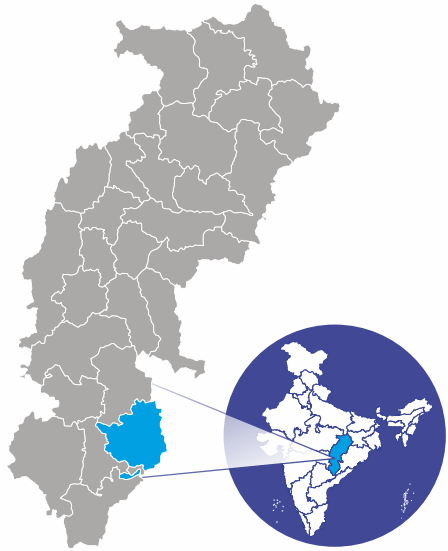


Malaria Muk Bastar Campaign

CHHATTISGARH

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The Bastar Division in Chhattisgarh has 7 districts which have many internal challenges to overcome.



Bastar is home to the most vulnerable primitive tribal groups of India and faces Left Wing Extremism violence.



Bastar has a tough terrain, poor communication and limited skilled human resources.



Amidst all the challenges existing, it also faces a high prevalence of malaria which is one of the major causes of preventable deaths in this region. Bastar region still has API over 10 and contributes to 72 per cent of total malaria cases of state.



To fight this problem, the Department of Health and Family Welfare, Govt. of Chhattisgarh has set a target of zero transmission of malaria by 2024 and had launched Malaria Muk Bastar Campaign in January 2020.



The campaign follows a 3T approach: a) Test - 100 per cent screening of people for malaria b) Treat - On spot treatment of positive cases c) Teach - Counselling and behaviour change communication to prevent the spread of malaria



The 1st Phase of the campaign was carried out from 15 January to 22 February 2020 where 1,700 teams were deployed and 1.4 million people were tested by visiting 275,000 households.



The scaled-up 2nd Phase was carried out from 10 June to 31 July 2020 where about 2.2 million people were tested by visiting 490,000 households.



Around 4.6 per cent people tested positive in phase 1 and it declined to 1.27 per cent in phase 2 suggesting the tremendous success of the campaign. Also, as a sign of proof, the tested person's toes were marked with ink.



UNICEF supported this campaign with 360° communication planning, creating awareness regarding the campaign, promoting COVID appropriate behaviours by community and health team.

UNICEF also helped in branding the campaign with development of a unified logo and as many as 35 IEC materials in English, Hindi, Halbi, Gondi languages.



UNICEF also supported in digital outreach, leveraging influences from Ministers, Senior Officials and capacity building for appropriate application of IEC materials through online trainings.



UNICEF in partnership with the State Health Resource Center evaluated coverage by interviewing 18,263 people from phase 1 and 19,257 from phase 2.