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Synopsis—Development of Demonstration Centers

BACKGROUND

Since 2009, the USAID-funded Maternal and Child Health Integrated Program (MCHIP) in India has implemented innovative approaches for strengthening immunization systems in five focus (poor-performing) districts in the states of Jharkhand and Uttar Pradesh. This has been done with the intention of advocating and scaling up proven best practices in partnership with the state governments. Development of demonstration centers is one such intervention.

With the concurrence of health officials, eight out of 50 total health facilities in five districts were identified on the basis of availability of dedicated staff, infrastructure, leadership, and feasibility of organizing cross-learning visits to be developed as demo-centers. Technical support was provided through on-site orientations, mentoring, and provision of job-aids. Government funds were leveraged to strengthen infrastructure. Review of the progress and readiness was done using an objective scoring system (Readiness Assessment Checklist) with indicators in line with policies/guidelines.

WHAT IS A DEMONSTRATION CENTER?

A demonstration center is a block-level health facility (CHC or PHC) where immunization thematic areas and related best practices and processes are implemented. These centers serve as cross-learning centers for interactive visualization of correct processes, thereby providing an opportunity for building the capacity of program managers and functionaries through demonstrations and hands-on experiences.

Objective of Establishment of Demonstration Centers as Cross-Learning Centers

- To provide a model “health center of excellence” for replication
- To enable health functionaries to use the center for on-the-job training
- To use the center for field practice to reinforce training
- To facilitate strengthening of other health facilities in the district/state, contributing to improving and sustaining quality immunization coverage

Steps in Development of a Demonstration Center

1. Identification of a block/PHC/CHC in a district
2. Assessment of the baseline data
3. Orientation and capacity building of frontline functionaries and facility staff for implementing the process
4. Assessments of progress followed by mid-course corrections
5. Certification of the center as a documentation center by the head of the district

Steps in Conducting a Cross-Learning Activity

1. Involving the district officials
2. Cross-learning activities
3. Impact evaluation
4. Follow-up

RESULTS

MCHIP developed **eight** immunization demonstration centers in the focus districts (three in Jharkhand and five in Uttar Pradesh) and **263** health officials and functionaries (74 in Jharkhand and 189 in Uttar Pradesh) were trained in correct practices through cross-learning activity at demonstration centers.

Before and After the Intervention

Equipment Placement Before (Left) and After the Intervention (Right)



Preventive Maintenance of Cold Chain Equipment Before (Left) and After the Intervention (Right)

