



Hypertension Advocacy Project- India (HAPI)

Project Inception Report

(Feb - March 23)

About the HYPERTENSION Project:

Hypertension is a serious, and growing, health issue in India today. There are an estimated 200 million adults with hypertension, of whom approximately only 20 million have it under control. The Government of India has adopted the "25 by 25" goal, which aims to reduce premature mortality due to non-communicable diseases (NCDs) by 25% by 2025. One of the nine voluntary targets includes reducing the prevalence of high BP by 25% by 2025.

PAIR Academy aims to accelerate progress towards the Government of India's NCD target by supplementing and intensifying evidence-based strategies to strengthen the building blocks of hypertension management and control.

To put this mission into action, our organization aims to raise awareness & educate the community members regarding Hypertension, its complications if not managed well and the importance of medication adherence.

Our primary goal is to strengthen patient voices and leaders and build a national network of hypertension advocates. These would also have representation from stroke, CKD and CVD survivors and caregivers. To achieve this goal, we have established the following.

OBJECTIVES:

1. Host two national level roundtables with policymakers and other influencers to present a patient demand charter and table voices of patients who are diagnosed as hypertensive or have faced a cardiovascular health crisis, or family impacted by the health catastrophe.
2. Embed patient voices with professional networks to elevate their voices and ensure their inclusion in healthcare decision-making.
3. Generate demand for prioritization of hypertension through sensitization and mobilization of patient groups.

Project Preparation:

Objective 1 of this project aims to influence policy makers and other key stakeholders by convening a national roundtable discussion that brings together representatives from the Ministry of Health and Family Welfare (MoHFW), World Health Organization (WHO), civil organizations, public health organizations, and physician associations. The goal of this roundtable is to facilitate meaningful dialogue and collaboration among these stakeholders to advance the objectives of the project. To partially achieve this objective, the first roundtable discussion is scheduled to take place in May 2023. The planning for this event is currently underway, with the project team working diligently to ensure that the roundtable is well-organized and effectively engages all participants.

Under Objective 3 of the GHA Hypertension project, we have initiated preparations for demand generation aimed at prioritizing hypertension through sensitization and mobilization of patient groups. As part of this effort, we are currently working on a pilot model that involves partnering with Health and Wellness Centers, Village Health Committee and PRIs in two blocks across two states.

- The selection of these states was based on their proximity to New Delhi. Both the districts chosen are situated within the National Capital Region (NCR). Specifically, the first location we have selected is Sonapat, Haryana, and the second location is Alwar, Rajasthan.
- Through this pilot model, we aim to generate awareness about hypertension among

the population in these areas, especially among patients, carers, and families. By partnering with Health and Wellness Centers, Village Health Committees and PRIs, we hope to leverage their local networks and knowledge to enhance our efforts towards sensitization and mobilization.

- This is an important step towards achieving our overall goal of addressing hypertension as a public health challenge in the country. We are committed to working towards the success of this pilot model and using the insights gained from this exercise to inform our future strategies.

Implementation Plan:

The execution the project will require a comprehensive implementation plan that is based on the objectives to be achieved. To understand the two regions involved in the project, the following initial implementation plan has been put in place which was planned in the month of February 23 and execution has been started from the month of March 23. This implementation plan covers Objective 1 and Objective 3 of the project.

| Activity | Current | Result | Future Action |
|--|------------|--|---|
| List of invitees and important stakeholders for first Round Table in Month of May | In Process | Will be completed by the end of March 23. | Email dissemination will start from first week of April, 23 |
| Concept Note for First Round Table | In Process | Will be finalized by 24 th March, 23 | NA |
| Venue Finalization First Round Table | In Process | Will be set by end of March 23. | NA |
| List all the blocks and villages in the target regions. | Completed | Mapped | NA |
| List all the HWC/PHC/CHCs available in the target regions. | Completed | Mapped | NA |
| Initial recce of Blocks and Villages and Meeting HWC/PHC officers of Sonipat District (Sonipat and Gohana Blocks) and Alwar district (Malakhera and Reni Blocks) | In Process | First Round of Sonipat District completed | Alwar visit is planned for Week Commencing 27 th March, 23 |
| List all the MO PHC, HW, ANM, AWW, HWC workers available in the target regions. | In Process | A partial list/information is provided is provided in the end of this report | Initial list of all HCP will be completed by End of April 23. |
| Develop/Update tools for data collection, including surveys, both quantitative and qualitative, and FGDs. | In Process | Exploring more information/upgradation to the basic form | Will be completed by mid of April, 23 |

■ Objective 1 ■ Objective 3

By following this implementation plan, we are confident that we will achieve our project objectives and make significant progress in reducing hypertension in the target regions.

Tools and Questionnaire.

The research team at PAIR Academy has taken a step forward in conducting their upcoming field pilot by sharing sample materials with the wider team. These materials will aid in a smooth data collection process. The following are the sample materials that have been shared with the team:

HTN Questionnaire:

The HTN questionnaire is one of the main tools for collecting data from the field. This questionnaire aims to gather information on hypertension and its associated factors. The questionnaire consists of questions that are designed to obtain detailed information on the participants' medical history, lifestyle habits, dietary habits, and family history of hypertension. The questionnaire also includes questions related to the participants' awareness and knowledge of hypertension, its symptoms, and its risk factors.

HTN Brochure:

The HTN brochure is an informational material that provides an overview of hypertension, its causes, symptoms, and risk factors. The brochure also outlines the importance of managing hypertension and provides tips on how to control blood pressure levels.

Consent Form:

The consent form is a critical document that ensures that the participants are aware of the study's purpose, procedures, and their rights. The consent form outlines the research process, the potential risks and benefits, and the participants' right to withdraw from the study at any time. The consent form also includes contact information for the research team, in case participants have any questions or concerns.

Bilingual Format:

To cater to the diverse population in the research area, the research team at PAIR Academy will tweak the questionnaire to make it more culturally appropriate and provide it in a bilingual format, Hindi, and English. This will help in ensuring that participants who are more comfortable in Hindi will have no difficulty in answering the questionnaire.

Discussion Guide and Screener:

To complement the data collection process, the research team at PAIR Academy will also develop a discussion guide and screener for the focus group discussions. The discussion guide will provide a structured approach to the discussions and ensure that all the important areas are covered. The screener will be used to ensure that the participants meet the eligibility criteria for participating in the focus group discussions.

Initial Visit Report (Sonipat District):

On 15th March 23, the project team conducted the first field visit to five villages located in the Sonipat Block. The objective of the visit was to gather primary data on the healthcare infrastructure and practices in these villages, specifically related to the [GHA Hypertension project](#). During the visit, the team had the opportunity to meet with the healthcare workers (HCW) who are working in the healthcare centres located in these villages. The team received some initial findings based on these discussions which will be further analysed and utilized for the project.

To provide a comprehensive understanding of the on-ground realities of the project area, a visit report has been prepared and attached herewith. Please have a look at the visit report by clicking on orange button below.

[Visit Report](#)

| Sonipat (Block) Villages | Coordinates of Health Centers |
|--------------------------|--|
| Kundli | 28.873604 77.123341 |
| Rohat | 28.932038181868137, 76.97583033121323 |
| Juan | 29.0617476,76.9006444 |
| Mohana | 29.035062 76.868964 |
| Halalpur | 28.862843 77.011913 |

Second recce was planned for 21st March 23 for another block Gohana, under Sonipat District. The villages covered under this district are as follows:

| Gohana (Block) Villages | Coordinates of Health Centers |
|-------------------------|--|
| Baroda Mor | 29.1416927,76.6123429 |
| Butana | 29.1854249,76.6292958 |
| Madina | 29.094354825915996, 76.63286072942796 |
| Bhainswal Kalan | 29.03332,76.79134 |
| Khanpur Kalan | 29.1578996,76.7949749 |
| Shamri | 29.1772156,76.7907186 |

Plan for first Round Table:

The first-round table for the Community-Based Interventions and Medication Adherence for Hypertension in India project is currently in the planning stages, with a tentative date set for May 12th, 2023. Our aim is to invite 25-30 stakeholders from various government and non-government organizations. Speaker and participant invites are scheduled to be sent out from the week commencing on May 27th, 2023.

The discussion for this event will revolve around the exploration of the best practices and challenges associated with community-based interventions and medication adherence for hypertension in India. We will provide a complete list of participants by March 26th, 2023. The event is planned to be held in New Delhi in both physical and hybrid mode to facilitate the ease of participation.

Social Media Assets and Content:

- The objective of this initiative is to enhance awareness of hypertension and its complications by leveraging social media channels. To achieve this, PAIR's social media team will handle all aspects of the social media strategy, including content creation, posting, and moderation.
- PAIR already has its own support groups on Facebook, Instagram, and WhatsApp, with the name "Stroke Support Alliance," which boasts a highly active participant base of over 150+ individuals. Therefore, for this project, we will utilize the social media handles of the Stroke Support Alliance to promote the campaign to the audience we have already built.
- We plan to utilize various social media platforms, including YouTube, Facebook, Twitter, LinkedIn, WhatsApp, and Instagram. Our team will aim to post one piece of content every fortnight across all channels to ensure regular engagement with the audience.

Stroke Support Alliance Social Media Links



Website:

The IT Team at PAIR is currently engaged in updating the Stroke Support Alliance website. This updated version of the website will include a dedicated subpage for Hypertension, where all relevant announcements and activities related to the project will be actively posted. Additionally, we are working towards creating a bilingual version of the website to enable outreach to a wider audience, and to facilitate analysis of the interactions between the audience and the project through the posted chats.

We are pleased to confirm that the domain name for this website has been registered as <http://www.strokesupportalliance.org/>. The website is currently under construction and will be fully functional by 07th April 2023.

Monitoring tools and Planning:

The monitoring in this project involves the use of several tools and techniques to ensure that the project is progressing as planned and is meeting the set objectives. The following methods are being used to monitor the project:

- Project Timelines: The project timeline is a critical component of the project monitoring process. Each team member is expected to adhere to the timelines to ensure that the project is completed on schedule. The timelines are designed to be realistic, and each member is expected to complete their tasks within the specified timeframe.
- Network Diagrams: Network diagrams have been created for the team to understand the process easily and execute it with precise accuracy. The diagrams provide a visual representation of the project tasks and help to identify the critical path for the project.
- Gantt Charts: Gantt Charts are used to manage the timelines and ensure that each task and sub-task has strict timelines. The charts help to track the progress of the project and identify any delays or issues that may arise.

- PERT Charts: PERT Charts are being used to check the task division, time allocation, and deliverable dates. The charts help to provide a clear understanding of who is responsible for each task and what the expected outcome is.
- Weekly Meetings: A weekly meeting is set up internally to understand the progress of the project. The meetings provide an opportunity for the team members to discuss any issues or concerns that may arise and to ensure that the project is progressing as planned.
- Checklists and Dashboards: Checklists, dashboards in excel and KPI's are being created to have a tight control and birds-eye view on the project. These tools help to identify any issues or concerns that may arise and provide a clear understanding of the project's progress and performance.
- Monthly Reports: It is imperative to maintain effective communication channels with project donors to ensure transparency and accountability in project execution. Accordingly, the project team will be preparing monthly project and visit reports for the donor, to provide regular updates on project progress.

END OF REPORT

This report has been created & edited by:

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