

Suraksha Aaichi aani Balachi **(Safe motherhood and child survival campaign)**

Pregnancy is a normal, healthy state which most women aspire to at some point in their lives. Yet this normal, life-affirming process carries with it serious risks of death and disability. The statement that worldwide over half a million young women die every year as a result of complications arising from pregnancy and childbirth has been repeated so often that it no longer shocks.

Newborn care with a focus on reducing neonatal mortality and safe motherhood are among the top priority technical intervention of the USAID aided 'CLICS' program being implemented in the rural area of Wardha, Maharashtra. There was an urgent need to inculcate these issues in the program as at the onset of the program almost 11% of women were getting married before the legal age of 18 years and most were completing their families before the age of 25; further even though almost 64% of the deliveries were institutional and 82% were being conducted by skilled personnel, there were 58 infant deaths in preceding 12 months of the baseline survey and infant mortality rate was also 43/1000.

'Suraksha Aaichi aani Balachi' is a holistic campaign that includes both safe motherhood and child survival agenda. On an average one such campaign is regularly being organized in every village per year. The activities basically include community based events and programs in which the cause of the mother and child expounded. Exhibition, role plays, story discussion etc. are utilized for creating awareness at community level. The Program staffs take special efforts to involve local leaders, opinion makers, public and private health care providers and members from the media for the success of the campaign.

Along with other maternal and child health care intervention initiatives like 'Bal Suraksha Diwas' (Child Survival Days) and 'Palkatwa Karyashala' (Parenting Workshops), the program is building awareness on issues related to safe motherhood and child survival in an intensified manner.





**SURAKSHA
AAICHI AANI
BALACHI
CAMPAIGN**

