

Government of West Bengal
Health & Family Welfare Department
Swasthya Bhavan (4th floor) Wing – B
GN_29, Sector V, Salt Lake City , Kolkata – 700 091

Memo No. : H/SFNB/12I-01-2014/2803

Date : 05/05/14

To
The Chief Medical Officer of Health
(All District)

Sub : Implementing Childhood Diarrhoea Control Campaign in 2014

Reduction of Childhood mortality is one of the prime goals of National Health Mission and Millennium Development Goals. Childhood diarrhoeal diseases continue to be a major killer among under five children, contributing to 11 percent of under five deaths in the country. Around 2 lakh children are lost due to diarrhoea annually. Diarrhoeal deaths are usually clustered in summer and monsoon months and it takes toll due to dehydration in children who are either malnourished or have poor access to health care facilities .

Almost all the deaths due to diarrhoea can be prevented and easily averted by preventing and treating dehydration through use of ORS (Oral Rehydration Therapy) and Zinc tables and adequate nutritional intake. Most cases of childhood diarrhoea can be prevented by using safe drinking water, improved sanitation, breastfeeding and hand –washing.

The effect of diarrhoea on mortality is highest in children and thus a special campaign to prevent and control diarrhoea has been planned. GOI has decided that a Diarrhoea Campaign with the aim of reducing diarrhoeal deaths by at least 50% in the year 2014 may be undertaken in following phases :

1. **Phase 1: 10th April – 30th April:** Awareness generation, procurement & supplies, sensitisation of health workers and system strengthening
2. **Phase 2: 1st May to 15th May:** Setting up ORS corners at all Sub Centres /AWCs, distributions of ORS packets to all households with children under 5, community demonstration of preparation of ORS at VHNDs in every villages and urban communities.
3. **Phase 3: 1st June to 15th June :** Intensification through prophylactic distribution, treatment and management of dehydration and diarrhoea.

To emphasise, the important components of this campaign following recommendations are being made :

1. Comprehensive IEC campaign for Childhood Diarrhoea
2. Putting in place sufficient supplies of ORS and Zinc

3. Sensitization of all health workers for management of dehydration
4. Hand hygiene
5. Set up ORS and Zinc distribution corners
6. Community demonstration on preparing ORS at VHNDs in each village and urban community in the country should be carried out on regular basis. Prophylactic distribution.
7. Involvement of Development Partners and NGOs
8. Engage IAP to promote use of Zinc and ORS in treating diarrhoea and for orienting private practitioners and IAP members
9. Monitor the campaign
10. Report deaths due to diarrhoea



Commissioner (FW)
& Mission Director (NHM)

Memo No. H/SFNB/125-01-2014/2803/1(62)

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Copy forwarded to :-

1. The PA to Principal Secretary , Govt. of WB
2. The Director Of Health Services & Ex-Officio Secretary .Govt. of WB
3. Commissioner Social Welfare . Govt. of WB
4. The Addl. Mission Director. NHM
5. Jt. DHS(FW) & SFWO
6. DDHS (MCH)
7. ADHS (MH)
8. DADHS(CH)
- 9-26 Deputy CMOH III (All District)
- 27- 44 DMCHO (All District)
- 45- 62 DPO (All District)
63. IT cell for web posting



Commissioner (FW)
& Mission Director (NHM)

Diarrhoea Control Campaign reporting format 2014

Part A:

Reporting for the period of To.....

1	Name of District	
2	Name , designation of Nodal Officer for implementation of Diarrhoea Campaign : Email : Phone :
3	No. of ORS packets procured / received 2013-14 2014-15/..... /.....
4	Zinc tablets ^s procured / received 2013-14 2014-15/..... /.....
5	No. of ANMs oriented on Diarrhoea management /Total No. of ANMs/.....
6	No. of ASHAs oriented on Diarrhoea management /Total No. of ASHA/.....
7	No. of Staff Nurses oriented on Diarrhoea management /Total No. of Staff Nurses/.....
8	Dates of Diarrhoea Campaign	

Part B:

1	No. of Childhood diarrhoeal cases reported in the district	
2	No. of children given ORS packets	
3	No. of children given ORS and 14 dispersible tablets of Zinc	
4	No. of Childhood deaths reported due to Diarrhoea	

Counter signed by the Chief Medical Officer of Health

Signature of the Nodal Officer