

3.3.1 Current collaborations with health institutions with local, national or global health institutions to improve health & wellbeing outcomes

Introduction

Amity University Noida excels in fostering local collaborations with hospitals, reflecting its dedication to impactful community engagement and high standards in education. The university emphasizes partnerships to enhance health outcomes and real-world learning. To bridge the gap between theoretical knowledge and practical application, and to enhance the overall learning experience of our B. Pharm, BPT, MPT, BOT, MHA, BBA-HM, and MPH students, the institutions have established collaborations with several renowned healthcare organizations. These collaborations aim to provide students with valuable industry exposure through clinical postings, industry visits, internships, and dissertation projects.

This reinforces Amity's commitment to shaping healthcare professionals equipped with skills to tackle realworld health issues effectively, in line with global commitment to SDG 3.

Local Collaboration Institutions

The following institutions have been identified as key collaborators for providing industry exposure to our students:

- 1. Hindu Rao Hospital, Delhi
- 2. V. Shanti Mukand Hospital, Delhi
- 3. V.Sarvodaya Hospital & Trauma Centre, Ghaziabad
- 4. Chandra Laxmi Hospital, Ghaziabad
- 5. Cure Rehab Physiotherapy, Delhi
- 6. Mayom Hospital, Haryana
- 7. Brahmashakti Hospital, Delhi NCR
- 8. Indian Head Injury Foundation, Delhi
- 9. Orthojunction Hospital, Delhi NCR
- 10. Royal Kalindi Hospital, New Delhi
- 11. Spes Hospital, Greater Noida
- 12. LBS Hospital, New Delhi
- 13. Sports Injury Centre Safdurjung Hospital, New Delhi
- 14. Shree Aggarsain International Hospital, New Delhi
- 15. Ayushman Hospital, New Delhi
- 16. Maple Care Hospital and Physiotherapy Center, Dwarka
- 17. Esi Hospital, New Delhi
- 18. A.O. Speciality Centre, New Delhi
- 19. Vinayak Hospital, Noida
- 20. Makkar Multispeciality Hospital, Delhi
- 21. Marengo Asia Hospital Hospital, Faridabad
- 22. Esic Medical College and Hospital, Faridabad
- 23. Asian Institute of Medical Sciences, Faridabad
- 24. Sppc Hospital, Delhi

- 25. Deepchand Bandhu Govt Hospital, Delhi
- 26. Samaj Sewa Samiti Hospital, Delhi NCR
- 27. National Heart Institute, New Delhi
- 28. V.Yashoda Super Speciality Hospital, Ghaziabad
- 29. Shanti Mukand Hospital, Delhi
- 30. Batra Heart And Multispeciality Hospital, Faridabad
- 31. Sarvodaya Healthcare, Greater Noida And Faridabad
- 32. Max Hospital, Delhi NCR
- 33. Apollo Hospitals, Delhi NCR
- 34. Medanta, Gurugram
- 35. Sambanth Foundation, Gurugram
- 36. Devinsights, Noida

Exposure Opportunities

1. Clinical Posting / Industry Visits:

- **Purpose:** To provide students with a firsthand understanding of healthcare operations, management practices, and patient care delivery systems.
- Activities:
 - Guided tours of hospital facilities, including wards, ICUs, OTs, and administrative departments.
 - Interactions with healthcare professionals, including doctors, nurses, and administrators.
 - Observation of patient care procedures and processes.
 - Exposure to healthcare information systems and technology.

2. Internships:

• **Purpose:** To allow students to apply their theoretical knowledge in real-world settings and gain practical experience.

• Activities:

- Working on specific projects under the guidance of mentors.
- Assisting in daily operations, such as patient admissions, discharge, and record-keeping.
- Participating in quality improvement initiatives.
- Conducting research and data analysis.

3. Dissertations / Community Projects:

- **Purpose:** To encourage students to undertake in-depth research on specific healthcare issues and contribute to the field.
- Activities:
 - Identifying relevant research topics.
 - Collecting and analyzing data.

- Writing research papers and dissertations.
- Presenting research findings at conferences or seminars.

Outcomes

Through these industry exposure opportunities, Amity University Noida aims to equip its students with the necessary skills and knowledge to become effective healthcare professionals, contributing to the improvement of global health, particularly SDG 3: Ensure healthy lives and promote well-being for all at all ages.

Specifically, these experiences will enable students to:

- Enhance Clinical Skills and Knowledge: Gain hands-on experience in various healthcare settings, improving their clinical skills and knowledge base.
- **Develop Critical Thinking and Problem-Solving Abilities:** Apply theoretical knowledge to realworld challenges, fostering innovation and critical thinking.
- Cultivate Strong Interpersonal and Communication Skills: Interact with diverse healthcare professionals, patients, and communities, enhancing their communication and teamwork abilities.
- Foster a Commitment to Social Responsibility: Engage in community health projects and initiatives, promoting health equity and well-being.
- **Prepare for Future Careers:** Gain practical experience and build professional networks, increasing their employability in the healthcare sector.

By aligning with SDG 3, Amity University Noida is committed to producing graduates who are not only academically qualified but also socially responsible and equipped to address the pressing health challenges of the 21st century.

3.3.1

National

Amity University Noida is committed to shaping the future of healthcare in India. By fostering strong collaborations with renowned healthcare institutions across the nation, the university is providing its students with unparalleled opportunities for practical learning and skill development.

These collaborations are designed to bridge the gap between theoretical knowledge and real-world applications, empowering students of our B. Pharm, BPT, MPT, BOT, MHA, BBA-HM, and MPH courses to become well-rounded healthcare professionals. Through a range of experiences, including clinical postings, industry visits, internships, and dissertation projects, students gain invaluable insights into the complexities of the healthcare industry.

By emphasizing hands-on learning and industry exposure, Amity University Noida is aligning itself with the global Sustainable Development Goal (SDG) 3, which aims to ensure healthy lives and promote well-being for all at all ages. The university's ¹ commitment to producing skilled and compassionate healthcare professionals is evident in its strong industry partnerships and innovative curriculum.

The following are the projects undertaken by our Amity University students in collaboration at National level;

- The "Evaluation of Campaign WNTD 2023 in Meghalaya" report assesses the success of the World No Tobacco Day (WNTD) campaign in promoting a tobacco-free environment across the state. Spearheaded by the Meghalaya government in collaboration with the Sambandh Foundation, the campaign reached over 8,385 schools, engaging 5.15 lakh students in rallies and gathering 65.8 lakh signatures. Digital innovations, including memes and interactive platforms, enhanced engagement, fostering behavioral change among participants. The campaign's collaborative approach, involving education and health departments, was lauded for raising awareness of tobacco's environmental and health impacts. Recognized by the WHO with an award, the campaign showcased the transformative power of digital tools, community-driven initiatives, and cross-sector partnerships in advocating for public health in Meghalaya. (Refer. Annexure 1)
- The report, "Exploring the Status of Adoption of Family Planning Practices in Kamrup Metro District, Assam," conducted by the Amity Institute of Public Health and LEHS|WISH in December 2023, assessed the awareness, accessibility, and adoption of family planning methods among 120 eligible couples from Ulubari and East Guwahati UPHCs. Despite a high awareness rate (97.5%) and moderate accessibility (75%), only 48.3% of participants actively used family planning methods, with spacing methods being the most prevalent. Socio-demographic factors, such as age, education, and income, significantly influenced adoption rates, with financial constraints and cultural stigma cited as major barriers. Recommendations include community awareness campaigns, culturally tailored interventions, and strengthened healthcare infrastructure to enhance adoption rates and address disparities. (Refer Annexure 2).
- The report on post-disaster needs and recovery in Hamirpur, Himachal Pradesh, evaluates the impact of the 2023 monsoon, which caused severe flooding and landslides. Surveys and community engagement revealed significant damage to housing, health, education, and transportation infrastructure, with over 24,000 homes affected and public health strained by waterborne infections. The report emphasizes immediate repairs, health risk mitigation, and financial aid for livelihoods, alongside medium-term strategies like "Build Back Better" principles and community disaster preparedness. Long-term recommendations include climate-resilient infrastructure, GIS-based risk tools, and strengthened health and urban systems. A focus on resilience and sustainable recovery is deemed essential to mitigate future disasters. (Refer. Annexure 3)

3.3.1

Global

Amity University Noida is dedicated to advancing global research collaborations that enhance knowledge, foster innovation, and contribute to international health and well-being initiatives. These collaborations are designed to bridge the gap between theoretical knowledge and real-world applications, empowering students of our B. Pharm, BPT, MPT, BOT, MHA, BBA-HM, and MPH courses to become well-rounded healthcare professionals. The university's commitment to producing skilled and innovative researchers aligns with the Sustainable Development Goal (SDG) 3: Ensure healthy lives and promote well-being for all at all ages.

The following are the projects undertaken by our Amity University students in collaboration at Global level;

1. Dr. Mallika Chatterjee of Amity Institute of Neuro Psychology and Neuro Science, Amity University completed a Fulbright Fellowship at Brown University, USA, conducting advanced research titled "Modulating Glycosaminoglycan Sulfation in the Zebrafish: A High-throughput Neurobehavior Screening Using Small Molecules." Her work focused on analyzing Heparan Sulfate Proteoglycan (HSPG) sulfation patterns, evaluating its impact on zebrafish neurological behavior, and establishing a high-throughput neurobehavioral imaging facility at Amity. Dr. Mallika presented her findings at UCONN Health Center, USA, and participated in the Fulbright enrichment event at Colorado State University, fostering global connections with researchers from various countries. She collaborated with Dr. Robbert Creton to draft a joint research proposal and explore international grant opportunities.

This collaboration enhances Amity's research capabilities, global visibility, and commitment to SDG 3, advancing diagnostic and therapeutic interventions for neurological health challenges.

Outcome of Fulbright Academic and Professional Excellence Fellowship tenure:

Dr. Mallika Chatterjee presented an overview of her work at Brown University under the Fulbright Fellowship, detailing her experiences and the objectives achieved during her fellowship on the title 'Modulating Glycosaminoglycan Sulfation in the Zebrafish: A High-throughput Neurobehavior Screening using Small Molecules'. She outlined the following objectives of her study and the results procured during her stay at Brown University:

- To analyze the extent and pattern of CNS HSPG Sulfation in the developing and adult zebrafishes exposed to small molecule inhibitors of endogenous sulphating and desulfating enzymes.
- To determine the effect of reduced/enhanced HSPG sulfation on neurological behavior in the developing and adult zebrafishes.
- To establish a high throughput larval neurobehavioral imaging facility at the Amity Institute of Neuropsychology and Neurosciences for analyzing larval fish behavior when exposed to various morpholinos/small molecule modulators of the HSPG synthesis and modification pathway.

Dr. Mallika also shared insights about the **talk she delivered at UCONN Health Centre, USA** on the topic of "Modulating Glycosaminoglycan Sulfation in Zebrafish: Conducting High-throughput Neurobehavioral Screening Using Small Molecules". During this event, she had the valuable opportunity to network with scientists from four to five different organizations, engaging in discussions centered on her research involving Zebrafish and Drosophila models. Dr. Mallika also mentioned about her enriching experience of participation in the **Fulbright enrichment event at Colorado State University**, **USA** where she established connections with individuals from Mexico, Pakistan, Egypt, South Korea,

and Thailand etc. She mentioned that these interactions not only broadened her professional network but also facilitated cross-cultural exchanges and collaborative opportunities in her field of study.

Dr. Mallika also mentioned that she is also working towards the formulation of research proposal along with her host scientist (Dr. Robbert Creton), and is looking forward for some appropriate International Grant opportunity.



Picture details: During MCB retreat at Brown University at Rhode Island.

- 2. The project titled "A Mixed Method Study to Assess NCD Prevalence and Healthcare Delivery Post Earthquake: Jajarkot, Nepal," conducted by CMC Nepal, aimed to evaluate the impact of the 2023 earthquake on non-communicable diseases (NCDs) and healthcare systems in Bheri Municipality, Jajarkot. The study focused on accessibility, affordability, and operational challenges in healthcare delivery, particularly for conditions like hypertension, diabetes, and respiratory diseases. Key steps included planning and coordination with local stakeholders, data collection through surveys and interviews, and thematic analysis of qualitative and quantitative data. The findings revealed an increased prevalence of NCDs post-earthquake and significant barriers to healthcare access, especially for vulnerable populations such as women and the elderly. The project proposed disaster-sensitive healthcare strategies, including mobile units and telemedicine, while emphasizing community engagement and capacity building among healthcare professionals. Ultimately, the initiative aimed to inform policy development and enhance disaster preparedness in managing NCDs in affected regions. (Refer <u>Annexure 4_Nepal</u>)
- 3. The collaboration between AIPHHA, a prominent public health organization in India, and TOTO Afrika, a Kenyan NGO, aims to tackle critical public health challenges through knowledge exchange and community interventions. This partnership focuses on holistic youth development by leveraging resources to address pressing issues such as mental health, child marriage, and non-communicable

diseases. Key initiatives include the "Tackle a Life" program, which uses rugby to impart life skills, and the development of educational resources like training guides and films that promote health awareness. Since 2021, student involvement has increased, with participants engaging in field activities and resource development. The collaboration also emphasizes intercultural understanding by sharing experiences between Asia and Africa. Despite facing logistical challenges and the need for culturally sensitive approaches, the partnership presents opportunities for scalable public health resources and further research. Overall, AIPHHA and TOTO Afrika's collaboration represents a significant step towards improving community health awareness and empowering youth in both regions to lead healthier lives.(Refer. Annexure 5)

ANNEXURE-1

REPORT

"EVALUATION OF CAMPAIGN WNTD 23 INMEGHALAYA"

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1. INTRODUCTION:

World No Tobacco Day (WNTD) stands as a beacon of global awareness, rallying individuals, communities, and governments to confront the pervasive menace of tobacco consumption. Since its inception in 1987 by the member states of the World Health Organization (WHO), this annual observance on May 31st has evolved into a powerful platform, igniting conversations and catalyzing action against one of the most significant public health challenges of our time.

At its core, WNTD serves as a poignant reminder of the staggering toll exacted by tobacco use worldwide. With more than 8 million lives lost each year to tobacco-related illnesses, the urgency of this cause cannot be overstated. From cardiovascular diseases to respiratory ailments, cancers, and beyond, the health consequences of tobacco consumption cast a long shadow, affecting individuals, families, and societies across the globe.



Fig 1 WNTD

The theme for World No Tobacco Day 2023, "Commit to Quit," resonates deeply in a world grappling with the dual imperatives of personal well-being and collective health. Against the backdrop of WHO's impassioned call to action for healthier, tobacco-free environments, this theme underscores the transformative power of tobacco cessation. It speaks to the aspirations of millions striving to break free from the shackles of addiction, reclaiming control over their health and their futures.

In the context of India, World No Tobacco Day assumes heightened significance, as the nation contends with its own complex relationship with tobacco. Across the diverse tapestry of Indian society, tobacco use manifests in myriad forms, from smoking and chewing tobacco to the emerging challenges posed by newer products. Against this backdrop, the observance of WNTD takes on added urgency, as stakeholders unite in a shared commitment to stem the tide of tobacco-related morbidity and mortality.

Last year's WNTD campaign in India bore witness to a remarkable achievement: the recognition of Meghalaya as the deserving winner by the esteemed World Health Organization. This accolade, bestowed upon Meghalaya for its exemplary efforts in tobacco control, serves as a testament to the power of collective action and community-driven initiatives. Amidst the backdrop of this triumph, one organization stands out for its unwavering dedication and innovative approach to tobacco advocacy: Sambhandh Foundation.

Sambhandh Foundation emerges as a beacon of hope in the fight against tobacco, distinguished by its unique digital-centric model of advocacy. In a landscape dominated by traditional outreach methods, the

Sambhandh Foundation harnesses the power of digital platforms to amplify its message (memes and pictures), reaching audiences far and wide with unprecedented efficacy. Through a tapestry of innovative strategies, ranging from social media campaigns to interactive webinars and digital toolkits, the Sambhandh Foundation empowers individuals and communities to make informed choices and embrace tobacco-free lifestyles.

Awards are bestowed upon exemplary schools within a Block, recognizing their engagement in both primary and secondary educational activities, across four distinct categories: primary, upper primary, secondary, and higher secondary. Committees at the Block level, comprising representatives from the Education Department, Parents, and Village Headmen, among others, oversee the selection process. The winners at the Block level then advance to compete for district-level honors, as determined by a District Award Committee. Subsequently, district-level champions vie for recognition at the State level.

In commending the efforts of various officials involved, including the District School Education Officer (DSEO), District Medical Officer (DMC), and Sub-Divisional School Education Officer (SDSEO), the Deputy Commissioner of West Khasi Hills, Shri Garod LSN Dykes, IAS, lauded the WNTD'23 campaign as a pivotal initiative towards nurturing a healthier generation. He expressed delight at the wholehearted participation of Nodal Officers, Block Monitoring Committees (BMCs), Block Resource Persons (BRPs), Cluster Resource Coordinators (CRCs), Principals, and Teachers in the endeavor.

Jennifer J. Synrem, representing the Department of Education, Government of Meghalaya, underscored the collaborative efforts between the Departments of Health and Education, Government of Meghalaya, and Sambandh Health Foundation, a Gurugram-based NGO, in implementing the Tobacco Free Educational Institutions (ToFEI) program since 2021. Synrem proudly announced Meghalaya's receipt of the esteemed World Health Organization Award 2023 in the Southeast Asia Region for its exemplary WNTD activities.

As we embark on another iteration of World No Tobacco Day, the global community stands at a critical juncture. The challenges posed by tobacco consumption are manifold, but so too are the opportunities for meaningful change. With the theme of "Commit to Quit" as our guiding light, let us reaffirm our collective resolve to build a world where tobacco holds no sway, where health and well-being reign supreme. In the words of Mahatma Gandhi, "It is health that is real wealth and not pieces of gold and silver." May this World No Tobacco Day mark a pivotal step towards realizing that vision.

1.1 BACKGROUND STUDY:

World No Tobacco Day (WNTD) is an annual observance on May 31st, dedicated to raising awareness about the detrimental effects of tobacco use and advocating for tobacco control measures. In Meghalaya, a northeastern state of India, the WNTD campaign holds significant importance due to the prevalence of tobacco consumption and its adverse health impacts on the population. Tobacco consumption remains a pressing public health concern in India, with staggering statistics indicating the toll it takes on human lives. Annually, tobacco claims the lives of approximately 13.5 lakh individuals in the country. In Meghalaya specifically, tobacco use is alarmingly high, with nearly half (47%) of individuals aged 15 and above reported as tobacco users. Even among adolescents aged 13-15, a third (34%) engage in tobacco use, underscoring the urgent need for intervention measures. Recognizing the gravity of the situation,

Meghalaya initiated the Tobacco-Free Educational Institutions (ToFEI) Program, aiming to create tobaccofree environments within educational institutions and beyond. As part of this program, Meghalaya launched a comprehensive WNTD campaign in 2023, with the theme 'My Meghalaya, Tobacco-Free Meghalaya,' tailored to resonate with the state's unique context.

The campaign, spanning from April 19th to May 22nd, 2023, was meticulously orchestrated by the State Government of Meghalaya in collaboration with the Departments of Education and Health, along with the Sambandh Health Foundation (SHF). With a focus on raising awareness about the environmental impact of tobacco consumption, the campaign sought active participation from students and aimed to instigate behavioral change across communities.

Key highlights of the WNTD 23 Campaign in Meghalaya included the participation of a staggering 8,385 schools, demonstrating a widespread commitment to the cause. Among these, 53.2% organized rallies, engaging approximately 5.15 lakh students, while 46.8% participated in signature campaigns, collecting a remarkable 65.8 lakh signatures.

The involvement of schools in organizing two distinct activities, namely rallies and signature campaigns, was instrumental in fostering ownership of the cause among students. By actively participating in these activities, students not only contributed to the campaign's success but also embarked on a journey toward personal and collective behavioral change. Despite the absence of tobacco cultivation in Meghalaya, the campaign's theme was strategically modified to reflect the state's aspirations for a tobacco-free future. Through strategic collaborations and community engagement efforts, the WNTD campaign in Meghalaya aimed to create a ripple effect, transcending geographical boundaries and instilling a sense of responsibility towards public health and environmental conservation among its citizens.



Fig 2 WNTD 2023

1.2 Objectives for the Evaluation of Campaign "WNTD 2023" in Meghalaya:

- 1. Assess Awareness Levels: Evaluate the extent to which the WNTD 2023 campaign effectively raised awareness about the harms of tobacco use and the importance of tobacco control measures among the populace of Meghalaya.
- 2. **Measure Participation and Engagement**: Quantify the level of participation and engagement of various stakeholders, including schools, students, government officials, and community members, in the WNTD 2023 campaign activities such as rallies and signature campaigns.

- 3. **Evaluate Behavioral Change:** Assess the impact of the campaign on behavioral change, particularly among students and other targeted demographics, regarding tobacco consumption and related practices.
- 4. Assess Effectiveness of Collaborative Efforts: Evaluate the effectiveness of collaborative efforts between the State Government of Meghalaya, Departments of Education and Health, and Sambandh Health Foundation (SHF) in implementing and promoting the WNTD 2023 campaign.
- 5. **Examine Environmental Impact Awareness:** Investigate the level of awareness among campaign participants regarding the environmental impact of tobacco consumption and the significance of promoting tobacco-free environments.
- 6. **Solicit Feedback and Recommendations:** Gather feedback from participants, organizers, and other relevant stakeholders regarding their perceptions of the campaign's effectiveness and areas for improvement. Use this feedback to generate actionable recommendations for future campaigns and initiatives.
- 7. Enhance Digital Awareness: Assess the effectiveness of digital awareness strategies, including the use of memes and messages on social media platforms, in reaching and engaging target audiences with key campaign messages about tobacco control and the benefits of a tobacco-free lifestyle.
- 8. **Compare Memes vs Messages:** Compare the effectiveness of memes versus traditional messages in spreading awareness digitally, analyzing metrics such as reach, engagement, and resonance among the target audience.

1.3 METHODOLOGY

Study Design: Retrospective Study

In the evaluation report of the "WNTD 2023" campaign in Meghalaya, a retrospective study design has been implemented to collect and analyze data from past events, activities, or interventions to assess their outcomes and impacts. This retrospective approach involves examining historical campaign data, participant records, and digital engagement metrics to evaluate the effectiveness and reach of the campaign after its completion. Through retrospective analysis of campaign documentation and digital engagement metrics, researchers have identified successful strategies, challenges encountered, and lessons learned from the campaign implementation. This information will inform future campaign planning and implementation efforts, contributing to more effective tobacco control initiatives in Meghalaya.

1. Objective:

Evaluate the effectiveness and impact of the WNTD 2023 campaign in Meghalaya by examining past campaign activities, participation rates, and outcomes.

2. Data Collection:

a. Campaign Documentation Review: Gather relevant documents, reports, and materials related to the WNTD 2023 campaign in Meghalaya. This may include campaign plans,

activity logs, promotional materials, social media posts, and official reports from government agencies and NGOs involved in the campaign.

- b. Participant Records: Obtain records of participant involvement in campaign activities, such as attendance lists, registration forms, and participation logs maintained by schools, community organizations, and campaign coordinators.
- c. Digital Engagement Metrics: Retrieve digital engagement metrics from social media platforms, websites, and other online channels used to promote the campaign. This includesdata on website traffic, social media reach, engagement rates, and user interactions with campaign content.

3. Data Analysis:

a. Quantitative Analysis:

In this phase of the evaluation, quantitative data collected from campaign documentation and participant records will be analyzed to assess various metrics related to participation rates, reach, and engagement with campaign activities. Descriptive statistics such as frequencies, percentages, and averages will be calculated to summarize key findings and outcomes. For example, participation rates can be calculated by dividing the number of participants by the total population or target audience. Reach can be determined by calculating the percentage of the target audience reached by campaign messages or activities. Engagement metrics, such as the number of interactions or responses generated by campaignmaterials, can also be quantified. By conducting quantitative analysis, researchers can gaininsights into the effectiveness of the campaign in terms of its ability to attract participants, reach the intended audience, and engage them in campaign activities.

b. Digital Metrics Analysis:

In this phase, digital engagement metrics will be evaluated to assess the effectiveness of ouronline promotion efforts and the reach of campaign messages through our web-based application. The primary source of our campaign's digital interaction was the web-based application, which served as a platform for participants to submit data about their activities and receive informative memes based on nudges. We utilized digital implementation strategies to spread awareness about the campaign in a captivating and creative manner through these memes. By analyzing the engagement metrics generated by the web-based application, such as submission rates, interaction with memes, and feedback received, we aim to understand the effectiveness of our digital marketing strategies. Through this analysis, we can identify patterns of engagement and assess the impact of specific meme formats and content on participants' understanding and engagement with the campaign. This insights- driven approach will help us refine our digital marketing strategies and optimize the delivery f campaign messages to enhance awareness and participation.

4. Outcome Assessment:

a. Awareness Levels:

Evaluated the level of awareness regarding the harmful effects of tobacco and the significance of tobacco control measures among campaign participants and the broader

community. Utilize survey data, focus group discussions, and stakeholder interviews conducted during or after the campaign to gauge awareness levels.

b. Behavioral Change:

Assess changes in attitudes, perceptions, and behaviors concerning tobacco use among target demographics. Compare pre-campaign and post-campaign data, gathered through surveys and other means, to identify shifts in behavior and intentions toward tobacco cessation or avoidance.

5. Challenges and Lessons Learned:

a. Identify Challenges:

Identified challenges encountered throughout the planning, execution, and implementation of the WNTD 2023 campaign in Meghalaya. This includes logistical hurdles, resource limitations, community resistance, and any unexpected barriers to participation.

b.Lessons Learned:

Extracted lessons from the retrospective analysis to guide future campaign planning and implementation efforts. Identify successful strategies, best practices, and areasfor improvement based on the evaluation findings obtained from surveys, data collection, and stakeholder engagement.

6. Reporting and Recommendations:

- a. **Report Compilation:** Compiled the findings from the retrospective study into acomprehensive report detailing the effectiveness and impact of the WNTD 2023 campaign in Meghalaya. Summarize key insights, trends, challenges, and recommendations for future campaign initiatives.
- b.**Dissemination:** Shared the retrospective study findings with pertinent stakeholders, including government agencies, NGOs, educational institutions, health organizations, and community groups involved in tobacco control efforts. Present the findings through various dissemination channels such as presentations, workshops, reports, and online platforms to foster learning and collaboration in advancing tobacco control initiatives in Meghalaya.

Advantages of Digital Awareness (Memes and Messages) Over Traditional Methods:

- 1. Wider Reach: Digital awareness campaigns have the potential to reach a larger and more diverse audience compared to traditional methods. With the widespread use of social media platforms and internet access, messages conveyed through memes and messages can quickly reach individuals across different demographics, geographical locations, and socioeconomic backgrounds.
- 2. **Cost-Effectiveness**: Digital awareness campaigns often require lower financial investment compared to traditional methods such as print media, television advertisements, or billboards. Creating and disseminating memes and messages on social media platforms is relatively inexpensive, making it a cost-effective strategy for organizations with limited budgets.
- 3. **Immediate Feedback:** Digital platforms allow for real-time interaction and feedback from the audience. Through features such as likes, comments, and shares, organizations can gauge the immediate response to their digital awareness messages, enabling them to adapt and refine their content based on audience preferences and engagement.

- 4. **Engagement and Interactivity:** Memes and messages have the advantage of being inherently engaging and shareable, capturing the audience's attention and encouraging interaction. By incorporating interactive elements such as polls, quizzes, or challenges, digital awareness campaigns can enhance audience engagement and participation, fostering a sense of involvement and ownership among participants.
- 5. **Targeted Marketing:** Digital platforms offer advanced targeting capabilities, allowing organizations to tailor their awareness messages to specific demographics, interests, and behaviors. By leveraging data analytics and audience segmentation tools, organizations can deliver personalized messages that resonate with their target audience, maximizing the effectiveness of their digital awareness campaigns.
- 6. Accessibility and Convenience: Digital awareness campaigns are accessible anytime, anywhere, providing convenience for both creators and consumers of content. Participants can engage with digital messages at their own pace and convenience, whether it's scrolling through social media feeds during breaks or accessing educational content on web-based apps like the WNTD 23 feedback survey Application.

2. Study Site



2.1 Study Site Information for World No Tobacco Day (WNTD) in Meghalaya State:

Fig 3 Meghalaya

- 1. **Geographical Location:** Meghalaya is a state located in the northeastern region of India. It is bordered by Assam to the north and east, Bangladesh to the south and southwest, and the state of West Bengal to the west.
- 2. **Capital City:** The capital of Meghalaya is Shillong, which also serves as the largest city in the state. Shillong is centrally located and serves as a major hub for administrative, educational, and cultural activities in Meghalaya.
- 3. Administrative Divisions: Meghalaya is divided into 11 districts, each comprising multiple blocks and villages. Some of the prominent districts include East Khasi Hills, West Khasi Hills, East Garo Hills, West Garo Hills, Ri-Bhoi, and South Garo Hills.
- 4. Urban and Rural Areas: The study site encompasses both urban and rural areas within Meghalaya. Urban areas such as Shillong and Tura, along with other towns and cities, represent urban settings with higher population densities and access to various amenities. Rural areas include villages and remote settlements scattered across the state's hilly terrain.

- 5. Educational Institutions: The study focuses on educational institutions, including primary, secondary, and higher secondary schools, located across Meghalaya. These institutions serve as key sites for implementing tobacco control initiatives and conducting awareness campaigns among students, teachers, and parents.
- 6. **Community Settings:** In addition to schools, community settings such as village councils, community centers, health facilities, and public spaces are also included in the study site. These settings play a crucial role in engaging communities and disseminating information about tobacco control measures during World No Tobacco Day (WNTD) and other awareness campaigns.
- 7. **Digital Platforms:** The study also extends to digital platforms, including social media networks, websites, and web-based applications, used to disseminate information and engage with the public during WNTD campaigns. Digital outreach efforts target a broader audience beyond traditional community settings, facilitating wider dissemination of campaign messages and feedback collection.

2.2.Participants Involvement:

A comprehensive evaluation of Meghalaya's WNTD 2023 campaign revealed that the state has a significant network of educational institutions with a total of 14,738 schools in 11 districts. At the beginning of the campaign, the number of voluntary participants was modest, reflecting low initial engagement. However, as the campaign progressed, participation rates increased significantly, gradually increasing from just 2% to an impressive 50%. This significant increase in engagement was mainly due to a concerted effort to raise online awareness, especially through the strategic distribution of engaging memes and other digital activities.



Fig 4 WNTD-23 Rule

In addition, the success of the campaign is due to the careful organization of regular training sessions, and committee meetings. These sessions are a vital forum for communicating key information, disseminating campaign guidance, and raising awareness of tobacco control measures among stakeholders. By providing ongoing support and guidance, these initiatives increased participants' sense of empowerment and ownership, strengthening their commitment to the campaign's goals. The impact of these efforts was seen across the state, culminating in a significant mobilization of participants who volunteered for it take-possession campaign the active

participation of various stakeholders such as educational institutions, government agencies, and community leaders highlighted a common determination to combat tobacco use and promote healthier lifestyles. Working together, they succeeded in instigating a marked change in social attitudes and behavioral patterns that helped achieve the overall goal of reducing tobacco consumption and ensuring public health in Meghalaya.



Fig 5 Rally & Signatures

Fig 6 Commettiee meeting

Finally, Meghalaya's "WNTD 2023" campaign became an example. the transformative power of collective action and strategic engagement. Leveraging the potential of digital platforms, fostering stakeholder collaboration and prioritizing community empowerment, the campaign succeeded in generating widespread participation and promoting a culture of homelessness across the state. Reflecting on these achievements, it is clear that the journey towards tobacco control is characterized by continuous progress and collective determination, paving the way for a healthier and more sustainable future for the people of Meghalaya.



Fig 7 Survey Report

• Bystanders:

The "WNTD 2023" campaign in Meghalaya was a government-mandated initiative, requiring widespread participation from various stakeholders. However, it's important to note that while participation was compulsory by the government, the Sambandh Foundation, as an NGO spearheading the campaign, adopted a voluntary approach. This meant that individuals were not coerced or forced into participating; instead, they were encouraged to join the campaign voluntarily, based on their own choice and consent.

For individuals who chose not to participate, the Sambandh Foundation employed a strategy focused on raising awareness and fostering understanding rather than enforcing participation. This involved utilizing memes and other creative means to disseminate information about the campaign and its objectives. Through these efforts, the Foundation aimed to educate individuals about the importance of tobacco control measures and the positive impact of their involvement in the campaign.

By emphasizing the significance of their voluntary participation and highlighting the benefits of supporting the campaign, the Foundation sought to inspire individuals to join the cause willingly. This approach was grounded in the belief that genuine engagement and commitment are more likely to be sustained when individuals participate based on their understanding and conviction rather than through coercion or force.

Overall, the Sambandh Foundation's approach ensured that individuals who chose not to participate were respected and allowed to make their own informed decisions. By prioritizing awareness-building and voluntary engagement, the Foundation upheld principles of autonomy and empowerment, ultimately fostering a culture of active participation and collective responsibility in the fight against tobacco use.

3. Data Collection Tools

For the data collection process during World No Tobacco Day (WNTD) activities in Meghalaya, a multifaceted approach was adopted to ensure comprehensive coverage and insights from various sources.

Web-Based Application:

The web-based application developed for the World No Tobacco Day (WNTD) campaign in Meghalaya offers a user-friendly interface that prioritizes accessibility and ease of use. One of its key features is its accessibility without the need for downloading or installing any additional applications. Users can access the application directly through a web browser, eliminating the hassle of downloading and updating software. This streamlined approach ensures that users can easily submit their data without any technical barriers. Moreover, the web-based app provides a user-friendly interface that simplifies the data submission process. Users can navigate through the application effortlessly, guided by intuitive menus and prompts. The interface is designed to be visually appealing and easy to understand, catering to users of all skill levels.

Security is also a top priority for the web-based app. To ensure the integrity and confidentiality of the data, the application requires users to provide their Unique District Information System for Education (UDISE) code before submitting any data. This unique identifier helps track users and their respective schools, enabling the classification of data by district. By implementing this security measure, the application ensures that only authorized users can submit data, enhancing data accuracy and reliability. Once users submit data about their WNTD activities through the web-based app, an acknowledgment is generated to confirm the successful submission. This acknowledgment serves as a receipt for the user and provides assurance that their data has been received and recorded. Additionally, the submitted data is automatically synchronized with a centralized dashboard, where administrators can access and analyze the collected data in real-time. This seamless integration between the web-based app and the dashboard streamlines data management and facilitates timely decision-making based on up-to-date information. In summary, the web-based application for the WNTD campaign in Meghalaya offers a user-friendly, accessible, and secure platform for data submission. Its intuitive interface, coupled with stringent security measures and real-time data synchronization, ensures a smooth and efficient data collection



Fig 8 Web-based App

• Interakt Portal:

Interakt is a third-party application that plays a crucial role in the World No Tobacco Day (WNTD) campaign in Meghalaya by facilitating communication, data collection, and information dissemination among stakeholders. Unlike traditional messaging platforms such as WhatsApp or SMS, Interakt offers several advantages that make it well-suited for the requirements of the campaign.

- **1.** Scalability: Interakt allows for the sending of a large volume of messages, surpassing the limitations imposed by standard messaging platforms. With the capability to send over 1000+ SMS/messages in a day, Interakt enables the campaign organizers to reach a broader audience and disseminate information effectively.
- 2. Efficiency: By leveraging Interakt, the campaign organizers can efficiently spread awareness about WNTD activities and gather data from a wide range of participants. The platform's high message throughput ensures that messages are delivered promptly, facilitating timely communication and engagement with stakeholders.
- **3.** Data Collection: Interakt serves as a valuable tool for collecting data and information about WNTD activities. Through the platform, participants can provide feedback, share updates, and submit reports related to their involvement in the campaign. This data collection process is streamlined, enabling organizers to gather comprehensive insights into the impact and effectiveness of the campaign.
- **4. Information Sharing**: Interakt facilitates seamless communication and collaboration among various stakeholders involved in the WNTD campaign. Organizers can use the platform to share updates, announcements, and resources with school principals, block officers, health centers, and other government officials. This enables effective coordination and ensures that relevant information reaches the intended recipients on time.
- **5.** Third-Party Application: As a third-party application, Interakt offers additional features and functionalities that may not be available in standard messaging platforms. These features may include advanced analytics, customizable templates, scheduling options, and integration with other tools and systems, enhancing the overall efficiency and effectiveness of communication efforts.

								•			
Broadcast history	Date range filter										
Scheduled broadcast	Date picker from Date 06/28/2021 C 06/0	picker to Period	8								
B Template message	Overview										
	12 × 12 Sent © Delivered	e II e	4 Replied ③	• 0 54	nding 🔿	0 G	0 Processin	0 g 0 Que	ved 🔿		
	Message Credits : \$0.50 Buy Cred	Citck here to know more about t	templiate message lees			Messoging	iimii : 1000 Custome	rs/24 Hours 🕤 🛛	w Broadcast		
	Broadcast list Sorted by:	Last updated		a 😫							
	Broadcast Name	Scheduled	Successful	Read	Replied	Recipients	Failed	Status	Actions		
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Fig 9 Interakt interface

• Data Studio:

Data Studio serves as the backend system for the World No Tobacco Day (WNTD) campaign in Meghalaya, providing a centralized platform for storing, analyzing, and visualizing the data collected through the web application. This locally hosted studio plays a crucial role in data management and decision-making processes, offering several key features and functionalities.

- 1. **Data Storage:** The primary function of Data Studio is to store all data submitted through the web application. This includes feedback, reports, and other information provided by participants regarding their involvement in WNTD activities. By centralizing data storage, Data Studio ensures that all relevant information is securely captured and readily accessible for analysis and reporting purposes.
- 2. **Data Organization:** Data Studio enables the organization and categorization of data according to predefined criteria, such as district, school, activity type, and participation level. This structured approach allows campaign organizers to segment and filter data based on specific parameters, facilitating targeted analysis and insights generation.
- 3. **Data Analysis:** Data Studio provides robust analytical tools and capabilities for exploring and analyzing the collected data. Users can perform various analyses, including descriptive statistics, trend analysis, and correlation studies, to identify patterns, trends, and correlations within the dataset. Advanced visualization options, such as charts, graphs, and maps, further enhance data interpretation and presentation.
- 4. **Real-Time Monitoring:** Data Studio supports real-time monitoring of campaign activities and outcomes by updating data dashboards and reports dynamically as new data is submitted. This feature enables stakeholders to track progress, monitor key metrics, and respond promptly to emerging trends or issues during the campaign period.
- 5. **Data Security:** Data Studio prioritizes data security and privacy by implementing robust security measures to protect sensitive information. Access controls, encryption, and audit trails help safeguard data integrity and prevent unauthorized access or misuse.

		Rally	Report					Sign	ature I	Report	\uparrow	\downarrow
Sn	District *	Total Schools	Schools Active	%age Active	Students	Sn	District +	Total Schools	Schools	%age Active	Students	Sigr
1.	East Garo Hills	726	558	76.9%	32,065	۰.	Hills	-,	.,010	00.0.0	,	- ,~.
2.	East Jaintia Hills	703	406	57.8%	29,066	4.	North Garo	872	366	42.0%	18.972	82
3.	East Khasi Hills	2,921	1,780	60.9%	128,139		Hills				,	
4.	North Garo Hills	872	451	51.7%	26,851	5.	Ri-Bhoi	1,258	739	58.7%	44,017	71
5.	Ri-Bhoi	1,258	825	65.6%	57,078	6.	South Garo Hills	1,067	173	16.2%	8,788	74
6.	South Garo Hills	1,067	218	20.4%	11,255	7.	South West	782	220	28.1%	8,122	17
7.	South West Garo Hills	782	286	36.6%	11,631	8	Garo Hills	994	370	38.1%	16.053	21
В.	South West Khasi	994	461	46.4%	24,463	0.	Khasi Hills	554	575	50.1%	10,955	21
	Hills					9.	West Garo	2,368	848	35.8%	46,388	59
9.	West Garo Hills	2,368	1,033	43.6%	67,436	_	Hills					
1	West Jaintia Hills	1,228	811	66.0%	55,444	1	West Jaintia Hills	1,228	732	59.6%	40,843	82
1	West Khasi Hills	1,819	1,000	55.0%	71,949	1	West Khasi Hills	1,819	865	47.6%	52,638	84
	Grand total	14,738	7,829	53.1%	515,377	_	Grand total	14,738	6,833	46.4%	381,801	6,5

Fig 10 Dashboard

By employing a combination of web-based applications, digital portals, and data visualization tools like Data Studio, the WNTD campaign in Meghalaya was able to gather a comprehensive range of data from diverse sources. This data collection approach facilitated a thorough evaluation of campaign effectiveness, reach, and impact, enabling stakeholders to make informed decisions and recommendations for future tobacco control initiatives.

Utilizing the comprehensive data collected through the web application, Interakt platform, and Data Studio dashboard, we adopted a targeted approach to customize memes for the World No Tobacco Day (WNTD) campaign in Meghalaya. By analyzing the feedback, reports, and participation data stored in Data Studio, we gain valuable insights into the preferences, behaviors, and perceptions of participants regarding WNTD activities. Drawing on this information, we tailor memes to align with the adaptability and compatibility preferences of our target audience. We assess which types of memes resonate most effectively with participants, considering factors such as humor, visual appeal, and relevance to WNTD themes. By customizing memes based on these insights, we aim to enhance comprehension and engagement among participants, ensuring that the campaign's messages are communicated effectively.

Moreover, customizing memes allows us to gain deeper insights into the mental state and adaptability of participants regarding tobacco control topics. Memes serve as a succinct yet impactful medium for conveying information, offering a brief yet comprehensive snapshot of key messages. By observing participants' reactions to different meme formats and content, we can gauge their level of understanding and receptiveness to the campaign's messages.

Furthermore, memes play a crucial role in expanding the reach and impact of the WNTD campaign. Memes have the potential to go viral on social media platforms, reaching a broader audience beyond traditional communication channels. By creating memes that encapsulate the essence of the campaign's messages, we increase the likelihood of participants sharing and spreading awareness among their social networks. This ripple effect leads to greater participation, engagement, and awareness about tobacco control efforts in Meghalaya.

In conclusion, leveraging data-driven insights to customize memes enhances the effectiveness of the WNTD campaign in Meghalaya. By tailoring memes to align with participant preferences and understanding, we foster greater engagement, comprehension, and awareness about tobacco control initiatives. This approach not only amplifies the campaign's impact but also underscores the importance of leveraging innovative communication strategies to drive positive behavioral change.

4. Data Collection

4.1 Period and Authorization

During the planning phase of our World No Tobacco Day (WNTD) campaign, which is observed annually on May 31st, it was imperative to secure permissions and support from various stakeholders to ensure the campaign's success. Among the key authorities approached were school principals, District Mission Coordinators (DMCs), District School Education Officers (DSEOs), Sub-Divisional School Education Officers (SDSEOs), Deputy Commissioners, Superintendents of Police, and healthcare officials. The participation and collaboration of healthcare authorities were particularly crucial in highlighting the public health implications of tobacco use and providing valuable insights into effective strategies for tobacco control. By engaging healthcare professionals, including doctors, nurses, and public health experts, we aimed to enhance the credibility and impact of our campaign messages and interventions.



Fig 11 Training session feedback

With the collective efforts of educational institutions, government officials, law enforcement agencies, and healthcare professionals, our campaign sought to address the significant public health concern posed by tobacco consumption, especially among youth. Their permissions and support were instrumental in organizing rallies, signature campaigns, and other awareness activities aimed at fostering behavioral change and promoting a tobacco-free environment in Meghalaya.

Additionally, we were privileged to witness enthusiastic participation from key stakeholders, including DSEO, DMC, SDSEO, the Deputy Commissioner of West Khasi Hills, Shri Garod LSN Dykes, IAS, as well as the Nodal Officer, BMCs, BRPs, CRCs, Principals, and Teachers. Their full enthusiasm and dedication played a pivotal role in driving the success of our campaign, reflecting their commitment to the cause of tobacco control and public health promotion in Meghalaya.

5. Data Analysis

5.1 Activities

• Offline (In schools activities):

In our WNTD 23 campaign, a total of 8 activities were organized in schools to raise awareness among students and teachers about the harmful effects of tobacco and to promote a tobacco-free environment. These activities were as follows:

- Activity 1: Decide to make your School Tobacco Free

 Schools committed to becoming tobacco-free environments, emphasizing the importance of creating a healthy setting for students and staff.
- Activity 2: Appoint a Tobacco Monitor

 A designated individual, such as the Principal, Teacher, or Staff member, was appointed as the Tobacco Monitor responsible for overseeing tobacco control initiatives within the school premises.
- 3. Activity 3: Identify Tobacco Vendors

• Schools conducted surveys to identify the number of shops selling tobacco products within a 300-foot radius of the school premises, highlighting the proximity of tobacco outlets to educational institutions.

4. Activity 4: Organize Anti-Tobacco Activities

• Students actively participated in anti-tobacco activities such as taking pledges against tobacco use, organizing rallies, and street plays, and engaging in poster/debate competitions to raise awareness about the dangers of tobacco consumption.

5. Activity 5: Display Anti-Tobacco Posters Inside School

• Anti-tobacco posters were prominently displayed on school walls to reinforce the message of tobacco-free living and discourage tobacco use among students and staff.

6. Activity 6: Fix/Display Signage with Details of Tobacco Monitor Inside School

• Signages detailing the role and contact information of the Tobacco Monitor (Principal/Teacher/Staff) were fixed or painted inside the school premises, promoting accountability and awareness regarding tobacco control measures.

7. Activity 7: Implement Tobacco-Free Educational Institution (ToFEI) Guidelines

• Schools adhered to the Tobacco-Free Educational Institution (ToFEI) guidelines, which included enforcing strict tobacco-free policies and creating an environment conducive to healthy living and learning.

8. Activity 8: Declare Tobacco-Free Campus

 \circ Schools officially declared themselves as tobacco-free campuses, reinforcing their commitment to maintaining a smoke-free and tobacco-free environment for students, staff, and visitors alike.

Through these activities, schools played a pivotal role in instilling a sense of responsibility and awareness among students and teachers regarding the harmful effects of tobacco and the importance of tobacco control initiatives.

• Online (Web Based application):

Incorporating online engagement into our campaign, we developed a user-friendly web-based application to facilitate various activities related to WNTD23. This online platform featured interactive elements and engagement tools designed to enhance participation and awareness among schools. The web-based app included a series of 7 questions aimed at gathering feedback on the impact, awareness, and challenges encountered during the WNTD23 campaign.

Questions:

- 1) What was the theme for Meghalaya WNTD'23?
 - a. Environment v/s Tobacco
 - b. My Meghalaya, Tobacco-free Meghalaya
 - c. We need Food not tobacco
 - d. None of the above
- 2) Is tobacco 'messing up' our Meghalaya?
 - a. Yes
 - b. No
 - c. Don't know.
- 3) If yes, How? (multiple choice)
 - Tobacco leftovers (cigarette/bidi butts, gutka packets) cause litter
 - Tobacco causes Air pollution
 - Tobacco causes health problems like Cancer
 - Tobacco spoils our clean river
 - Tobacco spoils our forests
 - Tobacco spoils our clean village
 - Tobacco spoils our cultures & traditions
- 4) Do you think that rally and signature campaigns are effective in reducing tobacco consumption?
 - a. in Community
 - b. among students
 - c. Both
 - d. Don't know
- 5) Have you seen other Schools doing rally and signature campaigns taking place in your surroundings?
 - a. Yes
 - b. No
- 6) Were the WNTD'23 rules clear and understandable?
 - a. Yes
 - b. No
- 7) Did you face any challenges or difficulties during the campaign?
 - a. Yes
 - b. No

- 8) If yes, (drop down)
 - \circ Weather conditions
 - Network issues
 - Got less time to conduct the campaign
 - Got the information late
 - Difficulty in understanding the activities
 - o Difficulty in understanding the rules
 - o Students are too small
 - Teacher not free
 - o Other____please explain
- 9) Was the online training on how to do WNTD'23 activities helpful?
 - a. Yes
 - b. No
 - c. Did not attend
- 10) If yes, How? (multiple selection)
 - \circ $\;$ Learnt how to do the signature campaign $\;$
 - Learnt what posters/banners to be used
 - Got to know the rules
 - o Other____please explain
- 11) What were the responses of people when students collected signatures from them? (Please type)
- 12) What has been the impact of rally and signature campaigns (in your own words include any stories or incidents you saw)

On June 9th, 2023, the WNTD 23 online activity platform was launched and made accessible to all participating schools, totaling 8,385 in number. Through this digital medium, schools were able to actively engage in campaign-related activities, submit their responses, and provide valuable feedback on their experiences.

As of June 12th, 2023, we received responses from 1,642 schools through the online platform. These responses serve as a crucial dataset for our analysis, offering insights into the effectiveness of the campaign and the level of engagement among participating schools.

5.2 District-wise School Distribution: Mapping Educational Institutions

In planning and executing the WNTD 23 campaign across Meghalaya, it's essential to recognize the extensive educational landscape comprising a total of 14,738 schools spread across 11 districts. This comprehensive network of schools serves as the foundation for reaching a wide audience and implementing campaign activities effectively. Understanding the distribution of schools in each district is crucial for strategizing and allocating resources efficiently to ensure maximum outreach and impact of the campaign.

Sn	District 🔺	Total Schools
1.	East Garo Hills	726
2.	East Jaintia Hills	703
3.	East Khasi Hills	2,921
4.	North Garo Hills	872
5.	Ri-Bhoi	1,258
6.	South Garo Hills	1,067
7.	South West Garo Hills	782
8.	South West Khasi Hills	994
9.	West Garo Hills	2,368
1	West Jaintia Hills	1,228
1	West Khasi Hills	1,819
	Grand total	14,738

Fig 12 School per districts

5.3 School participation increases using online/ digital mode:

At the outset of our campaign, we encountered a notable challenge in generating widespread awareness among the community. Initially, the level of voluntary participation was relatively subdued, necessitating a strategic reevaluation of our outreach tactics. In response, we adopted a multifaceted approach, leveraging innovative tools such as Nudges, designed to delve into the intricacies of societal dynamics and individual mindsets.

Utilizing Nudges enabled us to gain invaluable insights into the prevailing sentiments and inclinations within the community, allowing us to tailor our messaging in a more nuanced and impactful manner, particularly through the creative use of memes. This strategic shift proved to be pivotal, as it not only resonated more effectively with our target audience but also sparked a notable uptick in participant engagement.

		Rally	Report					Sign	ature F	eport	2	
Sn	District •	Total Schools	Schools Active	%age Active	Students	Sn	District +	Total Schools	Schools Active	%age Active	Students	Signatu
•	East Garo Hills	726	7	1.0%	633	. 1	Fast Garo	726	6	0.8%	482	536
	East Jaintia Hills	703	19	2.7%	1,211	1.	Hills	720		0.070	402	
3.	East Khasi Hills	2,921	42	1.4%	4,072	2.	East Jaintia Hills	703	10	1.4%	450	2,811
ŧ.	North Garo Hills	872	13	1.5%	1,272	3.	East Khasi	2.921	26	0.9%	1.411	9,296
5.	Ri-Bhoi	1,258	24	1.9%	1,512		Hills					-1
5.	South Garo Hills	1,067	5	0.5%	274	4.	North Garo Hills	872	8	0.9%	488	251
7.	South West Garo Hills	782	19	2.4%	669	5.	Ri-Bhoi	1,258	18	1.4%	965	4,279
3.	South West Khasi Hills	994	14	1.4%	703	6.	South Garo Hills	1,067	4	0.4%	523	302
).	West Garo Hills	2,368	63	2.7%	4,185	7.	South West Garo Hills	782	17	2.2%	933	2,061
	West Jaintia Hills	1,228	55	4.5%	3,675	8.	South West	994	11	1.1%	364	510
۱	West Khasi Hills	1,819	36	2.0%	2,422		Khasi Hills					
		4.4 700	0.07	0.00		9.	West Garo	2,368	36	1.5%	2,621	8,537
	Grand total	14,738	297	2.0%	20,628		Grand total	14,738	212	1.4%	11,996	71,322

Fig 13 Week One Dashboard

		Rally	Report						Signa	Signature F	Signature Report	Signature Report
sn	District •	Total Schools	Schools Active	%age Active	Students		Sn	Sn District +	Sn District - Total Schools	Sn District - Total Schools Schools Active	Sn District Total Schools %age Schools Active Active	Sn District - Total Schools %age Students
1.	East Garo Hills	726	86	11.8%	6,220	З.		East Khasi Hills	East Khasi 2,921 Hills	East Khasi 2,921 227 Hills	East Khasi 2,921 227 7.8% Hills	East Khasi 2,921 227 7.8% 13,828 Hills
2.	East Jaintia Hills	703	95	13.5%	6,625	4		North Garo	North Caro 872	North Garo 872 84	North Caro 872 84 0.6%	North Caro 872 84 0.6% 5.308
	East Khasi Hills	2,921	275	9.4%	19,426	4.		Hills	Hills	Hills	Hills	Hills
4.	North Garo Hills	872	90	10.3%	6,543	5.		Ri-Bhoi	Ri-Bhoi 1,258	Ri-Bhoi 1,258 136	Ri-Bhoi 1,258 136 10.8%	Ri-Bhoi 1,258 136 10.8% 7,388
5.	Ri-Bhoi	1,258	148	11.8%	9,893	6.		South Garo	South Garo 1,067	South Garo 1,067 28	South Garo 1,067 28 2.6%	South Garo 1,067 28 2.6% 1,302
	South Garo Hills	1,067	32	3.0%	1,638	7		South West	South West 792	South West 792 22	South West 792 22 4.2%	Couth West 722 22 4.2% 1.262
	South West Garo	782	35	4.5%	1,591	7.		Garo Hills	Garo Hills	Garo Hills	Garo Hills	Garo Hills
-	South West Khasi	994	56	5.6%	2.722	8.		South West Khasi Hills	South West 994 Khasi Hills	South West 994 39 Khasi Hills	South West 994 39 3.9% Khasi Hills	South West 994 39 3.9% 1,533 Khasi Hills
	Hills					9		. West Garo	. West Garo 2.368	. West Garo 2.368 174	. West Garo 2.368 174 7.3%	. West Garo 2.368 174 7.3% 9.876
9.	West Garo Hills	2,368	230	9.7%	18,138			Hills	Hills	Hills	Hills	Hills
۱	West Jaintia Hills	1,228	211	17.2%	15,748	1		West Jaintia Hills	West Jaintia 1,228 Hills	West Jaintia 1,228 176 Hills	West Jaintia 1,228 176 14.3% Hills	West Jaintia 1,228 176 14.3% 9,601 Hills
1	West Khasi Hills	1,819	226	12.4%	16,568	1		West Khasi	West Khasi 1,819	West Khasi 1,819 175	West Khasi 1,819 175 9.6%	West Khasi 1,819 175 9.6% 9,339
	Grand total	14,738	1,484	10.1%	105.112			Hills	Hills	Hills	Hills	Hills
	orana total	,/00	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					Grand total	Grand total 14,738	Grand total 14,738 1,225	Grand total 14,738 1,225 8.3%	Grand total 14,738 1,225 8.3% 68,868

Fig 14 Week two Dashboard

As we progressed through the campaign, we increasingly embraced the power of online platforms to amplify our message and broaden our reach. By harnessing the viral potential of memes and other digital tools, we were able to transcend geographical barriers and connect with a diverse array of individuals across the internet landscape. This digital pivot not only bolstered the intensity and scale of our campaign but also facilitated greater accessibility and inclusivity, enabling us to engage with a wider spectrum of participants.

The campaign, which included both Anti-tobacco rallies and signature drives for awareness, benefited significantly from our strategic embrace of online modes. The data captured in our comprehensive dashboard, spanning the duration of the campaign, serves as a compelling testament to the

		Rally	Report					Sign	ature F	Report	t	
Sn	District •	Total Schools	Schools Active	%age Active	Students	Sn	District +	Total	Schools	%age	Students	-
1.	East Garo Hills	726	535	73.7%	30,725	۰.	Hills	-,	.,	A0110		
2.	East Jaintia Hills	703	391	55.6%	28,386	4.	North Garo	872	348	39.9%	17.833	
3.	East Khasi Hills	2,921	1,695	58.0%	119,640		Hills				,	
4.	North Garo Hills	872	432	49.5%	25,303	5.	Ri-Bhoi	1,258	725	57.6%	43,083	
5.	Ri-Bhoi	1,258	807	64.1%	54,974	6.	South Garo Hills	1,067	167	15.7%	8,572	
б.	South Garo Hills	1,067	206	19.3%	10,885	7.	South West	782	195	24.9%	7,379	
7.	South West Garo Hills	782	243	31.1%	10,329	8	Garo Hills	994	365	36.7%	16 380	
8.	South West Khasi	994	444	44.7%	23,635	0.	Khasi Hills	554	505	50.7%	10,500	
9.	West Garo Hills	2,368	987	41.7%	64,121	9.	West Garo Hills	2,368	812	34.3%	45,033	
1	West Jaintia Hills	1,228	788	64.2%	54,283	1	West Jaintia Hills	1,228	715	58.2%	40,036	
1	West Khasi Hills	1,819	950	52.2%	68,407	1	West Khasi Hills	1,819	843	46.3%	51,662	
	Grand total	14,738	7,478	50.7%	490,688		Grand total	14.738	6.568	44.6%	367.712	e

Fig 15 Week Three Dashboard

the transformative impact of our online initiatives. It vividly illustrates the exponential increase in participant responses and engagement levels, underscoring the efficacy and efficacy of our digital approach in driving widespread participation and awareness.

		Rally	Report						Sign	Signature F	Signature Report	Signature Report
Sn	District +	Total Schools	Schools Active	%age Active	Students	Sn	District +		Total	Total Schools	Total Schools %age Schools Active Active	Total Schools %age Students
1.	East Garo Hills	726	558	76.9%	32,065	۰.	Hills		-,			
2.	East Jaintia Hills	703	406	57.8%	29,066	4.	North Garo	Ì	872	872 366	872 366 42.0%	872 366 42.0% 18,972
3.	East Khasi Hills	2,921	1,780	60.9%	128,139		Hills					
4.	North Garo Hills	872	451	51.7%	26,851	5.	Ri-Bhoi		1,258	1,258 739	1,258 739 58.7%	1,258 739 58.7% 44,017
5.	Ri-Bhoi	1,258	825	65.6%	57,078	6.	South Garo Hills		1,067	1,067 173	1,067 173 16.2%	1,067 173 16.2% 8,788
6.	South Garo Hills	1,067	218	20.4%	11,255	7.	South West		782	782 220	782 220 28.1%	782 220 28.1% 8,122
7.	South West Garo	782	286	36.6%	11,631	_	Garo Hills					
8	South West Khasi	004	461	46.4%	24.463	8.	South West Khasi Hills	994	4	4 379	4 379 38.1%	4 379 38.1% 16,953
0.	Hills	594	401	40.4%	24,403	9.	West Garo	2,368	3	3 848	3 848 35.8%	3 848 35.8% 46,388
9.	West Garo Hills	2,368	1,033	43.6%	67,436		Hills					
1	West Jaintia Hills	1,228	811	66.0%	55,444	1	West Jaintia Hills	1,228		732	732 59.6%	732 59.6% 40,843
1	West Khasi Hills	1,819	1,000	55.0%	71,949	1	West Khasi Hills	1,819		865	865 47.6%	865 47.6% 52,638
	Grand total	14,738	7,829	53.1%	515,377	_	Grand total	14.738		6.833	6.833 46.4%	6 833 46 4% 381 801

Fig 16 Week Four Dashboard

In essence, our strategic embrace of online modes, particularly through the creative dissemination of memes, played a pivotal role in catalyzing a surge in participant involvement and engagement throughout the WNTD 23 campaign.



Fig 17 Analysis of use of memes

5.4 Effect of digital awareness (memes)

The utilization of memes emerged as a pivotal and highly impactful aspect of our campaign, marking a pioneering effort by the Sambhandh Foundation to implement digital awareness initiatives. Through the strategic deployment of digital platforms and innovative activities, we witnessed a profound transformation in our campaign's effectiveness and outreach.

Central to our success was the integration of Nudges, a comprehensive toolkit that provided invaluable insights into the attitudes, preferences, and behaviors of our target audience. By leveraging Nudges, we gained a deeper understanding of the societal landscape and individual mindsets, enabling us to craft messaging and activities that resonated more profoundly with our audience.

Nudges facilitated a nuanced approach to engagement, allowing us to navigate through the intricacies of community dynamics and tailor our interventions accordingly. This adaptive strategy proved instrumental in enhancing comprehension and receptivity among participants, ultimately driving greater impact and efficacy in our campaign efforts.

Here are the Nudges used in our campaign:

1. Anchoring and Adjustment:

- a. Description: Using known information to estimate unknowns.
- b. Usage: Presenting relevant comparisons and references to influence perception.
- c. Example: Provide statistics on the number of successful tobacco cessation cases to encourage others to quit.

2. Availability:

- a. Description: Individuals' judgments are influenced by the ease with which examples come to mind.
- b. Usage: Providing statistics or examples that highlight the prevalence or rarity of certain behaviors.
- c. Example: Sharing stories of individuals who successfully quit smoking to demonstrate that cessation is achievable.

3. Representativeness:

- a. Description: Making judgments based on stereotypes or prototypes.
- b. Usage: Dispelling stereotypes and assumptions by providing accurate information and comparisons.
- c. Example: Highlighting successful non-smokers from various backgrounds to challenge the stereotype that smoking is inevitable.

4. Optimism/Over-confidence:

- a. Description: People tend to be overly optimistic about positive outcomes.
- b. Usage: Providing realistic information about risks and outcomes to prevent over-confidence.
- c. Example: Emphasizing the challenges of quitting smoking and the need for persistence to maintain motivation.

5. Loss Aversion:

- a. Description: People are more motivated to avoid losses than to achieve gains.
- b. Usage: Emphasizing the benefits of quitting smoking and the potential losses associated with continued smoking.
- c. Example: Highlighting the health risks and financial costs of smoking to motivate cessation efforts.

6. Status Quo Bias and Inertia:

- a. Description: People tend to prefer the current state of affairs and resist change.
- b. Usage: Making desirable behaviors the default option to overcome inertia.
- c. Example: Automatically enrolling individuals in smoking cessation programs unless they opt out.

7. Framing:

- a. Description: The presentation or orientation of information can alter its perceived nature.
- b. Usage: Presenting choices or options in a positive light to influence decision-making.
- c. Example: Describing quitting smoking as an opportunity for improved health rather than focusing on the challenges of withdrawal.

8. Temptation:

- a. Description: People are susceptible to short-term gratification and may prioritize immediate rewards over long-term benefits.
- b. Usage: Providing incentives or rewards to encourage desired behaviors.
- c. Example: Offering rewards or incentives for reaching milestones in a smoking cessation program.
- 9. Mindlessness:
 - a. Description: Individuals may act without fully considering the consequences of their actions.
 - b. Usage: Designing interventions that simplify decision-making and promote understanding.
 - c. Example: Providing clear and concise information about the health benefits of quitting smoking.

10. Self-Control Strategies:

- a. Description: Developing habits and routines to counteract weaknesses in self-control.
- b. Usage: Encouraging individuals to develop strategies for resisting temptation and maintaining self-discipline.
- c. Example: Teaching mindfulness techniques to help individuals manage cravings and avoid relapse.
- 11. Conforming Following the Herd:
 - a. Description: People are influenced by the behavior and opinions of others.
 - b. Usage: Highlighting social norms or popular trends to encourage desired behaviors.
 - c. Example: Showing statistics indicating a growing trend of non-smokers among peers to promote tobacco cessation.
- 12. Spotlight Effect:
 - a. Description: Individuals tend to overestimate how much others notice or pay attention to them.
 - b. Usage: Creating environments or communications that reduce self-consciousness and anxiety.
 - c. Example: Designing smoking cessation programs with private counseling options to alleviate

fears of judgment.

13. Priming:

- a. Description: Exposure to certain stimuli can influence subsequent thoughts and behaviors.
- b. Usage: Presenting stimuli or cues that activate desired thoughts or associations.
- c. Example: Using imagery of healthy, active lifestyles to prime individuals to consider the benefits of quitting smoking.
- 14. Stimulus-Response Compatibility (Overlays All Heuristics):
 - a. Description: The design of stimuli or cues should align with the desired response.
 - b. Usage: Designing communications or interventions that are clear and intuitive.
 - c. Example: Placing tobacco cessation resources in easily accessible locations to encourage utilization.

15. Feedback (Overlays All Heuristics):

- a. Description: Providing individuals with feedback on their actions or decisions can influence future behavior.
- b. Usage: Incorporating feedback mechanisms into interventions to reinforce desired behaviors.
- c. Example: Sending personalized progress reports to individuals participating in smoking cessation programs to motivate continued engagement.
- 16. Positioning:
 - a. Description: The location or placement of interventions can affect their impact.
 - b. Usage: Strategically placing interventions in locations where they are likely to be noticed and utilized.
 - c. Example: Displaying anti-smoking messages and resources prominently in schools, workplaces, and public spaces.
- 17. Limiting:
 - a. Description: Creating a sense of scarcity or urgency can increase the perceived value of an option or intervention.
 - b. Usage: Presenting options as limited-time offers or emphasizing their exclusivity to encourage action.
 - c. Example: Offering limited-time discounts on nicotine replacement therapies to motivate smokers to start their cessation journey.

18. Sympathy:

a. Description: Interventions that show empathy and understanding can resonate more deeply with individuals.

- b. Usage: Designing interventions that acknowledge and address the emotions and experiences of the target audience.
- c. Example: Sharing testimonials from former smokers who struggled with addiction to demonstrate empathy and support for those currently trying to quit.

19. Accessibility:

- a. Description: Increasing the accessibility of interventions can broaden their reach and effectiveness.
- b. Usage: Removing barriers and providing multiple channels for accessing resources or support.
- c. Example: Offering online smoking cessation programs with 24/7 access to counseling and support materials to accommodate diverse schedules.

20. Likeability:

- a. Description: The credibility and trustworthiness of the source can influence the acceptance of interventions.
- b. Usage: Aligning interventions with respected figures or organizations to enhance their credibility.
- c. Example: Collaborating with renowned healthcare professionals or public figures to endorse tobacco cessation initiatives and increase public trust.

21. Relevance:

- a. Description: Interventions must be personally meaningful and applicable to the target audience.
- b. Usage: Tailoring interventions to address the specific needs, preferences, and circumstances of the target population.
- c. Example: Developing culturally relevant smoking cessation materials that resonate with diverse communities and address their unique challenges.

22. Mood:

- a. Description: Interventions that evoke positive emotions and attitudes can enhance their effectiveness.
- b. Usage: Designing interventions that inspire hope, enthusiasm, and motivation to support behavior change.
- c. Example: Incorporating uplifting messages, imagery, and music into smoking cessation campaigns to create a positive and empowering atmosphere.

23. Fear:

- a. Description: Fear-based messaging can be used to highlight risks and motivate behavior change.
- b. Usage: Presenting information about the negative consequences of smoking to evoke a sense of urgency and concern.
- c. Example: Using graphic imagery and testimonials depicting the health effects of smoking to encourage smokers to quit.
- 24. Facilitation:

- a. Description: Helping individuals understand and navigate decision-making processes can support behavior change.
- b. Usage: Providing guidance, tools, and resources to assist individuals in making informed choices.
- c. Example: Offering smoking cessation counseling services to help individuals develop personalized quit plans and coping strategies.
- 25. Sensory:
- a. Description: Environmental cues and sensory experiences can influence behavior and decisionmaking.
- b. Usage: Incorporating sensory elements such as sound, smell, and touch into interventions to evoke specific responses.
- c. Example: Creating smoking cessation environments with calming scents, soothing music, and tactile materials to promote relaxation and stress reduction.

Moreover, adopting digital platforms empowered us to pioneer new avenues of engagement and interaction, transcending traditional boundaries and fostering widespread participation. By harnessing the power of memes and other digital tools, we effectively captured the attention and imagination of our audience, stimulating dialogue and fostering a sense of collective ownership over the campaign objectives.

In summary, the strategic integration of digital portals, coupled with the innovative use of Nudges, revolutionized the landscape of our campaign, ushering in a new era of engagement and awareness. Through these pioneering efforts, we not only expanded the reach and impact of our initiatives but also set a precedent for future endeavors in digital advocacy and awareness.

6.RESULT

6.1 Result Analysis

In the result section of the WNTD 23 report, the remarkable growth and increasing participation witnessed throughout the campaign in Meghalaya underscore the effectiveness and impact of the Sambandh Foundation's efforts. Over time, there was a notable surge in volunteer engagement, highlighting the growing recognition of the importance of raising awareness about tobacco's harmful effects and advocating for a tobacco-free environment. This surge in participation can be attributed to the collective dedication and concerted efforts of volunteers, stakeholders, and community members.

Visual representations, such as graphs depicting the increasing number of participants and the spread of campaign activities across different districts, provide tangible evidence of the campaign's expanding influence. From its initial stages with limited participation, the campaign gained significant momentum, attracting a broader audience and reaching more segments of society.

These visual indicators not only demonstrate the progress made but also serve as a catalyst for continued momentum and dedication to the cause. Ultimately, the campaign's growth reflects the shared commitment of all involved to make a meaningful impact on public health and tobacco control efforts in Meghalaya.

The populace comprehended the significance of our campaign, and their invaluable feedback facilitated comprehensive а analysis of their perspectives. Notably, in response to the query, "Do you perceive the rally and signature campaigns as effective measures in curbing tobacco consumption?" А resounding indicated affirmative majority sentiments. This positive outcome underscores the efficacy of our efforts and reaffirms the impact of



Fig 18 Result

grassroots initiatives in fostering a tobacco-free society.

Moreover, the stringent rules implemented during the campaign ensured active participation and impactful engagement from all schools. Mandating both the Rally Against Tobacco and the Signature Campaign activities, schools played a pivotal role in spreading awareness and advocating for a tobacco-free Meghalaya. Through these activities, students actively engaged with their communities, organizing rallies and gathering signatures to signify support for the cause.

Awards were allocated at the block, district, and state levels, with winners selected based on various criteria, including rally impact, participation percentage, and signatures collected. Committees

comprising community representatives were formed at each level to ensure fair judgment, and winners were recognized for their contributions with e-certificates.



Fig 19 Awareness

The campaign's success was further underscored by the culmination of entries uploaded by 22nd May'23, showcasing the collective achievements and impact of the campaign. Overall, the results of the WNTD 23 campaign in Meghalaya demonstrate significant progress in raising awareness and advocating for a tobacco-free environment, highlighting the transformative power of collective action and community engagement.

6.2 Award-winning prizes:

The World No Tobacco Day 2023 (WNTD23) campaign was a resounding success, running from April 19th to May 31st, 2023, with its pinnacle being the celebratory event held in Shillong on May 31st, 2023. This event marked a significant milestone in the ongoing battle against tobacco use, drawing distinguished guests such as Shri Rakkam A Sangma, the education minister, who graced the occasion as the chief guest, alongside



Fig 20 Award distributions

Shri. Mayoral Born Syiem, MLA, and Chairman of the Meghalaya State Health Advisory Board, serving as the guest of honor.

The heart of the event lay in recognizing and rewarding outstanding contributions to tobacco control across various educational institutions. Awards were meticulously designed and distributed at multiple levels, including the Block, District, and State levels, catering to different school categories such as Primary, Upper Primary, Secondary, and Higher Secondary, as well as special schools catering to differently-abled students.

Notable accolades were bestowed upon deserving winners during the ceremony, with institutions like Dienglieng Govt. L.P., Mary Immaculate SSA UP School, Lamjingshai SSA & RMSA Secondary School, and F.G.E.M. HIGHER SECONDARY SCHOOL, among others, receive recognition for their exemplary efforts in promoting a tobacco-free environment. Additionally, special needs schools such as Jyoti Sroat SSA LP School, SCH & Centre-Hearing-Handicap LP School, Mary Rice Centre for Spl. Edu. SSA UP School and Ferrando Speech and Hearing Centre were lauded for their commitment to inclusivity and support for differently abled students.

Sn.	Awards	Туре	Number
1	State Winners	Momento	4
2	District Winners	Momento	44
3	Block Winners	Momento	182
4	Special Schools	Momento	4
5	Certificate	E-certificate	8385

Table 1

Acknowledgment was extended to Superintendents of Police (SPs) from districts including East Khasi Hills, West Jaintia Hills, and West Khasi Hills for their instrumental role in enforcing the Cigarettes & Other Tobacco Products Act (COTPA), thereby contributing significantly to the campaign's objectives.

6.3 Media Coverage

The World No Tobacco Day 2023 (WNTD23) campaign in Meghalaya received robust support from various media channels, encompassing newspapers, social media platforms, and electronic news channels, which collectively played a crucial role in amplifying its message and fostering its success. Print media outlets, including Mawphor, Highland Post, The Meghalaya Guardian, and Guardian News, featured articles detailing the campaign's launch and progress, thereby increasing public awareness about the initiative. Online media coverage, represented by platforms such as Hinglandpost, The Meghalayan, India Post, Syllad, EastMojo, The Sentinel, and Times of India, extensively covered the campaign, disseminating information about its objectives and highlighting its impact across different regions of Meghalaya.

	Summary of WNTD 23' Media Coverage											
Sn.	Media	Number of Coverage										
1	Print	4										
2	Online	19										
3	Electronic (News Channel)	4										
	Total	27										

Table	e 2
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Moreover, social media platforms served as dynamic channels for continuous engagement and outreach, with regular posts and updates maintaining active participation and raising awareness throughout the campaign duration. Furthermore, electronic news channels, including The Shillong Times, Meghalaya Legislative Assembly Channel, Batesi TV, and U Nongsaiñ Hima, broadcasted segments and interviews elucidating the significance of the campaign and celebrating its achievements. Collectively, the comprehensive media coverage, comprising 27 reports across print, online, and electronic platforms, effectively communicated the campaign's message, engaged diverse audiences, and contributed significantly to the resounding success of WNTD23 in Meghalaya.

• Newspaper:



Fig 23 social media platform X

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Fig 22 Article 2



Fig 24 social media platform X



Fig 25 social media platform X



6.4 Memes and Message:

We employed an array of memes, each strategically infused with nudges, to disseminate awareness about our campaign. These memes were meticulously crafted to captivate attention, instigate contemplation regarding the detrimental impacts of tobacco, and elicit active participation. Leveraging principles such as anchoring, availability, and framing, our memes effectively conveyed the urgency of our cause and inspired individuals to join our mission towards fostering a tobacco-free environment. Through this innovative approach, we aimed to ignite meaningful dialogue, stimulate behavioral change, and ultimately contribute to the realization of a healthier community.



7. DISCUSSION

In comparing the Sambandh Foundation's approach with traditional methods, it's evident that the utilization of digital platforms yielded significant advantages. By embracing digital tools like memes and messages, the foundation tapped into the widespread use of social media and online communication channels, reaching individuals beyond the confines of physical rallies. This shift allowed for the dissemination of tailored, impactful messages that resonated with diverse audiences, thereby enhancing engagement and awareness levels.

Furthermore, the introduction of the rally and signature campaigns represented a departure from conventional tactics, offering a more interactive and participatory experience for individuals. Unlike traditional rallies, which may have limited reach and impact, these initiatives empowered participants to actively contribute to the campaign's objectives, fostering a sense of ownership and commitment among volunteers. Importantly, the voluntary nature of participation underscored the foundation's commitment to respecting individual autonomy and encouraging genuine engagement with the cause.

The decision to pioneer the use of digital platforms reflects the Sambandh Foundation's forward-thinking approach and adaptability to changing circumstances. By leveraging digital tools, the foundation not only expanded its reach but also demonstrated innovation and agility in navigating challenges, such as the constraints imposed by the lockdown situation. This strategic shift underscores the foundation's dedication to maximizing the effectiveness of tobacco control efforts and underscores the potential of digital platforms in driving positive social change.

8. CONCLUSION

In conclusion, the Evaluation of the WNTD 23 campaign in Meghalaya reflects a resounding triumph for the Sambandh Foundation and its concerted efforts in tobacco control. Through innovative digital strategies and community engagement initiatives, the foundation effectively mobilized support and raised awareness about the detrimental effects of tobacco consumption.

The implementation of a digital platform marked a significant departure from traditional methods, allowing the foundation to reach a broader audience and engage individuals in meaningful ways. Leveraging memes and messages enriched with nudges, the foundation tailored its communication to resonate with diverse segments of the population, fostering understanding and support for the campaign's objectives. This approach facilitated a deeper connection with the target audience, driving home the importance of a tobacco-free environment.

Furthermore, the campaign's success can be attributed to the increasing participation of volunteers and stakeholders, spurred by comprehensive training sessions and collaborative efforts. By empowering individuals to take ownership of the cause, the foundation catalyzed a groundswell of support, amplifying the campaign's impact and outreach across Meghalaya.

The culmination of the campaign with the recognition of WNTD 23 Meghalaya as a winner underscores the effectiveness of the foundation's strategies and initiatives. It serves as a testament to the dedication, resilience, and innovation of the Sambandh Foundation in addressing public health challenges and driving positive change in the community. Looking ahead, the foundation remains steadfast in its commitment to advancing tobacco control efforts and promoting a healthier future for Meghalaya. By building on the momentum generated by WNTD 23, the foundation will continue to explore new avenues for engagement, leverage emerging technologies, and foster partnerships to sustain the momentum and achieve lasting impact in the fight against tobacco use.

In essence, the Evaluation of the WNTD 23 campaign in Meghalaya not only celebrates past achievements but also lays the foundation for future endeavors in tobacco control, guided by the principles of innovation, inclusivity, and collective action.

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ANNEXURE-2



Report on the Adoption of Family Planning Practices in Kamrup Metro District, Assam

1. Introduction

Organization Name: Amity Institute of Public Health & Hospital Administration
Project Title: Exploring the Status of Adoption of Family Planning Practices Among Eligible Couples in Kamrup
Metro District, Assam
Date of Study: December 2023
Study Sites: Ulubari UPHC and East Guwahati UPHC, Kamrup Metro District, Assam
Acknowledgement: Conducted with support from LEHS|WISH, Assam

This study aims to assess the knowledge, accessibility, and adoption preferences of family planning methods among eligible couples in Kamrup Metro, Assam. The project highlights gaps in adoption rates despite high awareness and explores socio-demographic influences on family planning practices.

2. Steps Involved

Preparation and Planning:

- Identified study locations within Kamrup Metro's urban health centers.
- Developed a structured 42-item questionnaire.
- Conducted a pilot test and revised tools accordingly.

Data Collection Approaches:

- Surveyed 120 eligible couples through random sampling.
- Conducted structured interviews covering demographic profiles, knowledge, accessibility, cultural norms, and decision-making.

Execution of Field Visit:

- Engaged with couples from Ulubari and East Guwahati UPHCs.
- Explored perspectives through data analysis and statistical tests, including Chi-Square tests.

3. Activities Held

Structured Questionnaire Survey: 36

- Assessed participants' demographic details, knowledge, and accessibility to family planning.
- Divided data collection into five subtopics: socio-demographic factors, knowledge, accessibility, cultural norms, and decision-making.

Pilot Testing:

• Conducted with six eligible couples; refined tools for clarity.

Analysis of Challenges:

• Identified barriers such as financial constraints, limited knowledge, stigma, and accessibility issues.

4. Outcomes

Key Findings:

- Awareness: 97.5% of participants had heard of family planning, and 87.5% could name at least three methods.
- Usage: Only 48.3% actively used family planning methods; spacing methods were most common (86.2%).
- Satisfaction: Among users, 79.3% were satisfied, citing accessibility and comfort as key factors.
- Accessibility: 75% found family planning methods moderately to highly accessible.
- **Barriers**: Financial constraints (41.2%) and stigma (17.6%) were prominent challenges.

Associations with Socio-Demographics:

- Age, education levels, and income were significantly associated with both adoption and accessibility of family planning methods.
- Spousal education played a critical role in family decision-making and adoption rates.

5. Recommendations

1. Culturally Tailored Interventions:

o Address educational and financial disparities through targeted programs.

2. Community Awareness Campaigns:

 Focus on improving knowledge of family planning benefits, including addressing misconceptions.

3. Healthcare Training:

• Train health workers like ASHA and ANM to enhance communication and outreach efforts.

4. Infrastructure and Resources:

• Ensure adequate supply of contraceptive methods and strengthen health center capabilities.

5. Visual Documentation



study site i.e. Kamrup Metropolitan

7. Conclusion

While awareness levels for family planning are high, adoption remains limited due to socio-demographic disparities and accessibility barriers. Addressing these gaps through education, improved infrastructure, and community engagement can significantly enhance family planning adoption in Kamrup Metro, Assam.

Conflict of Interest: None

Acknowledgment: Sincere gratitude to the Amity Institute of Public Health & Hospital Administration and LEHS/WISH, Assam, for their invaluable support in conducting this study.

ANNEXURE-3



Post-Disaster Needs and Recovery in Hamirpur, Himachal Pradesh

Introduction

The 2023 monsoon season brought unprecedented flooding and landslides to Hamirpur, Himachal Pradesh, disrupting lives, infrastructure, and ecosystems. The combined impact of a western disturbance and intense monsoon rains caused widespread devastation, affecting housing, health, and local livelihoods. This report evaluates the response measures and identifies actionable recommendations for recovery and resilience building.

Steps Involved in the Assessment

1. Preliminary Damage Assessment:

• Conducted surveys in affected areas, including Tauni Devi village, using the CASPER scale to gauge infrastructural, economic, and social damages.

2. Data Collection:

- Stratified random sampling of 159 residents to ensure demographic representation.
- Analysis included physical damage, economic losses, and health impacts.

3. Community Engagement:

• Workshops and focus groups with district officers and housing specialists for practical damage assessment and recovery planning.

4. Categorization of Needs:

- Divided into housing, health, education, and transportation sectors.
- 5. Evaluation of Disaster Preparedness:
 - Examined the community's readiness and training levels.

Activities Held

• Surveys and Workshops:

Surveys highlighted immediate health and housing needs, while workshops engaged local authorities in recovery strategies.

• Capacity Building:

Training sessions were organized for local officials on conducting Post-Disaster Needs Assessment (PDNA).

Field Visits:

Practical exercises conducted in rural areas to assess damage and gather local feedback.

• Public Health Interventions:

- Awareness campaigns to prevent fungal and viral infections.
- o Distribution of sanitation kits and water purification supplies.

Outcomes

39

- 1. Infrastructure Damage:
 - Over 24,000 homes were impacted; 11,000 required urgent repairs.
 - Roads and bridges suffered severe damage, cutting off villages.

2. Health Sector Impact:

- Fungal and viral infections surged due to contaminated water.
- Public health infrastructure was strained, requiring Rs. 184.09 crore for reconstruction.

3. Education Sector Impact:

- 369 crore needed for rebuilding and retrofitting schools.
- o Mid-Day Meal kitchens and sanitation facilities were severely affected.

4. Community Resilience:

• Only 32.1% of households had disaster plans, and 56% of respondents had prior disaster preparedness training.

Recommendations

1. Short-Term Measures:

- Immediate repair of roads, housing, and health facilities.
- Supply of clean water and sanitation to mitigate health risks.
- o Financial aid for affected farmers and small businesses.

2. Medium-Term Strategies (6–24 months):

- Implement "Build Back Better" principles in infrastructure.
- Enhance disaster preparedness through community training.
- Introduce microfinance programs for livelihood restoration.

3. Long-Term Interventions (24–60 months):

- Strengthen health infrastructure and ensure compliance with building codes.
- Invest in climate-resilient roads and urban planning.
- Develop GIS-based risk assessment tools and disaster forecasting systems.

4. Policy-Level Initiatives:

- Enforce disaster-resilient construction standards.
- o Increase funding for public health and education recovery programs.
- Conduct regular mock drills and capacity-building exercises.

This comprehensive assessment underlines the critical need for integrated and sustainable recovery measures in Hamirpur. Investing in resilience and community preparedness is imperative for mitigating future disasters in this vulnerable region.



AMITY INSTITUTE OF PUBLIC HEALTH AND HOSPITAL ADMINISTRATION

Detailed Report on Post-Earthquake Impact on Non-Communicable Diseases and Healthcare Delivery in Bheri Municipality, Jajarkot



1. Introduction

Organization Name: CMC Nepal, Ward 11, Thapathali, Kathmandu, Nepal.

Project Title: A MIXED METHOD STUDY TO ASSESS NCD PREVALENCE AND HEALTHCARE DELIVERY POST EARTHQUAKE: JAJARKOT, NEPAL

Date of Visit: February 3 - March 14 th, 2024

Place of Visit: Bheri Municipality, Jajarkot District, Karnali, Nepal

Students Involved: Priyanka Malla

The project aimed to assess the impact of the 2023 earthquake on the prevalence and management of non-communicable diseases (NCDs) and the overall healthcare delivery system in Bheri Municipality, Jajarkot. By focusing on healthcare accessibility, affordability, and operational challenges, the project sought to identify critical gaps in

disaster-preparedness and response, particularly in managing NCDs such as hypertension, diabetes, and respiratory diseases. The study involved direct interactions with key stakeholders, including affected individuals, healthcare providers, and community leaders, to gather insights into the challenges faced and potential strategies for improving post-disaster healthcare resilience. Through this initiative, the project aimed to inform policy development

and guide the implementation of effective NCD management and healthcare delivery systems in disaster-prone regions.

2. Steps Involved

Planning and Coordination:

- Developing a clear framework and objectives for the study.
- Coordinating with stakeholders, **41** cluding healthcare workers, community leaders, and government representatives, most importantly permission from public health office in Bheri municipality, to ensure alignment and support.

Data Collection:

- Conducting surveys and interviews with affected individuals, healthcare providers, and other stakeholders.
- Reviewing secondary data from sources like DHIS2 to assess the prevalence and trends of non-communicable diseases (NCDs) post-earthquake.

Thematic Analysis:

• Analyzing qualitative and quantitative data to identify key themes, such as the impact on NCD prevalence, healthcare accessibility, affordability, and operational challenges.

Identifying Gaps and Challenges:

- Highlighting specific issues such as medication shortages, referral delays, and demographic disparities in accessing care.
- Assessing the readiness of healthcare infrastructure to manage NCDs post-disaster.

Engaging Stakeholders:

• Sharing findings with government agencies, NGOs, and community leaders to discuss collaborative solutions.

Reporting and Dissemination:

- Compiling the findings and recommendations into a comprehensive report.
- Presenting the report to stakeholders, including CMC Nepal, to inform policy development and implementation strategies.

4. Outcomes

NCD Trends and Healthcare Barriers:

- Identified increased prevalence of hypertension, diabetes, and respiratory diseases post-earthquake.
- Highlighted significant barriers to accessing healthcare, especially for women, elderly populations, and low-income groups.

Infrastructure and Operational Challenges:

• Revealed gaps in medication availability, advanced care, referral systems, and data collection for NCD management.

Policy and Strategic Recommendations:

• Proposed disaster-sensitive heal the are strategies, including mobile units, telemedicine, community awareness campaigns, and integrating NCD care into disaster plans.

Community and Capacity Building:

• Engaged stakeholders and NGOs for collaborative action, and emphasized training healthcare professionals in disaster response and NCD management.

Research and Policy Advocacy:

• Highlighted the need for further studies on mental health and NCD relationships, while providing data to inform disaster response healthcare policies.

IMAGES





Photo: Pictures Taken during Data Collection: Healthcare infrastructure, Jajarkot Hospital, Bheri Municipality, Jajarkot, Nepal (February -March 2024).



Photo: Images taken during data collection in participants home and enroute



Photo: Image with CMC Nepal Jajarkot team and office of CMC team in Bheri municipality office



AMITY INSTITUTE OF PUBLIC HEALTH AND HOSPITAL ADMINISTRATION (AIPH & HA)

Detailed Report on the Collaboration Between AIPHHA and TOTO Afrika

Overview

The collaboration between the AIPHHA and TOTO Afrika, a Kenyan NGO, focuses on addressing critical public health challenges through knowledge exchange, capacity building, and community-based interventions. Aimed at holistically developing youth, the partnership leverages resources from both organizations to address public health issues, promote awareness, and develop educational resources and training programs.

Partners' Backgrounds

AIPHHA

A leading public health organization in India, at Amity University Uttar Pradesh (AUUP), Noida. AIPHHA is dedicated to promoting public health through research, education, and advocacy.

AIPHHA's work spans various domains, including mental health, environmental health, and health education, providing robust frameworks for knowledge dissemination and health promotion.

TOTO Afrika

Established in Mombasa, Kenya, TOTO Afrika is a non-governmental organization focused on empowering vulnerable children through holistic development, including sexual reproductive health, mental health, entrepreneurship, mentorship, and creative arts. Key initiatives include the "Tackle a Life" program, which uses rugby to teach life skills, and other programs supporting mental health, adolescent reproductive health, and psychosocial support.

Goals of the Collaboration

45 The partnership between AIPHHA and TOTO Afrika aims to: Develop and share public health educational resources, such as training guides, presentations, and films, focused on essential health topics.

Raise awareness and equip young individuals in Kenya with life skills and health knowledge through culturally relevant tools.

Address pressing public health issues impacting both regions, including child marriage, non-communicable diseases (NCDs), mental health, hygiene, environmental health, and elderly care.

Foster intercultural understanding by sharing experiences and solutions between Asia and Africa through films and comparative studies.

Resources and Topics Developed

The collaboration has yielded various resources to support public health education, including:

Training Guides and Presentations on topics like oral health, personal hygiene, mental health, and menstrual hygiene management (MHM). These resources aid in educating youth on maintaining good health practices and tackling public health issues.

Film Development to highlight and contrast public health challenges in Asia and Africa. Films from TOTO Afrika provide visual insights into health issues affecting Kenyan youth, helping participants understand and address cultural and regional nuances.

Focus Areas and Challenges Addressed

The collaboration focuses on the following public health topics, which reflect the shared and unique health challenges faced :

Mental Health: Addressing mental health stigma and supporting young people through resilience-building programs.

Menstrual Hygiene Management (MHM): Ensuring that young girls have access to menstrual health education and resources.

Environmental Health: Promoting sustainable practices and awareness of environmental factors affecting health.

Non-Communicable Diseases (NCDs): Educating communities on preventing and managing chronic diseases.

Child Marriage: Raising awareness of child marriage's impact on public health and advocating for protective policies.

Elderly Care and Skill Development: Developing resources to train communities in caring for the elderly and promoting skill-building among youth for economic empowerment.

Sno.	Year	Students participants	No .Of Beneficiaries
1	2021	4 students	15
2	2022	2 students	20
3	2023	7 students	24
4 2024		5 students	20

Since 2021, the collaboration has seen active student involvement in various projects:

Students participate in field activities, resource development, and data gathering, fostering a deeper understanding of public health issues. These initiatives have empowered students to engage with community health challenges directly and develop practical solutions.

Challenges and Opportunities

Challenges: Both AIPHHA and TOTO Afrika face logistical and resource constraints, especially in scaling their initiatives across large communities. Furthermore, addressing sensitive topics like adolescent reproductive health and mental health requires culturally sensitive approaches and sustainable funding.

Opportunities: The partnership enables AIPHHA and TOTO Afrika to expand their outreach by developing scalable, impactful resources. Additionally, the collaboration offers potential for further research and shared projects, enriching the cultural exchange and broadening the reach of public health interventions.

Conclusion

The collaboration between AIPHHA and TOTO Afrika represents a vital step toward addressing public health challenges through international cooperation. By pooling resources, knowledge, and strategies, the partnership fosters a comprehensive approach to youth development and community health awareness in Kenya and India. The impact of this collaboration highlights the importance of cross-cultural partnerships in tackling global health issues and empowering young generations to lead healthier, more informed lives.



Photo: MPH students welcomed and interacting with the beneficiaries in Kenya on various Health Education Talks.



Photo: Certificates of appreciation given to AIPHHA students for their valuable contribution to the conference as speakers.

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	Mobile:0734098716
	Email:info@totoafrika.org
	website. www.totbarrika.brg
T	
Afrika	
Phillips	
	December 2023
To whosoever it may concern	
This is to certify that, Dr. Yashaswini Duri has worked as a Public Health Research Inte-	m at Toto Afrika from
October 2023 to November 2023 for "3rd Afro Asia Summit - Olimate Change and Pove hybrid version in Mombasa Kenya and Online on 5 th and 6 th December 2023 .	erty which was held in a
During her internship, she conducted critical research initiatives for dimate change such	h as :
 Assisted in reaching out to speakers through Linkedin and searched for potenti 	ial speakers for the summit
 Suggested speakers regarding; Floods and infrastructure, Natural Hazards, Corp. 	al reef and climate change,
Cultural practices and climate change, Mangrooves, sea grasses and corais, Dro	ought and farming, of
countries Iraq, Saudi Arabia, Jordan and Bhutan, considering the criteria.	104-11 1010-0
 She has been a print of contact for steakers DB_KBATI SHARMA_HARSH GAUT 	AM ADURBA O SARANOL
CLARA BENJAMIN, and MD SHADAD for procuring details like mail address, bio	eraphy, photo for featuring
them on aocial media etc. and making sure the fulfit all the necessary paper we	ork for the summit in time
 Assisted in handling the soft copy documents of certain speakers. 	
 Work on Finalising the speaker and event Agenda sheet 	
 Meticulously structured the particulars of speakers within the agenda sheet in stipulated regulations, prioritizing clarity to prempt any potential crossovers. 	strict adherence to the
Hard working, honest and dedicated intern, we appreciate her good work a	and enthusiasm as well
as her eagerness to learn and make a difference in the society.	
To the best of my knowledge, she bears a good moral character and condu	ĸt.
We wish her all the success for future endeavors.	
Toto Afrika is committed in nurturing future generation.	
AFRO ASIA	
Kind negarus,	
diax	
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Photo: Letter of certify the work done by the student while interning with TOTO Afrika.



COLLABORATION BETWEEN TOTO AFRIKA AND AMITY INSTITUTE OF HOSPITAL ADMINISTRATION (AIPHHA): Summary Table

	Challenges in Public Health					
C c	Child marriage, cancer, sports, skill development, elderly care, topical diseases, non- communicable diseases (NCD)					
Resources Developed		Developed				
	Year	Number of Students	Topics Covered			
	2021	4				
	2022	2				
	2023	7				
	2024	5				
Training guides and PPT on public health issues		les and PPT on h issues	Oral care, hygiene, posters, thematic areas like mental health, environment, menstrual hygiene management (MHM)			
Films			Toto Afrika films, comparison between Asia and Africa			

Toto Afrika imparts life skills and uses rugby **'Tackle it'** as the guiding principle to teach life-long values and focus to these vulnerable children. **Tackle it**, is the principle that encourages a child to tackle any and every issue they face and emerge victorious in life. To impact the life of a child holistically, we envision all interventions alongside these five pillars: Sexual Reproductive health, Mental health, Entrepreneurship, Mentorship, Creative and performance Art

Toto Afrika is a registered NGO based in Mombasa, Kenya, with a goal to develop the African child holistically giving them an equal opportunity in the world today.

The rising tide of HIV/AIDS, Mental health disease, Drug and substance abuse, amongst numerous other social problems has continuously purged the economically active population in the country. This has left behind a generation of helpless children and eroded the culture of Orphan care as a social obligation. Toto Afrika is making deliberate efforts to bridge the gaps that continue to grow by implementing community-based interventions and responses.

Toto Afrika imparts life skills and uses rugby **'Tackle it'** as the guiding principle to teach life-long values and focus to these vulnerable children. **Tackle it**, is the principle that encourages a child to tackle any and every issue they face and emerge victorious in life. To impact the life of a child holistically, we envision all interventions alongside these five pillars: Sexual Reproductive health, Mental health, Entrepreneurship, Mentorship, Creative and performance Art