

Creating Risk Factor Peer Educators by Training Children and People Living With NCDs

ALLIANCE

Healthy India Alliance (HIA)

COUNTRY

India

DATE

April 2016 to March 2017



Awareness

This initiative involved numerous activities, including peer education among people living with NCDs. The model was adopted for promoting NCD prevention and risk factor awareness among those considered hard to reach via traditional methods.

CASE SUMMARY

This initiative encompassed a wide variety of activities aiming to ensure young people, patients and caregivers are aware of NCDs and their risk factors and are able to pass on the knowledge as peer educators. Among other activities, it worked to mobilize young peer educators (aged between 14 and 21) through leadership advocacy training to promote NCD prevention and support healthy lifestyles.

The key target audiences included 56 graduate and post-graduate social work students, 200 families living in slums, 30 children living in South Delhi slums, young journalists and editors, volunteers and interns from the Indian Cancer Society, over 100 alcohol and drug users from a rehabilitation centre, and 230 medical and nursing students.

A best practice in alcohol addiction rehabilitation and awareness generation through a peer-led approach was adopted and tested. A small-scale pilot programme demonstrated that a peer-led approach can be scaled up to encourage behaviour change for all preventable risk factors that lead to NCDs.

A total of 50 students and five recovering alcohol addicts were also trained to enhance alcohol awareness among schoolchildren through the basic skills of listening, sharing information and referring to counsellors or teachers. Overall, 1,000 schoolchildren and 200 alcohol users benefitted from health promotion activities in New Delhi.

Workshops were held to assess the needs and capacities of patients to manage their NCDs while fostering these groups' capacity to lead advocacy campaigns. Awareness sessions on early detection, treatment and cancer care were held by a cancer survivor from the Indian Cancer Society for families affected by NCDs and alcohol. Peer educators and students also put on an awareness-raising street play and launched a 'Drug-Free Family is a Child Right' campaign (putting notices on every shop front clearly stating that it is illegal to sell tobacco to children).

Under the umbrella of this initiative, Dakshayani and Amaravati Health and Education (DakshamA) conducted activities across nine states with the Medical Students Association of India (a student led-organization working on NCD prevention). Over 230 medical students led health sessions and awareness events on diabetes mellitus for 8,500 school students between 12 and 19 years of age. Twelve rallies were conducted in schools to raise awareness about diabetes and healthy lifestyles including physical activity.

In the future, Nada India is planning to engage more grassroots CSOs working in the field of child welfare and alcohol rehabilitation. It also aims to join other patient groups working on drug or alcohol issues, mental health, children's rights and women's rights, and young people to build joint advocacy campaigns.

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I want to help people. I want to help them change their behaviour.

18-year-old girl from an urban slum in south Delhi, a proud peer educator, explaining with tears in her eyes how she used to be a shy scarf-clad girl who could not even cross a road without holding her mother's hand.

ANALYSIS

Power of Alliances

The HIA combines the strengths of its members to build new ideas and innovations for positive and scalable outcomes. As the umbrella organization, it led the initiative by bringing together the three main organizations. The involvement of a range of member organizations ensured that the project included as many interested parties as possible.

Nada India has great experience in peer-led approaches to rehabilitation and psychosocial support and youth empowerment. It led the field activities and peer-led advocacy, while its volunteers and peer educators designed the projects that were implemented.

DakshamA works at policy level for patient empowerment, building networks of patient-led organizations and bringing global experience and best practices for adoption at the local level.

The Indian Cancer Society brought the power of peer counselling, capacity building and linking caregivers and providers to hospitals and institutions. It worked on theme-specific training support.

Other organizations contributed by engaging students and teachers in workshops, designing material and providing access to rehabilitation centres.

Innovation

Although the concept of peer education and support in itself is not new, the involvement of patients and their relatives (especially young people) was a powerful approach. The approach demonstrated that patients and families best understand their needs and can tailor treatment plans to suit their needs for better outcomes. The involvement of others such as caregivers was crucial, as these groups are often overlooked. Young relatives can also be very strong advocates.

The combination of three organisations enabled open thinking and discussion, sharing of challenges and identification of common barriers (such as financing for NCDs). It also had a multiplier effect as the partners worked together on various aspects of implementation (cancer, alcohol and diabetes). The Healthy India Alliance provided a platform for managing this diversity.



RESULTS

The initiative succeeded in mobilizing 20 peer educators (boys and girls aged 14 to 21 years), creating advocates from 200 families and caregivers through a peer-led approach.

10 NCD awareness workshops encouraged the use of peer counselling as a tool for NCD prevention.

Under the supervision of social workers and community counsellors, 12 young people were able to develop their roles as peer educators and leaders at community level. They received training in communication, NCDs and risk factors.

Because of the peer counsellor training and workshops, there was a substantial increase in the number of counselling sessions (from 6 to 28) over 10 days for schoolchildren seeking counselling related to alcohol consumption in the family.

The family-based educational programme engaged 46 patients and their family members. The information provided in the peer-based workshops and cross-cultural dialogue contributed to a comprehensive and optimistic view regarding treatment options and community resources.

The newsletter published in association with Nada India Peace Gong focusing on alcohol policies on prevention and treatment helped to reach a wide audience. More than 100 Peace Gong newsletters on alcohol were shared during the national multi-stakeholder consultation on the Sustainable Development Goals held from 8 to 10 November 2016.

LESSONS LEARNED

Peer-based patient and caregiver groups can play a crucial role in prevention by way of social behaviour change and communication in partnership with the state health system.

The participation and engagement of caregivers, relatives and people affected by cancer, alcohol and tobacco are also vital as these people play a key role as advocates.

The need to overcome the stigma and blame associated with NCDs and associated risk factors in order to empower people living with NCDs to assert their right to good health became apparent. The project demonstrated that some of the negative attitudes towards people such as alcoholics can be altered.

Workshop on needs assessment – capacity of patients to manage chronic diseases. Participants were sharing their concerns and reflecting on the needs and experiences of health and social care.



AWARENESS

<p>TANZANIA Page 78</p>	<p>Creating a Journalists' Forum to Raise Awareness About NCDs</p>	<p>The TANCDA receives funding and support from the Danish NCD Alliance through the Civil Society Fund in Denmark.</p>
<p>JORDAN Page 80</p>	<p>Using a Media Campaign to Spread Public Awareness About Jordan's Smoking Ban</p>	<p>The Royal Health Awareness Society and King Hussein Cancer Foundation and Centre funded the mass media campaign development and production; the ministry of health funded the printing of material; and other civil society members (Greater Amman Municipality and the Tobacco-Free Jordan Society) provided free locations for outdoor announcements.</p>
<p>KENYA Page 82</p>	<p>Adopting a Community Participation Strategy for Ncd Prevention and Control</p>	<p>The project on the prevention and control of NCDs for healthy lifestyles is a three-year initiative funded by the Danish Red Cross and has been implemented in Nairobi County and Nyeri County (October 2014 to December 2017).</p>
<p>INDIA Page 84</p>	<p>Ensuring High Quality Palliative Care by Educating Hospital Volunteers and Staff</p>	<p>Workshop 2 on improving the quality of care, during which Dr Rajgopal from Pallium India provided the necessary technical support, was funded under the HIA advocacy in action grant programme. The cost of the rest of the initiative was borne by the Indian Cancer Society, Delhi. ICS financial support to advance the spread of knowledge and put advocacy plans into action constituted the main source of funds.</p>
<p>JORDAN Page 86</p>	<p>Celebrating Healthy Lifestyles at an Ncd Festival in Aqaba City</p>	<p>This initiative was resourced partly by the host, the Aqaba Chamber of Commerce, and the rest of the cost was divided between JNCDA partners as well as local private businesses working to promote healthy lifestyles and support the government and civil society initiatives.</p>
<p>BURUNDI Page 88</p>	<p>Strengthening Alliance Membership to Inspire Action on Ncds in Burundi</p>	<p>This work was funded by the Danish Civil Society in Development Organization (CISU).</p>
<p>FINLAND Page 90</p>	<p>Using Online Tools and Support Services to Prevent Arterial Diseases in Finland</p>	<p>The Finnish Lottery Fund provided the resources needed to build the collaboration, central website and the new tools for this programme.</p>
<p>INDIA Page 92</p>	<p>Protecting Children's Health by Involving Paediatricians, Teachers and Students in Ncd Prevention</p>	<p>The programme was funded under the NCD child advocacy in action grant programme by NCD Child to provide national paediatric societies and previously trained champions and financial support to put advocacy plans into action to end childhood obesity. The ministry of health and family welfare and the WHO supported the initiative and provided resource people for the awareness workshops.</p>

AWARENESS

SOUTH AFRICA Page 94	Facilitating Provincial Action to Implement South Africa's National Ncd Framework	<p>This work was supported by the NCDAs as part of the Expanding access to care, supporting global, regional and country level NCD action programme in partnership with Medtronic Philanthropy.</p> <p>The provincial governments of Gauteng, Kwa Zulu Natal and the Northern Cape provided educational resources, the supply of venues such as the hospital and nursing college hall, and local personnel to act as hosts.</p> <p>The Heart and Stroke Foundation South Africa, CANSA, and Diabetes South Africa provided human resources in the provinces.</p> <p>Screening equipment and personnel were provided by Project Hope (Gauteng), HSFSA (Kwa Zulu Natal) and device suppliers (Northern Cape).</p> <p>The Human Sciences Research Council also provided additional funding.</p>
RWANDA Page 96	Promoting Ncd Awareness and Screening at Car-Free Day Events in Kigali	<p>The Kigali Car-Free Day is funded by the KCFD partners, which include the RNCDA, MoH, Kigali City and private enterprises.</p> <p>The event also attracts many private sponsors due to its popularity and the involvement of Kigali city leaders.</p> <p>One of the leading bottled water companies provides water for all participants, and telecommunication companies advertise the event to their subscribers. NCD screening, one of the pillars of the KCFD, is managed and implemented by the members of the RNCDA.</p>
INDIA Page 98	Creating Risk Factor Peer Educators by Training Children and People Living With Ncds	<p>The slum-based project was funded by Nada India under Barrier-free services: peer-based approach to NCD prevention, workshop on need assessment, funded by the Healthy India Alliance.</p> <p>Training involved young volunteers and The Peace Gong newspaper published by the Guru Rabindranath Tagore Foundation in association with Nada India was printed thanks to an individual donation from Suneel Vatsyayan, New Delhi.</p> <p>Awareness activities for students in different states were funded by Dakshama Health.</p>
TANZANIA Page 100	Turning High-level Government Leaders into Physical Activity Champions	<p>The TANCDAs were able to fund this work thanks to the support of the Danish International Development Agency.</p>
KENYA Page 102	Working Together to Stage Public Events for Stroke Awareness	<p>This initiative has been resourced through subscriptions by stroke survivors and caregivers. Educational material, refreshments and planning for this initiative were provided by various partners.</p>