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Press Release

Collector inaugurates the Health Outreach – ‘Nala Oli’ Program of ICTPH

Tanjore: IKP Centre for Technologies in Public Health (ICTPH) launched their community outreach program ‘Nala Oli’ across three villages in the Tanjore district—namely Karambayam, Allakudi and Nattuchalai. ICTPH is a not-for-profit research organization focusing on innovating and piloting equitable health systems for rural populations through an integrated approach evaluating appropriate primary-care financing and human resource solutions.

The program was inaugurated by Mr. M. S. Shanmugam, Collector, Tanjore District. Addressing the audience Mr. Shanmugam said “Holistic approach towards Public Health is the need of the hour. We should focus on different components of Public Health, and not merely physical well being. Through the Nala Oli program the grass-root level presence of health volunteers will ensure an optimal response time towards building health priorities. Through timely referral to the PHC, Nala Oli’s will ensure timely utilization of appropriate healthcare services.” Mr. Shanmugam also marked the release of the ICTPH – Nala Oli Volunteer Manual.

Dr. Zeena Johar, President, ICTPH welcoming the collector and other guests said, “Nala Oli’s are the core strength of our healthcare program, which aims to facilitate equitable and accessible healthcare. In the three villages, we have mobilized a total of 57 Nala Oli. Their leadership qualities, along with their inspiring dedication towards serving their community, places them appropriately for inculcating optimal preventive and primary healthcare seeking behavior. The RMHC (Rural Micro Health Centers) based in all the three villages will locally manage the Nala Oli program, providing them necessary guidance and support. With our efforts through the Nala Oli and RMHC program we aim to provide primary healthcare to a total population of 10,000 people. In the future, we also aim to provide referral services for higher level of care.”

ICTPH conducted three day long training for the Nala Oli’s in Tanjore. The modular training focused on introducing the scope of a CHW (Community Health Worker), community diagnosis & mapping, community based behavior change, basics of human anatomy, primary healthcare – facilitation through the Public Health System. This was followed by a three week, MIS (Management Information System) database building exercise, through which the Nala Oli’s collected basic house-hold information of their community.

A number of team building activities assisted the Nala Oli’s to develop a better understanding of their community and their health related needs. The market place



displayed at the inaugural function showcased the intensive effort of the Nala Oli's through models, posters and other behavior change messaging platforms.

ICTPH aims to scale their healthcare model of providing comprehensive healthcare to a larger population in the district. ICTPH will establish local collaboration with the Primary Health Centre, towards providing continuum healthcare from preventive, primary and referral services. A network of Nala Oli's across each village will ensure equal representation of all residing communities. This will guide the design of the needed healthcare intervention, also ensuring effective implementation in their local community. Nala Oli's will also play a very important role towards health surveillance of their local community, monitoring their wellness progression.

For further details please contact:

ICTPH (IKP Centre for Technologies in Public Health)

Dr. Zeena Johar

President

Email: zeena.johar@ictph.org.in

Website: www.ictph.org.in

Mobile: +91 9790 967 932