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निर्माण भवन, नई दिल्ली - 110011

Government of India
Ministry of Health & Family Welfare
Nirman Bhavan, New Delhi - 110011

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अपर सचिव एवं मिशन निदेशक (रा.स्वा.मि.)
Additional Secretary & Mission Director (NHM)

D.O. No. : Z-28020/156/2020-CH(Pt.2)
Dated : 3rd November 2021

Dear Colleague,

As you are aware, National Health policy 2017 envisages attainment of highest possible level of health and wellbeing for all at all ages through universal health coverage and quality services. Government of India has made huge and strategic investments towards reducing Child Mortality and has affirmed its commitment to make every effort towards this.

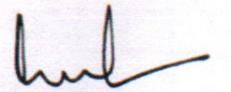
Since the inception of the National Health Mission, the decline in neonatal mortality has gained pace and recorded 14-point decline during 2005-2018. This would not have been possible without relentless work by the Government stakeholders and development partners.

National Newborn Week is organized every year during **15th to 21st November** to raise awareness about the importance of the newborn care for child survival and development. This year, Ministry of Health and Family Welfare (MoHFW) proposes the theme of **"Safety, Quality and Nurturing care – Birth Right of Every Newborn"** during the National Newborn Week.

This year's theme is chosen to remind us for reaching every newborn with quality and developmentally supportive health care rendered with safety and dignity at all service delivery platforms- facilities, community outreach, homes etc. It is expected to rebuild the linkage pathways between facility and community and empower the health workers and communities for quality childcare services. During this week, activities at both facility and community levels are planned with special focus on quality. A guidance note is **annexed** to help the program managers in planning the Newborn Week related activities effectively.

The States/UTs along with the support of their development partners and professional organizations are urged to contribute towards making this successful by participating with full vigor. I am sure these efforts will go a long way in reducing newborn mortality and morbidity.

warm regards
Yours Sincerely,


(Vikas Sheel)

Enclosure: As mentioned

To
Principal Secretary/Secretary (HFW) All States & UTs

Copy to:
Mission Director, NHM
All States and UTs

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GUIDANCE NOTE

Activities
under
“National Newborn Week 2021”
15-21 November 2021

Theme:

*Safety, Quality and Nurturing care – Birth
Right of Every Newborn*

Government of India
Ministry of Health & Family Welfare
Child Health Division

INTRODUCTION

The first four weeks of life is the most vulnerable and critical period in the life of a child. This neonatal period carries the highest risk of mortality and if illness during this period is not properly managed, it might lead to developmental delays and lifelong morbidities. It is estimated that around 40% of all neonatal deaths occur during labour and the day of birth. About three-fourths of all neonatal deaths occur in the first week of life.

The health outcomes in new born are shaped by biological, social, economic as well as cultural factors. Most of the new born deaths and stillbirths are preventable by effective implementation of RMNCAH+N continuum of care initiatives under National Health Mission with a life cycle approach. Several critical interventions at facility and community level are being supported under National Health Mission. It is the key priority area for Government of India, Ministry of Health and Family Welfare.

A multi-level care system of Facility Based New Born Care has been established across the districts to provide round the clock quality services to sick and small newborns. Newborn Care Corners are established at Labour rooms and Obstetric OT's for ensuring essential newborn care and resuscitation. At Community Health Centres (CHC) / First Referral Units (FRUs), New born Stabilization Units (NBSUs) have been established for stabilization, care and prompt referral of sick New Born, if necessary. At district and sub district level, Special New Born Care Units are established for care of sick and small newborn. Under Home Based New Born Care programme, ASHA conducts home visits up to 42 days of life for promoting nurturing care to the new born and referring sick babies to the facilities.

India has committed for attaining single-digit NMR and Still Birth Rate per 1000 live births by 2030 under the India New born Action Plan (INAP), which sets out country's mandate with a vision, defined goals, strategic implementation packages and actions to end all preventable newborn deaths and stillbirths through concerted efforts by all the stakeholders including families and communities.

National New Born Week is celebrated every year in the country from 15 to 21 November since 2000. The aim for celebrating the week is to raise awareness about the importance of the newborn care for child survival and development.

THEME OF NATIONAL NEWBORN WEEK 2021

"Safety, Quality and Nurturing care – Birth Right of Every New Born"

This year's theme is chosen to remind ourselves for reaching every new born with quality and developmentally supportive health care rendered with safety and dignity at all service delivery platforms, facilities, community outreach, homes etc.

PLANNED ACTIVITIES DURING NATIONAL NEW BORN WEEK

15TH -21ST NOVEMBER 2021

A week-long activity is planned by Child Health Division Ministry of Health and Family Welfare (MoHFW) for creating a nationwide drive on improving service delivery and awareness on various aspects for quality, safety and developmentally supportive care at facility level and community level.

All the activities should be planned observing compliance of necessary caution for preventing spread of COVID-19 while performing the activities.

Intensification of quality activities for prevention of neonatal mortality and morbidity will be undertaken during the week 15th to 21st November 2021 as follows:

Activity	Date	Action/Activity Target Group
National level commencement of NNW 21 - E-Launch	15 November 2021 (Morning hours)	<ul style="list-style-type: none"> • Mission Director, NHM of States & UTs • State and district Programme officers (Child Health, ASHA, Maternal Health) • Mothers, family members of neonates and children, • Health workers e.g ASHA, ANM, Anganwadi workers, Medical Officers and Nurses of new born care units at all levels of facilities • National level development partners and professional organizations
State and District level commencement of NNW 21- E-Launch	15 November 2021 (Afternoon hours)	<ul style="list-style-type: none"> • State, district and block level Programme officers (Child Health, ASHA, Maternal Health) • Health workers, Medical Officers and Nurses of new born care units at all levels of facilities • State and district level development partners and professional organizations
Mentoring and quality visits to Newborn Care Units (SNCUs, NBSUs) and Labour rooms	16 to 17 November 2021	<ul style="list-style-type: none"> • Visits to Newborn Care Units (SNCU, NBSU) and Labour rooms.
National Webinar on Facility Based Newborn Care for small and sick newborns	16 November 2021	<ul style="list-style-type: none"> • Paediatricians, Medical officers, Staff Nurses of Newborn Care Units • State and district level Child Health nodal officers • Development Partners and professional organizations

Quality Home Based New born Care visits	16 to 21 November 2021	Community level activity for all new borns
Comprehensive New born Screening at delivery points for Visible/ Functional Birth defects	16 to 21 November 2021	Facility level activity for all new borns
Follow Up of SNCU/NBSU discharged new born	16 to 21 November 2021	Facility and Community level activities for newborns discharged from SNCUs & NBSUs
Follow-up of identified high risk pregnancies by Medical Doctors	16 to 21 November 2021	Facility and Community level activity for high risk pregnancies

Details of activities including preparatory activities to be conducted at State, District, Block and Community are as follows:

At State/UT level

- The States and UTs will ensure participation of stakeholders (Target audience- mothers, family members of neonates and children, health workers e.g ASHA, ANM, Anganwadi workers, Medical Officers and Nurses of new born care units at all levels of facilities) for the National E launch event.
- All HWCs, Sub-centres, PHCs to be intimated for the National launch event for ensuring large participation of target audience at HWCs, VHSND sites, Urban Units etc.
- Similar to the e-Launch held at national level, the states and UTs teams will also plan a State level Launch on 15th November 2021 for dissemination of guideline, orientation of State/district level officials on various activities to be conducted during NNW-2021.
- The States and UTs will plan for the activities
 - Formation of State level and District level Expert teams and Microplanning for Quality Mentoring visits to FBNC units (SNCUs, NBSUs) and Labour Rooms.
 - Formation of State level and District level expert teams and Microplanning for Quality Home Based New born Care visits by ASHAs, ANMs, ASHA supervisors, CHOs etc.
 - Ensure Comprehensive New born Screening at delivery points for Visible/ Functional Birth defects.
 - Ensure follow up of SNCU/NBSU discharged new born at facility and community
 - Ensure Follow-up of identified high risk pregnancies by Medical Doctors
 - Microplanning for logistics (drugs, supplies), IEC materials, monitoring and reporting should be done from State level
- State & UTs will do necessary coordination with departments concerned with the above mentioned activities.
- The States and UTs will ensure all Medical colleges and Hospitals to celebrate National Newborn Week and undertake quality improvement initiatives.
- The States and UTs will plan and organise IEC display at OPDs as well as other visible places in health facilities across the States/ UTs

- States to share with Child Health division any innovative initiative for wellbeing of newborns during the week following the COVID-19 guidelines instructions.

At District Level

- Orientation of all Block Medical Officers should be done related to the activities planned during the week. All COVID-19 related precautions and guidelines will be disseminated with directions to conduct activities following Ministry of Home Affairs (MHA)/State/district specific COVID guidelines.
- E-Launch / Inauguration of NNW at District Hospitals on 15th November 2021– by District collector / CMHO / Principal Medical Officer
- Quality Mentoring visits to FBNC units (SNCUs, NBSUs) and Labour Rooms by State and District Teams on 16th and 17th November 2021.
- Review and strengthening of the labour rooms and delivery points, SNCUs, post-natal wards for readiness to manage mothers and newborns.
- New-borns discharged from SNCU/BNSU should be followed-up at facility level at DEIC, district hospital and community level during National New born Week.
- Comprehensive New born screening of all newborns should be ensured at delivery points.
- Arrange for Follow-up of identified high risk pregnancies by Medical Doctors
- Arrange display of IEC material at all health facilities.

At Block Level

- Organise participation of target audience at HWCs, VHSND sites, Urban Units etc.
- in the National launch event.
- Designate block level officials for the supportive supervision of ASHAs during home visits under HBNC.
- Block level facilities will display IEC materials and may run new born care videos in facilities for community awareness and health worker awareness.
- At facility level new born screening should be done for all the newborn delivered at the public health facilities.
- New-borns discharged from SNCU/BNSU should be followed-up at facility and community during National Newborn Week.
- Counselling of families, caregivers of newborns discharged from NBSU/SNCU on continuing Kangaroo Mother Care at home and exclusive Breast feeding.
- Arrange for Follow-up of identified high risk pregnancies by Medical Doctors

At Community Level:

- Participation of the target audience at HWCs, VHSND sites, Urban Units etc. in the National launch event.
- Organising VHSND days and focus on quality MCH services.
- Quality home visits by ASHA under HBNC by ensuring supportive supervision: During the National newborn week all scheduled HBNC home visits by ASHA should be mentored/supported by ASHA Facilitator/ANMs/CHOs or any other block level officials to improve quality of home visits.
- In every visit ensure promotion of exclusive breastfeeding, weigh the newborn, measure temperature, ensure warmth, diagnose and counsel in case of breastfeeding problem, promote hand washing, provide skin, cord and eye care and ensure identification and prompt referral in case of danger signs/illness.

- The line listing of high risk pregnancies and the newborn by ASHA and ANMs shall be maintained at the Sub-Centre level to be followed up with checkup Medical officer.
- The line list of newborn to be followed up by ASHA and supervised by ASHA Facilitator/ANMs/CHOs or any other block level officials during the National Newborn Week.
- The vulnerable groups which require special attention during national new born week are as follows.
 - Low birth weight or sick newborn
 - SNCU/NBSU discharged babies
 - Newborn delivered at home
 - Preference should also be given to mothers and children from
 - a) Hard to reach areas, families in distant hamlets.
 - b) Marginalized sections, migrants, destitute, labours, slum dwellers, disables, workers from unorganised /informal sectors etc.
 - c) Houses where ASHAs find it difficult to counsel the families about referral to health facilities for care seeking or for adoption of healthy practices.
 - d) Households where adequate attention and care not given to girl child

REPORTING AND MONITORING OF THE “NATIONAL NEWBORN WEEK – 2021”

The reporting from the States and UTs will be based on the following indicators:
The report to be sent at MoHFW Child Health division within 15 days. Follow up visits will be done to States and UTs from National Level.

S. No	Indicator	Value
1	Number of districts participated in National and State level launch	
2	Number of New born visited by ASHAs at home during the National Newborn Week.	
3	Number of ASHAs received supportive supervision by ASHA facilitators/ANMs/CHOs or any other block level officers during the home visits of New born under HBNC.	
4	Number of facilities visited for quality mentoring (SNCU/NBSUs/Labour rooms)	
5	Number of SNCU graduates followed up during NNW 2021 at community and DEIC	
6	Number of New born screened under comprehensive New born screening during NNW	
7	Number of High risk pregnancies followed up by Medical officers	

IEC MATERIALS

Child Health IEC materials for various programmes are already available on National Health Mission website (<http://nhm.gov.in/>) website which may be used during National Newborn Week.