

# Hand Book for Tarang Members

2008



## Uttar Pradesh Social Franchising Project

A project supported by USAID & SIFPSA. Implemented by HLPFPT



# Preface

HLFPPT is an organization committed to work with various partners pioneering innovations for bettering health outcomes for the poor. Merrygold Health Network is one of such innovations in the field of Social Franchising.

Merrygold Health Network, aims towards achieving an objective of improving Maternal and Child Health through increased access to low cost – high quality healthcare services, for rural and urban working poor in Uttar Pradesh. In U.P. Social Franchising Project (supported by USAID and SIFPSA), HLPPT as an implementing agency, will be establishing 70 fully franchised Merrygold Hospitals at district level, 700 partially franchised Merrysilver Clinics at block level and will be working with more than 10,000 Tarang partners (ASHAs, Chemists, Fare price shop owners, Tarang health committee members, Opinion leaders, Anganwadi workers, Depot holders) and AYUSH practitioners at the village level by 2010. Two model hospitals are already established in Kanpur and Agra focusing on maternal and child health care.

In our endeavour to make this a successful model, it was felt that training of Tarang members about different issues like communication skills, method of counseling, knowledge related to products of social marketing will be necessary.

This “*Handbook for Tarang Members – 2008*” was designed to meet the above objectives. It has been pre-tested with Tarang Members at Kanpur and Agra. The inputs and feedbacks from Tarang Members and comments of review committee members from SIFPSA and ITAP, has given this handbook the present shape.

I am sure that this handbook, when used by Tarang members will act as an enabling tool towards excellent service delivery.

**HLFPPT**

# Acknowledgement

In order to enhance knowledge of Tarang Members about HLPPT's products for social marketing, I present this handbook named "*Handbook for Tarang Members - 2008*". This handbook is the result of sincere intent and hard work of all those who are an integral part of the Merrygold Health network.

I am grateful to Mr. G. Manoj, (CEO, HLPPT) who has shown faith in my entire team to undertake the task of preparing this handbook.

My sincere thanks to Mr. Rajeev Kapoor I.A.S. (Executive Director - SIFPSA & Mission Director - NRHM), Mr. S. Krishnaswamy (General Manager Private Sector - SIFPSA), Dr. M. K. Sinha (General Manager Public Sector – SIFPSA), Ms. Savita Chauhan (Dy. General Manager Private Sector - SIFPSA), Dr. Lovleen Johari (Senior Reproductive Health Advisor, USAID) and Ms. Shuvi Sharma (Manager - Social Marketing & Franchising, ITAP) for their support and encouragement for developing this handbook.

I thank Ms. Ruchi Jha, Ms. Shobhana Tewari and Ms. Shruti Goel of HLPPT for developing and designing this handbook. I also thank Ms. Divya Babbar for providing secretarial assistance.

I express deep appreciation and thanks to Dr. Usha Saxena, Dr. Ranjana Sharma, Dr. Pushpa Bajpai, Dr. Ravi Anand, and Dr. Nisha Gupta, for reviewing this handbook and providing their valuable comments.

The handbook has been pre tested by UPSF training team with Tarang Members at Kanpur and Agra. Efforts made by Mr. Ajay Goel, Mr. Shashi Sharma, Mr. I.B. Srivastava, Mr. N.K. Pandey of HLPPT, in identifying Tarang members and organizing trainings for them was commendable.

Special mention needs to be made of Mr. Sharad Agarwal, Dr. Sanjeev Yadav, Dr. Brinda Frey, Mr. Rajeev Shukla, Mr. Gajendra Verma, Ms. Preeti Dwivedi and entire U.P. Social Franchising team for their efforts, valuable time and support for arranging and organizing training program based on this handbook.

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# Definitions

**Infant Mortality Rate** -Number of infants dying under one year of age in a year per 1000 live births of the same year.

**Maternal Mortality** -Rate Number of deaths of women while pregnant or during delivery or within 42 days of delivery due to any cause related to pregnancy and child birth per 1,00,000 live births in a given year.

**Neo-natal Morality Rate** - Number of infants dying within the first month of life (under 28days) in a year per 1000 live births of the same year.

**Peri-natal Mortality Rate** -Number of stillbirths plus deaths within 1st week of delivery per 1000 births in a year.

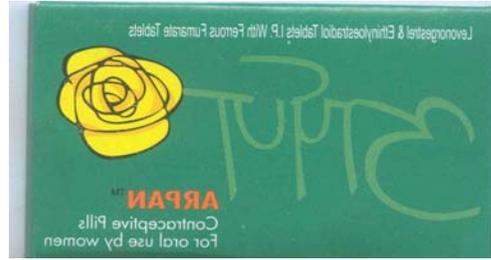
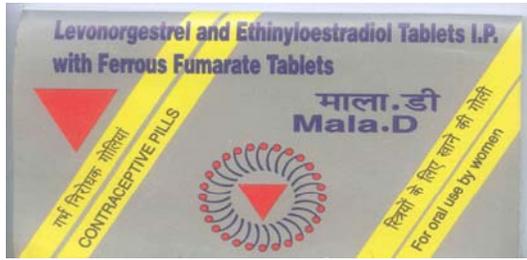
**Post Neo-natal Mortality Rate**- Number of infant deaths at 28 days to one year of age per 1000 live births in a given year.

**Sex Ratio** -Number of females per 1000 males in a population

**Total Fertility Rate** -Average number of children that would be born to a woman if she experiences the current fertility pattern throughout her reproductive span (15-49 years)

**Unmet Need for Family Planning** -Currently married women who are not using any method of contraceptives but who do not want any more children or want to wait two or more years before having another child are defined as having an unmet need for family planning. Current contraceptives users are said to have a met need for family. The total demand for family planning is the sum of met and the unmeet needs.

# Oral Contraceptive Pills – Mala D, Arpan



## How do pills work?

Mala-D and Arpan inhibit ovulation and also hamper fertilization.

## How to use?

Mala-D and Arpan are daily pills

- 1 Packet contains 28 tablets.
- Tablets are red and white – 21 white and 7 red.
- Start taking the white tablet between the first to fifth day of the menstrual cycle – starting with the white tablet move as per the arrow.
- As soon as the 21 white tablets are over, start with the red ones.
- When the red ones are also over, start with a fresh pack – repeat irrespective of menstruation and without a gap.

## Who can use?

Women in the age group of 15-35 years, who wish to prevent unplanned pregnancies and who does not have any of the below mentioned conditions.

## Who cannot use?

Women with:

- Pregnancy
- Lactating women
- Unexplained vaginal bleeding
- Liver disease, jaundice
- Smoking (age>35)
- Diabetes
- Headaches (sp migraine)
- Hypertension (BP>140/90)
- Breast cancer – current / history
- On medication for epilepsy, TB (Rifampicin)

## **If the Pill is missed**

### **If one white pill is missed:**

- The woman should take one white pill as soon as she remembers.
- Take the due tablet (white) for the day as usual.

### **If two or more (consecutive) white pills are forgotten:**

- The woman should throw away the packet
- Stop taking the pills till menstruation and during this period she should use condoms.
- A fresh pack of the pills should be started between the first to fifth day of the next menstrual cycle

## **Myths and Misconceptions about OCPs**

- Pill causes cancer.
- Difficulty in conceiving after stopping pill.

## **Advantages of Hormonal OCPs**

- Decrease in menstrual flow and cramps.
- May improve anemia.
- Regulate menstrual cycles.
- Protect against ovarian and endometrial cancer.
- Decrease benign breast lumps.
- Prevent ectopic pregnancy.

## **Side effects**

- Nausea and dizziness
- Breast tenderness
- Intermittent bleeding
- Headaches
- Weight gain

# Male Condoms



Condoms act as a barrier and prevent entry of sperms into female genital tract. Condoms are the most popular contraceptive.

## Advantages

- No side effects.
- Inexpensive and easily available.
- Does not need any prescription for using condoms.
- Does not interfere with breast-feeding babies.
- Protects against RTI/STI and HIV/AIDS.

## Disadvantages

- May tear or slip off if not used properly.
- Requires care to ensure that no semen is spilt after ejaculation, by holding it in place while the penis is being withdrawn.
- Some women are sensitive to the latex or spermicide in condoms.
- New condom to be used before each sex act.

HLFPPT offers variety of condom brands like Rakshak, Ustaad, Deluxe Nirodh, super deluxe Nirodh etc.

## Important points to be kept in mind while using condoms

There are a few extremely important points to be kept in mind while using a condom, which are –

- Always check expiry date on the outer cover or wrapper of condom.
- Always check the condom wrapper for any tear, holes or damage. If any, discard the condom.
- A condom should be put on an erect penis only.
- Condom should be put on before starting sexual intercourse, as the sperms are present in pre-ejaculation fluid also and can be produced even before ejaculation.
- After intercourse, slowly pull the penis out by holding the condom rim on the shaft of penis, to avoid spillage of semen into the vagina.
- **After use, always knot the condom, bury or throw in the wastebasket**

# Male Sterilization (Vasectomy)

## What is Male Sterilization or Vasectomy?

It is a permanent surgical contraception done in the male, where a segment of vas deferens of both the sides are resected and cut ends are ligated.

## How does Vasectomy work?

In males, sperm formation takes place in testis. These sperms, travel through vas deferens from testis to the penile opening. During the operation, vas-deferens is ligated which inhibits the sperms from reaching to penis.

Still, only after at least 20 ejaculations, one can be sure of the absence of sperms in semen. Till then, **it is advised to use, some other family planning method like pills, Copper - T or condoms to avoid accidental pregnancy.**

## Effectiveness of the Method

It is one of the most effective methods of family planning and is considered to be more effective than Pills, Copper – T and Condoms. The failure rate in first year is around 0.2 – 1%.

## When can vasectomy be done?

Vasectomy can be done anytime keeping in mind the client's preference.

## Advantages

- The operative technique is simple and can be performed with minimal training.
- Failure rate is minimal.
- The overall expenditure is less in terms of hospital stay, equipments and training.

## Drawbacks

- Additional contraceptive protection is needed for about 2 – 3 months following operation, i.e. till the semen becomes free of sperm.

# **Female Sterilization (Tubectomy)**

## **What is Female sterilization (Tubectomy)**

It is an operation, where resection of a segment, of both the fallopian tubes is done to achieve permanent sterilization.

## **How does Tubectomy work?**

When both the fallopian tubes are cut and tied, sperms could not reach ovum due to blocked way or obstruction in the tubes leading to sterilization.

## **Types**

Tubectomy can be done by two methods –

- 1) Mini-laparotomy
- 2) Laproscopic tubectomy

Both the methods are easy, safe and inexpensive. The surgery is done under local anesthesia and does not require hospitalization.

## **When can tubectomy be done?**

Mini-laparotomy can be done after –

- Within two days of normal delivery
- After normal menstruation cycle is over
- Soon after abortion

Laproscopic tubectomy can be done after –

- After normal menstruation cycle is over
- Soon after abortion

## **Advantages**

- It is simple, safe and permanent method.
- Effectiveness is 99%
- Safe for breast feeding mothers.
- There is no change in normal menstruation after tubectomy
- Does not interfere in sexual activities.

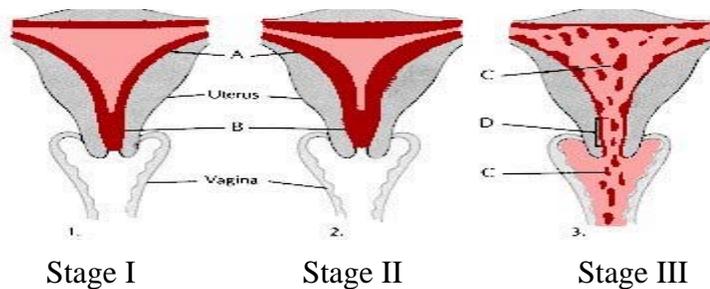
# Menstruation Cycle

## What is menstruation?

The menstruation cycle is a monthly cycle, where a series of events take place in a women's body. During a complete menstruation cycle, a women's body releases an egg (ovum), prepares itself for fertilization of egg by sperm and creates an environment in the womb, where the fertilized egg could implant to form a baby.

If the egg is not fertilized, there is no pregnancy. This cause endometrium to break down resulting into bleeding through vagina and a new menstrual cycle begin.

There can be variation in the length of cycle, amount and duration of menstrual bleeding, ovulation time and regularity of menstrual cycle, from one woman to another.



## General facts about menstruation

- The bleeding period usually lasts 4-5 days.
- A woman loses 120-150 ml. of blood on an average, during one period.
- Period gets repeated every 28 – 30 days or once a month in most cases.
- Ovulation occurs on the 14<sup>th</sup> day prior to the expected menstrual period.
- During menstruation, slight pain in lower abdomen and thighs is common.

## Menstruation Hygiene and Care

Generally girls in rural areas use cloth during their menstrual period which is unhygienic for menstrual health. **It can also give rise to various infections like RTIs which may lead to infertility. Thus it is very important to maintain menstrual hygiene for good health.**



- Sanitary Napkin (*Sakhi*) should be used to absorb menstrual flow. Napkin *Sakhi* offers protection to women at an affordable cost. It is economical and helps maintaining menstrual hygiene by preventing rashes and infections.
- Sanitary napkins should be changed at least once a day or more often depending on the menstrual flow.
- If using cloth to absorb the menstrual blood, instead of napkin, it should be old, cotton cloth which should be washed and sun dried as sunlight kills all bacteria.
- Other clothes and panties should be properly washed with soap and water and dried in the sun.
- Bathing daily is recommended as it keeps the body clean and fresh.
- The diet during menstruation should consist of vegetables and fruits that gives nourishment and helps clear bowel system.
- Used napkins (pads) or cloth should be wrapped in a paper bag and disposed in waste. The pads should never be flushed in toilet.

# Iron & folic acid tablets-Ferro Plus



## What is Anemia?

Anemia, one of the more common blood disorders, occurs when the level of healthy red blood cells (RBCs) in the body becomes too low or the RBCs don't have enough hemoglobin. Anemia or deficiency exists when hemoglobin levels in individuals, fall below the following levels.

### Normal levels of hemoglobin

Individuals	g/dl
Adult male	13
Adult female-non pregnant	12
Adult female-pregnant	11
Children, 6 months to 6 years	11
Children, 6 to 14 years	12

(Source: WHO)

## The common symptoms of Anemia

- Fatigue and Weakness
- Irritability
- Decreased appetite
- Poor concentration
- Dizziness or a feeling of being lightheaded

## Anemia in Adolescent

Adolescence is a significant period for physical and mental growth and sexual maturation. Inadequate nutritional intake during adolescence can have serious consequences throughout the reproductive years and beyond. Adolescent girls often suffer from anemia because of poor consumption of iron rich food and menstrual blood loss.

## **Anemia during Pregnancy**

Pregnant and nursing mother frequently develop anemia since the baby requires large amount of iron for growth. Anemia during pregnancy leads to:

- 20-40% of all maternal deaths.
- Greater risk of premature delivery and low birth weight babies.

## **Prophylaxis and treatment of Anemia**

**Prophylaxis:** All pregnant women should be given 1 tablet of Ferro-plus (60 mg. of elemental iron +0.5mg of ferric acid) in a day for at least 100 days.

**Treatment:** For those pregnant women who are anemic (Hb % < 11gm. %) 1 tablets of Ferro-plus twice a day for at least 100 days.

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| <ul style="list-style-type: none"><li>• To prevent the side effects of tablet, it should be taken between two meals.</li><li>• Tea consumption before and after should be avoided to help iron absorption.</li><li>• Increase intake of green leafy vegetables and fruits.</li><li>• Clients should be instructed that stools commonly turn black during iron intake.</li></ul> |
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# Jal Jeevan



## What is Diarrhea?

Diarrhea is the passage of frequent, loose stools. It causes dehydration, due to loss of large quantity of water and salt from the body.

## What causes it?

Diarrhea is frequently caused by a viral infection of the intestine. Other conditions may also cause diarrhea, including bacterial infections and parasites, eating contaminated food, food allergies, medication side effects etc.

## Sign of dehydration in children

- Thirst
- Less frequent urination
- Dry skin
- Fatigue
- Dark-colored urine

## What should be done?

Diarrhea may last several days or longer. The most important concern with Diarrhea is to prevent dehydration by giving enough fluids to make up for fluids lost in the stool. Jal-Jeevan is very effective and affordable product offered by HLFPPPT. Salts and minerals, which are essential for the body, are present in Jal Jeevan. It is used to prevent diarrhoeal diseases.

## How to prepare the solution?

- Wash hands with soap and water.
- Measure five glasses of water into a vessel and boil
- Cool the boiled water; empty the contents of ORS packet and mix it well.
- Cover the vessel; store and use within 24 hours
- Throw the solution after 24 hours of preparation

## How to use?

- Jal-Jeevan (ORS) to be given as frequently as possible
- Monitor for any problems

- If the child vomits, wait for 10 minutes and continue giving ORS, but more slowly.
- Continue breastfeeding.

Other common illnesses like acute respiratory infections, fever, pneumonia, measles, malaria and associated malnutrition are responsible for 60% of death in children under five. Most of these illnesses cause dehydration and Jal –Jeevan is useful in preventing dehydration in all such conditions.

# Star-Mosquito coil



HLPPT's new product 'Star' Mosquito coil is an initiative undertaken to combat Malaria. It is very effective against Malaria, Dengue, Filariasis and other mosquito-transmitted viral diseases. Star mosquito coil is available in two forms, simple coil which is effective for 8 hours and Jumbo coil which is effective for 10 hours.

## **Malaria**

Malaria is a parasitic infection transmitted to humans through bite of infected female Anopheles mosquito. People with malaria often experience fever, headache, chills, vomiting and flu-like symptoms between 10 and 15 days after the mosquito bite. If not treated, malaria can become life threatening.

## **Malaria during Pregnancy**

Malaria infection during pregnancy can have adverse effects on both mother and fetus. It may cause fetal loss, premature delivery, intra-uterine growth retardation, and delivery of low birth-weight babies.

## **Dengue**

Dengue fever is a flu-like illness spread by the bite of an infected mosquito. Dengue fever usually starts suddenly with a high fever, rash, severe headache, pain behind the eyes, and muscle and joint pain.

## **Japanese Encephalitis (JE)**

Encephalitis means inflammation of the brain. A virus transmitted by mosquito causes Japanese Encephalitis. Symptoms include headache, body aches, fatigue, and loss of appetite.

## **Prevention**

- Avoid mosquito bites by using mosquito coil, bed nets etc.
- Eliminate mosquito-breeding sites around homes. Discard items that can collect rain or run-off water, like old tyre, empty broken vessels, coolers etc.
- Regularly change the water in coolers, outdoor birdbaths and pet and animal water containers.

# Communication skills

## What is Communication?

Communication is a process through which we convey our thoughts and feeling to others. It is an art of expressing and exchanging ideas, feelings and thoughts through gesture, speech or in written form.

## Types of Communication

- **Verbal-** The medium for verbal communication is voice. It also includes written and oral communication.
- **Non-verbal communication-** Non-verbal communication is the way of interchanging thoughts, opinions, and information by observing / using body language, eye contact, facial expression etc. but without the use of words.

## Tips for good Communication

- Listen carefully – Listen with full attention and nod occasionally to assure the client that they are being heard.
- Be non-judgmental about the client's needs and concern.
- Show empathy.
- Keep privacy and confidentiality.
- Make the client comfortable enough to ask question and express concern.

## Barriers to Communication

- Poor listening skill
- Lack of knowledge
- Lack of communication skills
- Long communication chain
- Wrong selection of communication channel
- Lack of interest
- Information overloaded
- Inadequate feedback

# Counseling

It is interpersonal communication between two people in which one person (counselor) helps the other (client) to make a decision and then act upon it.

- It is a two-way communication
- The counselor listens patiently to client's problem without being judgmental
- It should be strictly confidential
- Information given to the client should be accurate
- It helps client to make informed choice.

## The GATHER steps for counseling

**G** - Greet the client.

Show respect and trust.

Make them comfortable.

**A**- Ask how can I help you?

Encourage them to bring out their anxieties, worries and needs; determine their access to support and help their family and community.

Encourage the client to express his/her feeling in own words.

Encourage them through helpful questions.

**T** - Tell them any relevant information they need.

Provide accurate and specific information.

Keep your language simple.

Repeat important points and ask to check if the important points are understood.

**H** - Help them to make decisions.

Find out the various alternatives of a problem.

Ensure that it is their decision and not one that you imposed.

Help them make a plan of action.

**E** - Explain any misunderstandings

Check understanding of important points.

Ask the person to repeat back the key points, in their own words.

**R** - Return for the follow-up visit or referral

Make arrangement for follow-up visit.