



Comprehensive Rural Health Project, Jamkhed, India  
Jamkhed International – North America, Carrboro, NC

## ***Sustainable Social & Behavior Change Through Empowerment:***

### **The Jamkhed, India, Experience**

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# Comprehensive Rural Health Project (CRHP), Jamkhed, India

## Vision/Mission

People are made in the image of God. They are endowed with talents and abilities, and have the potential for personal growth and development.

We are called to facilitate and empower them so that their health can be improved in a wholistic and integrated way, available to all with equity and justice.



# Where in the World is . . .



# [ Principles



- Equity – poorest/marginalized, integrate, justice
- Integration – wholistic health \* multi-disciplines
  - \* programs \* services \* systems \* multi-sectors
- Empowerment – build community capacity
  - community participation, work together
  - organize around self interest, VHWs leadership
  - 3-A cycle (assess, analyze, act)
  - leadership, skills, knowledge, attitudes

# CRHP - a Health System

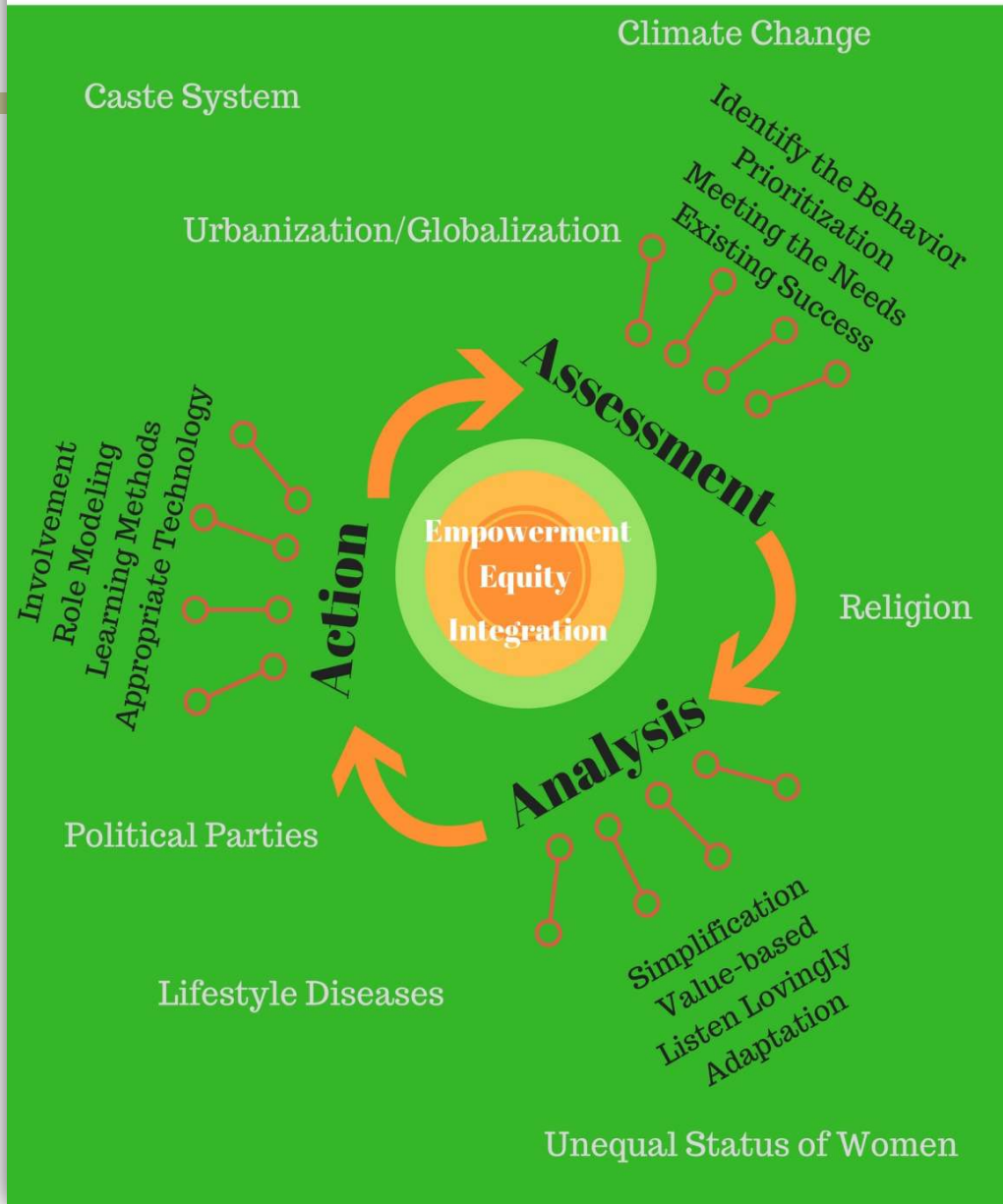


# [ The Process *(not linear!)*



- a) identify village(s) that want/invite you
- b) get to know villagers, build rapport/trust with them
- c) gather the people (diversity)
- d) identify socially minded persons
- e) organize groups (around self-interest)
- f) select/train village health workers (VHWs)
- g) identify/address community's problems by them -  
start with their priorities/solutions – 3-A cycle
- h) learn about external resources/programs
- i) organize seminars for villagers
- j) follow up, support, encourage

# Social Behavior Change



# Some Communication Methods



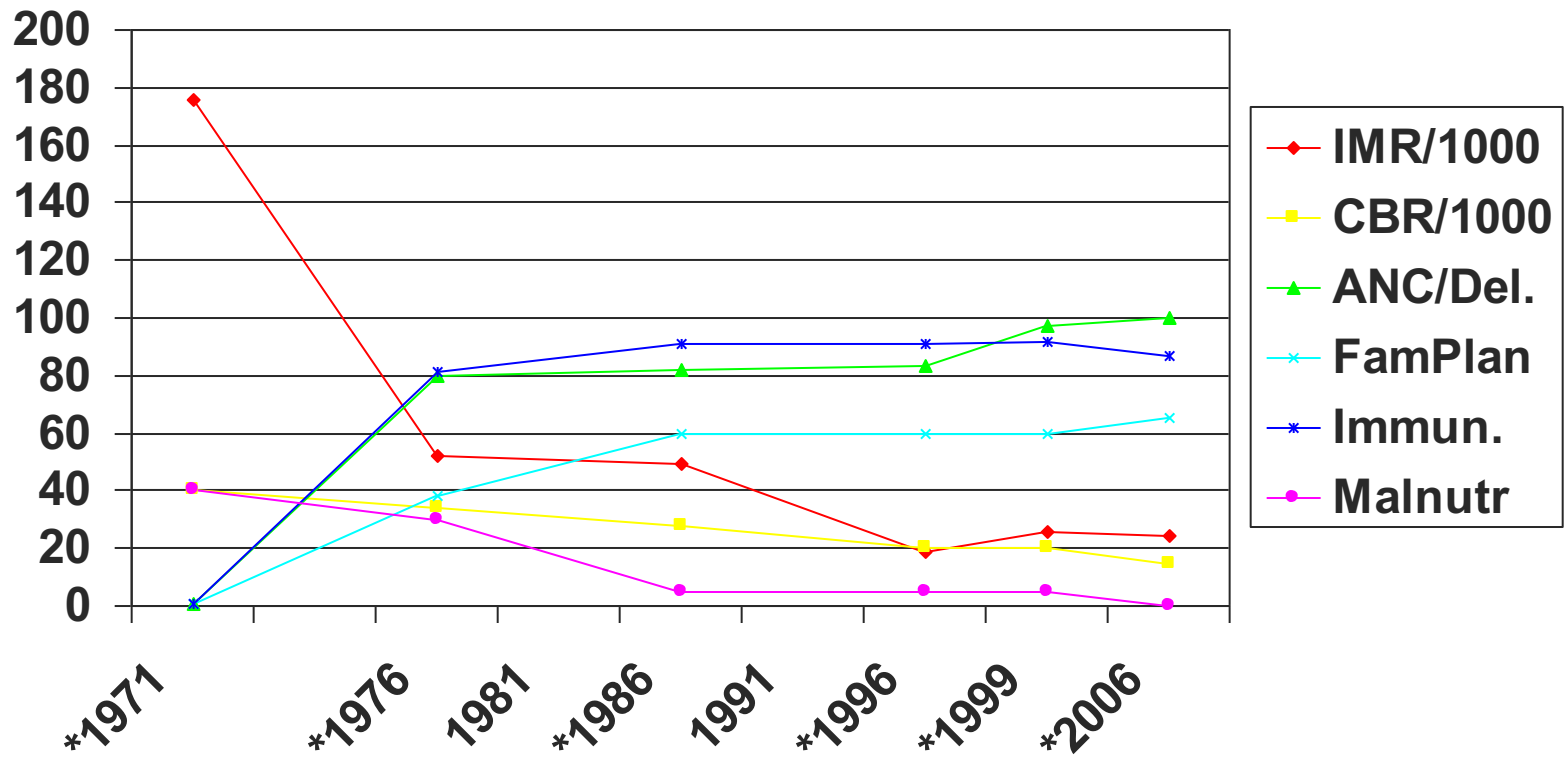


# [ Sustainability



- Knowledge, Skills (building capacity)
- Attitudes, Values (caring community)
- Volunteers (building community) motivated
- Prevention, early detection, treatment, rehab in community; wholistic health
- Appropriate technology, local resources
- Multi-sectoral (non-medical interventions)
- VHWs still involved, train new VHWs
- Spread by villagers to other areas

# Changes in Health Indicators 1971-2006



# [ Project/Prof. Role



- Facilitate
- Train
- Role model, demonstrate
- Identify external resources
- Support
- 'Demystify'
- Medical care (back up)