

# Strategic Plan 2023 – 2028

# Expanding Horizons

“Expanding our geographical reach while strengthening evidence based equity, with gender and rights at centre.”



## Executive Summary

In its journey of last 32 years Mamta Health Institute for Mother and Child (MAMTA) has expanded its geographical reach while encompassing emerging thematic domains. While doing so it has contributed to National and International targets (SGD's) in its modest way with ever changing Demographic and Epidemiological scenario. MAMTA has put together its next five-year strategic plan (2023-2028) taking forward the learnings and accomplishment of proceeding strategic plan.

While we continue to strengthen and expand our community reach, we need to keep a constant eye on changing Epidemiological trends and demographic profile. MAMTA has been focusing on RMNCH+A, NCD, CD and Adolescent/youth health for around three decades. It shall continue to strengthen its portfolio around these while adding innovation and technology based solution to improve the health outcomes e.g. using AI and real time data management approaches. The areas to strengthen or start focusing in next five years shall be around Climate change and Health, Midwifery for MCH outcomes and Respectful maternity

care, Vector Borne diseases, Emerging epidemics, Hospital based care – around emergency, trauma and intensive care. Aging and its related challenges need to be looked in coming years strongly. MAMTA has had strong collaborations with academic institutions, universities, UN Systems, International development partners which has helped the institutional professionals to further strengthen their skills and core competencies. This aspect needs continuous investment – following the principle of “Learn Global Act Local” with newer domains being ventured, it is critical to have these partnerships and collaboration. In ever so developing agenda “Partnerships” are going to be central for not just complementary learning but also for resources. In the end let me say, as an institution we shall have the unreached and marginalised population at the heart of our work, both at National and International level, using Gender, Equity and Rights lens. Working with the Government at the centre and state level, strengthening their efforts and supporting the National programmes and priorities will be the way to go forward in all our interventions.

# Vision for year 2028

To engage with **20 million people** in India

## Maternal, New-born, Child Health and Nutrition



# Adolescent Health



## National Adolescent Health Programme strengthening

Emphasizing on all pillars of RKSJ including school, community and facility based interventions, strengthening convergence with other programmes like AB-SHP and DMHP

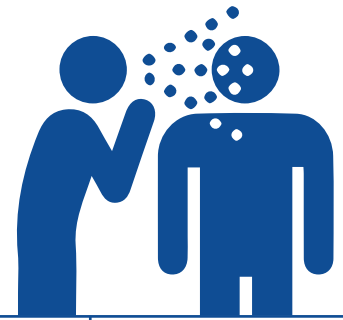
## Addressing Social determinants of health

Focus will be on to address the issues such as mental health, sexual reproductive health, road safety by building resilience to promote adolescent health and wellbeing.

## Integrating Adolescent Medicine in Education

Emphasis will be on integrating the Adolescent Medicine Research Unit into Medical education to strengthen research in adolescent medicine.

# Communicable Disease



## Strengthening TB Mukht Bharat Abhiyan

Support the government's TB Mukht Panchayat initiative, as well as supplement PMTBMBBA (Pradhan Mantri TB Mukht Bharat Abhiyaan) through engagement entrenched from the level of Health and Wellness Centers.

## Alignment with the National AIDS Control Policy

The work in the HIV-AIDS program will continue to align itself with the NACP and will support the efforts to sustainably reduce the incidence of HIV-AIDS and also improving the quality of lives of the PLHIVs and other vulnerable communities including MSM, TG/ Hijra and incarcerated communities.

# Non-Communicable Disease



## Strengthening of Government Initiatives

Government initiatives and programmes will be the priority areas for focusing our work.

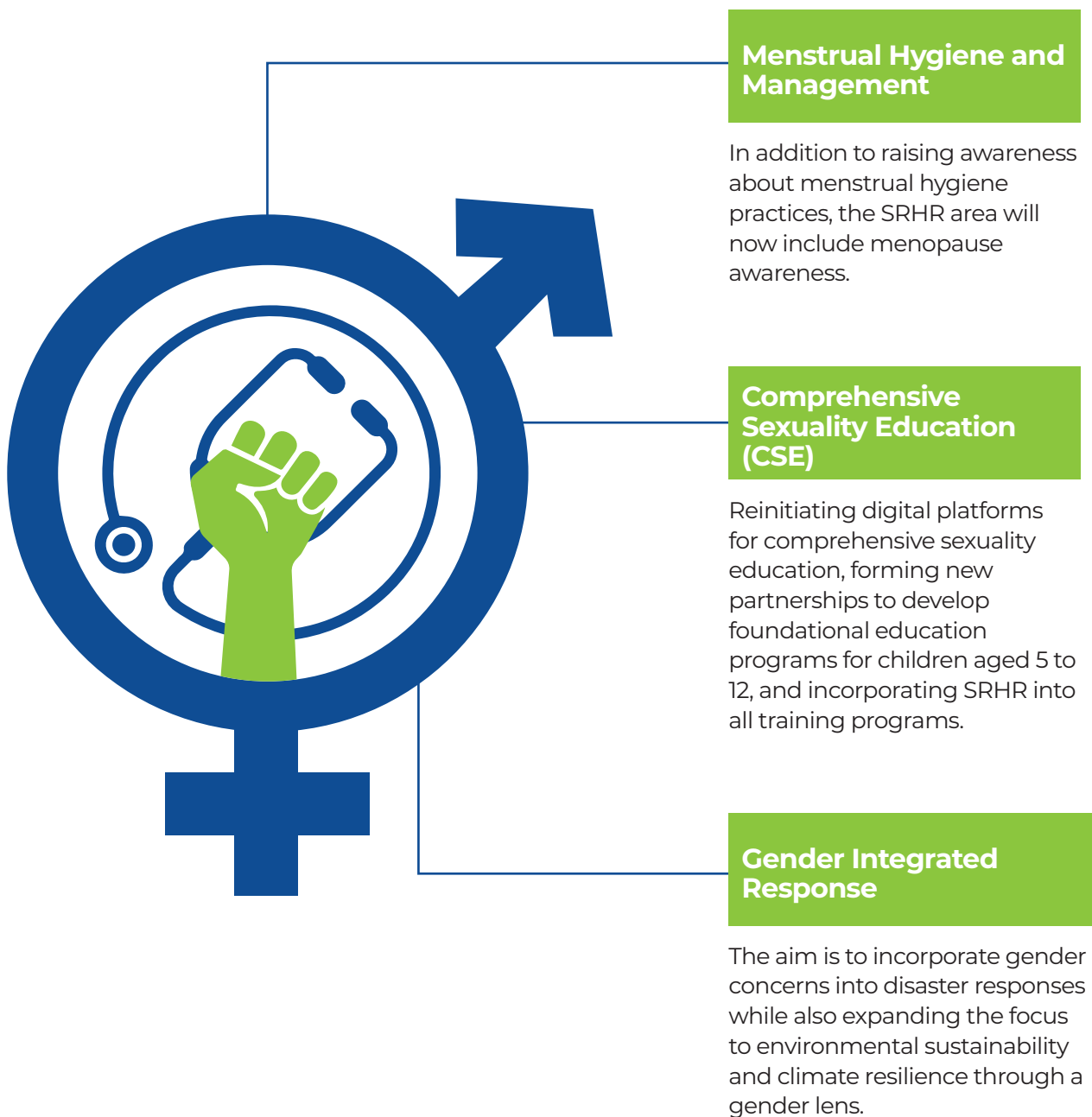
## Prioritising Mental Health

Bringing mental health to the forefront and integrating it as a cross-cutting domain, spanning multiple sectors, with a particular focus on strengthening the school-based Rashtriya Kishor Swasthya Karyakram (RKSK) module

## Community Health Interventions

Expanding on our interventions on Diabetes and Hypertension, the focus will be on CVDs and Respiratory diseases

# Sexual & Reproductive Health and Rights



# Research & Innovation

## FOCUS AREA - I

### Advancements in Artificial Intelligence (AI)

Poised to lead the charge in innovative research methodologies centred around Artificial Intelligence (AI) and its multifaceted applications.

### Prioritizing Scientific Publications

Solidifying our position as contributors to cutting-edge research publications will be submitted to high-impact journals.

### Digital Dissemination Strategies

Digital platforms will be leveraged strategically to broaden our reach and impact.

### Strategic Partnerships in Research and Grant Proposals

Complemented by the submission of research proposals and the establishment of research-based grants, this strategy ensures the financial sustainability of our research division.

### Identifying Effective Interventions

The focus will also be on identifying effective interventions, spanning vaccines, medications, and behavioral approaches.

### Data and MIS

The establishment of a comprehensive Data Quality Framework aligns with our goal of having at least 85% of projects utilizing Management Information System (MIS) data for performance review.

### Epidemiological Evidence Repository

The new focus on domain-wise epidemiological evidence generation and the establishment of an institutional repository aligns seamlessly with our priority areas.

## FOCUS AREA - II

### Ethical Review Board

The commitment to ethical research practices is underscored by the enhancement of our Institutional Ethical Review Board. By developing comprehensive Standard Operating Procedures (SOPs) and achieving ICMR/DHR registration by 2024.

### Internal Capacity Building

Recognizing the importance, identify the gaps, keep improving research, analytical capacity and promote specialization in research.

### Adolescent Scholarships

Committed to supporting education, we are distributing 10-12 scholarships annually. This initiative aims to nurture the academic growth of deserving students.

### Innovation Strategy

The commitment to innovation encompasses the exploration of practices, partnerships, and opportunities in multidisciplinary fields, AI, technology, and digital transformation.

# Climate Change and Health

## 1 **Strengthening Govt's Initiative Towards Addressing Climate Change**

Strengthening the National Program on Climate Change and Human Health (NPCCHH) through the State-Level Program Management Unit (PMU) in collaboration with the Directorate of Health, Government of Uttar Pradesh (GoUP), committed to enhancing healthcare resilience dealing with the Climate Change in Uttar Pradesh.

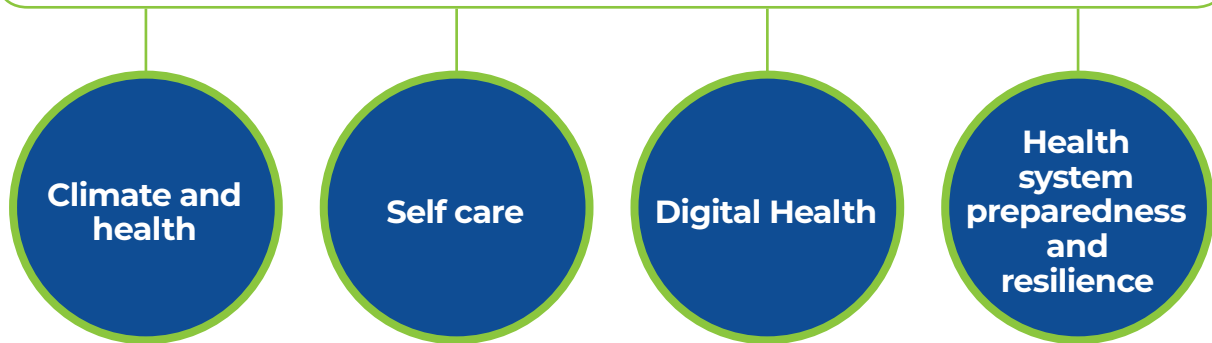
## 2 **Develop Climate Resilient Health System**

The strategy will be drawn with inspiration from pioneering approach to Green Facilities globally. The concept of Green Facilities is multifaceted, encompassing various technical challenges, especially in the realm of energy systems.

## 3 **Mobilisation on Climate Change and Environment**

Key focus will be on developing communication for generating awareness and also behaviour change on the impact of climate change for not only outdoor pollution but also indoor pollution.

# Cross Cutting Themes



A consideration will be given to cross-cutting health themes in an integrated approach. This will require identifying critical areas where complementary health initiatives might work in conjunction to optimise efficiency and effectiveness. Through the prioritisation of these interconnected themes, our objective is to tackle health issues in a more comprehensive and integrated manner.

Climate and health, digital health, self-care, and health system preparedness and resilience are a few examples. Our endeavours in formulating policies and programmes that foster empowerment, innovation, and sustainability within the health sector will be guided by these overarching themes. We hope that by integrating these cross-cutting themes into our strategy, we can establish a healthcare system that is more resilient and flexible in the years to come.

According to the World Health Organisation (WHO), self-care refers to the capacity

of individuals, families, and communities to enhance their well-being, avoid illnesses, preserve good health, and manage illnesses and disabilities, either with or without the assistance of a healthcare professional. By enabling individuals to assume responsibility for their own health and well-being, we anticipate that this strategy will result in improved results and enhanced overall efficiency of the healthcare system. In addition, advocating for self-care can also mitigate the workload on healthcare practitioners and decrease healthcare expenses. By promoting individuals to take initiative in maintaining their health, we can establish a healthcare system that is more sustainable and focused on the needs of the patient. The significance of self-care and the readiness and resilience of health systems cannot be overstated, as they enable individuals to have agency over their own health while simultaneously guaranteeing that healthcare systems can adequately respond to emergencies.



# New Domains

## **Palliative care and geriatric care**

Palliative care and geriatric care are critically important aspects of healthcare, especially considering the global aging population and the need to ensure quality of life for individuals with serious illnesses.

## **Emerging lifestyle disorders**

: Addressing emerging lifestyle disorders requires targeted strategies and interventions such as early detection and screening programs and mitigation strategies.

## **Mental health**

Establish mental health awareness to reduce stigma and promote access to counselling and psychological services.

## **Vector control**

Interventions that focus on vector control measures, improved surveillance systems, and community education can help reduce the transmission of these diseases and protect public health.

## **Infertility**

: Enhance capacities of health workers to support couples with infertility through linkage to public health services and address stigma around infertility in community context.

## **Promote Life Course Vaccination**

It aims to ensure that individuals receive the appropriate vaccines at the right times to maximize their immunity and reduce the burden of vaccine-preventable diseases.