

To,

Smt Jayanti Shukla

Chief Executive Officer

United Way Mumbai

Dear Smt. Shukla,

As you are aware, Malaria and Dengue have been a constant threat to the citizens of Mumbai during the monsoon season every year. To combat the situation, the Public Health Department of the Municipal Corporation of Greater Mumbai (MCGM) has been actively making multi-dimensional efforts and the results are visible. However, considering the challenges posed by the vast and diverse population in the city, this fight requires strong and collective efforts through public-private partnership and community participation.

This is where we acknowledge the efforts of United Way Mumbai (UWM) and your unique campaign, "Youth for Healthy Mumbai (YHM)". This campaign is an excellent example of a multi-stakeholder partnership where UWM has played a pivotal role in bringing together different stakeholders such as Public Health Department, MCGM, National Service Scheme of University of Mumbai, SD Welfare Trust and college youth under one umbrella and with the sole purpose of fighting vector borne diseases by working at community level.

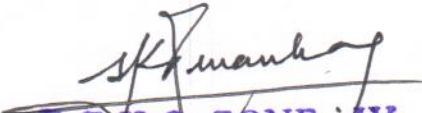
YHM was an excellent example of an extensive community education campaign on Malaria and Dengue in high risk city areas identified by MCGM, with active participation of NSS student volunteers as peer health educators to educate citizens on key aspects of both these diseases. These included symptoms, preventive methods, need for voluntary medical reporting in case of experience of any of the symptoms of Malaria and Dengue etc.

Through this campaign, MCGM and UWM were able to train 1000 college youth as peer health educators who in turn reached out to 1, 60,000 citizens through innovative and effective means of Information-Education-Communication of street play performances, one to one interactions, home visits etc. This is indeed a commendable feat.

We appreciate the fact that the YHM campaign worked on an effective strategy of channelizing youth power for addressing critical community health challenges in the city. We would like to thank UWM for the key role you have played in designing and execution of this campaign.

We look forward to your continued support to the Public Health Department, MCGM in similar community initiatives and look forward to strengthening this collaboration in the years to come.

Regards.


D.E.H.O. ZONE -IV
Dr. Santosh K. Revankar
Dy. Executive Health Officer
Malaria Surveillance Programme