

# HEALTH PROMOTION DIVISION



**Public Health Foundation of India**

Plot No. 47, Sector 44, Gurgaon (Haryana) 122002, India.

Phone: +91-124-4781400 Fax: +91 124 4781601:

email: [contact@phfi.org](mailto:contact@phfi.org)

Registered Office: 316, 3rd Floor, Rectangle - I Building

Plot No. D-4, District Centre Saket, New Delhi - 110017

Phone: +91 11 40057500 Fax +91 11 40057515

[www.phfi.org](http://www.phfi.org)

## ABOUT HEALTH PROMOTION DIVISION

The Health Promotion Division at the Public Health Foundation of India (PHFI) aims to nurture interdisciplinary health promotion research, programming and practice and focuses on promoting multi-sectoral coordination. The Division adopts a setting-based approach to design health communication, health literacy, and community outreach activities that mainstream health promotion policy and practice.

The Division works on designing theory-based interventions to develop healthy settings in diverse contexts and generates evidence to support effective messaging, programming and policy development. The Division brings together approaches ranging from health education, health campaigns, community empowerment, legislative reforms, fiscal policy change to organizational change and strengthening health services to address social inequalities in health.

The Division undertakes rigorous evaluation of outcomes, context, implementation and processes to assess impact of these health promotion interventions on population health and wellbeing. Research on impact of programmes in influencing health of individuals and population is a core activity undertaken at the Health Promotion Division.

Our multi-disciplinary team consists of:

- Public Health Experts
- Epidemiologists
- Clinicians
- Behavioural Scientists
- Nutritionists
- Researchers
- Lawyers and Policy Analysts



## KEY FOCUS AREAS



## WHAT DO WE DO

Research	Behaviour Change Communication	Health Promotion Practice	Technical Support	Training and Capacity Building
Epidemiological Research Behavioural Research Policy and Legislative Research Qualitative Research	Interventions Life-skills Health Literacy mHealth New Media	Evidence based Policy Recommendations Multi-sectoral Collaboration Integrating Health and Development agenda Media Engagement	Central and State Government Inter-Ministerial Task Forces NGOs and Other Partners	NCDs Tobacco and Alcohol Control Health Promotion Adolescent Health Health System Strengthening

## RESEARCH AND PROGRAMMES

### ONGOING PROJECTS

**Evaluation of the peer educator (PE) component of Rashtriya Kishor Swasthya Karyakram (RKSK)**, in high priority districts (HPDs) of two Indian states i.e Madhya Pradesh and Maharashtra, in collaboration with the Ministry of Health and Family Welfare-Government of India (MoHFW-Gol) and State Health departments.

**Project i-PROMiSe (PROMoting Health Literacy in Schools)**, an initiative aimed to reach school students Pan-India and promote an enabling and supportive environment among children and adolescents to adopt healthy lifestyle practices. The project was developed by PHFI in collaboration with World India Diabetes Foundation (WIDF) and Mayo Clinic, USA. Under the project, a comprehensive module comprising of interactive activities and short films (Audio-Visual module) focusing on importance of healthy diet and being physically active were developed using Health Belief Model (HBM).

**Project PaTHWay: PromoTing Health and Wellbeing**. Joined hands with the Directorate of Health Services (Government of Maharashtra) and Directorate of Health and Family Welfare Services (Government of Karnataka) to combat the rising burden of NCDs under Project PaTHWay: PromoTing Health and Wellbeing. The project is targeting varied population across schools, colleges and workplaces in two cities of India (i.e Pune and Bengaluru), to address key NCD risk factors. The study is being led by the division in collaboration with local partners in Pune (Janaseva Foundation) and Bengaluru (NIMHANS) and funded by AXA Business Service Pvt. Limited under their CSR funding (donation to PHFI).

The ongoing study to undertake the content analysis of food and beverage advertisements broadcast on National level TV channels for children and adolescents (2-18 years), during prime-time hours. This study is part of India Childhood Obesity Landscape study, commissioned by Food Safety and Standards Authority of India (FSSAI), in collaboration with UNICEF and NCEARD (National Centre of Excellence and Advanced Research on Diets).



# COMPLETED PROJECTS

## 2019

- o Undertaken rapid assessment of adolescent and school health programmes and policies in India, in collaboration with the World Health Organization-South East Asia Regional Office (WHO-SEARO) as a part of a wider study to assess these programmes in all SEAR countries.
- o Reviewed the existing environment, policies and practices with regard to the food and beverages in schools and colleges of Delhi and NCR and developed recommendations for a healthy cafeteria policy and environment, in collaboration with WHO-Country Office for India.
- o Evaluation of alcohol advertisements and marketing among college going students and alcohol control policies in India, in collaboration with WHO-Country Office for India.
- o PHFI partnered with Family Planning Association of India (FPAI), for conducting state dialogues and National Consultation “Beyond FP2020: Youth Perspective on SRHR & FP” to mobilize young people and amplify youth voices in the context of Family Planning and Sexual & Reproductive Health



## 2018

- o Developed a comprehensive health promotion curriculum for school going students (classes 6-8th; 10-14 years), focused on the themes of Rashtriya Kishor Swasthya Karyakram (RKSK) including health, adolescent reproductive health and hygiene, mental health, hygiene and sanitation, NCDs, nutrition and physical activity, substance misuse (tobacco use), injuries and violence, emergency care and first aid. The project was funded by the Ministry of Development of North-Eastern Region (MDoNER).



## 2015-2017

- o Project “Diabetes with Dignity” (DWD), aimed to pilot feasibility and effectiveness of a model for enhanced care of diabetes mellitus among adults in a rural community of Pune, Maharashtra, funded by Sanofi Diabetes.
- o Developed a comprehensive action plan for execution of tobacco control and health systems roadmaps up to the district level, in order to reduce cardiovascular mortality through tobacco control, supported by World Heart Federation (WHF).
- o Developed an evidence-base to inform innovative and cutting-edge corporate health and wellness programs in India for prevention of cancer and other NCDs, supported by American Cancer Society (ACS).
- o Strengthen the efforts towards NCD prevention in line with India’s adopted NCD targets, by engaging paediatricians and enabling schools to adopt health promoting policies and activities in India, funded by NCD Child.
- o Developed training modules for the Nodal Officers under RKSK, to enhance their capacities in planning, implementing, managing and monitoring of adolescent health programs in their state and district, supported by WHO-India Country Office.
- o Development of Implementation Guide for Program Managers under RKSK, as a ready reckoner for effective planning and implementing adolescent health program in their state or district.
- o Designed and evaluated a sustainable and comprehensive health promotion intervention package for integrating school health components with all vertical programs under national health programs to address adolescent health related issues and to create awareness about Adolescent Friendly Health Services (AFHS).
- o Key personnel from PHFI were on official Indian delegation of the Government of India (GoI), for Seventh session of the Conference of the Parties-COP7 (2016), organized in India. Also developed short film for the opening session of COP7 to present youth perspectives on the status of tobacco control efforts in India.
- o Conducted study on Alcohol Pricing, Policies and developing a Model for Alcohol Control through research and evidence-based advocacy in India.
- o Undertaken an Indian adaption of a global manual on alcohol control advocacy 'Alcohol: No Ordinary Commodity'





## COMPLETED PROJECTS

### 2013-2015

- o Assessed the role of school policies in emergence of NCD risk factors among school-aged children in Delhi and developed recommendations for school policies to make them heart healthy, funded by PHFI-UK Consortium Wellcome Trust Capacity Building Program.
- o A School Diabetes Information Pack was culturally and contextually adapted, pre-tested and tailored for use by teachers, students and parents of children with and without diabetes under Project KiDS (Kids and Diabetes in School).
- o Convened International Conference on Public Health Priorities in the 21st Century: The Endgame for Tobacco in 2013. The Conference attended by 600 delegates from world over defined 'Endgame' as a composite of strategies to reduce the prevalence of tobacco use to less than 5%, tipping point of de-normalization, at which countries are enabled to further completely eliminate all forms of tobacco consumption.
- o Conducted an epidemiologic and policy research for prevention and control of alcohol misuse in India, supported by Swedish International Development Cooperation Agency.
- o Conducted research on the alcohol industry, its marketing strategies, and policy environment regarding alcohol in India and released a report on "Alcohol Marketing and Regulatory Policy Environment in India".
- o Mobilized and engaged youth in online campaigns through social media platforms like 'Youth United Voluntarily Against Alcohol (YUVAA)'. YUVAA translates to 'youth' in Hindi.
- o PHFI has made representations to concerned ministries on the COTPA amendments (tobacco control act, 2003) proposed in 2015 which notified the regulations on tobacco depiction in films and has facilitated a public awareness campaign featuring India's Tobacco Control (TC) ambassador, Rahul David.
- o Conducted a cross-sectional mixed methods study to assess feasibility, perceived effectiveness and the politico-legal environment around introduction of standardized packaging and the impact of larger graphic health warnings as tobacco control measures in India.
- o Undertaken an empirical study, to understand the tax policy measures and their implications on tobacco consumption and to highlight the need for a health-focused fiscal policy for tobacco.
- o Health-Cost Study to estimate the economic burden of tobacco related disease at national and sub-national levels.
- o Study on Economics of the Bidi Industry in India to understand the structure of the bidi manufacturing industry; economic contribution of bidi manufacturing to the Indian economy and health and working conditions of bidi workers.



### 2009-2013

- o Developed a comprehensive national framework for multi-sectoral convergence to upscale adolescent health programs in India in collaboration with MoHFW-Gol and WHO.
- o Project STEPS (Strengthening of Tobacco Control Efforts through Innovative Partnerships and Strategies) adopted a multipronged approach for advancing tobacco control, targeting two tobacco producing states of the country (Andhra Pradesh and Gujarat). The project engaged fifteen NGOs as partners to implement community outreach activities in the states and the concerted efforts led to formation of two state level NGO coalitions on tobacco control as local resource at the state/district levels for sustaining tobacco control action.



## E-COURSES AT THE HEALTH PROMOTION DIVISION

### ePost Graduate Program in Health Promotion

The course aims to build health capacity of participants to enhance their skills and proficiency in designing and implementing health promotion programs and intervention. It is taught by national and international experts in Health Promotion.

**Course Duration:** 1 Year

**Eligibility:** Bachelor Degree in Public Health/Medicine/ Dentistry/ Nursing/ Pharmacy/ Psychology/ Biological Sciences/ Social Sciences / Allied Health Sciences or Equivalent

#### Core Modules:

- ◇ Basic Public Health Skills
- ◇ Theories of Health Promotion
- ◇ Planning, Designing and Implementing Health Promotion
- ◇ Evaluation in Health Promotion

#### Elective Module:

- ◇ Oral Health/Non-Communicable Diseases/ Tobacco Control / RMNCH+A

Find More Information Here: <https://cdl.phfi.org/portal/node/113>



The poster for the ePOST GRADUATE PROGRAM IN HEALTH PROMOTION features a grid of nine images: a PHFI logo, a group of hands joined together, a group of people in a circle, a 'NO SMOKING' sign, a 'HEALTH PROMOTION' logo with people, a 'NO ALCOHOL' sign, a family of four, a woman holding a bowl of fruit, and a basket of various fruits. Below the grid, a 'SNAPSHOT' box lists course details: Fully Online/ eLearning, One Year duration, 4 Core modules, and an Elective module. The title 'ePOST GRADUATE PROGRAM IN HEALTH PROMOTION' is prominently displayed at the bottom right.

**SNAPSHOT**  
 Mode: Fully Online/ eLearning  
 Duration: One Year  
 Course structure:  
 4 Core modules on Health Promotion  
 Elective module (any one)  
 • Tobacco control  
 • Non-communicable diseases (NCD)  
 • RMNCH+A  
 • Oral Health

**ePOST GRADUATE PROGRAM IN HEALTH PROMOTION**

### eCourse in Tobacco Control

This course aims to strengthen the capacity of public health, dental medical and allied field professionals as well as lawyers, media professionals, program managers, modal officers etc. in tobacco control issues and tobacco cessation in India. The course focuses on the health, economic, social and environmental impact of tobacco use.

**Course Duration:** 3 Months

**Eligibility:** Bachelor Degree in Public Health/Medicine/ Dentistry/ Nursing/ Pharmacy/ Psychology/ Biological Sciences/ Social Sciences / Allied Health Sciences or Equivalent

#### Modules:

##### Core:

- ◇ Fundamental of Tobacco Control
- ◇ Tobacco Burden and Strategies for Tobacco Control in India
- ◇ International Laws and Policies for Tobacco Control
- ◇ Laws and Policies for Tobacco Control in India
- ◇ Tobacco and Health
- ◇ Tobacco Cessation: An Overview
- ◇ Tobacco Surveillance Systems

##### Electives:

- ◇ Tobacco Control in India
- ◇ Tobacco Cessation
- ◇ Role of Health Professionals in Tobacco Control
- ◇ Role of Oral Health Professionals
- ◇ National and International judgments
- ◇ Tobacco Control Journalism
- ◇ Role of Administrators in Tobacco Control
- ◇ Media and Tobacco Control

Find More Information Here: <https://cdl.phfi.org/portal/node/107>



The poster for the eCOURSE ON TOBACCO CONTROL features a vertical strip of images on the left: a cigarette with a red 'X', a graph showing 'RAISE TOBACCO TAX' and 'LOWER DEATH AND DISEASE', a 'NO TOBACCO' sign, a person smoking with a red 'X', and a person using a traditional smoking pipe. The main text reads 'SAY NO TO TOBACCO' in large blue letters, followed by a 'NO TOBACCO' sign. At the bottom, it says 'eCOURSE ON TOBACCO CONTROL eLearning Programme (Duration: 3 months)'. The PHFI logo is in the top right corner.

**SAY NO TO TOBACCO**

**eCOURSE ON TOBACCO CONTROL**  
 eLearning Programme  
 (Duration: 3 months)

## PARTNERS AND DONORS

MINISTRY OF HEALTH AND FAMILY  
WELFARE, GOVERNMENT OF INDIA  
(MOHFW-GOI)

MINISTRY OF DEVELOPMENT OF  
NORTH EASTERN REGION  
(MDONER)

STATE HEALTH DEPARTMENTS

WORLD HEALTH  
ORGANIZATION-COUNTRY OFFICE  
FOR INDIA & SEAR

MEDICAL RESEARCH COUNCIL  
(MRC)

WORLD HEART FEDERATION  
(WHF)

INTERNATIONAL DIABETES  
FEDERATION (IDF)

NCD CHILD

SANOFI

AXA BUSINESS SERVICE  
PVT. LTD.

TAKE SOLUTION

NIMHANS

JANASEVA FOUNDATION

UNIVERSITY OF YORK,  
UK

WORLD INDIA DIABETES  
FOUNDATION (WIDF)

UNICEF

FAMILY PLANNING ASSOCIATION OF INDIA  
(FPAI)







