

# Newsletter

# DOCTORS FOR YOU

## SEPT, 2024

### About Doctors For You

Doctors For You (DFY) is a leading humanitarian organization founded in 2007, operating across 27 Indian states and over 200 districts with a dedicated team of more than 12,000 professionals. Committed to the principles of humanity, impartiality, and neutrality, it focuses on core areas such as maternal and child health, public health, and disaster response. Our vision of "Health For All" drives our mission to deliver sustainable, equitable, and efficient healthcare to the most vulnerable communities. Collaborating with government bodies, corporate partners, and international organizations. DFY is recognized for its impactful contributions and has earned the SIRO recognition from the Ministry of Science and Technology, India.

### Doctors For You Receives Gold Certification by Give for 2024-25



We are proud to announce that Doctors For You (DFY) has been awarded the prestigious Gold Certification for the year 2024-25 by Give, one of India's most respected charity evaluators. This recognition reflects our ongoing commitment to transparency, impact, and excellence in healthcare delivery. Achieving this certification highlights DFY's adherence to the highest standards of due diligence, governance, and effective program execution. As we continue to serve vulnerable communities across India, this honor inspires us to push further in achieving our mission of providing accessible healthcare to all.

We extend our heartfelt thanks to all our supporters, partners, and volunteers for making this achievement possible. Together, we look forward to making an even greater impact in the coming year!

### Psychological Care and Support - Kerala

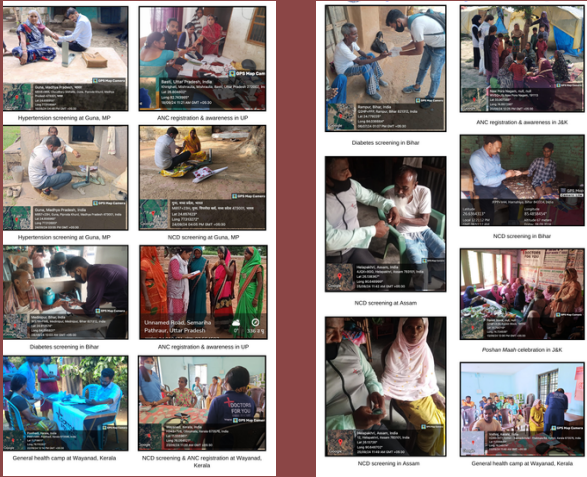
-Supported by Tata Community Initiatives Trust



The Tata Community Initiatives Trust (TCIT) has formally agreed to support Doctors For You (DFY) in delivering psychosocial care and support to individuals and families affected by recent floods and landslides in Wayanad, Kerala. The project focuses on providing mental health counseling to landslide survivors, volunteers from Aapda Mitra, and response agencies such as health and police departments, all of whom are grappling with trauma. Additionally, the initiative will train school teachers and counselors to support children affected by the disaster, aiming to bolster resilience across four blocks: Kalpetta, Panamaram, Sulthan Bathery, and Mananthavady.

# New Projects in Sept, 2024

## Sampoornata Abhiyan - NITI Aayog



Doctors For You (DFY) is proud to partner with NITI Aayog for the Sampoornata Abhiyan under the Aspirational Blocks Programme (ABP). This 3-month initiative targets healthcare improvements in underserved regions, focusing on maternal and child health and non-communicable disease prevention. Key efforts include boosting early Antenatal Care (ANC) registrations, ensuring supplementary nutrition for pregnant women, increasing child immunization rates, and expanding screenings for diabetes and hypertension. In Phase 1, the campaign covered 7 states, 23 aspirational districts, and 12 aspirational blocks, benefiting over 26,000 individuals. DFY and NITI Aayog aim to bring transformative change to India's most vulnerable communities.

## DFY Takes a Step Forward in Breast Cancer Prevention

-Supported by AstraZeneca



Doctors For You (DFY) is thrilled to announce the signing of a Memorandum of Understanding (MOU) with AstraZeneca at Army Hospital (Research and Referral), Delhi Cantt, to launch a Breast Cancer Screening Program. This initiative focuses on promoting early detection and timely intervention for breast cancer. The program will feature awareness sessions, distribution of pre-screening questionnaires, and Clinical Breast Examinations (CBE), along with mammography appointments for those requiring further assessment. A dedicated team of healthcare professionals, including doctors, nurses, and radiologists, will provide comprehensive care throughout the initiative.

In the coming months, mammography vans will be mobilized to extend essential screening services to women, enhancing accessibility and ensuring more people receive timely, life-saving screenings.

### DFY KEY ACTIVITIES

## Employee Volunteer Programme (EVP)

-Supported by HDFC ERGO



The Employee Volunteer Programme (EVP), a collaboration between Doctors For You (DFY) and HDFC ERGO, focuses on employee involvement in social, environmental, and humanitarian activities. Volunteers engaged in initiatives such as a beach cleaning drive at Gorai Beach in Mumbai, health camps serving underserved communities in Mumbai and Kolkata, and patient awareness programs focused on preventive healthcare at SMS Hospital in Jaipur and Cancer Institute Adyar in Chennai. These activities not only supported DFY's mission to improve community health and resilience but also allowed HDFC ERGO employees to make a meaningful impact by addressing public health and environmental challenges, fostering a sense of social responsibility.

## Swachh Bharat Abhiyan

-Supported by SBI Foundation & SBI Mutual Funds



On 27th September 2024, Swachh Bharat Abhiyan activity done with the help of Government high school Swaiya Rai uttar included Principal Usman Singh, their staff and Students who were part of cleanliness club help in this initiative. Under this initiative school was provided with dustbins, sanitary pads and other essential required for cleaning. The swachh Bharat activity aimed at promoting the cleanliness. During the camp, we organised a painting competition and give the Prizes to top three winners.

# KEY DFY EVENTS

## World Lymphoma Awareness Day



Few glimpse of Lymphoma awareness sessions conducted by the Aastha cancer helpdesk teams at Pan-India level for the general public on the occasion of World Lymphoma Awareness Day.

## Affordable Day Care Services for Patients with Seasonal Illnesses at MDJMIRC



With the rising number of patients affected by seasonal diseases, MDJMIRC is providing comprehensive day care services at an affordable cost. Our hospital offers specialized treatments at much lower rates compared to other healthcare facilities, ensuring quality care for all. Patients have expressed their gratitude and satisfaction with the services, making MDJMIRC a trusted choice for many.

## Poshan Maah 2024



DFY actively contributed to the Poshan Maah 2024 campaign, conducting 45+ sessions and benefiting over 2,300 individuals. In Gautam Budh Nagar, nutrition camps focused on balanced diets and maternal nutrition. In Jammu & Kashmir, DFY reached 65 beneficiaries through nutritional counseling and growth monitoring at Anganwadi centers. In West Bengal, the Iron Shakti Project engaged 932 people with puppet shows and counseling. In Delhi, anemia awareness sessions and HB testing impacted 4,429 individuals, while in Mumbai, DFY conducted anemia screenings and nutrition counseling for pregnant women, promoting early detection and treatment.

### CASE STUDY 1

Timely Intervention Aids in the Recovery of 2.5-Year-Old Burn Patient: ZHT, Mandala



Before

After

Name: Naira Shaikh  
Age: 2.5 yrs

A 2.5-year-old patient named Naira was brought to ZHT Mandala Health Centre by her mother after accidentally sustaining burns from hot tea. The burns affected her left buttocks and left leg. The medical team at ZHT Mandala Health Centre promptly cleaned and dressed the wounds. Naira was administered a tetanus toxoid injection, and treatment with antibiotics and painkillers was initiated. After four days, Naira's condition improved significantly. She continues to receive ongoing care at ZHT Mandala Health Centre.

### CASE STUDY 2

Bridging Gaps in ANC Access: Lassidaban, Pulwama



Name: Nazima Akhter  
Address: Lassidaban, Pulwama, J&K  
Age: 23  
Contact: 8082414338  
Trimester: 1st  
Date: 24-09-2024

Doctors For You team visited the Achegoza village for assessment of ANC registrations and check ups to ensure achievement of 100% saturation in the block which is an aspirational block as per NITI Aayog. During our visit, it came to our notice that one lady is yet to register but lives in hilly area of Lassidaban which is not accessible by any vehicle so we tried to contact the Asha worker to reach out to the lady as early as possible and using our vehicle the patient was then brought to the Health and Wellness Center by road from where it became accessible. Therefore reaching out to people in far flung areas is quite difficult but we can establish people to people contact to establish links in such villages in which we succeeded.

## STAFF OF THE MONTH



**Dr. Nilutpal Das**

Dr. Nilutpal Das, a dedicated Dental Surgeon with four years of clinical experience, has consistently demonstrated exceptional commitment to improving community health through his work on the "Access to Care: Nagaland Wellness Initiative." His contributions during the Siemens Project in Nagaland, particularly during the COVID-19 pandemic, ensured underserved populations received vital healthcare services. Additionally, his leadership in the Tobacco Cessation Initiative, promoting healthier lifestyles, has made a significant impact. Dr. Das's unwavering dedication to bridging healthcare gaps and improving the well-being of marginalized communities makes him a deserving candidate for Staff of the Month recognition.

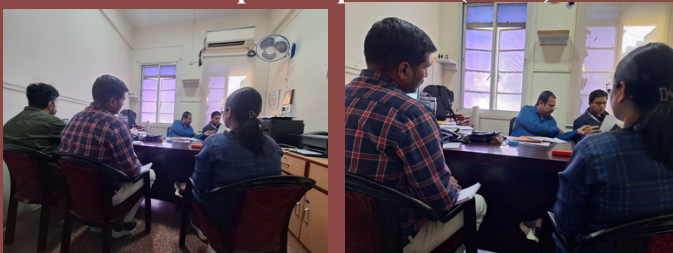
## STAFF ACTIVITIES



Celebrating our employee - Dr. Poulami's birthday as a special event at Belur, West Bengal. It was a delightful occasion where the team came together to recognize his hard work and commitment to our cause. We wish him continued success and joy in the year ahead!

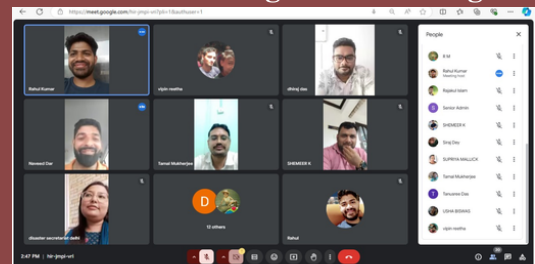
## TRAINING & DEVELOPMENT

### UNICEF GAVI Program Initiation - Pune Municipal Corporation (PMC)



In September 2024, Doctors For You (DFY) began implementing the UNICEF GAVI project in Pune Municipal Corporation, following the BRIDGE IPC training conducted in August. This training focused on Social Behavioral Change Communication (SBCC) and the Socio-Ecological Model, equipping staff with skills in interpersonal communication, community meetings, and mobilization. As part of the Zero Dose Implementation, DFY has undertaken several key activities, including recruiting skilled personnel, engaging stakeholders to align community efforts, and collecting baseline data to guide the project. These steps are vital to ensuring effective interventions for the targeted zero-dose populations.

### Disaster Management Training



Doctors For You (DFY) has initiated weekly training sessions aimed at empowering field staff in disaster management. The training covers essential topics to help mitigate challenges faced during field operations, such as effective data management and strategies for being both preventive and responsive in disaster situations. By equipping staff with practical skills and knowledge, DFY aims to enhance the overall efficiency and effectiveness of their disaster response efforts, ensuring that they are well-prepared to address the needs of affected communities during emergencies.

## CONTACT US

For any Feedback or inquiries please reach out to us at-  
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## TO LEARN MORE

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