



# DONOR: NOORA HEALTH

## PROJECT: CARE AND COMPANION (CCP)

(2023-2025)



**It takes a family!!**

### CARE COMPANION PROGRAM INTRODUCTION :

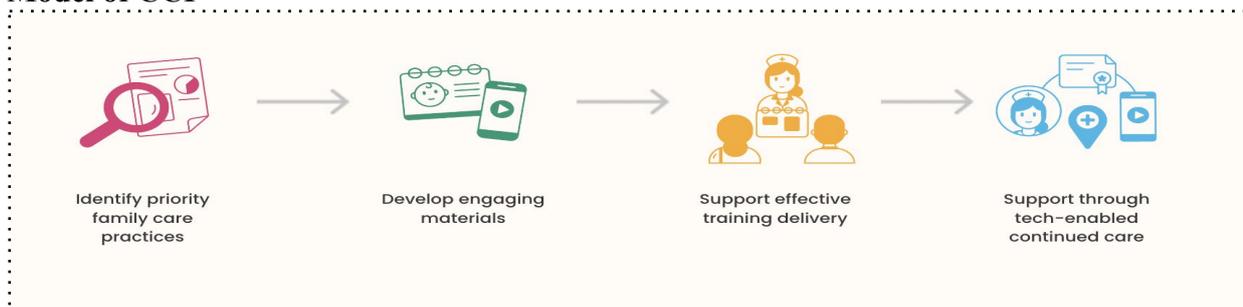
The Care Companion Program (CCP) trains patients and their family caregivers, equipping them with high-impact health skills required for improved recovery and well-being of patients, both at facilities and in the communities. The program is grounded in the philosophy that educating and empowering families enables them to become active partners in improving health and wellbeing.

CCP transforms hospital hallways and wards into learning spaces and leverages the most committed and compassionate resource available for patient care—the patient’s own family. Specially designed and culturally contextual IEC tools, such as flipcharts and patient handouts, are used to ensure the content is relevant and easy to understand. Additionally, a mobile care companion service is shared with patients and caregivers attending the sessions as a follow-up support mechanism.

### Program Objective:

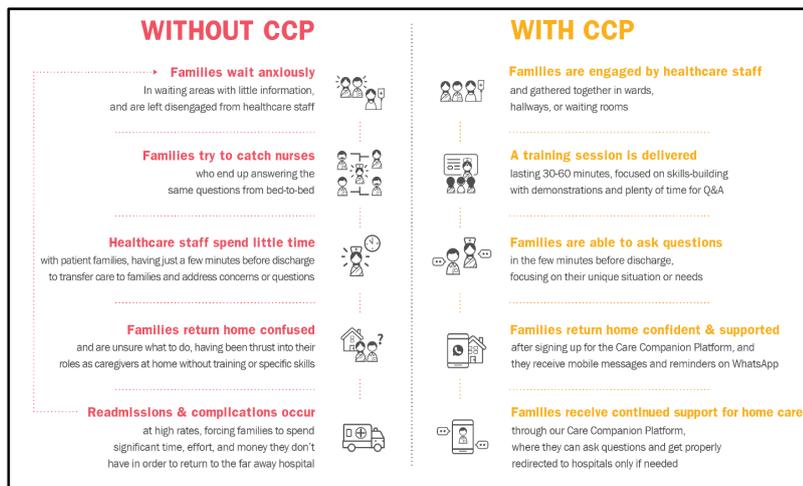
The aim of the program is to train and educate patients and their caregivers on how to take the best care of patients while in hospital as well as at home. The main focus is to tap the most compassionate resource available for a patient's care viz their own family, and to equip them with high-impact health skills required for recovery and wellbeing of patients during the period of hospitalisation and after discharge, at home.

### Model of CCP



By integrating CCP into district hospitals and medical colleges, communities, and healthcare facilities, the state can institutionalize a structured, family-centered education model that enhances the continuum of care.

### Benefits of CCP (family and caregiver counselling)



### Reach and Impact

The combined efforts of ASSRA and state health departments have enabled CCP to reach:

- 33,53,749+ people trained
- 2,30417+ sessions conducted

### PROGRAM JOURNEY- HARYANA

#### Project Progress and Achievements

During the first quarter of 2025, the Care Companion Program (CCP) in Haryana continued to expand its reach and strengthen service delivery across the state. A total of **188 health facilities** remained fully functional under the program, including **22 District Hospitals (DHs)**, **32 Sub-Divisional Hospitals (SDHs)**, and **120 Community Health Centres (CHCs)**.

Both **Maternal & Child Health (MCH)** and **Non-Communicable Diseases (NCD)** condition areas were actively implemented. MCH services were delivered across **54 high-delivery-load facilities**—all District and Sub-Divisional Hospitals equipped with SNCUs/NBSUs. In contrast, the NCD program achieved broader penetration, operating across all 188 participating facilities under the Health Department. This dual implementation ensured that caregivers received high-quality, consistent health education spanning preventive, promotive, and follow-up care.

The growing scale of CCP reflects the Government of Haryana’s commitment to integrating structured caregiver education into routine service delivery.

#### CCP Outputs (Apr 2024 –Mar 2025)

- People trained: **842914**
- Sessions conducted: **52117**

These numbers reflect strong implementation momentum, with frontline healthcare teams regularly delivering CCP sessions across the state.



## Challenges & Key Insights

The program experienced delays due to:

- Frequent transfers and absence of dedicated state nodal officers
- Administrative changes within the National Health Mission

Despite these challenges, CCP teams successfully executed key activities and continued expansion through state-approved budgets.

## Photo Highlight



# PROGRAM JOURNEY-PUNJAB

## Project Progress & Key Achievements

### CHC Expansion Plan

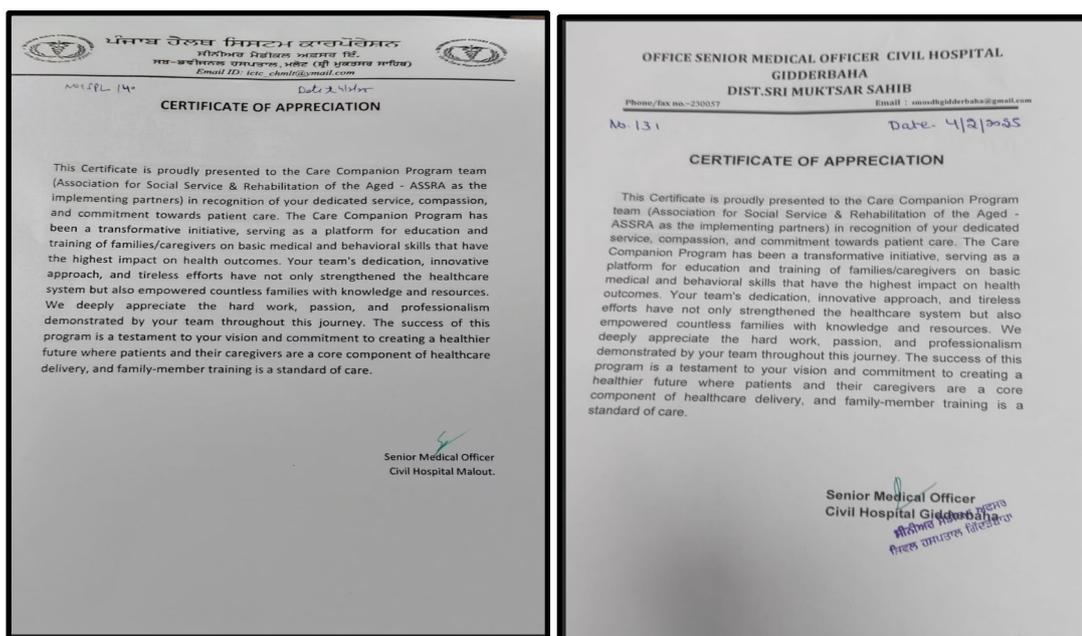
- The expansion of CCP to Community Health Centres advanced significantly. The team successfully secured approval from the **MCH Department**, and the proposal is now with the **Directorate of Health Services (DHS)**. Once vetted, the file will move forward to the **Mission Director, NHM**, for final sanction—marking an important step toward scaling CCP across CHCs in the state.

### Printing & Facility Support

- During this period, the state moved forward with the printing plan for CCP IEC materials. As part of the approved budget, the government will print **only the NCD flipcharts**, which will be supplied to **317 Health & Wellness Centres (HWCs)** and **128 District and Sub-Divisional Hospitals**. For existing facilities, replenishment of training materials will continue based on need, while supportive supervision is being strengthened through **regular field visits** to ensure quality implementation.

### Strengthened District-Level Engagement and Recognition

- To reinforce governance and streamline CCP implementation, new **district-level Nodal Officers** were officially appointed. Following the approvals, the **State Nodal Officer (SNO)** conducted a comprehensive virtual orientation with all district nodal officers on **10 January 2025**. This orientation set expectations, aligned district teams on program priorities, and strengthened the coordination framework needed for CCP's continued expansion.
- A notable example comes from **Bathinda**, where the CCP report is reviewed every month directly by the **Deputy Commissioner**, ensuring strong administrative oversight and accountability.
- The dedication of CCP teams at the facility and district levels also received formal recognition. Across multiple districts, teams were awarded **appreciation certificates** for their contributions toward strengthening health education and service delivery. These acknowledgements reflect both the quality of work and the growing trust in the program.
- In addition, CCP staff were increasingly invited to participate in **block-level review meetings**, particularly in **Ferozpur and Moga**. Their participation not only enabled closer coordination with block health officials but also ensured that CCP progress, challenges, and support needs were consistently highlighted at the right platforms.



Picture: Appreciation letters from District



## Program Outputs for Punjab (Apr 2023- Mar 2025)

- People Trained: 680750
- Sessions Conducted: 75761

These outputs reflect strong early-year performance despite administrative challenges.

## Challenges, Learnings & Insights

- The absence of a dedicated state nodal officer and frequent administrative changes within the National Health Mission have slowed program expansion.
- Despite these constraints, the team successfully conducted one round of ToTs planned under the state NHM budget, ensuring continuity in program quality and scale-up

## Photo Highlight



Picture Review meeting at Block Thathi Bai, Moga

## PROGRAM JOURNEY; MADHYA PRADESH

### Budget Overview (PIP 2023–25)

- The Care Companion Program (CCP) achieved an important milestone in Madhya Pradesh this year with the successful approval of its PIP. For the first time, CCP program costs have been formally integrated into the state budget, demonstrating strong government ownership and long-term sustainability. A dedicated allocation of **₹11.63 lakhs** has been earmarked for CCP under the **ROP 2025–26**, ensuring continued support for training, implementation, and scale-up activities across the state.



## Project Progress & Key Achievements (Apr 2024 –Mar 2025)

- The year saw a significant expansion of the CCP footprint across Madhya Pradesh, with Maternal and Newborn Health (MNH) CCP launched in **60 new Sub-Divisional Hospital (SDH) and Civil Hospital facilities**, including **23 Civil Hospitals and 37 Community Health Centres**. Each of these facilities has already received at least one launch or orientation visit, and **146 new trainers** were onboarded to support sustained delivery of sessions.
- To ensure quality and consistency, the team carried out **267 monitoring and supportive supervision visits** across the state. These visits played a key role in identifying training gaps, strengthening facilitation skills, and ensuring that CCP tools were being used effectively at facility level.
- Efforts toward systemic integration also gathered momentum. Divisional-level CCP reviews for **Rewa and Sagar divisions** are planned for Q2, while **Khargone** became the first district to host a full DHS-level CCP review. Under **Project Sankalp**, a meeting with the District Collector was successfully completed, laying the foundation for deeper integration of CCP in the district's MNH priorities.
- Program strengthening continued through targeted capacity-building. A total of **14 refresher trainings** were conducted, with a special focus on improving performance in lower-performing SDH facilities. These trainings helped reinforce content knowledge and session quality among trainers.
- On the operations front, the **MH IEC budget** enabled replenishment of CCP tools across the state. The printed materials are now ready at the Government Printing Press (Madhyam) and are expected to be handed over to NHM in Q2 for distribution to facilities.
- Quality improvement efforts also advanced. The **LaQshya & MusQan study proposal** was submitted, with initial feedback received from the State Nodal Officer. Additionally, the team supported **three state-level LaQshya assessments** during Q1, contributing to the state's broader quality-of-care agenda.

## Innovations and Sustainability Efforts

- This quarter marked important strides in strengthening the long-term sustainability of the Care Companion Program (CCP) in Madhya Pradesh. A major milestone was the program's inclusion in the **Maternal and Child Sanjeevan Mission roadmap document**, reflecting formal recognition of CCP as an essential component of the state's maternal and child health strategy. This momentum was further reinforced when, for the **first time in the state**, the **District Collector of Khargone personally reviewed CCP progress** during the District Health Society (DHS) meeting—an important indicator of growing leadership ownership.
- Under **Project Sankalp**, the team completed the **MusQan baseline report**, which is now ready for submission to both the District Collector and the MD NHM. Parallel work on the **Sankalp–CCP progress report** and DHS-level program reviews is underway, designed to strengthen session quality and deepen community-level impact.
- Innovation efforts continued as well. A proposal for the **Best Practices Innovation Summit** was submitted to the State Nodal Officer, with final review and approval from the MD NHM awaited. This proposal highlights scalable approaches and cross-learning from districts implementing CCP effectively.
- Additionally, the team supported training on the **new ANMOL RCH app and portal** across three districts. During these sessions, the team advocated for the integration of CCP within maternal and child health service delivery, reinforcing its relevance in digital reporting, counseling, and community outreach.
- Together, these initiatives reflect a clear shift: CCP is evolving beyond a programmatic intervention into a sustainable, systems-level innovation embraced by leadership at multiple tiers of the health system.

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## Program Outputs (Apr 2024 – Mar 2025)

- **People Trained: 1830085**
- **Sessions Conducted: 102539**

These outputs reflect the strong reach of CCP across facilities, driven by growing government commitment and robust field engagement.

## Challenges, Learnings & Insights

- **No major challenges reported** during this period.
- Continued coordination with NHM leadership ensured smooth progress and timely approvals.



## सामुदायिक स्वास्थ्य केंद्र में विभिन्न टूल्स के जरिए नर्सों को दी ट्रेनिंग

भास्कर संवाददाता, पिछोरे

सामुदायिक स्वास्थ्य केंद्र पिछोरे में आज 12 दिसंबर गुरुवार को केयर कंपैनियन प्रोग्राम का एक दिवसीय प्रशिक्षण संपन्न हुआ। प्रशिक्षण के दौरान ब्लॉक मेडिकल ऑफिसर डॉक्टर संजीव वर्मा, डॉ. बृजेश शर्मा सहित समस्त नर्सिंग स्टाफ उपस्थित था। कार्यक्रम के दौरान अस्पताल की नर्सिंग ऑफिसर द्वारा ग्रुप काउंसिलिंग सत्र के माध्यम से परिवार जनों को प्रशिक्षित किया गया। इस कार्यक्रम के माध्यम से अस्पताल में आने वाली गर्भवती /प्रसूति महिला एवं उनके परिवार को विविध टूल्स के माध्यम से स्वास्थ्य शिक्षा के बारे में जानकारी दी गई। इसके साथ ही एक निःशुल्क मोबाइल स्वस्थ्य



प्रशिक्षण संपन्न

सेवा के उपयोग के बारे में भी बताया गया जिससे लोगों में जागरूकता बढ़ेगी।

कार्यशाला में नर्सिंग अधिकारियों की कौशल वर्धन के माध्यम से केयर कंपैनियन प्रोग्राम के उद्देश्यों और कर्तव्य प्रणाली से सभी को बताया गया जिससे वह भविष्य में इस कार्यक्रम में अधिक से अधिक लोगों को स्वस्थ्य शिक्षा के बारे में

बता सकें। कार्यक्रम के उपरांत डॉ. संजीव वर्मा तथा डॉ. बृजेश शर्मा द्वारा सभी को प्रमाण पत्र वितरण किए गए साथ ही संबंधित कर प्रभावी परामर्श पर जोर देने की बात के साथ ही पूरे वर्ष की सीसीपी रिपोर्ट की समीक्षा कर नियमित सत्रों को आयोजित करने की आवश्यकता पर जोर देने को कहा।

Picture: Media coverage of CCP in Khargone

### CCP Outputs (Sept 2023 –Mar 2024)

- People trained: 5,51,678
- Sessions conducted: 28,874

These numbers reflect strong implementation momentum, with frontline healthcare teams regularly delivering CCP sessions across the state.

### Photo Highlight



Picture: Sessions being conducted at Haryana by not just nurses but also doctors occasionally.

## Program Outputs for Punjab (Sept 2023- Mar 2024)

- People Trained: 3,12,328
- Sessions Conducted: 32,410

These outputs reflect strong early-year performance despite administrative challenges.

### Photo Highlight



**Picture** Address by the State Nodal Officer-CCP during the Training of Trainers session for Health & Wellness Centres in Ferozpur.

## Program Outputs (Sept 2023 – Mar 2024)

- People Trained: 9,62,544
- Sessions Conducted: 49,702

These outputs reflect the strong reach of CCP across facilities, driven by growing government commitment and robust field engagement.

### Photo Highlight



**Picture** . Home visit for CCP tools distribution and caregiver engagement.

## **Testimonials-1 | From the front of District officials**

*“Care Companion Program is one of the best health education programs which is easy to reach the dominators in the family while they are in the hospitals with their loved ones.*

*The tools help a lot to teach mothers and their attendees effectively.”*

**- Sh.Maniraj Singh, SNO Nuh**

*“The CCP is a wonderful program. The education tools are useful, the involvement of family members is the best part of this program. We will take this to all the lower-level facilities..”*

**- Smt. Dhano Devi, SNO Ambala**

## **Testimonials-2 | From the front of Master Trainers**

*“As an SNCU counsellor, I have to counsel the mothers who come to SNCU, instead of one-on-one counselling I have started educating them in a group. If anything specific, I will tell them individually and I am doing this since CCP is implemented in our hospital. This program has helped me a lot in educating the mother and their family members using all the useful tools.”*

**- Smt.Munni Kumari, CCP Master Trainer, DH Ambala**

*“CCP is the first official training I have attended being MSc nursing holder I always wanted to educate the needy mothers after being a part of CCP it made me easy to serve my purpose with all the advanced tools like flip chart, videos, brochures, doll, and I am happy for doing this”*

**- Smt.Pallavi Dhankara, CCP Master Trainer, DH Jhajjar**

