



सत्यमेव जयते

Ministry of Health & Family Welfare  
Government of India



राष्ट्रीय स्वास्थ्य मिशन



# NATIONAL GUIDELINES FOR CONDUCTING HEALTH MELAS AT AYUSHMAN BHARAT - HEALTH AND WELLNESS CENTRES



# **National Guidelines for Conducting Health Melas**

**at**

**Ayushman Bharat - Health and Wellness Centres**

**2022 - 23**



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# Introduction

The National Health Policy 2017 envisages as its goal the attainment of the highest possible level of health and wellbeing for all at all ages, through provision of preventive, promotive, curative, rehabilitative and palliative health care services, universally, with focus on quality and without anyone having to face financial hardship as a consequence. The policy also highlights adoption of key principles like equity, affordability, accountability, patient-centered, pluralism, inclusive partnership and decentralization in plan and delivery of this health care.

Ayushman Bharat, a flagship program of Government of India, was launched in 2018 translating the policy intent to budgetary commitment, to achieve the above goal of Universal Health Coverage (UHC) underscoring the commitment of “leave no one behind.” Ayushman Bharat adopts a continuum of care approach, comprising of two inter-related components, which are:

1. Ayushman Bharat - Health and Wellness Centres (AB-HWCs)
2. Ayushman Bharat - Pradhan Mantri Jan Aarogya Yojana (AB-PM-JAY)

Under the first component, 1,50,000 Ayushman Bharat Health and Wellness Centres (AB-HWCs) are being established by transforming the existing Sub Health Centres and Primary Health Centres. The AB-HWCs deliver comprehensive primary health care (CPHC) bringing healthcare with a ‘time to care’ principle of not more than 30 minutes from home. They provide an expanded range of primary health care services such as reproductive and child health, communicable diseases, non-communicable diseases, elderly care, eye, Ear-Nose-Throat and oral care, care during emergency and trauma, palliative care including free essential drugs and diagnostic services. Complementarily, Ayushman Bharat PM-JAY, the largest health assurance scheme in the world provides health cover of Rs. 5 lakhs per family per year for secondary and tertiary care hospitalization to over 10.74 crore poor and vulnerable families (approximately 50 crore beneficiaries) that form the bottom 40% of India’s population. The recently launched Ayushman Bharat Digital Health Mission (ABDM) is providing the necessary backbone for attainment of universal health coverage, by creating a seamless online platform “through the provision of a wide-range of data, information and infrastructure services, duly leveraging open, interoperable, standards-based digital systems”.

The AB-HWCs are striving to shift the focus from illness to wellness, from fragmented care to continuum of care, from disease-centric care to personalised-care inclusive of family support, from healthcare being just a facility event to making it a community movement.

To realise the vision of ‘universal health coverage’ peoples’ ownership of their health is equally important. Health *Melas* and fairs where information on health, wellness behaviour, preventive measures for diseases along with healthcare services for early detection and treatment of diseases, have been found to be popular with the masses. They are also a potent vehicle for inculcation amongst the masses, responsibility for healthy behaviour and health seeking behaviour. Hence organisation of health melas at each of the Ayushman Bharat - Health and Wellness Centres will optimize the intake of services.

This operational guideline provides a broad framework for facility and block health teams to organise and realise the objectives of health melas at the AB-HWCs.

# Objectives

## **The primary objectives of the AB-HWC Mela are to:**

1. Build awareness amongst the people, about health; healthy lifestyles to maintain wellbeing; different services rendered at Ayushman-Bharat Health and Wellness Centre and PM-JAY.
2. Bridge the gaps in:
  - a. Creation of ABHA (Health IDs) and issuance of Ayushman Bharat Cards under AB-PM-JAY for eligible citizens
  - b. Community based risk assessment and population-based screening for diseases like hypertension, diabetes, cancer, cataract, tuberculosis, hepatitis B;
  - c. Immunization and COVID vaccination
  - d. Children assessment in RBSK
3. Provide screening for early diagnosis, comprehensive health care services with drugs and diagnostics, teleconsultation with relevant health specialists with appropriate referrals, with special focus on people like elderly, transgender, differently abled, mentally ill and patients needing palliative care.
4. Undertake Aarogya Sabha exercise to enhance trust and ownership of the community on the health facility and services.

# Components of Health Mela at AB-HWCs

ABHA (Health ID) and Ayushman Bharat Golden Card creation	NCDs screening (diabetes, hypertension, mental health, oral, cervical & breast cancer)	Tuberculosis , Leprosy and Hepatitis B screening	Comprehensive primary healthcare services at AB-HWC including AYUSH
Wellness - lifestyle counselling; yoga and meditation; tobacco and alcohol cessation	Wellness support for children and youth by Health and Wellness Ambassadors; Adolescent friendly clinic	Teleconsultation services	Mental health clinic- Specialist care; counselling; training of caregivers on home-based care
Free drugs and diagnostic services at AB-HWCs	Aarogya Sabha	Elderly care clinic - comprehensive geriatric assessment Physiotherapy services	Palliative care clinic- Specialist Clinical care; Psychosocial support; training of caregivers on home-based care

# Health Mela Services at AB-HWCs

Services	Details
Registration	<ul style="list-style-type: none"> <li>➤ ABHA (Health ID) creation</li> <li>➤ Population enumeration and CBAC filling by ASHAs/MPWs</li> <li>➤ Updating family folders</li> <li>➤ PMJAY golden card issuance to eligible beneficiaries</li> </ul>
Healthy Lifestyle Promotion	<ul style="list-style-type: none"> <li>➤ Regular yoga and meditation sessions</li> <li>➤ Lifestyle modification and diet counselling</li> <li>➤ Wellness support for children and youth by Health and Wellness Ambassadors</li> </ul>
Prevention & Management of NCDs	<ul style="list-style-type: none"> <li>➤ Gap filling of CBAC assessment</li> <li>➤ Screening of hypertension and diabetes, treatment and referral as needed</li> <li>➤ Screening of oral, breast and cervical cancer (VIA screening) and referral as needed</li> <li>➤ Screening using PHQ-2 and other standard screening tools, psychosocial management and referral when needed</li> <li>➤ Screening and follow up care for occupational diseases (Pneumoconiosis, dermatitis, lead poisoning); fluorosis; respiratory disorders (COPD and asthma) and epilepsy</li> </ul>
Comprehensive Health Care Services, Teleconsultation & AYUSH Services	<ul style="list-style-type: none"> <li>➤ General Medicine <ul style="list-style-type: none"> <li>• Identification and management of common ailments- fevers, ARIs, diarrhoea, and skin infections</li> </ul> </li> <li>➤ Maternal Health <ul style="list-style-type: none"> <li>• Issuing mother and child protection card</li> <li>• Mother and child immunisation</li> <li>• Antenatal check-up including screening of hypertension, diabetes, anaemia, IFA and calcium supplementation</li> </ul> </li> </ul>

Services	Details
	<ul style="list-style-type: none"> <li>• Counselling on early breast feeding and complimentary feeding practices</li> <li>• Hepatitis B Screening for all pregnant women and referral if needed</li> <li>➤ Child health <ul style="list-style-type: none"> <li>• Identification of Severe Acute Malnutrition (SAM) in children</li> </ul> </li> <li>➤ Immunization and COVID vaccination</li> <li>➤ Family Welfare</li> <li>➤ Adolescent health clinic – <ul style="list-style-type: none"> <li>• Adolescent clinic with counselling on nutrition, sexual health, menstrual hygiene, life skill education, etc.</li> </ul> </li> <li>➤ Dental clinic</li> <li>➤ Information on different systems of medicine; Awareness using herbal garden</li> <li>➤ AYUSH clinics - Panchakarma treatment</li> <li>➤ Teleconsultation for specialist consultation for both Modern medicine and AYUSH services</li> </ul>
TB & Leprosy Services	<ul style="list-style-type: none"> <li>➤ Vulnerability assessment of the beneficiary for TB</li> <li>➤ Screening for symptoms of TB during population screening using Community Based Assessment Checklist (CBAC)</li> <li>➤ HIV and blood sugar testing of all TB cases/ presumptive cases</li> <li>➤ Treatment, Refilling of drugs and referral as needed</li> <li>➤ Awareness on health promotion and health seeking behaviour, including awareness on symptoms of TB, TB in pregnancy, good cough etiquettes, patient support/benefit schemes including Nikshay Poshan Yojana and transportation support to Drug Resistant Tuberculosis (DRTB) patients</li> <li>➤ Leprosy screening and initiation of treatment, referral as needed</li> <li>➤ Awareness generation and addressing stigma and discrimination associated with Tuberculosis and Leprosy</li> </ul>
Elderly Care Clinic	<ul style="list-style-type: none"> <li>➤ Comprehensive geriatric assessment and specialist geriatric clinic</li> <li>➤ Orientation of caregivers of bedbound elderly on home-based care</li> <li>➤ Preliminary assessment for the need of assistive devices such as hearing aids, denture, spectacles, walkers, walking sticks etc and referral</li> </ul>

Services	Details
	<ul style="list-style-type: none"> <li>➤ Counselling on use of assistive devices</li> <li>➤ Physiotherapy</li> <li>➤ Generate awareness about Elderly Support Groups named "Sanjeevani" and involvement in peer group activities like adoption of assistive devices, environmental modification</li> </ul>
Palliative Care Clinic	<ul style="list-style-type: none"> <li>➤ Specialist palliative care clinic</li> <li>➤ Psychosocial and spiritual counseling</li> <li>➤ Bereavement counselling</li> <li>➤ Training of caregivers of bedbound elderly on home-based care</li> </ul>
Mental Health Clinic	<ul style="list-style-type: none"> <li>➤ Psychiatrist's review and follow up</li> <li>➤ Awareness about mental disorders (psychosis, depression, neurosis, dementia, mental retardation, autism, epilepsy and substance abuse related disorders), reduction of stigma and discrimination</li> <li>➤ Family enrichment programs, positive parenting, and promotion of physical activity including yoga</li> <li>➤ Psychological first aid</li> <li>➤ Psychoeducation and psychosocial counselling to caregivers</li> <li>➤ Awareness generation for adverse effects of smoking, tobacco, and alcohol consumption and referral support when needed</li> </ul>
Care for Common Ophthalmic and ENT problems	<ul style="list-style-type: none"> <li>➤ Screening for blindness and refractive errors</li> <li>➤ Recognizing and treating acute suppurative otitis media and other common ENT problems</li> <li>➤ Screening of hearing impairment and deafness and referral</li> </ul>
Basic Oral Health Care	<ul style="list-style-type: none"> <li>➤ Symptomatic care for tooth ache and first aid for tooth trauma and referral if required</li> <li>➤ Education about oral hygiene, dental caries, periodontal diseases and oral cancer</li> </ul>
Counselling Services	<ul style="list-style-type: none"> <li>➤ Family planning counselling</li> <li>➤ Counselling on prevention of RTI/ STI</li> <li>➤ Provision of condom, oral contraceptive pills and emergency contraceptive pills</li> <li>➤ Family counselling and redressal of medical issues of elderly and bed ridden patients</li> <li>➤ Counselling about environmental modification, nutritional intervention, and physical activity including yoga, tobacco and alcohol cessation</li> <li>➤ Counselling of TB and Leprosy patients and caregivers</li> </ul>

Services	Details
Aarogya Sabha	<ul style="list-style-type: none"> <li>➤ Inauguration as per local culture</li> <li>➤ Proactive engagement of VHSNCs, women SHGs, youth groups, other community-based groups, and gram panchayat of the area</li> <li>➤ Presentation of 6 months health report by MO/CHO</li> <li>➤ JAS President will present the Summary Report of the feedback of the community.</li> <li>➤ Discussion of emerging key health, healthcare issues and the harmony in relationship of the community and health care providers</li> <li>➤ Vote of thanks by the dignitary</li> </ul>

# Operationalisation of Health Mela at AB-HWCs

- ❖ Conducting a successful health mela requires a significant amount of planning, beginning at least two months before the target date.
- ❖ Each mela must be organized keeping in mind the disease prevalence, risk profile evident through CBAC assessment and the existing health facilities of the area where the mela is to be organized.
- ❖ It is recommended that the health mela be conducted at SHC-HWC, PHC-HWC & UPHC-HWC in collaboration with CHC/SDH/District hospital.
- ❖ Each Health mela shall be held biannually for two consecutive days. Suggested plan of the health mela are:
  1. April (can be integrated with Ayushman Pakhwada) – post Rabi season and
  2. November– post kharif season
- ❖ JAS at the Ayushman Bharat - Health and Wellness Centres chaired by Gram Panchayat President shall take the lead under the guidance of Block Health Officer/Taluk Health Officer. CHO and PHC Medical Officer shall be responsible for implementing the health mela with the support of JAS members, PRI members and community. Block-level officials of Departments of Women and Child Development, Education, Social Welfare, etc., CHC/SDH/DH are to be engaged. Medical College in the block/district may also be involved.
- ❖ Overall mentoring shall be provided by MD, NHM in the State/UT and CMO in each District for coordinating for the dates of Health Mela and other necessary arrangements. The dates for Health Mela may be so planned that adequate Teleconsultation hubs are available for convenient connection with the Spokes.
- ❖ It is advised to have a representative from the following groups in the core planning and implementing team:
  - Health professionals: Medical Officer in-charge, staff nurses, CHOs, yoga practitioners
  - Representation from community platforms- JAS, VHSNC, MAS, self-help groups – NRLM/NULM
  - Anganwadi worker
  - PRI members
  - School teachers, staff etc.
  - Local media
  - Some prominent members of the community
  - Members of the youth groups

- ❖ Lifestyle modification and wellness promotion using multimedia including local art and culture along with screening will help build awareness of health risks and provide information on how an individual can make changes in their lifestyle to enhance their health. Support from community-based youth groups may be taken for the same.
- ❖ It is recommended that ASHAs undertake intensive CBAC assessment in a campaign mode 1 month prior to the scheduled date of Health Mela and inform about the mela to each household in her area.
- ❖ VHSNC and JAS members shall proactively mobilize people for the mela from their villages or locality. Certificate of appreciation award for SHC-HWC, PHC-HWC and UPHC-HWC with highest participation can be considered.
- ❖ Developing and disseminating announcements regarding the health mela to the media, including radio, Community Radio, Nukkad Natak etc. should be considered.
- ❖ Necessary medicines and supplies should be arranged through the respective AB-HWC well in advance.
- ❖ Collaborations- Block level officials from other departments like Block health authority, ICDS, AYUSH, Education, PRI, School Health & Wellness Ambassadors, etc. to make concerted efforts for successful health mela at AB-HWC.

**The following counters may be set up at AB-HWC:**

1. Registration, Digital ID creation and CBAC form filling by Staff Nurse.
2. Screening counter- Screening of hypertension, diabetes & oral cancer, referral as needed.
3. TB and leprosy screening counter: Vulnerability assessment for TB, Screening for TB and leprosy, Awareness generation, stigma reduction and referral as needed.
4. Screening room: Breast cancer & cervical cancer Hepatitis B screening for all pregnant women generation of digital health ID and screening, referral if required.
5. AYUSH services counter.
6. Yoga and meditation area: information regarding wellness activities and conduct timed yet regular yoga and meditation sessions.
7. Clinical Examination and Teleconsultation with MOs/specialists.
8. Laboratory testing including testing for food adulteration.
9. Medication counter providing medicines.
10. IEC counter: awareness generation regarding AB-HWCs, various national health programs, XV Finance Commission grant and health, PM-ABHIM, ABDM, etc.
11. PMJAY counter- Awareness regarding eligibility, creation of PM-JAY cards, information regarding PM-JAY empaneled hospitals, etc.
12. ENT and Eye care services counter.
13. Elderly care clinic.
14. Palliative care clinic.
15. Mental health & Substance Use clinic.
16. Dental clinic.

17. Physiotherapy centre.
18. Counselling services Centre.
19. Podium for Aarogya sabha.

**Facilitating continuum of care:**

- Directory of functional secondary and tertiary health facilities should be readily available in the health mela so that the doctors attending the patients can refer the case for subsequent follow up.
- All referral cases must be entered into a register indicating the name of the patient and the hospital where the patient has been referred.
- Referred patients shall be mapped village-wise and linked to the nearest SHC-HWC/PHC-HWC and shall be shared with the CHO/PHC MO for following-up on the status/outcome of the referrals to health institutions.

**Aarogya Sabha:**

- On the day of AB-HWC level health mela, an Aarogya Sabha to be organized to provide a platform for communities to understand the functioning of the AB-HWC, express their concerns and offer suggestions regarding the healthcare services available at the AB-HWC. The discussion shall be facilitated by the JAS President and CHO/PHC MO where CHO will present a service delivery report of the AB-HWC for previous six months and JAS president will present the feedback of the community. It will be followed by opinion sharing on utilization of AB-HWC health services and discussion on emerging key healthcare issues and the harmony in relationship of the community and health care providers.

# Finance and Resource Management

- ❖ Resources in terms of human resources, drugs & diagnostics, etc. from respective AB-HWCs.
- ❖ Untied fund to the tune of Rs. 10,000 may be used per Health mela (2 days) at Ayushman Bharat - Health and Wellness Centres.
- ❖ Mobilization of additional resources through Panchayat/local NGOs/ CSR funds/ MPLADs funds etc.
- ❖ Support for specialist services may be sought from linked CHCs/SDH.

# Reporting

A brief report on the benefits accrued as an outcome of Health Mela is to be maintained by the State /UT NHM for record and audit purpose as per the reporting form (Annexure - 1) and Feedback (Annexure - 2). Accordingly, the State/UT NHM may issue guidelines to this effect to the districts. Reporting will also be made available at AB-HWC portal.

# Annexures

## Annexure - 1: Report on check-ups done during Health Mela at AB-HWC on date.....

Name of AB-HWC : ..... Block : .....

District : .....

Sl. No.	Item	No. of people benefited	Remarks
1.	Population enumeration and CBAC filling by ASHAs		
2.	Family folders for the population		
3.	Wellness/Yoga/Meditation sessions		
4.	Number of Teleconsultation conducted		
5.	Free drugs and free diagnostics		
6.	ABHA (health ID) creation		
7.	Ayushman Bharat Golden Card creation		
8.	AYUSH services		
9.	Counselling on personal hygiene, environmental hygiene, diet counselling		
10.	Enrolment in various schemes by early registration of pregnant women		
11.	Number of SAM children identified		
12.	Immunization for mothers and children		

Sl. No.	Item	No. of people benefited	Remarks
13.	Contraceptive services		
14.	Counselling for RTI/STI		
15.	Number of tuberculosis screenings done		
16.	Number of leprosy screenings done		
17.	Number of awareness generation sessions for adverse effects of smoking, tobacco, and alcohol consumption, etc..		
18.	Number of hypertension screenings		
19.	Number of diabetes screenings		
20.	Number of oral cancer screenings		
21.	Number of breast cancer screenings		
22.	Number of cervical cancer screenings		
23.	Number of cataract screenings		
24.	Number of nutrition counselling sessions		
25.	Number of testing for food adulteration using food safety magic box		
	<b>Total</b>		

## Annexure - 2: Feedback on the Health Mela at AB-HWCs

### (1) General Report

- Name of the facility.....
- Type of the facility.....
- Name of the district and state .....
- Date of the mela.....
- Name of the Gram Panchayat.....

### (2) Participation Details

- No. of Doctors .....
- General screening .....
- Specialists .....
- Contributed by (source).....

### (3) Human resources involved (Number)

- CHO/MLHPs.....
- ANMs .....
- ASHAs .....
- OTHERS.....
- No. of Pharmacists .....
- No. of other Health Staff (NGO, CBOs) .....
- No. of volunteers.....
- PRI members.....
- JAS members.....
- VHSNC members .....
- Professional organizations like IMA etc.....

### (4) Name(s) of NGOs who participated and type of participation . .....

### (5) Other major source(s) of revenue.....

- CASH.....
- KIND.....

### (6) Impact details:

General impact of the health Mela. List top 3 (Important)

.....

.....

.....  
**(7) Problems faced by the authorities, if any. (List maximum 2 Problems)**

.....  
.....  
.....

**(8) Mention 3 suggestions**

.....  
.....  
.....

(Signature of organizing authority with seal)

Name.....

Designation.....

Date.....

# List of Contributors

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**Namaste!**

You are a valuable member of the Ayushman Bharat – Health and Wellness Centre (AB-HWC) team committed to delivering quality comprehensive primary healthcare services to the people of the country.

To reach out to community members about the services at AB-HWCs, do connect to the following social media handles:

-  <https://instagram.com/ayushmanhwcs>
-  <https://twitter.com/AyushmanHWCs>
-  <https://www.facebook.com/AyushmanHWCs>
-  [https://www.youtube.com/c/NHSRC\\_MoHFW](https://www.youtube.com/c/NHSRC_MoHFW)



National Health Systems Resource Centre