

# Maa aur Shishu Swasthya (Mother and Child Health)

Banking on the health of self-help groups of women and their families in rural communities in India.

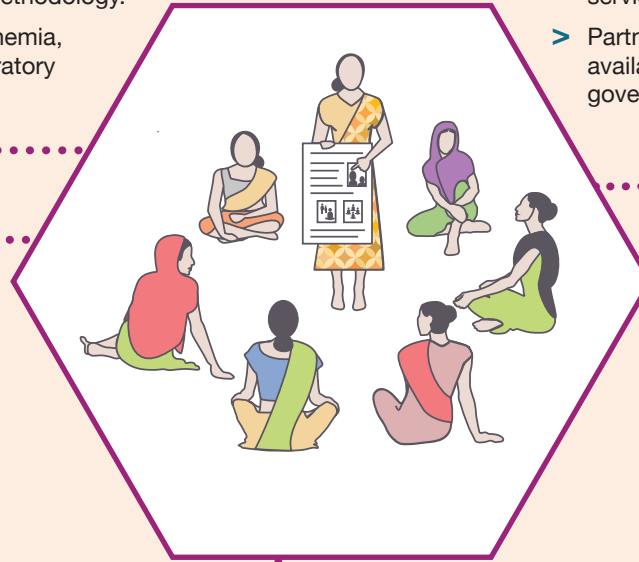
Since 2015, Grameen Foundation and its partners have implemented Maa aur Shishu Swasthya (MASS), leveraging India's movement of self-help groups (SHGs) to provide women and their families with an integrated, comprehensive package of financial services, health financing, health education, and linkages to formal health providers. Over half of children and women served by MASS suffer from debilitating anemia and earn less than US\$4 a day.

## Health Education

- > MASS trained 70 self-help group promoters or local partner staff members to deliver health education using Grameen Foundation's Pictorial Learning Conversation methodology.
- > 170,000 women participated in education on anemia, healthy pregnancies, menstruation, acute respiratory infections and more.

## Linkages with Health Providers

- > 115,000 women and girls have gained better access to health services via facilitated partnerships between local health centers and financial services providers.
- > Partnerships are designed according to the context, need and availability of interested health providers, often involving the local government to further support and sustain these community linkages.



## Health Finance

- > Replicating Grameen Foundation's Saving for Change methodology for health savings in West Africa, each SHG decides on its weekly savings amount, interest rate and other rules.
- > 16,000 women from SHGs are saving separately for health in addition to their regular SHG activities – giving them access to health loans and an annual savings payout earmarked for health expenses.

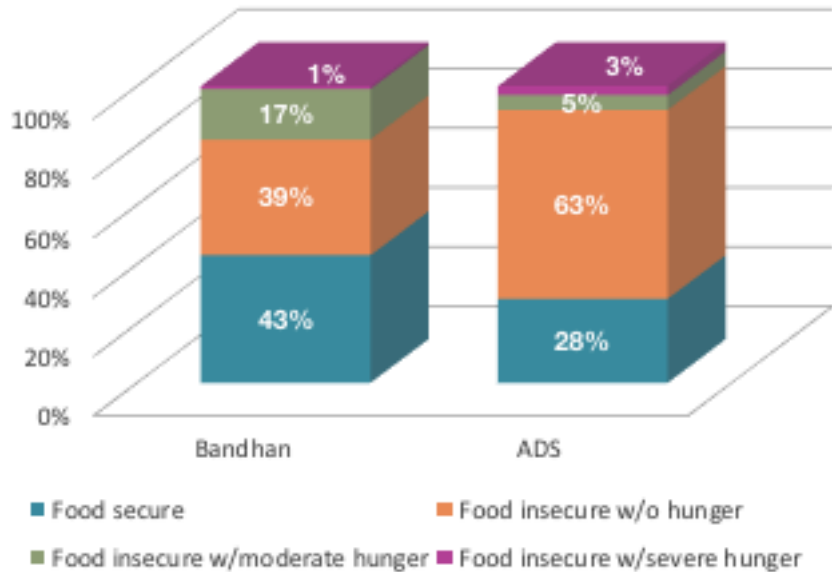
## Community of Practice

- > 40 health, microfinance and government organizations are members and contributors of the COPHAM (Community of Practice for Health and Microfinance) established by MASS.
- > In the past year, members of 58 organizations participated in four events to exchange ideas and experiences around the integration of health and financial services, with focus on maternal child health, health access and gender.

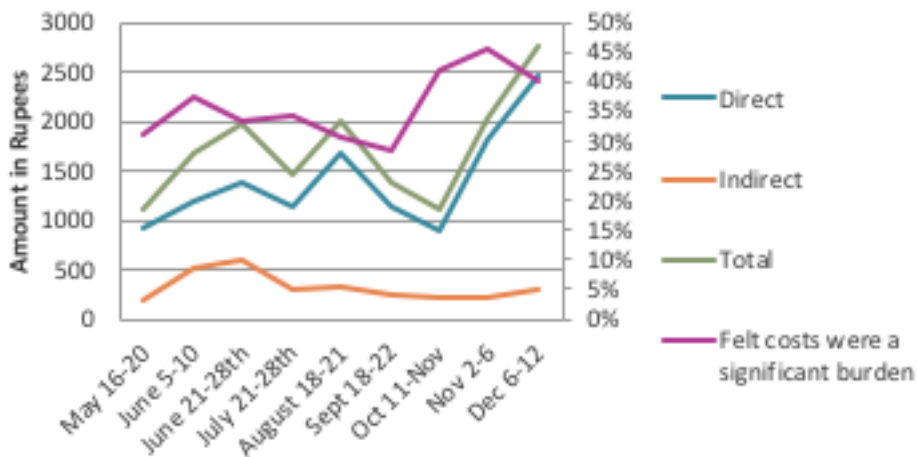
## Self-Help Groups

- > Six financial services provider partners across four states in India reached 170,000 women and adolescent girls through this group-based network.

## Food Security



## Total Health Costs & Cost Burden



Average health expenditure in prior 3 weeks during Health Diaries research was 1725 Rupees (\$25). For households living under poverty line, this is considered a catastrophic health cost.

## Program Impact: Select Research Results

	Nonprofit Partner Bandhan		Nonprofit Partner ADS	
	Pre-Test	Post-Test	Pre-Test	Post-Test
Know the most common cause of anemia is iron deficiency	18%	80%	19%	99%
Know that a blood test is needed to diagnose anemia	50%	95%	48%	100%
Know that vitamin C has to be consumed with iron-rich foods to improve absorption	37%	89%	11%	91%
Have eaten both an iron- and vitamin C-rich food in prior 24 hours	n/a	42%	25%	61%
Self-help group member has ever had a blood test for anemia	13%	20%	10%	23%
Children have ever been tested for anemia	7%	8%	5%	11%
Know a woman should have at least 4 prenatal visits	--	--	48%	97%
Are very likely to give birth in a health facility if became pregnant today	--	--	64%	88%
In the last three months, have shared information with others about maternal health and information related to healthy pregnancies	--	--	0.4%	46%

For more information on the Maa aur Shishu Swasthya program and research results, please see: <https://grameenfoundation.org/resources/publications> and <https://www.healthandmicrofinance.org/>