

Public Health Resource Society (PHRS)

About the Organization

Public Health Resource Society (PHRS) is a national level organisation that is registered under Societies Registration Act, 1860 (Act XXI) in Delhi. The main objective is to contribute and strengthen all efforts directed towards the goal of 'Health for All' through promotion of public health, social justice and human rights related to the provision and distribution of health services, especially for those who are generally left underserved. PHRS is currently working directly in the states of the states of Chhattisgarh, Jharkhand, West Bengal, Madhya Pradesh and Odisha and has contributed to the on-going work of strengthening public health systems in other states through its partnerships with other institutions.

What We Do

We have periodically refined and redefined our objectives and strategies in accordance with the circumstances of our work and experience. Over nearly ten years, we have continued to:

- Engage with public health practitioners on the frontline of community-centred action. We seek to facilitate and enable them with core knowledge and competencies that will translate into game-changing practice.
- Work directly in the states of Chhattisgarh, Jharkhand, West Bengal, Madhya Pradesh and Odisha.
- Provide technical expertise on health and nutrition to governments in the above states.
- Build a community of practice around key themes: early childhood care and nutrition, strengthening public health systems and community health workers.

Vision and Mission

Vision

We believe that appropriate, and responsive public health services are imperative for the health and well-being of our population. Good and ethical public health practice stems from meaningful and well-rounded public health capacities. We are constantly seeking new knowledge and perspective, as much as questioning the existing ones. We seek to deeply engage with public health practitioners on the frontline of action and the community and seek to facilitate and enable them with core knowledge and competencies that will translate into game-changing practice.

Mission

Building Capacities for Public Health Action.

Strategy and Impact of the Organization

1. Capacity building

- PHRS has been party to numerous projects on capacity building in collaboration with state governments, other civil society organisations, and academic institutions. Some of the major projects are:
 - i. Capacity Building of State Family Planning and Selected District and Block level Staff to successfully implement Family Planning Strategy in Jharkhand

- ii. Technical Support in capacity building of Frontline Health Workers in the state of Bihar
 - iii. Capacity building of the members of the civil society organisations on malnutrition
 - iv. Capacity building of Mobile Crèches staff on Malnutrition
 - v. Capacity Building of MIS team of Mobile Crèches through an exposure to AAM MIS
 - vi. Facilitating Action Against Malnutrition
 - vii. Partnerships for Rural Integrated Development and Empowerment
 - viii. Tejaswini project, in collaboration with IGS and JWDS
2. Operational research on public health and nutrition
 - PHRS has been involved in several research projects, with the most recent one on particularly vulnerable tribal groups (PVTGs) and health equity.
 - PHRS has also been engaged in health systems research, particularly on the impact of privatization of health care.
 - At present, PHRS is involved in
 - Details of the projects can be obtained from <http://phrsindia.org/research/>
3. Strong support to people's movements and campaigns
 - PHRS is intricately involved with Jan Swasthya Abhiyan (PHM-India) and has been involved in the Right to Food campaign.
4. Networking
 - PHRS enjoys cordial relations with a number of leading organizations. Some of these relationships have been expressed through MoUs of mutual support.
 - PHRS has conducted numerous thematic seminars on health and nutrition. Most recently, a conference on "Critical Public Health Consequences of the Double Burden of Malnutrition and the Changing Food Environment in South and South-East Asia" was conducted in March, 2018.
5. Advocacy
 - All our programmes focus on advocacy for better health policy and strengthening health systems. We work towards ensuring greater accountability of governments with respect to public health entitlements. We have also organised public health hearings on the Right to Healthcare in collaboration with Jan Swasthya Abhiyan and National Human Rights Commission.
 - PHRS along with Jan Swasthya Abhiyan, Chhattisgarh initiated a campaign on availability of free and essential medicines.
 - The Chhattisgarh state JSA unit is involved in budget analysis activity through PHRS, with Sanket Development Group from Madhya Pradesh, and is financially supported by National Foundation for India. The aim is to strengthen public provisioning of healthcare.
 - PHRS has undertaken health rights advocacy for social accountability and regulation of private medical sector.
 - We have also undertaken public health advocacy to reinstate reproductive rights of Particularly Vulnerable Tribal Groups (PVTGs) in Chhattisgarh.
6. Publications
 - PHRS constantly develops and updates resource materials for public health

practitioners in the form of training modules. The curriculum for the capacity building process mentioned above is incorporated in a set of modules which have then been adapted to meet state-specific needs.

- Apart from these modules, from time to time, PHRS brings out reports on contemporary public health issues that are used for health planning and advocacy.
- We have published numerous papers in reputed, peer-reviewed, international journals details of which can be obtained from <http://phrsindia.org/papers-articles/>.
- PHRS has also published several articles in national and state newspapers.

7. Innovations and model building

- Action Against Malnutrition (AAM), the flagship programme of PHRS is a multi-strategy intervention in seven blocks of four states – Bihar, Jharkhand, Chhattisgarh and Odisha through a consortium consisting of Public Health Resource Society (PHRS), Ekjut, Child in Need Institute(CINI), Chaupal Gramin Prashikshan Evam Shodh Sanathan (Chaupal), and Institute of Development Education and Action (IDEA).
- Mainstreaming Creches to Reduce Malnutrition in Odisha – PHRS has collaborated with Azim Premji Philanthropic Initiatives, and the Government of Odisha, to implement a community-based nutrition programme in five districts of Southern Odisha – Rayagada, Kalahandi, Koraput, Nabrangpur and Malkangiri through standalone crèches in Particularly Vulnerable Tribal Group (PVTG) and remote non-PVTG areas, as well as some crèches which are located in the anganwadi centres (AWCs).

Strengths of the Resource Agency

- PHRS has vast experience and expertise in undertaking studies, conducting trainings, developing resource materials (training manuals, modules, guidelines, etc.) for functionaries in public health and allied sectors. PHRS was the state training agency for ASHA resource centre in Bihar to train the Master trainers of the ASHA program across twelve blocks. PHRS has undertaken two major need assessment studies.
- We have a rich, diverse and experienced team who actively support the organization in all its activities
- PHRS has a huge network of resource persons through the network - PHRN.