstrual Hygiene Day	 May 28 - June 8 - IDCF	 May 31 – No Tobacco Day		
June		 Jun 14 – Blood Donor Day		 Jun 21 – International Yoga Day			
July		 Jul 11 – Population Day		 Jul 28 – Hepatitis Day			
August		 Aug 1 – Aug 7 World Breast Feeding Day/Week	 Aug 10 – Deworming Day	 Aug 15 – Independence Day	 Aug 25 – Sep 8 – Eye Donation Fortnight		
September		 Sep 1 to 7 – Nutrition Week			 Sep 2 – Heart Day		
October		 Oct 1 – Elderly Day	 Oct 8 – Sight Day	 Oct 10 – Mental Health Day	 Oct 21 – Iodine Def. Disorder Day	 Oct 29 – Stroke Day	
November		 Nov 7 – Cancer Awareness Day	 Nov 12 – Pneumonia Day	 Nov 14 – Children's/ Diabetes Day	 Nov 15 – 21 – Newborn Week	 Nov 17 – Prematurity Day	 Nov 21 to Dec 4: NSV Fortnight
December		 1 – AIDS Day			 12 – Universal Health Coverage Day		

Note: Please mention the short-form of activities conducted on each day. Probable Activities: HT- Health Talk; WT- Walkathon; ST- School Talk; PRIM - PRI Meeting; PE- Physical Exercise; CT- Cyclothon; CL- Club; GC-Group Counselling; SC- Sports Competition; Med- Meditation; DM- Demonstration; HC- Health Camp; NN- Nukkad Natak; CM- Community Mobilization; HV- Home Visit; PGM- Patient Group Meeting; R- Rally

Age appropriate Fitness Protocols

Guidelines are available for conducting age appropriate physical activities

5 to 18 years

18 to 65 years

65+ years



Fitness Protocols and Guidelines for 5-18 Years

Fitness Protocols and Guidelines for 18+ to 65 Years

Fitness Protocols and Guidelines for 65+ Years





Step by Step guide to enter Wellness Activity on HWC Portal

02-02-2024



Login into the ab-hwc.nhp.gov.in Portal using User ID and Password

← → ↻ ab-hwc.nhp.gov.in

SKIP TO MAIN CONTENT | SCREEN READER


Ministry of Health & Family Welfare
Government of India

Ayushman Bharat - Health and Wellness Centre

 NATIONAL HEALTH MISSION
 NHP INDIA
NATIONAL HEALTH PORTAL
Gateway to authentic health information

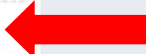
HOME ABOUT HWC PHOTO GALLERY VIDEO GALLERY DOCUMENTS COVID19 - ER&HSPP CONTACT US FIT HEALTH WORKER CAMPAIGN **LOGIN →**


HEALTH & WELLNESS CENTRES



Facil
Facility

- Add Daily Entry
- Add SD Monthly Entry**
- Add Wellness Entry
- Add Facility Profile Entry



Ne... live now to enter data for FY 2020-21. Data till FY 2019-20 should be done in older version of HWC Portal. Click on menu (Entry for Previous FY) to open older version of HWC Portal

Facility Details

After login in the portal, Go to the Data Entry tab and select Add Wellness Entry

Wellness Activity Form

Event Date ⓘ

2020-10-09



Health day/Promotion activity ⓘ

Other

Enter event name ⓘ

Enter event name

Activity name ⓘ

Select Event

Submit

- Select the Event date
- If the date/Event is listed in the database, then Health Day and Event name appears by default (No need to enter manually)
- If the date is not in database, "**Other**" will appear in the Health day/Promotional activity cell.
- Then Enter Event name in the cell manually.

Wellness Activity Form

Event Date ⓘ

2020-10-10



Health day/Promotion activity ⓘ

World Mental Health Day

Enter event name ⓘ

Enter event name



Activity name ⓘ

Select Event

School visit

Community meeting

Cyclathone

walkathone

Zumba

Meditation

Submit

- After entering the other details, Select the Activity name from the suggested activities in the dropdown menu
- For further steps, We have selected 10/10/2020 (World Mental Health Day) for better understanding.

Wellness Activity Form

Event Date ⓘ

2020-10-10



Health day/Promotion activity ⓘ

World Mental Health Day

Enter event name ⓘ

Enter event name

Activity name ⓘ

× Community meeting |



Activity name ⓘ

Community meeting

Description ⓘ

Event Description

No. of participants

No. of participants

Select File *

Choose Files

No file chosen

Submit

- As we select the Activity(for example Community Mobilization) the other tabs will open for further information's.
- In the **Description** tab, Details of the event can be written in brief.
- No. of Participants in the event are to be mentioned in the adjoining tab.

Wellness Activity Form

Event Date ⓘ

2020-10-10



Health day/Promotion activity ⓘ

World Mental Health Day

Enter event name ⓘ

Enter event name

Activity name ⓘ

× Community meeting ×

Activity name ⓘ

Community meeting

Description ⓘ

Meeting with involvement of various :

No. of participants

30

Select File *

Choose Files

No



Submit

- After description and participant details, You can Upload photos of the event by clicking the **Choose Files** option.
- Do ensure Clear and Good quality Photos are uploaded which are in accordance with the event details mentioned by you.
- Click the **Submit** button after checking the final details for final submission.

Fit India Movement

- New Initiative by the Ministry of Youth Affairs and Sports – Fit India Movement
- Initiated to sensitize people regarding the importance of fitness especially during the time of COVID and post COVID times
- Organize activities for students/staffs/parents like
 - Fit India School Week
 - Fit India Freedom run – marathon, mini marathons, cycle race
 - Fit India Quiz
 - Fitness assessment through Fit India App
 - Fit India Campaign - 'फिटनेस का डोज, आधा घंटा रोज'



Proposed Activities for Fit India School Week Celebrations

Day	Activities
Day 1	<ol style="list-style-type: none">I. Virtual Assembly - Free hand exercisesII. Fun and Fitness- Aerobics, Dance forms, Rope Skipping, etc.
Day 2	<ol style="list-style-type: none">I. Virtual Assembly – Common Yoga ProtocolsII. Debates, Symposium, Lectures on <i>“Re-strengthening of the mind post pandemic”</i>
Day 3	<ol style="list-style-type: none">I. Brain Games to improve concentration/problem solving capacity – e.g Chess, Rubik’s cube,etcII. Poster making competition on theme <i>“Hum Fit Toh India Fit”</i> or <i>“New India Fit India”</i>III. Preparing advertisements on <i>“Hum Fit Toh India Fit”</i>, <i>“Emotional and physical well-being are interconnected”</i> etc
Day 4	<ol style="list-style-type: none">I. Debates, Symposium, Lectures etc. about diet & nutrition during pandemicII. Essay/Poem Writing Competition on theme <i>“Fitness beats pandemic”</i>III. Podcast/Movie making on suggested themes – <i>“Get fit, don’t quit”</i>; <i>“Mental Health is not a destination but a journey”</i> etc.

Proposed Activities for Fit India School Week Celebrations

Day	Activities
Day 5	<ul style="list-style-type: none">(i) Online Quiz related to fitness/sports(ii) Virtual challenges for students, staff/ teachers e.g.<ul style="list-style-type: none">(a) Squats challenge(b) Step-up challenge(c) Spot jogging(d) Rope skipping(e) Ball dribbling etc.(iii) Session(s) by motivational speakers for students, parents and school staff
Day 6	<p>1 day dedicated to Family Fitness:</p> <ul style="list-style-type: none">(i) Activities for fitness sessions at home involving students and parents - <i>Fit India Active Day capsules could be used for demonstration purposes</i>(ii) Creatively using home-based equipment for sports & fitness. E.g.<ul style="list-style-type: none">(a) Hacky sack at home (juggling with feet & hand – warm up activity)(b) Aluminium foil inside a sock - ball and any wooden piece - bat to play cricket(c) Mosquito bat and TT ball to play badminton/tennis(d) Fitness circuit - Draw a ladder on the floor with a chalk piece or crayon



Thank You

