



## Hypertension Advocacy Project- India (HAPI)

Monthly Project Report

(March - April 23)

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Report created on: 19 April 2023

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### About PAIR Academy:

PAIR Academy is a social good organization working with patient groups, caregivers, and HCPs to raise awareness around the disease lifecycle and management. We work by conducting online courses, surveys, and polls, gathering information to create educational material that is simple and easy to understand. PAIR Academy strongly supports the belief that most diseases are preventable through early education and proper health management, the use of technology, and Information provision through IT and modern methods of healthcare.

## About the HYPERTENSION ADVOCACY PROJECT - INDIA:

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.

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## 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.

### **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:**

A questionnaire has been developed for the Hypertension Project, which aims to increase awareness about hypertension in the rural population of Sonipat and Alwar districts. The questionnaire is designed to collect information about the participants' demographics, health behaviours, hypertension management, and awareness of hypertension-related complications. The questionnaire will be developed in a bilingual format, in Hindi and English, to ensure that all participants can respond. The questionnaire will be used in both offline and online surveys, which will be disseminated through the selected villages of Sonipat and Alwar, as well as through the stroke support alliance website. The questionnaire will be an essential tool in collecting valuable data for this project and will help in identifying areas of focus for increasing awareness and management of hypertension in the study population.

#### **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 have been developed and deployed for the hypertension project will be in bilingual format as well, which will include both Hindi and English languages. The consent form will inform the participants about the purpose of the study, the nature of their participation, and the potential risks and benefits of participating in the study. It will also explain how their data will be collected, stored, and used, while ensuring confidentiality and anonymity. The consent form will be used for conducting Focus Group Discussions (FGDs), Questionnaires, and In-Depth Interviews (IDIs). The bilingual format of the consent form will help to ensure that participants fully understand the study procedures and can provide informed consent for their participation.

#### **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:

The discussion guide for the Hypertension project's FGDs has been carefully developed to ensure that the discussions cover all relevant topics related to hypertension and its management in the rural population. The guide includes open-ended questions on various aspects of hypertension, such as risk factors, symptoms, and treatment options. The guide also includes questions on the awareness of hypertension among the community, the role of healthcare providers in hypertension management, and barriers to accessing healthcare. The questions have been designed to encourage participants to share their opinions and experiences and to facilitate a constructive and informative discussion. The discussion guide will be an important tool for the researchers to collect valuable insights into hypertension management and to develop effective interventions to improve hypertension awareness and management in the rural population. The draft format of Questionnaire, FGD and Key Informant Interviews have been shared with the wider GHAI team.

### Initial Visit Report (Sonipat & Alwar District):

On 15th March 23, the project team conducted the first field visit to five villages located in the Sonipat Block and recce of Alwar block was concluded on 06<sup>th</sup> April 2023. The objective of the visit was to gather primary data on the healthcare infrastructure and practices in these villages, specifically related to the [Hypertension Advocacy Project - India](#). During the visit, the team had the opportunity to meet with the healthcare workers (HCW) who are working in the healthcare centres located in 20 villages of Alwar and Sonipat District. 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, 2 initial visit reports has been prepared and attached herewith. Please have a look at the Sonipat and Alwar visit report by clicking on orange button below.

[Sonipat Visit Report](#)

[Alwar Visit Report](#)

The villages covered under Gohana and Sonipat block of Sonipat district are as follows:

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

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

The villages covered under Reni and Malakhera block of Alwar district are as follows:

Reni block Villages Covered	Coordinates of Health Centres
Reni	27.168735 76.73879
Bileta	27.326396 76.692191
Machadi	27.255705 76.66476
Pada	27.247098 76.706501
Pinan	27.259689 76.759085

Malakhera block Villages Covered	Coordinates of Health Centres
Shyamganga	27.372601 76.686762
Haldina or Haldeena	27.430564 76.664905
Poonkhar	27.324914 76.59521
Baleta	27.350998 76.554367
Prithvipura	27.391334 76.547186

### 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 last leg of planning stages with a final date set for May 12th, 2023, and the venue is IIC New Delhi. Our aim is to invite 25-30 stakeholders from various government, non-government organizations, patient advocacy groups and specialist working in the field of cardiology and nephrology. Speaker and participant invites are scheduled to be sent out from the week commencing on April 17<sup>th</sup>, 2023.

### Webinar Series:

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. Both the events are planned to be held in New Delhi in both physical and hybrid mode to facilitate the ease of participation.

Conducting a monthly webinar series with experts on Hypertension and management can be an effective way to provide education and raise awareness about hypertension among the public. By organizing these webinars, individuals can learn about the latest research and developments in hypertension management from renowned experts in the field.

The webinars can cover topics such as prevention, diagnosis, and treatment options, as well as lifestyle changes that can help manage hypertension. The information shared during these webinars can help individuals take steps to manage their hypertension and reduce their risk of associated health problems.

The first webinar is scheduled to take place in the fourth week of April 23, and information about the webinar will be disseminated through dedicated social media pages to reach a wider audience. By conducting these webinars regularly, we can provide a platform for individuals

to learn about hypertension management and engage with experts to get their questions answered.

### 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 has started working on all conceptualizing graphics and messages which are rich in information related to management, data and situation of Hypertension in India.
- PAIR has activated its 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 for posting site visits as well as update on conferences and any new studies being conducted in the space related to hypertension. 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 has created a desktop site as well as a mobile site for Stroke Support Alliance. This website has 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 [www.strokesupportalliance.org](http://www.strokesupportalliance.org) website has been made public and fully functional. The website can be also be operated on Mobile phones and Tablets.

A version of map has been integrated into the website which displays the 20 villages covered under different blocks of Sonipat and Alwar, all blocks are coloured in different shades and by clicking on any one pin the coordinates and photos can of government health centre can be accessed.

Please click on the button below to access the village location and photos of the government health centre.



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