

## NISHCHAY

The Ministry of Health and Family Welfare (MOHFW), GOI, through National Rural Health Mission (NRHM) has introduced rapid home pregnancy test kits (Nishchay). Taking a holistic view of the concept, Nishchay is not a program for the promotion of the pregnancy test kit alone, but is an entry point to RCH and family planning services for women seeking quality and assured RCH and FP services.

Key issues addressed by Nishchay are:

- i. Low percent of women starting ANC in first trimester due to late pregnancy detection
- ii. Contraceptive provisioning (IUD/Pill) not started after ruling out pregnancy
- iii. High unsafe abortions due to late detection of pregnancy

Nishchay pregnancy test kits are made available free of cost to all women in rural areas through the ASHAs, thus reaching out to women, who would otherwise have to travel great distances to confirm a pregnancy.

HLFPPT undertook a phased Nishchay launch in all the States and UTs of the country. The states have been classified into High, Medium and Low priority groups based on the NFHS-3 data on birthrate and institutional deliveries.

The key objectives of the program are:

- i. community awareness about Home Based Pregnancy Test Card and RCH services
- ii. increased utilization of RCH and FP services

To achieve these objectives, HLPPT developed a two tiered training system, wherein Master Trainers were trained at the Block level, who in turn trained the ASHAs - HLPPT developed the exclusive training kits for the Master Trainers and ASHAs.

In phase I, 11 high priority states, namely U.P., Bihar, Jharkhand, Orissa, M.P., Rajasthan, Uttarakhand, Assam, Meghalaya, Nagaland and Chattisgarh were covered - a total of around 5 lakh ASHAs were trained by 856 Master Trainers, supported by 256 NGO partners.

The Master Trainers kit comprised of a Flip Chart and Facilitator's Guide while the ASHAs were given an elaborate training kit comprising of Demo Card, ASHA Booklet, Flex Signboard, Pen, Posters along with the PTC kits.

## COMMUNICATION ACTIVITIES

HLFPPT developed the Nishchay logo and brand and undertook an extensive media campaign, including mass media and mid media activities, for the campaign.

### NISHCHAY - LOGO



### NISHCHAY - PACK



The lady on the pack is aspirational for the ASHAs and helped them relate with the product.

## MASS MEDIA

HLFPPT also developed Print Advertisements, TV Spot and a Radio Jingle as a part of the Mass Media Campaign; along with, a mobile van equipped with A/V equipment and a trained team, was doing the rounds in selected districts, for ground communication.



Post completion of Phase I, Nishchay is now in the roll out stage for the remaining states for Phase II and III.