



IAPSM - PUBLIC HEALTH INFOGRAPHICS (IPHI)



Graphic-e-Health



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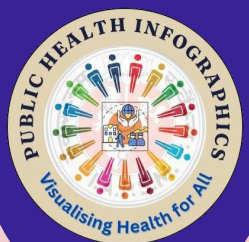
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MORE INFO



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IAPSM - PUBLIC HEALTH INFOGRAPHICS (IPHI)



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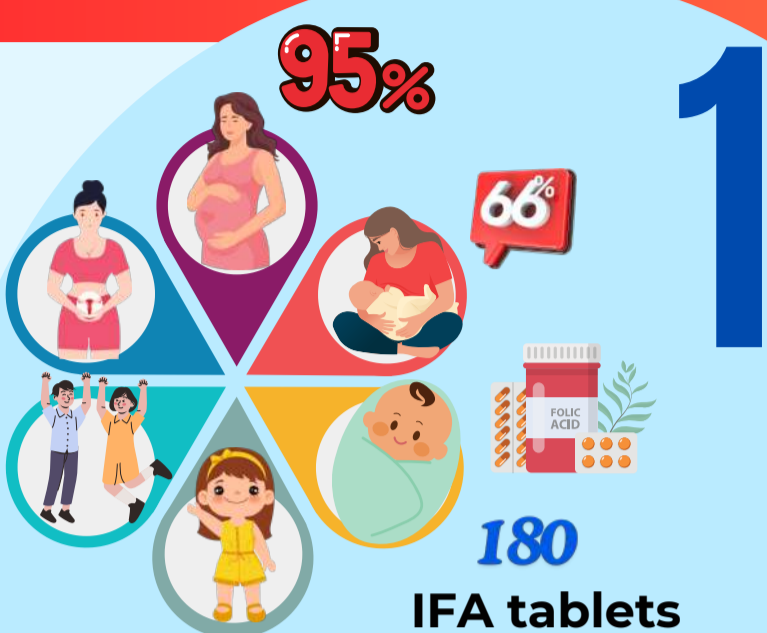




Poshan Maah: Nourishing a Healthier India

SAHI POSHAN, DESH ROSHAN!

"Let's Conquer Anemia: A Path to a Healthier Tomorrow"



Anemia Mukta Bharat : A 6x6x6 Strategy

"Reducing **anemia** through targeted interventions across

6 Age groups
6 Key interventions
6 Institutional mechanisms."

Tech- Driven Solutions : Real-time Nutrition Monitoring

POSHAN TRACKER

"Leveraging **digital platforms** like **POSHAN Tracker**, which **monitors** nutrition delivery for over **10 crore** beneficiaries in **real time**."

Community Engagement : Intensified Jan Andolan

"Since 2018, more than **100 crore** **community-led** **nutrition activities** have been conducted across the **country**."

Adolescence as a Window of Opportunity

"**Adolescence** is a **critical window** to correct nutritional deficiencies and prevent the **intergenerational** transmission of anemia."



**ACT
NOW**

Eat Right, Live Strong, and Help Build a Malnutrition-Free India! Together, we can **make anemia a thing of the past**. Act now for a brighter, healthier tomorrow!"

"Join the Fight Against Anemia – A Healthier Future Starts with You! 🌱💪"



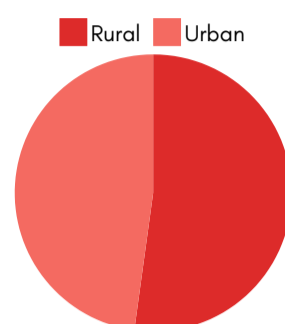
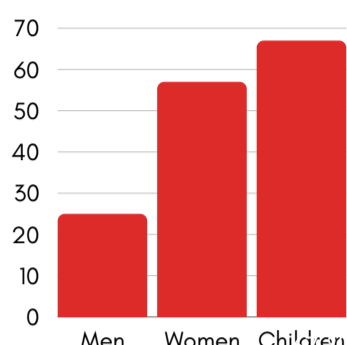


EMPOWER YOUR BLOOD, EMPOWER YOUR LIFE: THE FIGHT AGAINST ANEMIA



WHAT IS ANEMIA?

Anemia is a condition where the body lacks enough healthy red blood cells to carry adequate oxygen to tissues and organs.



Trends of Anemia in India - National Family Health Survey-5 (2019-2021), India

HIGH RISK GROUPS



Children aged 6 months-9 years



Adolescent girls and boys aged 10-19 years



Women of reproductive age



Pregnant and lactating women

CAUSES

- Nutritional deficiency- Iron, Folate, Vitamin B12
- Chronic Diseases- Kidney disease, Cancer
- Infections- Malaria, Parasitic Worms
- Genetic disorders- Thalassemia, Sickle Cell Disease



Fatigue



Pale Skin

SYMPTOMS



Shortness of Breath



Dizziness



Cold Hands and Feet

TACKLING ANAEMIA



Iron, Protein and Vitamin C Rich Food



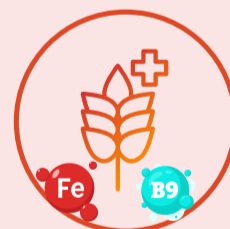
Iron and Folic Acid Supplementation



Periodic Deworming & Infection Control



Testing & Treatment of Anemia



Iron and Folic Acid Fortified Foods



IRON UP FOR A STRONGER TOMORROW!



- Adopt Healthy Diet & Lifestyle
- Support & Join Awareness Campaigns
- Advocate for Better Healthcare Access
- Regular Health Check-ups



Created by:

Dr. Navjot Singh

(Junior Resident,
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Dr. Annarao Kulkarni

Co-chairperson
Dr. Krupal Joshi

Source: WHO - Anemia



“End anemia

TODAY!

Endow lives

TOMORROW!!!



“स्वस्थ खून, स्वस्थ नारी,
एनीमिया को दें शिकारी”

Poshan Maah 2024

DEFINITION

Prevalence in 2019 (WHO)

In children 39.8 % (6-59months)
In women 29.9 % (15-49years)



Hb <12g/dl Hb <13g/dl

RISK GROUPS



Children 6m-9y Adolescent 10-19y Married women



Pregnant & Lactating women

SYMPTOMS



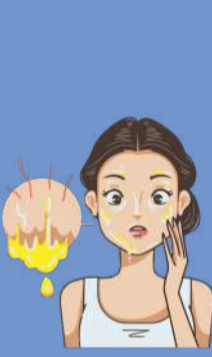
Infections



Leg cramps



Cold skin



Pale skin



Fatigue



Dizziness

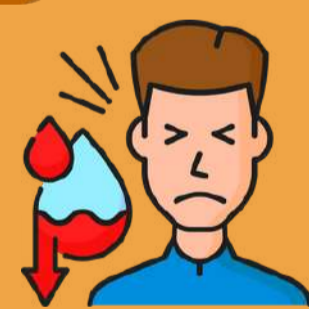


Chest pain

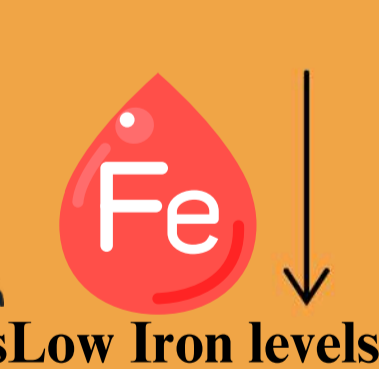
CAUSES



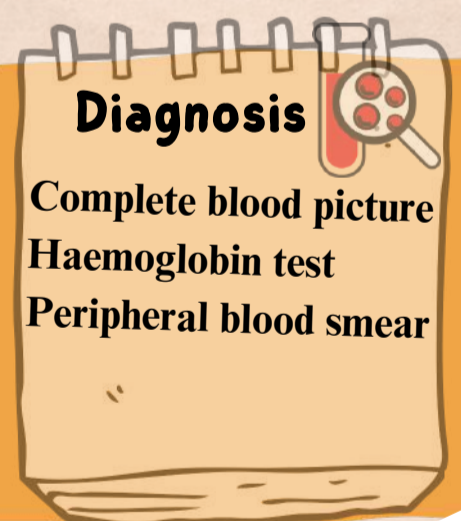
Destructed red blood cells



Blood loss



Low Iron levels



Diagnosis

Complete blood picture
Haemoglobin test
Peripheral blood smear

KEY MESSAGE

(I-R-O-N)

Improve diet - Fe rich

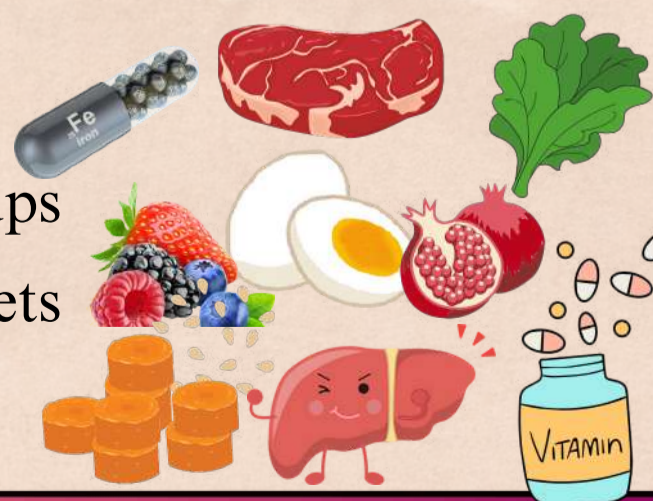
Regular screening - Health checkups

Oral supplements- IFA tablets

Nurture awareness



ANEMIA PREVENTION PRODUCTS



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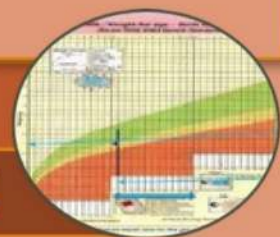
Source : who.int/health-topics/anaemia

"Suposhit Kishori Sashakt Nari" - healthier and more empowered future for the young girls



Antenatal Care

Growth monitoring



Optimal breastfeeding

Complementary food & feeding



Anaemia

Girls education, diet & age at marriage

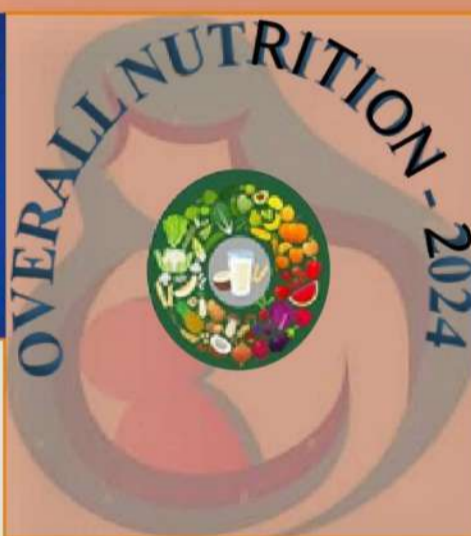


Eat right & food fortification

Hygiene, water & sanitation



Undernutrition occurs in the 1st & 2nd year of life.



→ Period of rapid growth & malnutrition: 80% by 2 years.
→ 1000 days of life is precious in motherhood as well as for growth of the child.

Every **September** under poshan abhiyan poshan maah is celebrated.



- Mothers of young children
- Adolescent girl
- Pregnant & lactating women
- Husbands, father, mother-in-law
- Frontline health workers
- Community members, teachers, religious leaders, volunteers
- Health facility staff
- Women self help groups
- Celebrity, ambassadors



By giving education, what to eat right and school garden it is established

This will aid to cover **SDG - 2,3,4,6**



Created by:
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Source of information:
1. https://www.niti.gov.in/sites/default/files/2020-02/POSHAN_Abhiyaan_first_progress_report_6_Feb_2019.pdf
2. <https://balrakshabharat.org/rashtriya-poshan-maah-2024/>

INFANT & YOUNG CHILD'S FEEDING JOURNEY.....

1 BIRTH TO 6 MONTHS

- Start breastfeeding within 1 hour of birth.
- Give only breast milk to the baby for the first 6 months.
- No water, honey, or other liquids/foods should be given.
- Breastfeed on demand, both during the day and night.



2 AFTER 6 MONTHS:

- Continue breastfeeding and introduce soft, mashed foods.
- Start with 2–3 tablespoons of food 2–3 times a day.
- Gradually increase the amount of food.
- Introduce one new food at a time like mashed vegetables, fruits, and cereals.

3

6 TO 9 MONTHS

- Continue breastfeeding and increase food variety.
- Give lumpy foods 3–4 times a day.
- Add iron supplements if advised by a health professional.



4 9 TO 12 MONTHS

- Continue breastfeeding and feed half a bowl of food that requires chewing 3–4 times a day.
- Start introducing family foods by 12 months.

5

AFTER 12 MONTHS

- Breastfeed up to 2 years or beyond, along with family meals.
- Give small snacks 1–2 times a day in addition to regular meals.



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**POSHAN
Maah
2024**



सही पोषण - देश रोशन
Nourishing a Healthier India



Start **Complementary Feeding**

Build a healthier future

WHEN



Start at 6 months of age

Continue breastfeeding
along with complementary feeds

WHY



From 6 months of age

Breastmilk alone is not sufficient for nutrition
Intestine can digest cereals and legumes
Helps in gums and teeth development

WHAT



Cereals : Rice, Wheat and Millets

Legumes : Moong dal, Rajma,
Arhar dal, Channa dal etc

Milk and Milk products

Vegetables and Fruits

Oil/Ghee & Jaggery

HOW



6-8 Months - Mashed foods
2-3 meals of 2-3 tablespoon/day

9-11 Months - Mashed/Finger foods
3-4 meals of 1/2 to 3/4th cup/day

1-2 Years - Family foods
3-4 meals of 1/2 family pot/day

Created by
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Senior Resident,
PSPMCHRI, Chennai

Sources

K Park 26th edition
OP Ghai Paediatrics, 10th edition

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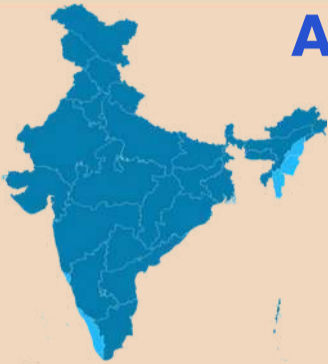
Dr. Annarao Kulkarni

Co - Chairperson

Dr. Krupal Joshi

ANEMIA IN WOMEN

“LET’S MAKE BHARAT ANEMIA MUKT”



■ Mild: [5-20]
■ Moderate: [20-40]
■ Severe: >= 40
■ Data not available
■ Not Applicable

Source: National Family Health Survey (NFHS-5)

Anemia among women in India

- Anemia is a condition in which the number of red blood cells or their oxygen-carrying capacity is insufficient to meet the body’s physiological requirements.
- Anemia prevalence across all ages is extremely high in India, varying from 30 percent to 69 percent.
- Prevalence of anemia among women (15-49 Years) is particularly high at 57%.
- Pregnant and lactating women also experience high prevalence of anemia due to increasing physiological needs.

Signs and Symptoms of Anemia



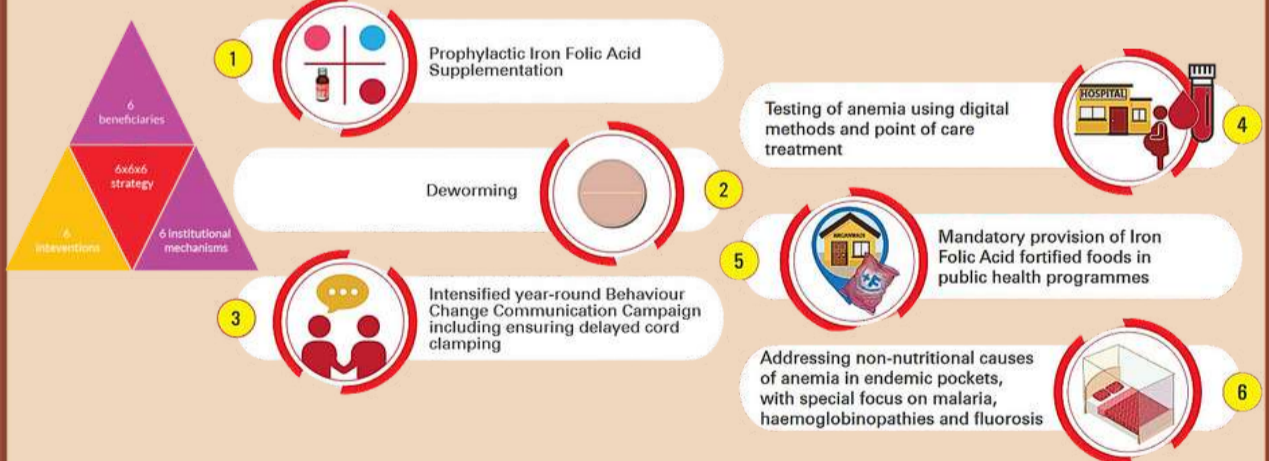
- Common Signs of anemia include: Pallor, koilonychia, glossitis, cracks at corner of lips.
- Some common symptoms include: Dizziness, tiredness, fatigue, headaches, lethargy. The signs and symptoms of anemia may not be clinically visible until anemia status is severe.
- Negative health consequences occur even before the onset of severe anemia.

Iron Rich Foods and Supplementation



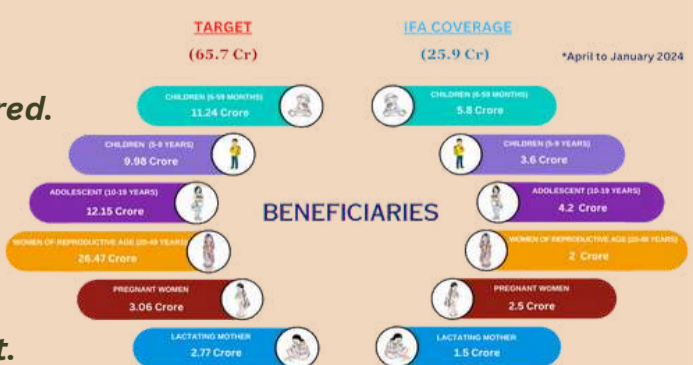
- It is important to take iron-rich foods viz. meat, fish, egg, poultry, green leafy vegetables in daily diet.
- Inclusion of vitamin C rich foods like fruits, vegetables and sprouts help in improving iron absorption.
- Iron Folic Acid supplementation helps to replenish the body stores and meets the needs of the body.
- Worm infestation is an important cause of anemia, deworming is an important intervention.

Anemia Mukta Bharat Interventions



Anemia Mukta Bharat Achievements

- Through 6 Interventions, 6 Institutional Mechanisms, 6 Beneficiaries have been covered.
- Progress has been made, but we still fall short of our goals.
- Let us all join hands and work together.
- Let’s make Bharat, Anemia Mukta.



Created By:

Dr. Frederick S. Vaz

Lecturer, Community Medicine,
Goa Medical College, Goa.

Sources:

1. <https://anemiabharat.info/>
2. Intensified National Iron Plus Initiative (I-NIPI), Operational guide for Programme Officers, Ministry of Health & Family Welfare, Govt. of India.
3. Anemia Mukta Bharat training toolkit, Ministry of Health & Family Welfare, Govt. of India.

IPHI TEAM



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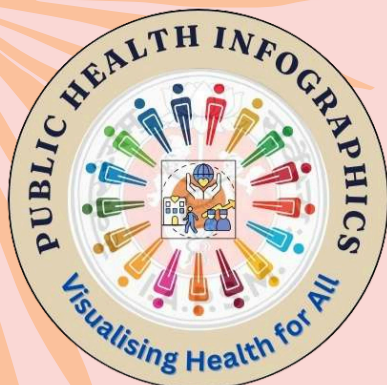
Dr. Ramakrishnan

Chairperson

Dr. Annarao Kulkarni

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THEME INFANT AND YOUNG CHILD FEEDING

SIGNS OF GOOD POSITIONING IN BREASTFEEDING

**Your baby's head and
body are in line**



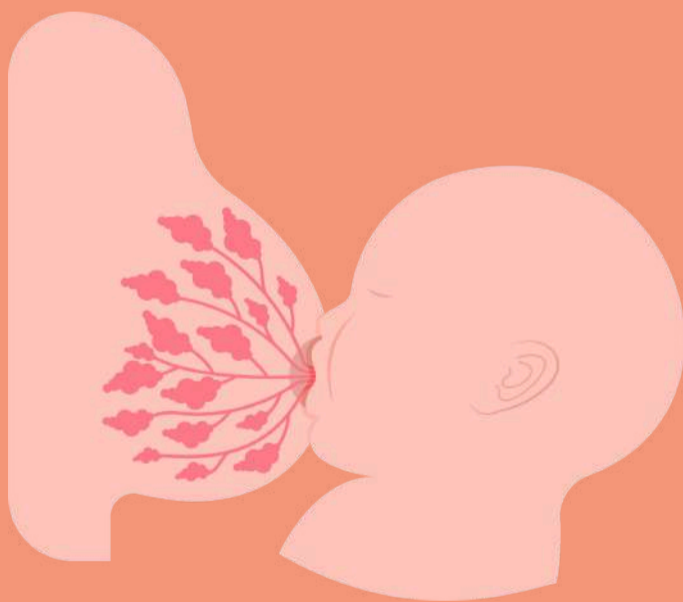
**Your baby is held close
to your body**



**Your baby's whole body
is supported with your
arm along their back**



**Your baby approaches
breast nose to nipple**



- While babies are born with the reflex to look for their mother's breast, many mothers need support with positioning their baby for breastfeeding and making sure their baby is correctly attached
- Breastfeeding takes time and practice for both mothers and babies!

Created by: Dr. Nanda Kumar

Source of information:
<https://www.unicef.org/parenting/food-nutrition/breastfeeding-positions>

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For more information visit: <https://iapsm.org>



POSHAN MAAH



*"Suposhit Bharat, Sakshar Bharat,
Sashakt Bharat"*

OBJECTIVES

- Community Mobilisation
- Increase People's Participation
- Addressing Malnutrition Amongst Young Children, And Women
- Ensure Health And Nutrition For Everyone.

COMPLEMENTARY FEEDING
Crucial for children between **six months**
and **two years** of age.



ANEMIA PREVENTION
Anemia Mukht Bharat: Reducing anemia through
a 6x6x6 strategy

“EK PED MAA KE NAAM”



POSHAN TRACKER

150 grams of fruits
90 grams of pulses, eggs, flesh foods, 3-
grams of nuts and seeds, 27 grams of fats
and oils, 300 ml of milk or curd, 240 grams
cereals or nutri cereals and 350 grams of
vegetables.



Created by:
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Sourer of information: Press
<https://pib.gov.in/PressNoteDetails.aspx?NoteId=153204®=3&lang=1>Note Details:
Press Information Bureau (pib.gov.in)

Add a splash of colors to your meal



Blending four basic food groups key to healthy balanced diet

Balanced Nutrition

A Balanced nutrition involves consuming the right amounts of various foods to provide essential nutrients. This includes fruits and vegetables for vitamins, minerals, and fiber; protein from sources like meat, fish, beans, and nuts for tissue repair; whole grains for energy and fiber, healthy fats and olive oil.



Fruits and Vegetables

Consume a wide range of colorful fruits and vegetables to get a variety of vitamins, minerals, and antioxidants. Rich in dietary fibre, fruits promote digestive health and help regulate blood sugar levels. Fruits have high water content contributing hydration.

Whole Grains

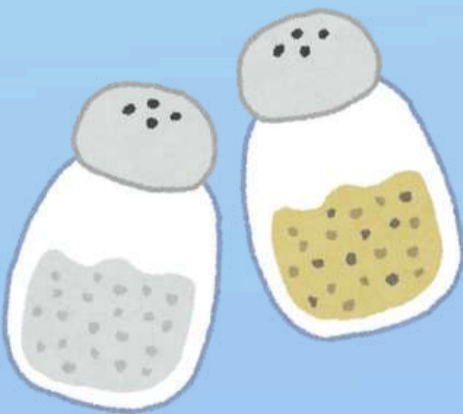
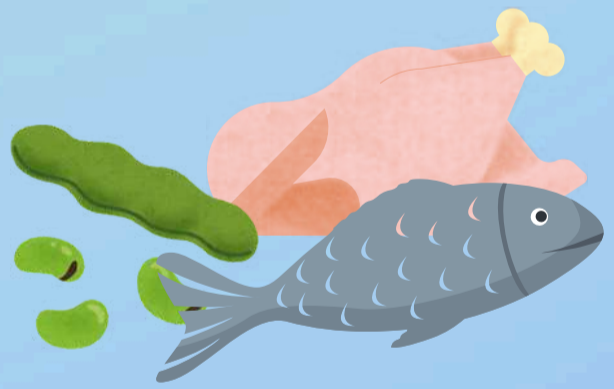


Choose whole grains over refined grains to ensure higher fiber intake, which supports digestive health and helps maintain a healthy weight. It aids in digestion and weight management.



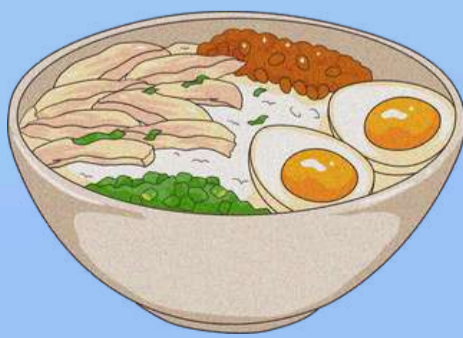
Lean Proteins

Incorporate lean protein sources such as poultry, fish, beans, legumes, nuts, and seeds to support muscle growth and repair.



Limit Added Sugars and Salt

Reduce your intake of foods and drinks with added sugar and high salt content to keep your body healthy.

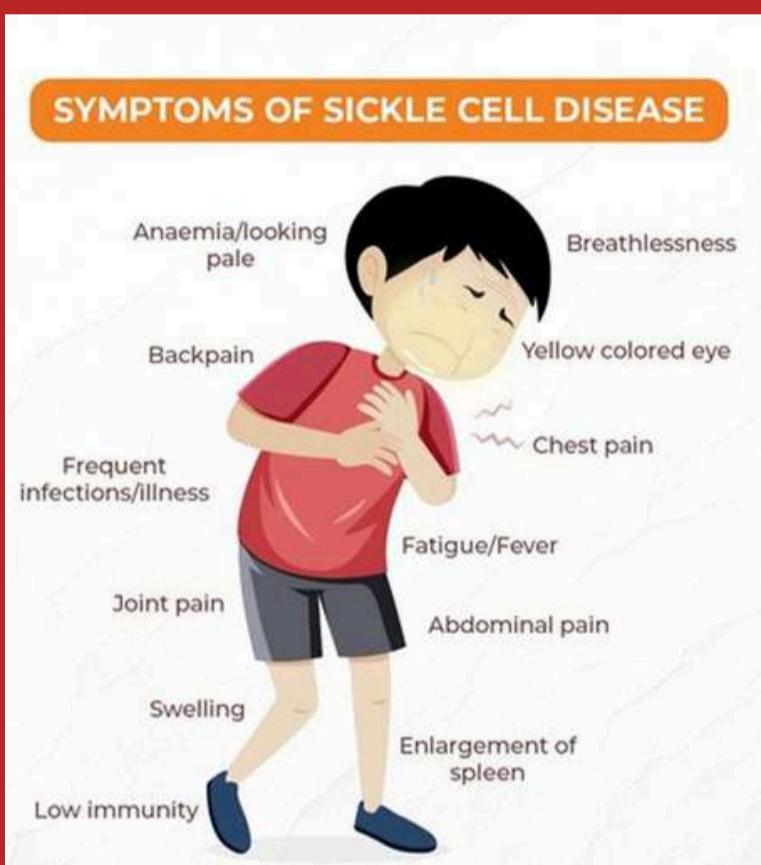
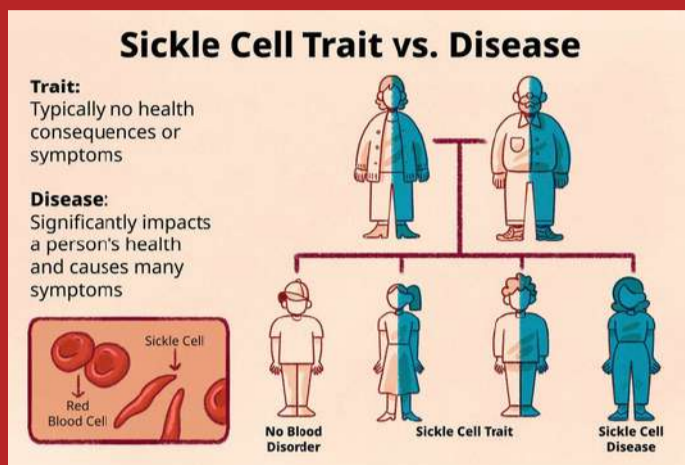
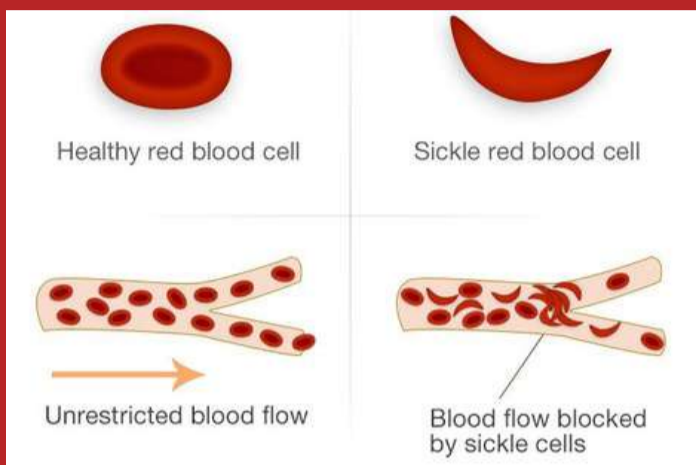


Moderation and Variety

Enjoy all foods in moderation and strive for variety to make your diet enjoyable and nutritionally adequate.



POSHAN MAAH



Sickle cell anemia is a genetic disorder that affects red blood cells, causing them to become rigid and sickle-shaped

A gene mutation in hemoglobin, the protein that carries oxygen in red blood cells, results in an abnormal hemoglobin protein called hemoglobin S



The Indian government launched the National Sickle Cell Anemia Elimination Mission (NSCEM) in July 2023 with the goal of eradicating sickle cell disease as a public health issue by 2047.

The mission focuses on 278 districts in 17 states with a higher prevalence of sickle cell disease, including Gujarat, Maharashtra, Rajasthan, and Madhya Pradesh

The program shall be carried out in a mission mode covering the entire population from zero to 18 years of age and shall incrementally include the entire population up to 40 years

The mission's objectives:

- Screening: Screening 70 million people between the ages of 0 and 40 in 278 tribal districts by 2025-26
Awareness: Creating awareness about the disease through IEC and media activities
Counseling: Providing counseling for prevention
Care: Providing affordable, accessible, and quality care to patients
Monitoring: Implementing a robust monitoring system
Primary health care: Strengthening the primary health care mechanism to incorporate SCD-related strategies
Capacity building: Building capacity of primary, secondary, and tertiary health care teams

Created by: Dr.J.Anusha Post Graduate Department of Community Medicine NRIIMS, Visakhapatnam

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Dr. Krupal Joshi

Source:

https://sickle.nhm.gov.in/home/about https://sickle.nhm.gov.in/



THE BEST START.. BREASTFEEDING: A WIN-WIN HEALTHY MOM. HEALTHY BABY.

WHO Recommended
6 months exclusive breastfeeding

No Other Food/Drink
Not even water

Continue After 6 Months
With solids

1000 Golden Days

"Nurturing the First 1000 Days - Shaping a Healthier Tomorrow"

6-8 Months:
First Bites



Benefits to baby

- Perfect Food:** All nutrients needed
- Strong Immunity:** Fights infections
- Healthy Growth:** Brain & body
- Reduced Allergies:** Less risk
- Easy Digestion:** Happy tummy



Benefits to mother

- Faster Recovery:** After birth
- Lower Cancer Risk:** Breast & ovarian
- Weight Loss:** Natural way
- Bonding:** Closer connection
- Free & Convenient:** Always ready

9-12 Months:
Mastering Munching

12 to 2-23 Months: Table Time

Family Foods
Flavor Fiesta
Texture Adventure
Mealtime Fun

Key Message

- **Timely Initiation of Breastfeeding:** Within one hour of birth
- **Exclusive Breastfeeding for 6 Months:** No other food or water
- **Introduction of Complementary Foods at 6 Months:** Along with continued breastfeeding up to 2 years or beyond
- **Safe Preparation and Storage of Foods:** To prevent contamination
- **Responsive Feeding:** Pay attention to hunger and fullness cues
- **Active Feeding:** Encourage the child to eat
- **Hygiene:** Wash hands and utensils before preparing and feeding
- **Dietary Diversity:** Offer a variety of foods from different food groups
- **Meal Frequency:** Increase the number of meals as the child grows

Infant Feeding

Breast feeding – A boon

Important points for Successful Breastfeeding



No pre-lacteal feed to new born. Instead Colostrum must be given.



Breastfeeding should be done with proper Attachment and with proper Positioning



Exclusive Breastfeeding for mandatory first 6 months.
No Bottle feeding/Top-feeding



Early Initiation of Breastfeeding within 1 hour of birth, irrespective of type of delivery

Myths and Facts about breastfeeding

Myths

- ❖ Most of the mothers can't produce enough milk
- ❖ Some food items should be restricted during breastfeeding. Mother should only eat plain food.
- ❖ Breastfeeding always hurt nipples or cause sore nipples
- ❖ Its difficult to start complimentary feeding if BF is continued for 1 year.

Facts

- ❖ All mothers can produce enough milk for their babies. Breast milk production depends upon baby is latched on to the breast, the frequency of breastfeeding & how baby is removing milk/feed.
- ❖ Balanced diet is important for lactating mothers.
- ❖ With proper positioning and attachment while breastfeeding, nipples never get hurt.
- ❖ There' no evidence that it is more difficult to stop breastfeeding after 1 Year. If it is continued for 2 years than it will be beneficial for both

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Source: <https://nhm.gov.in/images/pdf/programmes/child-health/guidelines/Enhancing-optimal-IYCF-https://www.unicef.org/parenting/food-nutrition/14-myths-about->




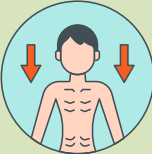

POSHAN MAAH



1/9/2024-30/9/2024

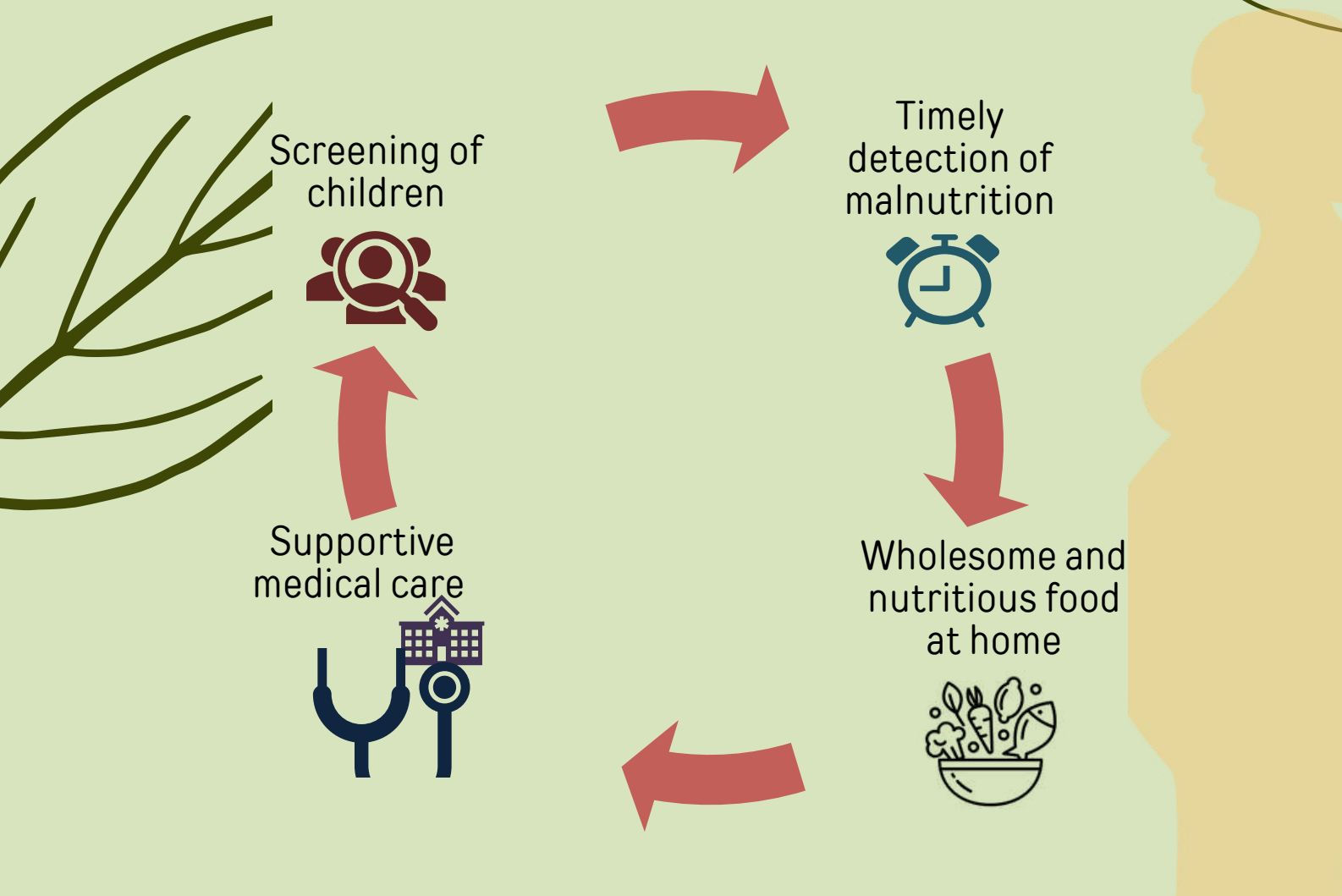
CULTIVATING STRONGER FOUNDATIONS, ONE BALANCED MEAL AT A TIME!!

OBJECTIVES:

- To ensure community mobilisation 
- To encourage people's participation for addressing malnutrition amongst young children, and women 
- To ensure health and nutrition for everyone. 



COMMUNITY BASED APPROACHES INVOLVES:



Empower Lives with Balanced Nutrition for a Healthier Tomorrow!!!

Created by:
Dr . Anupama J S
 (Junior resident,
 Government Medical College,
 Nagpur)

IPHI TEAM



Chief Coordinator
 Dr. Krishna Jasani

Assistant Coordinators
 Dr. Kushant Bhatt
 Dr. Nanda Kumar
 Dr. Nidhi Patel
 Dr . Ramakrishnan

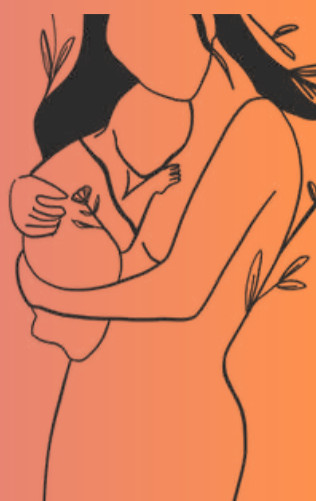
Chairperson
 Dr. Annarao Kulkarni

Co-Chairperson
 Dr. Krupal Joshi

Source of information:
 1. https://pib.gov.in/PressNoteDetails.aspx?NotelD=153204&ModuleId=3*3&lang=1
 2. <https://www.mygov.in/campaigns/poshan-abhiyaan-2024/>



Finding Harmony through Nutrition Solutions for Weight Challenges, Breastfeeding Success and Anemia Relief.



Breastfeeding:
The Best Gift for Your Baby's Health
Initiate breast feeding early and continue till 6 months.



**Eat Right
Live Bright**

"Balance Your Plate, Boost Your Health!" "Eat Smart, Live Well: The Power of a Balanced Diet!"

Fill the plate with nutritious food. Consume locally available vegetables and fruits.

Yellow color: consume more iron rich food (Jaggery , drumstick leaves, raggi , dates) to prevent anemia.



Green color: consume more vegetables & fruits(green leafy vegetables, carrot , beetroot , banana, guava) & by eating protein rich food (black channa, egg, fish, meat.) to prevent undernutrition.

Red color: Do regular exercise like walking, aerobics or yoga atleast 2 days a week to prevent obesity.

Brown colour: always consume including all nutrients at correct proportion at proper intervals/ frequency.

Blue and white with mother and child : Early initiation of breast feeding.

Fuel your body with a colorful, balanced diet for a healthier , happier you !

Created by-Dr. Priyanga. D
Post graduate,
department of community
medicine, SMVMCH,
Puducherry.

IPHI



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Co – Chairperson

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Source:<https://www.nin.res.in/dietaryguidelines/index.htm>



RABIES : AN OLD FRIEND DISEASE

WORLD RABIES DAY IS HELD ANNUALLY ON SEPTEMBER 28, THE DEATH ANNIVERSARY OF LOUIS PASTEUR

For 2024, the World Rabies Day theme is Breaking Rabies Boundaries.

This year's theme was chosen to highlight the need for progress and moving beyond the status quo, where achieving rabies elimination in time with the global goal remains an unlikely prospect for large parts of the world.

Avoid dog bites:

- 🐾 Learn to read a dog's body language. Don't tease or attack them.
- 🐾 Teach children to always tell you if an animal bites or scratches them. Praise a child for doing this.
- 🐾 Immediately wash a bite wound for 15 minutes and consult your doctor about vaccinations.

Key Messages:

- 🐾 Over 59,000 people die of rabies every year worldwide, and millions more seek life-saving treatment.
- 🐾 Someone dies of rabies every 9 minutes – these deaths can be stopped.
- 🐾 A child dies every 15 minutes from rabies – save our future by acting now.

We can eliminate human, dog and livestock deaths from dog-transmitted rabies by vaccinating 70% of dogs.

Vaccinating 70% of dogs in at-risk areas can eliminate dog rabies.

Vaccinating dogs protects people too.

Vaccinate your dog. Protecting dogs against rabies helps protect you and your family too.



Together we can end human deaths from dog-transmitted rabies by 2030.

Rabies elimination is possible. Let's make the possibility a reality by 2030.

With the Zero by 30: Global Strategic Plan for the elimination of dog-mediated human rabies deaths by 2030 we have a shared global goal.



Created by: T. Narasimha Manoj
M.B.B.S, M.D (Com. Med.) Public Health Physician,
Ex National Consultant - World Health Organization.
Ex State Medical Officer - Govt. of Andhra Pradesh.

Source of information :
<https://www.who.int/news room/events/detail/2024/09/28/default-calendar/world-rabies-day-2024>

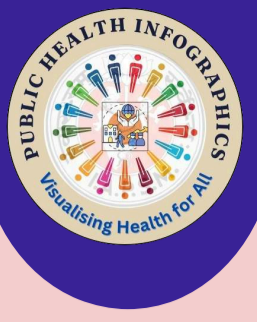
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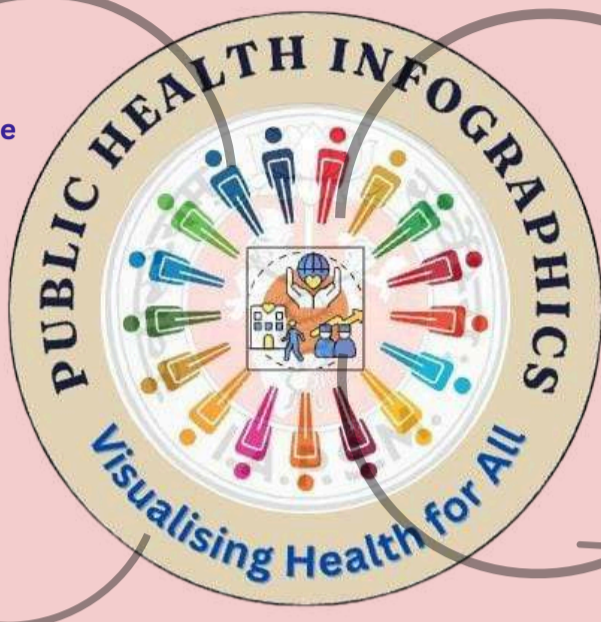
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IAPSM - PUBLIC HEALTH INFOGRAPHICS (IPHI)



Graphic-e-Health

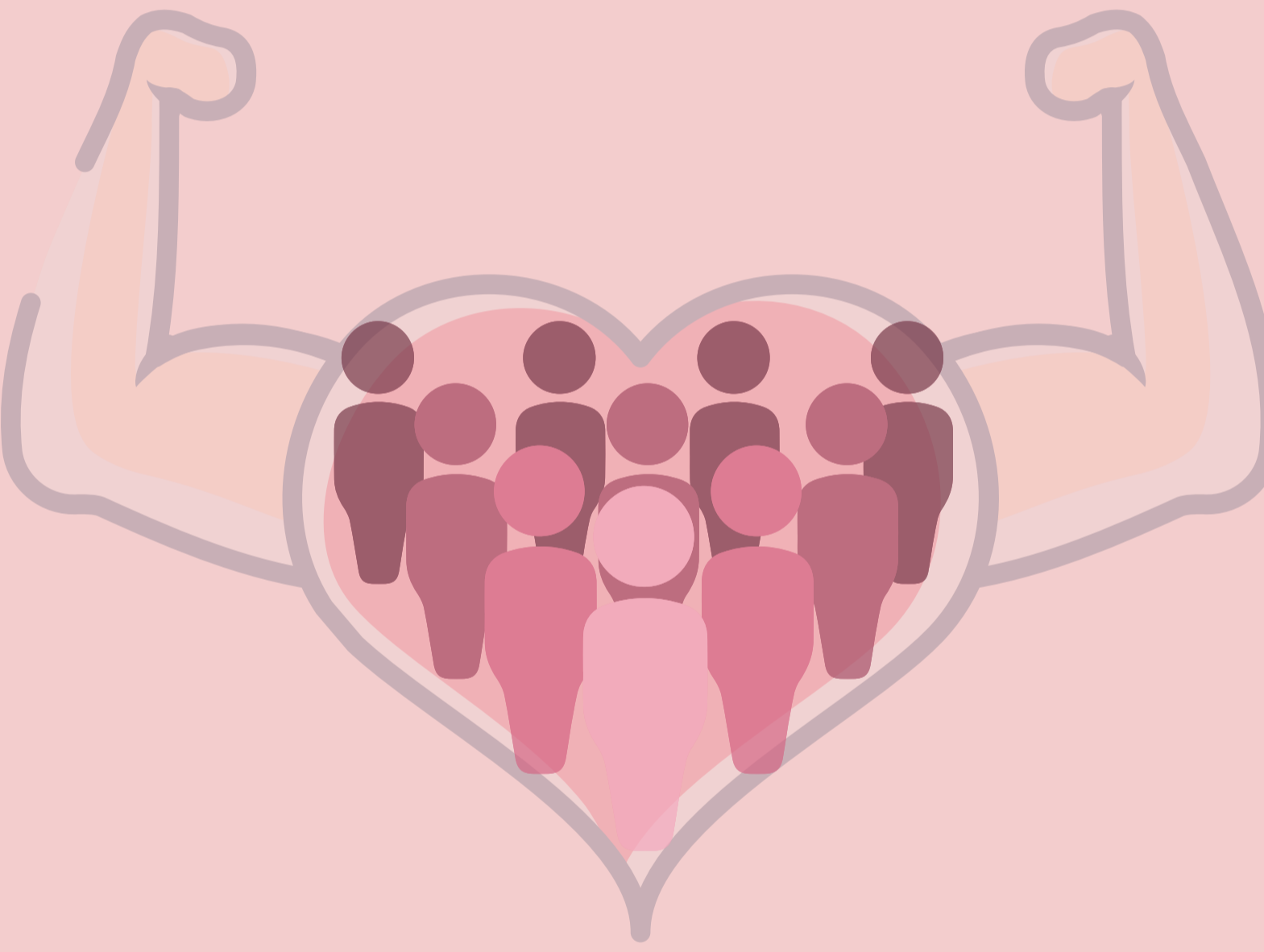


Highlights how infographics can educate the public about the health system and its services

Represents use of infographics to enhance collaboration and communication between public health professionals and the community

Tagline for this initiative

Represents the role of infographics in making public health data clear and simplified



Dear IAPSM Members,

“ Thank you for taking the time to explore our latest Public Health Infographics Edition. It is gratifying to know that these visual resources contribute to enhancing public health knowledge within our IAPSM community.

Your continued support and engagement with the Public Health Infographics initiative are truly appreciated. Our aim is to consistently improve the quality and relevance of our content, ensuring it serves as a useful resource for all. If you have any suggestions, feedback, or ideas for future infographic topics, we encourage you to reach out to us at iapsminfographics.iphi@gmail.com. We welcome your insights and are eager to incorporate changes that can enrich your experience.

Together, let's make this initiative even more impactful for our community.”



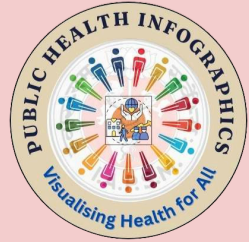
Best Regards,
Team IAPSM Public Health Infographics

CONTACT US

iapsminfographics.iphi@gmail.com

Infographics iapasm

[iapsm_infographics](https://www.instagram.com/iapsm_infographics)



MORE INFO



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