

## List of Abbreviations

ANC	Antenatal Care
ANM	Auxiliary Nurse Midwife
ART	Antiretroviral Therapy
ASHA	Accredited Social Health Activist
AWW	Anganwadi Worker
BCC	Behaviour Change Communication
BHO	Block Health Officer
BISAG	Bhaskaracharya Institute for Space Applications and Geo- Informatics
CCMN	Community Care of Mothers and New-borns
CDHO	Chief District Health Officer
CEO	Chief Executive Officer
CHC	Community Health Centre
CHW	Community Health Worker
CMTC	Child Malnutrition Treatment Centre
CUG	Corporate User Group
DAVP	Directorate of Advertising and Visual Publicity
DFP	Directorate of Field Publicity
DHS	District Health Society
DPC	District Programme Coordinator
EPC	Empowered Program Committee
FAMCOM	Farmers Communication
FFF	Facts for Life
FGD	Focus Group Discussion
FHW	Female Health Worker
FP	Family Planning
FP/RH	Family Planning/ Reproductive Health
GoG	Government of Gujarat
GoI	Government of India
HCS	Health Communication Strategies
HIV/ AIDS	Human Immunodeficiency Virus/Acquired Immunodeficiency Syndrome
HMIS	Health Management Information System
HP	Health Promotion
HSD	Honestly Significant Difference
HTN	Hypertension

ICDS	Integrated Child Development Scheme
ICT	Information and Communication Technology
ICT4H	Information and Communication Technology for Health
ICTC	Integrated Counselling and Testing Centre
IDCF	Integrated Diarrhoea Control Fortnight
IDI	In-depth Interview
IEC	Information, Education and Communication
IPC	Inter-Personal Communication
IPHS	Indian Public Health Standards
KAP	Knowledge Attitude and Practices
mHealth	Mobile Health
MLE	Measurement Learning and Evaluation
MMU	Mobile Medical Unit
MSG	Mission Steering Group
NCHP	National Centre for Health Promotion
NGOs	Non-Government Organizations
NHM	National Health Mission
NICE	National Institute for Clinical Excellence
NRC	Nutrition Rehabilitation Centre
NRHM	National Rural Health Mission
PA	Public Address
PHC	Primary Health Centre
PHPUs	Provincial Health Promotional Unit
PMTCT	Prevention of Mother-to-Child Transmission
PNC	Post-Natal Care
PPP	Public Private Partnership
RCH	Reproductive and Child Health
RKS	Rogi Kalyan Samitis
RMNCH+A	Reproductive Maternal New-born Child health and Adolescents
SATCOM	Satellite Communication
SBCC	Social and Behaviour Change Communication
SC	Sub Centre
SMS	Sakshar Mahila Samooh
SWOT	Strengths Weakness Opportunity and Threat
TB	Tuberculosis
TOT	Training of Trainers
UHI	Urban Health initiative
UIP	Universal Immunization Program

UNICEF	United Nations Children's Fund
VHND	Village Health and Nutrition Day
VHSNC	Village Health Sanitation and Nutrition Committee
VHSGs	Village Health Support Groups
VLCC	Village Level Core Committee
VYV	Village Youth Volunteers