

## Soothe Healthcare launched the first ever National Women's Health Week in India

**May 11 - 17, 2014 in association with HLPPT  
(a Govt. of India promoted Trust)**

Soothe Healthcare in association with HLPPT (a trust promoted by Govt. of India) launched a nationwide campaign aimed at sensitizing women on various health issues including Menstrual Hygiene and Health Management (MHM).

Topics like MHM, Adolescent Health, Family Planning Choices and Safer Pregnancy were highlighted and discussed through interactive sessions, kiosks and road shows.

**States Covered:** Delhi, Uttar Pradesh, Bihar, Rajasthan, Odisha, Andhra Pradesh and Kerala.

**Audience:** Adolescent girls and their mothers, Accredited Social Health Activists (ASHAs), Anganwadi workers, teachers, public and private healthcare providers and other women in the reproductive age group (15yrs - 49yrs). These were from both rural and urban areas including a few tribal communities.

**Number of women we reached out to:** over 5,700 across 34 venues.



**Sahil Dharia, Managing Director, Soothe Healthcare Pvt. Ltd.** said, "We are committed to ensuring quality and affordable healthcare products are easily available to women in India. Along with our partners, we are taking National Women's Health Week to various states to reinforce this commitment".

Dr. M. Ayyappan, Chairman, HLPPT said, "National Women's Health Week is a unique concept and a much-needed one in India. The more emphasis we can place on women's health, the better, as women are central to our society and its functioning. Therefore, making information and quality healthcare available to them is that much more important."



**Innovative activities** were used to allow the girls and women to feel comfortable and willing to share their experiences with our panel of experts. e.g. in the sessions, we showed an educational video on MHM depicting real-life situations girls and women face and in some sessions short quizzes were conducted.

**The reactions** we got from the women from the interactive sessions were very encouraging and positive. Based on a follow up poll we conducted, more than 50% went home and enquired about using Sanitary pads.

## Key Snippets

**Trivandrum** - Nursing students in Trivandrum enthused to take up MHM with the communities at the Panchayat level. Interestingly, of the 90 students, 10 of them were men.

**Delhi** - Some of our sessions threw up related issues like gender differences existing at home. Girls at one of our sessions in Delhi wanted to know how they could be treated equal to their brothers? They related incidents where their brothers got more nutrition. The panel of experts in the session encouraged the girls to speak to their mothers on the importance of nutritious diet for girls.

**Odisha** - The women at some of our sessions expressed their gratitude for the information they received. They said, "So many of our doubts related to menstrual hygiene has been cleared. We are happy that doctors in the community cleared our doubts without charging us any fees."

## Media Coverage

The media covered National Women's Health Week extensively.



Article 1: [http://indiaeducationdiary.in/Shownews.asp?newsid=29496>](http://indiaeducationdiary.in/Shownews.asp?newsid=29496)

Article 2: [http://indiaeducationdiary.in/Shownews.asp?newsid=29343>](http://indiaeducationdiary.in/Shownews.asp?newsid=29343)



Article 1: [http://newssuperfast.com/2014/05/23/hlfppt-womens-health-week-benefits-women-across-nation/>](http://newssuperfast.com/2014/05/23/hlfppt-womens-health-week-benefits-women-across-nation/)

Article 2: [http://newssuperfast.com/2014/05/15/womens-health-week-hlfppt-launches-nation-wide-campaign/>](http://newssuperfast.com/2014/05/15/womens-health-week-hlfppt-launches-nation-wide-campaign/)



Article 1: [http://www.dailyindiamail.com/newsdetails.aspx?id=19414>](http://www.dailyindiamail.com/newsdetails.aspx?id=19414)

Article 2: [http://www.dailyindiamail.com/newsdetails.aspx?id=18681>](http://www.dailyindiamail.com/newsdetails.aspx?id=18681)

### Women's Health

Article 1: <http://womenshealth.verylinks.com/43956602/?class=Womens+Health&-title=HLFPPT+Womens+Health+Week+benefits+womenacross+nation>

Article 2: [http://newssuperfast.com/2014/05/15/womens-health-week-hlfppt-launches-nation-wide-campaign/>](http://newssuperfast.com/2014/05/15/womens-health-week-hlfppt-launches-nation-wide-campaign/)



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