

Jharkhand initiates collaborative action to address noncommunicable diseases

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Jharkhand's political leaders, senior government officials, leaders in the field of Noncommunicable Diseases came together to launch the UDAAN (United Dialogue and Action Against Noncommunicable Disorders), an initiative aimed at reducing the burden of three of the most common noncommunicable diseases (NCDs) - diabetes, hypertension and cardiovascular disease.

In implementing the new, UDAAN program, the partners will work collaboratively with the government of Jharkhand and local civil society organizations to more effectively implement the National Program for Prevention and Control of Cancer, Diabetes, Cardiovascular Disease and Stroke (NPCDCS) guidelines, which were established by the government of India to combat the growing burden of NCDs.

At the Project UDAAN launch event representatives from the Ministry of Health and Family Welfare, members of the legislative assembly, members of parliament, civil society organization, doctors and corporate leaders were present. The event was presided over by Shri Raghubar Das, honorable Chief Minister of Jharkhand, where he appreciated the public private partnership in the form of UDAAN, indicated it's the wakeup call for people of Jharkhand to join hands and fight against growing incidence of Diabetes, HBP and CVDs. He extended his best wishes and heartfelt support for UDAAN initiatives.

Shri Ramchandra Chandravanshi, Health Minister, Jharkhand highlighted, "Jharkhand invites the participation of, Project HOPE, Boston Scientific and Vikas Bharti to work with the government in providing technical assistance to strengthen health systems, help mobilize communities and extended his support for implementation of UDAAN."

Shri Prabal Chakraborty, vice president and managing director, Boston Scientific said, "Boston Scientific is honoured to partner with Project HOPE and the government of Jharkhand to roll out Project UDAAN in Ranchi District. These initiatives to train, educate and strengthen the healthcare networks in the district will have a lasting and sustainable impact on the health

of the residents of Ranchi. We believe that it is through public-private partnerships such as this that will extend the reach of quality healthcare to all neighborhoods and transform the lives of patients and people everywhere."

The new UDAAN program embodies Project HOPE's mission and philosophy of helping people to help themselves. Through this public private partnership, we aspire to create a movement for tackling NCDs that involves all professionals, academia, corporate sector, international partners, and civil society to strengthen both community and the health systems", said Ms Linda Heitzman, executive vice president, Project HOPE.

"We have the political will and the technical skill to combat NCDs. Now we need to bring all the needed inputs, resources and actions from public and private sector together to prevent and manage NCDs", said Dr Laxmikant Palo, regional director, Project HOPE.

"India's greatest national treasure is our people. We cannot afford to neglect their well-being and allow so many of our citizens to face consequences NCDs. We commit full support from Vikas Bharti to mobilize communities and implement this noble initiative for NCDs," said Shri Ashok Bhagat, chief functionary and secretary Vikas Bharti.

Some key activities of the program will include:

- 1) Promote communications, social and behavioral change through interpersonal communication and community mobilization,
- 2) Enhance systems and capacity for treatment and management of complications at NCD clinics (only referral to tertiary care),
- 3) Link to state health insurance schemes,
- 4) Create an enabling environment for improved partnership,
- 5) Expand learning for planning, management and scaling NCD interventions
- 6) Conduct evidence-based advocacy for improved NCD services and coverage.