

CHOOMACCHAR CAMPAIGN Phase 2 | Project Report

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SUPPORTED BY:

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EXECUTIVE SUMMARY

ABOUT CIVIS

Civic Innovation Foundation, through its platform '<u>Civis</u>', provides targeted stakeholder engagement services to governments. Civis works to co-create and conduct efficient consultations, which subsequently address on-ground challenges through effective policy interventions. Our work involves consultation design, simplifying policy documents, conducting outreach and gathering constructive feedback from citizens on draft laws and policies. You can learn more about the public consultation process and our work at www.civis.vote

CHOOMACCHAR CAMPAIGN

The second phase of the ChooMacchar Campaign to prevent vector-borne diseases in Mumbai began in October 2022 and was concluded in March 2023. The aim of this program was to demonstrate how civic action among youth can lead to prevention of vectorborne diseases in Mumbai. The project was run by Civic Innovation Foundation and was supported by Godrej Consumer Products Limited.

During this Phase of the Campaign, 484 volunteers from 8 different wards in the Mumbai Metropolitan Region were inducted into the program through orientations. 484 volunteers who signed up to be a part of the Campaign were provided trainings on program activities, using social media platforms to drive community action and on becoming a more active citizen. The interventions that volunteers carried out were two-fold:

1. Reach out to families/homes within the community to prevent home-breeding of vectors

2. Use the WhatsApp chatbot to report community hotspots to the government.

The orientations and the trainings were received very well by the volunteers which resulted in successful achievement of outcomes. Through the second phase, the volunteers reached 32,615 homes to disseminate information and revisited 20,020 homes to map change in behaviour within their communities. The volunteers also reported 12 potential community hotspots in public places using the WhatsApp chatbot.. This End Project Report represents the activities undertaken, the insights gained as well as recommendations for the next year of the Campaign, put together by the Project Team.

OVERALL, ACROSS BOTH PHASES OF THE CHOOMACCHAR CAMPAIGN, WE HAVE TRAINED 1003 VOLUNTEERS WHO REACHED 41,491 HOMES, CONDUCTING REVISITS IN 20,020 HOMES AND REPORTED 75 HOTSPOTS COVERING 11 WARDS IN THE MUMBAI METROPOLITAN REGION OVER THE PERIOD OF ONE YEAR FROM APRIL 2022 TO MARCH 2023.



PROGRAM DESIGN

Vector-borne diseases typically impact low-income settlements in Mumbai, given the density of settlements and poor sanitary conditions. While civic authorities try hard to tackle the problem, limited awareness about the prevention of mosquito breeding in and around the home continues to impact disease control efforts. With the ChooMacchar Campaign, we involved young citizens in civic action as a means to aid the municipal corporation's efforts in curbing the prevalence of vector-borne diseases. As a part of the campaign, the youth volunteers were trained in identifying mosquito breeding spots inside homes as well as in public spaces. They subsequently engaged in the process of disseminating information by going door-to-door to connect with residents within their communities. The mosquito breeding hotspots in public were reported through a WhatsApp chatbot, the data from which was forwarded to the appropriate pest control departments in a timely manner to ensure swift intervention. The ChooMacchar Campaign is our attempt to contribute to the administration's efforts to build healthier and resilient urban cities.

The program aims to further the efforts of the Ministry of Health and Family Welfare as well as the Government of Maharashtra and the municipal corporations in the city and adjoining districts, namely the Brihanmumbai Municipal Corporation (BMC), Thane Municipal Corporation (TMC) and the Vasai-Virar City Municipal Corporation (VVCMC).

The campaign is an attempt to bridge the gap between the civic authorities and citizens through information dissemination and behaviour change communication. The program aims to further the efforts of the Ministry of Health and Family Welfare as well as the Government of Maharashtra and the municipal corporations in the city and adjoining districts, namely the Brihanmumbai Municipal Corporation (BMC), Thane Municipal Corporation (TMC) and the Vasai-Virar City Municipal Corporation (VVCMC). The campaign is an attempt to bridge the gap between the civic authorities and citizens through information dissemination and behaviour change communication. The campaign capitalised on the energy and enthusiasm of young citizens towards civic action. The youth volunteers were not only informed about vector-borne disease prevention, but an attempt was also made to equip them with effective leadership skills and the know-how of using social media for awareness and community engagement.

The volunteers were engaged for a period ranging from 6 to 10 weeks, wherein they concentrated their efforts towards positively influencing the behaviours of fellow citizens and supporting the efforts of local authorities. Volunteer interactions were also organised with officers from the pest control department to increase trust and rapport between the citizens and civic bodies.



PROGRAM DESIGN

The program, in its second phase, was extended to include 6 wards of the Brihanmumbai Municipal Corporation (BMC), as well as 1 ward each of the Thane Municipal Corporation (TMC) and Vasai-Virar City Municipal Corporation (VVCMC) in the Thane and Palghar districts respectively. 484 volunteers were recruited, who engaged in the program for a duration of 6-10 weeks from December to March. The following chart shows a breakdown of their activities across the program duration:

WEEK #1

Volunteers undergo an orientation session, after which they choose to enrol in the program. The first training on identifying, reporting, and eliminating breeding spots is conducted. They are equipped with kits and the technical knowledge on how to carry out the program.

WEEK #2 -WEEK #4

Volunteers use the knowledge and tools supplied to them during their training within their areas of residence to carry out the field work. Their progress is tracked virtually and through regular communication via calls/messages.

WEEK #5

Volunteers undergo their second training on Social Media. They are taught about using social media to effectively communicate and advocate for causes, including the current program.



WEEK #5 (CONTINUED)

The WhatsApp Chatbot is also introduced and the volunteers are taught to report community breeding hotspots using the chatbot.

WEEK #6 -WEEK #9

The volunteers continue working on the field. They return to the homes and areas they visited to check the realtime impact of their interventions on the behaviour of the community.

WEEK #10

The students receive their third and final training on Leadership Skills Development. Interactions are also organised with officials from the Pest Control Department of participating wards, where the volunteers gain more information and their efforts through the interventions are appreciated. Volunteers who have successfully completed the program are given their certificates for championing this cause and taking active civic action.

Operations

Ward Selection

The programme was designed for young citizens between 16 and 22 years of age. The campaign identified two pools of volunteers - one set from community based non-profit organisations and another set of students from educational institutes.

In the first phase of the campaign, we observed that the non-profit partner cohorts were considerably better than those among the educational institutions because of the long standing relationships built by community based organisations within the areas of their operations, which translated into an ability to mobilise the youth that are already motivated to drive change.

Using this learning as the base, in the second phase of the campaign we continued our partnership with SNEHA (Society for Nutrition, Education, and Health Action) in Kandivali and Dharavi and added Kalwa, marking our first civic engagement programme outside the sphere of BMC. Civis also partnered with YUVA (Youth for Unitary and Voluntary Action), a community-based organisation engaged in mobilising youth. We partnered with their Anubhav Shiksha Kendra Youth groups in Nalasopara, Kandivali, Jogeshwari, Vile Parle East, Vile Parle West, and Ghatkopar. Educational institutes that were keen to participate in community awareness programs were selected in these wards.

Volunteer Pools

The campaign identified 11th graders as the right age group to engage for the program as the academic demands on their time post their high school exams is relatively low. They are eager to develop skills through internships or community service before entering their next board exam year. We specifically targeted institutions from commerce & arts streams such as NKES, Guru Nanak College, SIWS, KES Shroff College, TP Bhatia, Gurukul College, and SIES Sion. Science stream students are usually busy preparing for various competitive exams and hence showed a low propensity towards engaging in the campaign. Eventually, the ChooMacchar campaign identified and engaged with two educational institutes - Ramniranjan Jhunjhunwala College in Ghatkopar and the Andhra Education Society in Wadala.

OPERATIONS

Volunteer Cohorts

COHORT	NO OF VOLUNTEERS	WARD	MUNICIPAL CORPORATION
SNEHA Kalwa	30	TMC Kalwa	Thane
SNEHA Dharavi	32	F-North	Mumbai
SNEHA Kandivali	40	R-South	Mumbai
YUVA Ghatkopar	27	N Ward	Mumbai
YUVA Nalasopara	24	F-North	Vasai- Virar
YUVA Kandivali	21	P-North	Mumbai
YUVA Jogeshwari	10	K-East	Mumbai
YUVA Vile Parle West	24	K-West	Mumbai
YUVA Vile Parle East	08	K-East	Mumbai
R.Jhunjhunwala Junior College	99	N- Ward	Mumbai
Andhra Education Society	45	F-North	Mumbai
R.Jhunjhunwala NCC	25	N-Ward	Mumbai
Jhunjhunwala NSS & DLLE	99	N- Ward	Mumbai

TRAININGS

Workshop Design

In the program structure, the three workshops acted as pillars for the entire intervention. The goal was to equip the young volunteers with various skills and to inspire and promote civic action. The first workshop focussed on the program content and activities. The second expanded on technology based interventions in the program and introduced social media and communication skills. The third workshop consolidated the volunteers' learnings and experiences through a session on leadership skill development with a focus on civic action.

The workshops were designed using the principles of experiential learning. Each training workshop involved learning aids such as role-playing games, skits, group activities, group discussions, and collective brainstorming. Activities such as zine making and group presentations were employed, and found to be engaging. The activities were supported by the audio-visual learning tools to enhance the effectiveness of the workshops. Each workshop had a run time of about 90-120 minutes. The workshops aimed to achieve certain objectives and learning outcomes set at the start of each training. The workshop activities were designed to be eclectic and easy to tweak in order to suit various cohort demographics. It was essential for the workshop facilitators to create a fun, high-energy environment to sustain the participants' motivation throughout the program. Wherever possible, interactions and meet-ups with civic authorities were organised for the youth volunteers as an exercise in trust-building and rapport formation with the civic bodies.



Reception

The training sessions were structured so as to encourage active participation from all participants. The program engaged volunteers coming from various socio-demographic backgrounds spread across multiple wards. Volunteers from different cohorts responded differently to each training, therefore, adjustments and iterations were made to the workshop to match the dynamic needs of these various cohorts.

Most of the participants found the first workshop to be fun and engaging. Playing a charades-like game to identify mosquito breeding spots helped the participants memorise these breeding spots well. The second workshop, which focused on leveraging social media and communication skills greatly interested the teenage participants in the age group of 16 to 18 years. An activity was introduced where the participants were required to come up with their own social media strategies and this resulted in some very actionable and fun ideas. Some younger cohorts, however, did not find the workshop as relevant since they did not have a smartphone and could not access social media. The third workshop that focused on leadership and civic action was well-received across cohorts. The participants were encouraged to reflect on their constitutional rights and to take up leadership roles in the community. In some places, the parents and coordinators who had the chance to attend the workshops also appreciated the content.

The workshops were received very well by the participants, who were able to consolidate valuable takeaways from each training session. The volunteers also emphasised on the fact that their hesitation towards approaching civic authorities lessened considerably after getting to interact with officers from the department. The workshops were also greatly appreciated by civic authorities, partner organisations, teachers from educational institutes, as well as external observers.



Training Schedule

Date	Туре	Location
13 Dec 2022	Orientation	SNEHA Kalwa, Thane
14 Dec 2022	Orientation	SNEHA Dharavi, F-North
15 Dec 2022	Orientation	SNEHA Kandivali, R-South
15 Dec 2022	Orientation	R.J College, N- Ward
16 Dec 2022	Orientation	YUVA Kandival, P-North
18 Dec 2022	Orientation	YUVA Ghatkopar, N-Ward
18 Dec 2022	Orientation	YUVA Nalasopara, Vasai-Virar MC
19 Dec 2022	First Training	SNEHA Kalwa, Thane
20 Dec 2022	First Training	SNEHA Dharavi, F-North
21 Dec 2022	First Training	SNEHA Kandivali, R-South
22 Dec 2022	Orientation	YUVA Vile Parle West, K-West
28 Dec 2022	First Training	YUVA Nalasopara, Vasai-Virar MC
04 Jan 2023	Orientation	YUVA Jogeshwari, K-East
08 Jan 2023	First Training	YUVA Ghatkopar, N-Ward
08 Jan 2023	First Training	YUVA Kandival, P-North
08 Jan 2023	First Training	YUVA Vile Parle West, K-West
10 Jan 2023	First Training	R.J College, N- Ward
11 Jan 2023	First Training	R.J College, N- Ward
17 Jan 2023	Orientation	Andhra Educational Society, F- North
17 Jan 2023	Second Training	SNEHA Dharavi, F-North
18 Jan 2023	Second Training	SNEHA Kandivali, R-South

Date	Туре	Location
19 Jan 2023	First Training	Andhra Educational Society, F- North
20 Jan 2023	First Training	Andhra Educational Society, F- North
21 Jan 2023	Orientation	R.J College,NCC, N- Ward
22 Jan 2023	First Training	YUVA Jogeshwari, K-East
25 Jan 2023	First Training	R.J College,NCC, N- Ward
28 Jan 2023	Second Training	R.J College, N- Ward
29 Jan 2023	Second Training	YUVA Vile Parle West, K-West
29 Jan 2023	First Training	YUVA Vile Parle East, K-East
30 Jan 2023	Second Training	SNEHA Kalwa, Thane
4 Feb 2023	Second Training	YUVA Nalasopara, Vasai-Virar MC
5 Feb 2023	Second Training	YUVA Kandival, P-North
5 Feb 2023	Second Training	YUVA Jogeshwari, K-East
6 Feb 2023	First Training	R.J College, NSS & DLLE, N- Ward
12 Feb 2023	Second Training	YUVA Ghatkopar, N-Ward
12 Feb 2023	Second Training	YUVA Vile Parle East, K-East
13 Feb 2023	Second Training	Andhra Educational Society, F- North
15 Feb 2023	Third Training	SNEHA Kandivali, R-South
20 Feb 2023	Third Training	SNEHA Kalwa, Thane
23 Feb 2023	Third Training	SNEHA Dharavi, F-North
24 Feb 2023	Second Training	R.J College,NCC, N- Ward
24 Feb 2023	Third Training	R.J College, N- Ward
5 Mar 2023	Third Training	YUVA Nalasopara, Vasai-Virar MC

Date	Туре	Location
9 Mar 2023	Third Training	YUVA Ghatkopar, N-Ward
11 Mar 2023	Second Training	R.J College, NSS & DLLE, N- Ward
18 Mar 2023	Third Training	YUVA Kandival, P-North
20 Mar 2023	Third Training	Andhra Educational Society, F- North
23 Mar 2023	Third Training	R.J College,NCC, N- Ward
23 Mar 2023	Third Training	R.J College, NSS & DLLE, N- Ward
24 Mar 2023	Third Training	YUVA Jogeshwari, K-East
24 Mar 2023	Third Training	YUVA Vile Parle West, K-West
24 Mar 2023	Third Training	YUVA Vile Parle East, K-East

In total, we conducted 52 trainings across institutions and wards. On average, the campaign trained about 60 - 70 volunteers in each session.



VOLUNTEER KITS

ChooMacchar Kits

All volunteers were provided ChooMacchar Volunteer kits during the first workshop. The kits consisted of a folder containing a laminated quide to domestic hotspots, a record keeping form to keep a tally of homes visited, a notebook, a pen, an ID card, and a parental consent form. The use of each of these items was explained to them during the first training itself. The purpose of the kit was to help them carry out their fieldwork with ease. The volunteers found the laminated guide extremely helpful in carrying out the awareness campaign in homes, and used the record keeping forms to make a note of all the homes they visited. This also helped to keep the volunteers accountable to their targets and helped us measure the output of their interventions.

The key difference between the kits given in the first and the second phases of the program was in the home tracker sheets that the volunteers used to record their home visits. While the first version of the home tracker only recorded the date of the visit and the address, the second home tacker also had the space to record the reactions of the community which made a great difference in measuring behaviour.





ENGAGEMENT

The program design involved engaging the volunteers for 6-10 weeks to identify and report public hotspots and carry out community interventions in homes in their respective areas. While they underwent three different pieces of training during this time, keeping them involved between the interactions was a key part of ensuring success in outcomes.

Various communication channels, incentives, and virtual activities kept volunteers engaged. The use of WhatsApp groups for each cohort of volunteers and virtual check-in calls every week were some strategies used to troubleshoot problems, build accountability, and keep volunteers informed and motivated.

The attendance for the virtual check-in calls was meagre, possibly due to a lack of access to technology and other responsibilities. Most of the participants used their family member's mobile to connect with us. We thus scheduled the calls in the evenings on weekdays or weekends when volunteers were relatively free using Google Meet, which the volunteers were already familiar with. The participation steadily increased as the program progressed, specifically in the last month presumably due to incentives such as prizes and certificates.

Overall, the engagement with volunteers was higher with the non-profit group compared to the college students. Understanding the different engagement levels among volunteers helped us tailor the program's approach to better suit the volunteer's' needs and ensure their continued engagement and success.

TECHNOLOGY

The intervention relied on using technology and data to bridge the gap between citizens and government. The WhatsApp chatbot developed during the first phase of the campaign was migrated in collaboration with Family Health India and Glific.

The chatbot could be activated using the keyword "choomacchar" and guided the volunteers through the process of reporting potential community hotspots to the authorities. The chatbot continued to remain available in three languages - English, Hindi, and Marathi.

The key difference between the first and the second phases of the campaign was that the training on WhatsApp chatbot was delivered during the social media workshop instead of the first program workshop. Volunteers were taught how to use the features to report public hotspots. The volunteers were required to enter the nature of the complaint, the location of the hotspot, and photographic evidence of the complaint to assist the authorities in identifying and dealing with the problematic spots.

The collected data was subsequently cleaned, verified and sent to the ward officers of the Brihanmumbai Municipal Corporation as well and the Thane Municipal Corporation for resolution. No personal identifiers were shared with the authorities, protecting the privacy of the volunteers. The chatbot was a key challenge in the program, both to set up as well as for the volunteers to utilise. Sharing the location was found to be somewhat challenging for the volunteers due to their limited access to technology and the lack of comfort using newer features, even in familiar apps.

Other challenges like internet and phone access, reading and comprehension issues, network connectivity continued to play a role in how the chatbot was used. A sum total of 12 complaints were made in this phase using the chatbot, which was significantly lower than estimated. There were also concerns raised by the community, the officers and the team about using a tool that would only be functional during the Campaign. Suggestions were made to pivot to improving and using the tools built by authorities to provide a lasting resolution mechanism. This feedback has been essential in the redesign for the second year of the Campaign.

The delay in migrating the chatbot resulted in a delay in sharing the complaints with the authorities, therefore the response on their has been slow as well. Follow-ups from the program team will continue and resolution of all complaints will be ensured.

GOVERNMENT PARTNERSHIPS

The Insecticide Office of the Brihanmumbai Municipal Corporation and ward level Pest Control Departments continued to remain an instrumental part of the campaign.

In addition, in the second phase of the campaign, the program was run in one ward each of the Thane and Palghar districts, with the cooperation of the Thane Municipal Corporation and the Vasai-Virar City Municipal Corporation respectively. The campaign received wholehearted encouragement and support from the pest control departments across municipalities.

The support of the municipal authorities greatly aided the success of the program. We had the opportunity to further strengthen and expand our relationships with the insecticide office and individual pest control officers across the three municipal corporations at the start of 2023. The authorities' involvement not only helped resolve the complaints raised through citizen-sourced data on public hotspots, but also helped improve empathy and communication between the civic authorities and young citizens.

The Pest Control Officers (PCO) of all the wards we approached were extremely receptive to the program. They were friendly and approachable, taking the time to share valuable insights that they have gathered over the years. While building rapport with the officers, clear points of contact were established to streamline the process. Mutually convenient meeting points were also chalked out for the purpose of organising volunteer interactions in the community. The officers brought in a wealth of information and motivation during these interactions with youth volunteers.







These discussions, too, were experiential in nature as they consisted of demonstrations of the tools/chemicals, larvae samples and vector-control equipment that awed the volunteers. They shared interesting insights on the history of vector-borne disease control in Mumbai, the department's learnings over the years and the importance of source-control for mosquito breeding spots. The volunteers also had the opportunity to meet the foot soldiers of the pest control department and had the chance to understand the situation on ground. They were exposed to the importance of having dry days for water drums, behaviour patterns of different mosquitoes, unexpected domestic hotspots such as coconut shells and many other valuable lessons.

The Pest Control Officers (PCO) and of all the wards within the BMC that we approached as well as the officers from the Thane Municipal Corporation and Vasai-Virar City Municipal Corporation were extremely supportive of the program. Their inputs continue to inform and shape the interventions. Working closely with the wards, we developed a system to pass on the critical information gathered by volunteers in a manner that would help the authorities to take action. Clear points of contact were established which help streamline the process. We also approached the Insecticide Officer (IO) for his support of this project. The IO was also very supportive of the program, with a specific interest in the behavioural change communication campaign that was to be carried out by our volunteers. The ward offices were mostly open to communication and kept us in the loop about the status of the complaints made. Our relationship with the department helped us in facilitating interactions between the community and the officers thereby building trust. The second phase of the program managed to bridge the gap between citizens and civic bodies, and establish a sense of stakeholdership and empathy between the young citizens and civic authorities.

EXPOSURE VISIT

Overview

The top performing volunteers from the entire ChooMacchar Campaign (phases 1 & 2) were selected to embark on an Exposure Visit to Lucknow, where Family Health India is running the EMBED program targeted at preventing vector borne diseases. During this 3 day trip, the volunteers from both campaigns would get a chance to interact and exchange their learnings on vector-borne disease prevention and community mobilisation. Throughout the campaign, the team has made efforts to help the volunteers grow through the activities and achieve their goals while gaining the skills to become and remain an active citizen with civic awareness with a sense of responsibility. The exposure visit was planned with the aim of further cementing their bond with civic engagement and encourage them to continue on this path both within and outside the campaign. The volunteers would get the opportunity to learn from the initiatives of other community based organisations and experience the spirit of Lucknow.

The selection of the volunteers was based on the following criteria:

- Number of home visits conducted,
- Number of follow up visits conducted,
- Number of mosquito breeding hotspots reported on the Whatsapp Chatbot
- Involvement during the workshops & weekly virtual calls and meetings

The trip was planned from the 27th to the 30th of March 2023. Two days before departure, the selected volunteers met at the Civis office in Mumbai for an orientation session. The session was organised for the volunteers and their parents with the aim of acquainting them with each other and with the five facilitators who would accompany them on the trip. Participants were briefed about the purpose of the visit, general rules and regulations to follow, essential things to carry and what to expect from the three-day trip. All of the parents' concerns were also addressed during a question and answer session.



DAY 1

The day began with a visit to the Community Healthcare Centre (CHC) at Indira Nagar for an interface meeting with the ASHA and Anganwadi workers, malaria inspectors, doctors and local corporators. Subsequently, the FHI volunteers also demonstrated how they conduct home visits in Indira Nagar. There was a networking lunch organised at the hotel during which the volunteers got to know one another better. The delegation visited the iconic Bara Imambara, on the terrace of which an experience sharing meeting was facilitated between the volunteers. Teams from Gwalior. Bhopal, Kanpur, Lucknow and Mumbai discussed their experiences & learnings in controlling vectorborne disease in their cities. Later, the delegation visited the picture gallery that displayed paintings of the Nawabs of Lucknow. The first day ended with a cultural night filled with fun games, music and performances by the volunteers.





DAY 2

The delegation visited an Urban Primary Healthcare Centre (PHC) in Faizullaganj & Urban Community Healthcare Centre (UCHC) in Aishbagh. The youth volunteers were acquainted with various functions of a PHC & CHC. This was followed by a street play on dengue & malaria by FHI volunteers at Shram Vihar, a basti in Lucknow. Post-lunch, the delegation went to the Regional Science City where they saw various exhibits, visited an aquarium and watched a 3D show. The second day also ended with a cultural night that provided an informal opportunity for the volunteers to bond.

Overall, this exposure visit was a well-rounded learning experience for the students. They gained valuable insights into effective communication and ways of relationship-building with communities and civic bodies, as well as specific strategies for controlling the spread of vector-borne diseases.

Learning and Takeaways

The exposure visit to Lucknow was a valuable and enriching experience for the youth volunteers. They had the opportunity to meet and learn from different people working towards the common goal of controlling the spread of vector-borne diseases. The visit allowed them to witness firsthand the work of Family Health India's seven-year-old Elimination of Mosquito Borne Endemic Diseases (EMBED) program to prevent vector borne disease and the important role played by its volunteers in healthcare centres and local communities. The youth volunteers had the opportunity to see home visits happen in the community in Lucknow, where they were charmed by the rapport that the Lucknow volunteers have with the families they visited. They learnt more about vector borne diseases through mutual sharing of experiences, discussions with doctors, health centre visits as well as through interactive means such as street plays, model vans and rap songs.

The ChooMacchar team, along with volunteers and coordinators from SNEHA and YUVA interacted with various doctors and medical supervisors who oversaw the functioning of the Community and Primary Health Centres. The exposure visit was also the young volunteers' first contact with Primary Health Centres (PHC) and Community Health Centres (CHC). Being hitherto unaware of their presence and purpose, the team encouraged the volunteers to get acquainted with the various elements of the public healthcare system in India. They learnt about the public outreach and immunisation campaigns run by Anganwadi and ASHA workers, auxiliary nurses and midwives (ANM), and their instrumental role in bridging the gap between communities and healthcare systems.

These two days of learning were followed by a debrief, where the volunteers and the ChooMacchar team collectively shared their important takeaways and reflections. One of the important learnings from the visit was that the volunteers in Lucknow not only had a good rapport with the community, but also had a prominent presence at the various civic and healthcare mechanisms viz. the municipal corporations, PHCs, CHCs, etc. This helped them facilitate better access to services and build trust between citizens and civic bodies. The volunteers from Mumbai were also encouraged to get acquainted with the local health posts and ward offices in their own localities, thereby building strong relationships with these bodies to facilitate better health outcomes for their communities







Volunteers' Experiences

For most of the young volunteers, this exposure visit to Lucknow was a first of its kind. None of the volunteers had been to Lucknow before, and this was their first time travelling in a plane. It was also their first time travelling alone, without family. Thus, the excitement ran high!

The volunteers were overjoyed with the aeroplane ride, promptly documenting every moment on their phones. They also enjoyed taking in the different sights and sounds of Lucknow during the visit to various monuments and the science centre. Many of the ChooMacchar volunteers became fast friends with their peers from FHI Lucknow. They continue to stay in touch and regularly exchange not only learnings from the field, but also friendly banter. The volunteers danced and sang to their hearts' content during the two cultural evenings organised by the Family Health India (FHI) team. In spite of the long days, the fatigue did not dampen their enthusiasm. The days ended with the volunteers' making dance videos and getting to know each other over games. The trip, while full of learning, also proved to be full of fun. The volunteers left Lucknow with new friendships and pleasant memories.

Recommendations

The two-day visit schedule was hectic and long. The Lucknow itinerary can be planned better to include times for rest and relaxation in between activities.

While there were many opportunities for interactive sessions, they can be preceded by setting of an objective and followed by a debrief. This would provide greater clarity about the sessions and help reach the desired learning objectives.

Appointing a host or facilitator for each session can help to keep the discussion focused, relevant, and non-repetitive. The facilitator can help ensure that all participants have a chance to speak and contribute to the conversation as well. It is highly recommended to include an icebreaker session when volunteers across cities meet one another. This can help participants communicate amongst one another with ease. It encourages interaction and collaboration, which is especially important given the diverse cultural and geographical backgrounds of all volunteers.

The ChooMacchar volunteers would have highly benefited from seeing more of the FHI volunteers' interactions in bastis and informal settlements, as this would have helped them gain greater understanding of the challenges faced in disease prevention due to socioeconomic conditions. It would have also helped them build skills to foster stakeholders and facilitate access of important services in informal settlements and slums, thereby being more relevant to their context

Metrics are essential in understanding the output, outcome, and impact of any program. To help us analyse performance and keep track of successes, monitoring and evaluation of the pilot was undertaken weekly.

We have analysed metrics on the following parameters:

The number of youth trained - 484

The number of training sessions held - 52

The number of complaints about community breeding spots raised -12

The number of complaints about breeding spots responded to by the authorities- 12

The number of community breeding that was resolved by the authorities- 2

The number of community breeding that saw an intervention by the authorities-1

The number of homes visited/surveyed by volunteers -32,615

Overview : Trend



Trend: No. of Training sessions held





Home Visits

The best performing cohort was R. Jhunjhunwala college Junior from N ward . Overall, we could see an increase in interest and participation of the volunteers of SNEHA and R. Jhunjhunwala college than other cohorts.

Most of the volunteers have covered 200+ homes over the course of their internship.



Trend : No. of Home visits and Follow up visits



OUR VOLUNTEERS REACHED 32,615 HOMES AS A PART OF THE COMMUNITY AWARENESS BUILDING DRIVE AND MADE FOLLOW UP VISITS IN 20,002 HOMES TO MEASURE BEHAVIOUR CHANGE.

Cohort wise performance

R. J. Junior College	9613
SNEHA EHSAS Kalwa	3560
SNEHA EHSAS Kandivali	3368
R. J. College NSS & DLLE	3264
SNEHA EHSAS Dharavi	2598
Andhra Education Society (AES) Junior College	2593
YUVA Nalasopara	1891
YUVA Ghatkopar	1362
YUVA Jogeshwari	1328
YUVA Vile Parle East	1064
R. J. College NCC	1057
YUVA Kandivali	456



Inferences

- Due to the active involvement of the volunteers and word of mouth popularity, there were frequent requests from volunteers for extra kits for their friends or neighbours who were eager to participate in the campaign. This resulted in the large number of home visits reported.
- On average, each volunteer has covered 145 home visits during the course of the program. The volunteers have shown great involvement, some have even gone above the call of duty and reached more homes than their target number. A large section of the volunteers also focussed on conducting revisits to map the behaviour change in communities.
- The response from educational institutions and civil society organisations was extremely encouraging. The volunteers from all cohorts gave the campaign their best shot.
- The WhatsApp chatbot was a feature that did not gain much traction despite efforts from the team, volunteers and coordinators both sought other systems for complaint redressal.

Highlights

- The team made sure that each cohort of volunteers had the opportunity to meet the pest control officers of that particular ward. The volunteers thoroughly enjoyed the sessions as the officers showed them stages of mosquito breeding, the techniques used to prevent breeding and the process of their work in preventing dengue and malaria.
- The volunteers reported 12 hotspots from GN ward, N ward, K west, TMC Kalwa and VVMC Nalasopara. Amongst which , all 12 were acknowledged, 2 were resolved and actions were taken on 1 hotspot.
- Most of the hotspots reported were on gutters and garbage dumps, the least was water stagnant areas.



SUCCESSES

Volunteer Engagement:

The second phase of the campaign broadened its scope to include volunteers coming from low as well as middle income backgrounds, from various parts of Mumbai, Thane and Palghar districts. As a result, a wider range of citizens could be reached ranging from bastis and informal settlements to housing societies and high rises. The volunteers were more engaged through this phase and their participation has resulted in the large number of homes being reached.

Trainings:

The methodology and design of the workshop was appreciated by our partners and was well received by the volunteers. The workshops went through many iterations and are dynamic and experiential in nature, which helped to achieve their learning outcomes.

Municipal Buy-in:

The second phase of the program further strengthened the relationship with the pest control departments, the insecticide division as well as the health department of the Brihanmumbai Municipal Corporation. In addition, rapport and goodwill was also built in the adjoining districts of Thane and Palghar, with the vector control mechanisms in the Thane Municipal Corporation and Vasai-Virar City Municipal Corporation respectively. With adequate points of contacts established in the system, the program has been successful in establishing the execution process for this campaign, which can be scaled further up in the next phase.

Citizen-Govt Trust building:

One of the biggest wins for the program has been the successful execution of interactions and meet-ups between young citizens and civic authorities. The youth volunteers reported having developed more confidence in the civic bodies after these interactions.

Exposure Visit:

The exposure visit was a unique experience for all the participants who were engaged through the duration - the feedback from the FHI team and the volunteers has been very encouraging. A trip like this can also act as a great motivator for the next cohort and can definitely be undertaken again.



CHALLENGES

Technology

Access to technology and the internet was indeed a significant challenge in the areas where the campaign was conducted. Lower volunteer turnouts were also witnessed in weekly virtual meetings. This lack of access reduced the impact that the Whatsapp chatbot could have in garnering more complaints, as many people were not able to access or use the technology effectively. The delay in migrating the chatbot and therefore introducing volunteers to it caused an even lower engagement rate than the previous cycle.

Engagement

Keeping volunteers engaged through the ten weeks, virtually monitoring their performance, and encouraging them to participate and sustain their interest in the program were all challenging aspects. Academic commitments, jobs, domestic chores, extra-curricular activities, holidays, and other daily events tended to take the volunteer's attention away from the program. Additionally, participants from bastis understand that they cannot escape diseases such as dengue and malaria due to their unclean and unhygienic neighbourhood. Volunteers initially lacked motivation to work on the cause, possibly due to their awareness of the challenging conditions in the densely populated slums. However, their interaction with officials from the BMC boosted their confidence and commitment to the campaign. Being acknowledged by experts in the field can be a powerful motivator and can help individuals to see the value in their work.

Target & Performance

In this phase, we aimed to engage 500 volunteers and reach 15,000 homes. The actual program saw an enrollment of 484 volunteers who reached 32,615 homes and revisited 20,262 homes thereby exceeding all expectations. The campaign helped us learn that volunteer performance depends on two factors - motivation and time. The volunteers who performed well were either self-driven or motivated enough by the incentives offered to take the time to participate. More realistic target setting, clearly defined incentives, and recruiting more self-motivated individuals will help in improving performances. The campaign design must take the academic cycle, exams, tuitions, household responsibilities and financial difficulties into account. The limited engagement period of 6-10 weeks adds a lot of pressure on the volunteers to complete their tasks diligently.



RECOMMENDATIONS

Recruitment

The campaign saw more pro-active participation from younger volunteers, between the ages of 13 to 16 years. Older volunteers who were preoccupied with jobs or academics were able to participate to a lesser extent. Thus, the next phase of the program can focus on younger volunteer cohorts who have the time and enthusiasm to engage in community interventions. In addition, the home visit tasks and other deliverables should be communicated during the orientation session itself, so that the volunteers can make an informed decision regarding their participation in the campaign. This may help retain more volunteers and reduce subsequent dropouts from the campaign.

Program Structure and Duration

Given the volunteers' exam schedules, the 4-month program duration seems insufficient for the volunteers to complete their assigned tasks. A year-long campaign, instead, may provide better results as the students have enough time for conducting home visits and follow-ups while also maintaining their academic schedules. It has been observed that students are more actively involved in the campaign during holidays (in this phase during Christmas holidays); this can be factored into the program and training sessions can be organised around it. When running the program with volunteers from bastis, more workshops can be designed to enhance their interpersonal, public speaking, critical thinking, and leadership skills. Similarly, while working with students above the age of 16, training sessions can involve activities that enhance their job-oriented skill sets. It has been observed that their participation increases greatly during such activities.

Government Partnerships

The volunteers across all cohorts greatly enjoyed interacting with Pest Control Officers (PCO). It proved to be an important learning experience and helped form a better relationship between the civic body and the communities they visited. Going forward, these visits can be scheduled between the 1st & 2nd workshops so that the volunteers are equipped with accurate information and contact details when conducting home visits and awareness sessions. Along similar lines, a more sustained contact between the civic authorities in the form of quarterly meet-ups can prove to be mutually beneficial in strengthening the relationship between the civic bodies and the community.



These meet-ups can also be opened up to the volunteers' family members and community members in general, as it was observed that such interactions helped both citizens and civic authorities assume greater stakeholdership in the matters of vector control. In addition to working with the municipal corporation, the program should also involve partnering with government medical facilities such as local health posts and hospitals by establishing working relationships with Community Health Volunteers (CHV) to facilitate the communities' access to free diagnosis and treatment options for vector-borne illnesses. This may help make the campaign more well-rounded by including measures for prevention as well as protection.

Technology

Efforts can be directed towards supporting more sustainable and already-present tech mechanisms such as the municipal corporation helpline numbers, MyBMC App and chatbot, the Dengue App by the Brihanmumbai Municipal Corporation, etc. This can help establish more direct channels of communication and accountability between citizens and civic bodies. Support can be provided on this front through app demonstrations and public outreach.



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