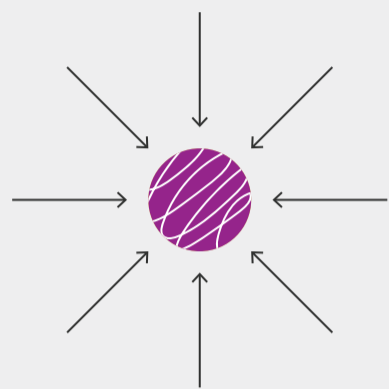




Why use this high impact approach?

Strengthening Mahila Arogya Samitis to Facilitate Access to Family Planning Services for the Urban Poor

Mahila Arogya Samiti (MAS) can play an effective role in health promotion at the community level. Strengthening MAS capacity can help them become self-governing institutions that work to address the family planning needs of the urban poor.



STEP 1

Identify women to form MAS

Identify household clusters where MAS needs to be formed. After community meetings to assess health needs, ASHAs will sensitize selected women on MAS roles. Key criterion for MAS members should be their commitment and willingness to work as a collective for community health.



STEP 2

Build Capacity of MAS on Health Issues

Build MAS capacity on health issues by training members in family planning, maternal, newborn, and child health. Coach them to promote spousal communication, and increase male involvement in family planning. Provide relevant IEC materials and job aids. ASHAs can use their monthly meetings to support this.



STEP 3

Ensure Utilization of Untied Funds

Open MAS bank accounts as per government norms and ensure the timely disbursement of untied funds. MAS members can decide how to use the funds for community health needs, following the prescribed guidelines.



STEP 4

Engage MAS in Health Campaigns, Special Events and Drives

Involve MAS members in events like World Population Day, World Contraception Day, Saas Bahu Sammelan, NSV Fortnight and Breastfeeding Week to increase awareness. Use these campaigns and events to enhance the visibility and recognition of MAS. Such recognition motivates the group.