



GOVERNMENT OF INDIA
MINISTRY OF HEALTH & FAMILY WELFARE
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D.o no. Z28020/156/2020-CH pt.2

Date: 06 November 2020

Dear Sir/Madam,

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. With the inception of the National Health Mission, the decline in neonatal mortality gained pace and recorded 13 point decline during 2005-2018. This would not have been possible without relentless work done by the Government stakeholders and development partners.

Every year National Newborn Week is organized from 15th to 21st November to raise awareness about the importance of the newborn care for child survival and development. This year Child health division, Ministry of Health and Family Welfare (MoHFW) proposes the theme **"Ensuring Quality, Equity, and Dignity of Newborn Care at Every Health Facility and Everywhere"** during the National Newborn Week.

This theme is expected to rebuild the linkage pathways between facility based and community level care and empower the health workers and communities to deliver services to all neonates. Activities at both facility and community are to be planned for the week. A guidance note is annexed to help the program managers in planning the newborn week related activities effectively. Further, this is to emphasize that all the activities should be planned keeping the current COVID-19 situation in mind. Kindly do share the reports duly validated in time bound manner.

The states along with the support of all stakeholders 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.

To

Mission Directors, All States and UTs

Best Regards and festival greetings

(Dr. Sumita Ghosh)

Healthy Village, Healthy National



एड्स - जानकारी ही बचाव है
Talking about AIDS is taking care of each other



GUIDANCE NOTE

Activities

under

“National Newborn Week 2020”

15-21 November 2020

Theme:

*Ensuring Quality, Equity and Dignity for
Newborn Care at Every Health Facility and
Everywhere*

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

INTRODUCTION

The foundation of healthy adult life often lies in health during the New born period. New born need not only survive but also need to thrive to achieve its own potential. The neonatal period carries the highest risk of mortality than any other period of childhood.

The Neonatal Mortality Rate (NMR) has declined from 44 per 1000 live births in 2000 to 23 per 1000 live births as per Sample Registration Survey (SRS) 2018. However, an estimated 0.6 million neonatal deaths happened in 2018 in India. It is estimated that around 40% of all neonatal deaths occur during labour and the day of birth. About three-fourths of all the neonatal deaths occur in the first week of life. Notably, half of all maternal deaths also take place during this crucial period. The health outcome of New born period are shaped by biological, social, economical as well as cultural environment.

New born health is the key priority area for Government of India, Ministry of Health and Family Welfare (MoHFW). Most of the maternal and new born deaths, including stillbirths, happen due to preventable causes; effective and feasible interventions are available and may end preventable deaths if implemented to scale. India adopted RMNCH+A strategy to ensure continuum of care from facility to community with a life cycle approach. A critical investment under National Health Mission has been done through establishment of facility based new born care services across the States/ UTs. Accredited Social Health Activists (ASHAs) promote health care practices and improve care seeking behaviour through awareness generation and counselling in the community. Access to prompt care during sickness by early detection of danger signs and prompt referral to facilities equipped to manage sick new born improve survival of the new born.

Under the New born Action Plan (INAP), India has committed to attain single-digit NMR and Still Birth Rate per 1000 live births by 2030, five years ahead of the Global Every New born Action Plan. INAP sets out country's mandate under India New born Action Plan with a vision, goals, strategic implementation packages and actions to end all preventable new born deaths and stillbirths through concerted efforts by all the stakeholders including families and communities.

New born Care in India:

Evidence exists that many new born can be saved by scale up of low cost -effective interventions like Essential new born care and Resuscitation at birth, Early and Exclusive breast feeding, care of preterm and low birth weight including KMC, maintaining temperature, prevention of sepsis etc.

Facility Based New born Care:

A multi-level care system of Facility Based New born Care was established across the districts to provide round the clock quality services to sick and small new born.

(i) New born Care Corner (NBCC)

New born Care Corner (NBCC) is a designated space in all Labour rooms and Obstetric OTs, equipped with equipment and trained staff available round the clock to provide essential new born care including resuscitation at the time of birth.

(ii) New born Stabilization Unit (NBSU)

New born Stabilization Unit (NBSU) is a 4-6 bedded unit established at sub district level (Community Health Centre / First Referral Unit) providing basic care to sick and small new born. NBSUs when

optimally functional and supported by referral units, can satisfactorily manage large numbers of new born requiring first level of care close to home.

(iii) Special New born Care Unit (SNCU)

SNCU is at minimum a 12 bedded or larger unit located at district/Sub district hospitals and medical colleges with dedicated and adequately trained doctors, staff nurses and support staff to provide 24X7 comprehensive secondary level of new born care to small and sick neonates not requiring surgical intervention and mechanical ventilation.

(iv) Mother New born Care Unit (MNCU)

The aim of establishing MNCU is to ensure ‘no separation’ of mother and new born during hospital care while the mother actively participates in developmentally supportive care of the new born.

Community based New born Care:

(i) Home Based New Born Care (HBNC)

Under Home Based New Born Care program, ASHA conducts incentivized scheduled home visits up to 42 days of life for ensuring:

- recording of weight of the new born in Mother Child Protection (MCP) card
- ensuring BCG, 1st dose of OPV and DPT vaccination
- both the mother and the new born are safe till 42 days of the delivery, and
- registration of birth has been done

(ii) Home Based Care for Young Children (HBYC)

Home-Based Care for Young Child (HBYC) was rolled out in 2018 to conduct structured additional visits beyond new born period. ASHA will conduct home visits on 3rd, 6th, 9th, 12th and 15th months to promote key messages regarding early initiation of breast feeding, exclusive breast feeding till 6 months and continued breast feeding till 2nd year of life along with adequate complementary feeding ensuring age appropriate immunization and early childhood development including the role of WASH. The quarterly home visits for low birth weight and SNCU discharged babies by ASHAs will be subsumed within HBYC visits in those districts where it is rolled out.

***PLANNED ACTIVITIES DURING NATIONAL NEW-BORN WEEK
17TH -21ST NOVEMBER 2020***

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 new born care for child survival and development , to renew focus and commitment for Facility based and Community based new born care.

Theme of National New born Week 2020:

“Ensuring Quality, Equity and Dignity of Newborn Care at Every Health Facility and Everywhere”.

India has made remarkable progress on commitments for new born survival and development; however, COVID-19 pandemic threatens to halt the progress at all levels. This year’s theme is chosen

to remind ourselves of reaching every new born and the mothers with quality health services rendered with dignity at all service delivery platforms- facilities, community outreach, and at homes.

A week-long activity is planned by Child Health Division Ministry of Health and Family Welfare (MoHFW) to create a nationwide awareness on Quality, Equity, Dignity of New born Care at facility level and community level

All the activities are planned observing compliance for preventing spread of COVID-19 while performing the activities. The list of activities planned are for the week 15th November 2020 are as under:

At National level

- **An e-Launch of National New born Week 2020** will be done by senior officers of the MoHFW. During this VC, document on the progress made in India New born Action Plan and the plan to develop roadmap for INAP will be given.
- **Release of Revised/updated Facility Based New born care Packages:** (1) Facility Based New born Care Operational Guideline, (2) Revised Navjat Sishu Suraksha Karyakram package (3) Newborn Stabilization Units training package, (4) INAP progress card and (5) IEC Posters on Newborn Care .
- All health workers (Doctors, Nurses & Supporting staff etc.) working 24*7 in the Special New born Care Units across the States/UTs for care of sick and small new born during the pandemic will be addressed with special appreciation conveyed to them.
- **IEC activities** – Key messages for new born care including Danger Signs in new borns, KMC, Breastfeeding etc, Scripts for Radio Jockey, Twitter messages, short Clinical Videos of neonatal experts etc. will be shared with the states for wider dissemination during the week. The social media messages will be shared by MoHFW for wider circulation. The thrust will be on utilisation of all media activities for awareness generation, demand generation for service in the background of the pandemic.
- **Communication from HFM to all stakeholders** and Professional bodies like India Academy of Paediatrics (IAP), National Neonatology Forum (NNF), Indian Medical Association (IMA), Federation of Obstetric and Gynaecological Societies of India (FOGSI), Indian Nursing Council (INC), Trained Nurses Association of India (TNAI), Indian Association of Neonatal Nurses (IANN) etc. to promote inter-sectorial convergence of various or contribute in advocacy for facility and community care of new born.
- **Technical/clinical webinars** will be organized on the following:
 - **Role of Nurses in New born Care on 19th November 2020** for staff nurses across the states involved in new born care and experience sharing.
 - **Facility Based New born Care “DO NO HARM” on 20-21 November 2020** for Paediatricians, Neonatologists, Obstetricians, SNCU and Labour room Staff Nurses, State and district child health and maternal health nodal officers The webinar link will be shared closer to the event.

At State/UT level

Similar to the webinar e-Launch held at national level, the State and UT teams will also address the district teams and share all the IEC resource materials to be used during the week.

The States and UTs may organise Media workshop on new born health i.e. the briefing of key stake holders and Media persons on new born survival and thrive programmes and interventions.

The States and UTs will direct all Medical Colleges and Hospitals to celebrate National New born Week by ensuring comprehensive new born screening of all the new born delivered or visiting hospital in the general OPDs during this week. Display of IEC material at OPDs as well as other prominent places in facilities will be prioritized. States will share with Child Health division any innovative initiative for wellbeing of new born during the week following the COVID-19 guidelines instructions.

At District Level

Prior to National New born Week an orientation of all BMOs will 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

Some of the key activities that need be organised at district level are:

- E-Launch / Inauguration of NNW at District Hospitals – by District collector / CMHO / PMO.
- New born screening OPD / Separate visible stall shall be organised at OPD in district hospital/ civil hospitals/ Municipal hospitals where the IEC messages of NNW and Covid-19 can be displayed for parents who all are coming to the public health facility for seeking new born care.
- NQAS facility assessment should be done for SNCU/NICU, NBSU to identify the gaps and plan for fulfilling the gaps should be prepared.
- Screening of new born need to be done at functional District Early Intervention Centre (DEIC) at district hospital.
- Number of New-borns telephonically followed-up through SNCU/NICU during National New born Week
- New born care health information area with specific branding need to be envisioned at district hospital, near SNCU which will showcase new born care practices by posters, counselling of mother/family and demonstration etc.
- Review and strengthening of the labour rooms and delivery points, SNCUs, post-natal wards etc and preparedness for managing COVID-19 mothers and their new-borns.
- large gathering should not be encouraged in any of the above activities. The COVID-19 guidelines on COVID appropriate behaviours i.e. social distancing etc. must be followed in all activities.

At Block Level

- Orientation web meeting of all ASHAs may be done to promote healthy practices for new born care amongst families during telephonic follow up or home visits observing COVID-19 precaution guideline.
- At facility level new born screening can be done for all the new born delivered at the facility.
- Block level facilities may run new born care videos in hospital premises for community awareness and health worker awareness.

- New born care health information will be displayed at CHC/PHC/SC in OPD areas during National New born Week and ASHA can also be the part of awareness activities. This will strengthen the linkages between Facility care and Community care.
- Readiness for identification and appropriate management and referral of mothers with COVID-19 and their neonates
- No large gathering should be encouraged in any of the above activities. The COVID-19 guidelines on COVID appropriate behaviours i.e. social distancing etc. must be followed in all activities.
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At Village Level:

Follow-up of all newborns in the community/ villages: ‘The village level workers ASHA and ANM to have follow-up of all newborns in the community adhering the COVID-19 precaution guideline or ensure follow up through telephone under the HBNC programme.

The line listing of the newborn followed up during the national newborn week shall be maintained at the Sub-Centre level.

Besides conducting telephonic follow up or routine home visits to new born, during the National New born Week, as per schedule additional visits/telephonic follow up would be conducted specially to vulnerable group of new born specially LBW and sick new born discharged from SNCU and/or families during this week who are already visited/contacted in last 3 months. Frontline health workers to educate community’s health facilities readiness and safety of health services for mothers and neonates in hospitals. In addition, vulnerable groups which require special attention during national new born week are listed below.

- Low birth weight or sick new born
- SNCU discharged babies
- New born who was delivered at home
- Preference should also be given 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
- No large gathering should be encouraged in any of the above activities. The COVID-19 guidelines on COVID appropriate behaviours i.e. social distancing etc. must be followed in all activities.

REPORTING OF THE “NATIONAL NEWBORN WEEK – 2020”

- Number of districts participated in E-Launch, Webinars at National and state level.
- Number of Doctors, Staff Nurses and Health workers participated in the Webinars organised at National, State and district level during National New born week.
- Number of New born
 - telephonically followed-up by SNCU/NICU during National New born Week
- Number of SNCU facilities conducting NQAS facility assessment during National New born Week
- Number of New borns telephonically follow-up or visited by ASHAs at home during National New born Week.

IEC MATERIALS

The IEC materials and videos can be downloaded from NHM website (www.nhm.gov.in).

For any query or feedback, may write to newborn.mohfw@gmail.com email id or contact Child Health division National Health Mission, Ministry of Health and Family Welfare.