



# IMPACT ASSESSMENT REPORT

Empowering people against Hepatitis: The Empathy Campaign

REPORT SUBMITTED BY  
TATA INSTITUTE OF SOCIAL  
SCIENCES  
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## Context

### Global Context – Sustainable Development Goals

In September 2015, the United Nations adopted *'The 2030 Agenda for Sustainable Development'*, a plan of action aimed at “ending all forms of poverty, fighting inequality and tackling climate change, while ensuring that no one is left behind”. The 2030 Agenda includes a set of seventeen sustainable development goals to be achieved by the year 2030.

A central principal of the 2030 agenda is that ‘no one is left behind’.

### Goal 3: Good Health and Well-Being



While all the goals are critical for development, ensuring healthy lives and promoting well-being is important to building prosperous societies. Thus goal 3 aims to Ensure healthy lives and promote well-being for all at all ages.<sup>1</sup>

Most countries, especially poor countries, have insufficient health facilities, medical supplies and health care workers for the surge in demand. Therefore, concerted efforts are required to achieve universal health coverage and sustainable financing for health; address the growing burden of zoonotic and non-communicable diseases, tackle antimicrobial resistance and environmental factors contributing to ill health.

Target 3.3 of this goal states: By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable disease.

Viral hepatitis which is inflammation of liver, is a widespread infectious disease normally caused by the hepatitis viruses A, B, C, D and E. The condition can be self-limiting or can progress to liver fibrosis (scarring), cirrhosis or liver cancer. Hepatitis A, B, C, and E are the most common viruses that infect the liver. Hepatitis A and E may spread as an epidemic through contaminated food and water. These are self-limiting infections, and the patient heals on his own in 4-8 weeks without any particular therapy. In a tiny percentage of cases (1%), the infection can cause a more severe form of the disease, resulting in fast deterioration of health and even death, particularly in pregnant women. Infections from Hepatitis A and E can be avoided by drinking safe water and eating clean food.

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<sup>1</sup> <https://sdgs.un.org/goals/goal3>

Blood-borne viruses (Hepatitis B and C) are spread by contaminated blood transfusions, the use of infected needles, unprotected intercourse, and from infected mother to child. In some cases, the infection becomes chronic, meaning that the virus remains in the body. In the case of hepatitis B, only 5-10% of patients become chronic carriers; however, if the infection occurs during infancy, 60-90% of patients become chronic carriers. Hepatitis C, on the other hand, is like a developing worldwide epidemic; around 80% of those infected stay chronically infected. Chronic infection can lead to chronic hepatitis, cirrhosis of the liver, and potentially liver cancer. About 20-30% of those who have persistent infections develop liver cirrhosis and cancer. There is a vaccination available to prevent hepatitis B, but there is none for hepatitis C. To guard against hepatitis C, a high degree of awareness and preventative activities, including safe blood transfusion, is required.

Viral Hepatitis has been recognized as a global health challenge, because of their relatively large public health burden across the globe. According to the Global Health Sector Strategy 2016 – 2021 on viral hepatitis, cumulative deaths caused by all types of viral hepatitis contribute to approximately 1.4 million deaths annually, which is comparable to the annual deaths caused by other communicable diseases which are given higher priority in terms of their prevention and management-HIV/AIDS (1.3 million), malaria (0.9 million) and tuberculosis (TB) (1.3 million).

### Indian Context

According to World Health Organization (WHO), in India, 40 million people are chronically infected with hepatitis B and six to 12 million people are chronically infected with hepatitis C<sup>2</sup>. The infection pandemic is sometimes referred to as a "silent epidemic" since many patients are unaware of their infection status and many instances go unrecognised and untreated for many years. Due to relatively chronic and asymptomatic nature of the chronic viral hepatitis, around 90% of the infected individuals are not aware about their disease status. Most of remaining 10% are diagnosed at advanced stage of disease with irreversible liver damage. At this stage infected people have already transmitted the infection to their near and dear ones. Moreover, people who had tested positive for Hepatitis try to conceal their status due to social stigma and

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<sup>2</sup> <https://www.who.int/india/health-topics/hepatitis#:~:text=In%20India%2C%20as%20per%20latest,is%20more%20common%20among%20children.>

discrimination associated with it. In order to hide their status, at times they don't go for necessary medical treatment.

## Introduction to the Program

In order to address this concern, Airport Authority of India funded Indian Institute of Liver and Biliary Sciences's (ILBS) Empathy Campaign, which attempts to spread awareness about Hepatitis B and C and address the stigma associated with the viral infection. It also aims to create an enabling environment for individuals with HBV (Hepatitis B Virus) & HCV (Hepatitis C Virus) in India for social participation and care seeking.

## Program Objective

The EMPATHY Campaign aims to achieve effective behaviour change by increasing knowledge of stakeholders, stimulating community dialogue, promoting essential attitude change, influencing social response to stigma and discrimination and creating a demand for information and services.

The Empathy Campaign has four target audience

- . General Population
- . Patients & at-risk population
- . Health Care Providers

In order to assess the Impact of this Program, AAI and TISS (Tata Institute of Social Sciences) entered into an agreement, whereby TISS conducted Impact Assessment of its CSR projects across 10 locations, one of those being Empathy Campaign by ILBS, Delhi.

## Study Objectives

The specific objective of the Impact Assessment Study of the aforementioned projects is as follows:

1. Conduct an Impact Assessment study to evaluate the impact of the CSR Program
2. Suggest measures for effective implementation of the CSR activities in the area under focus.

## Scope of the Study

This study's scope includes assessing the impact of the aforementioned CSR Project of AAI implemented in the financial year 2018-19.

The scope of study has been organized in the following tasks:

Task 1: Project Coordination

Task 2: Data collection by physically visiting the project locations and collecting data through interviews of the available stakeholders.

Task 3- Data Analysis through the method of Content Analysis for Qualitative Data where coding was done manually.

Task 4- Report Writing

## Study Methodology

Qualitative Research Methods such as Face to face Interviews and Secondary Data Analysis of the project reports.

In Face to Face interviews, researchers conducted one-on-one interviews with Hospital Senior Doctors. These interviews involved a structured questionnaire to gather specific information from stakeholders.



*Image 1: TISS team's interaction with Dr. Kanica Kaushal from ILBS*

## Study Limitation

This study didn't capture responses from beneficiaries as ILBS doesn't have any such records. As per them, as their campaigns are attended by people in hundreds or thousands, it's not possible for them to make such records.

## Study Findings

### 1. Reached out to 50 million people in 4 years

It was stated that the project reached out to around 50 million people from 2018 to 2022. They disseminated the awareness information at various platforms like schools, Delhi Metros station, cartoon Competition, FM Radio. Celebrities like MC Mary Kom was the ambassador of this campaign.

### 2. Difficult to measure the reach out

Such awareness campaigns happen through different platforms like social media, parliament events, radio and television. It is difficult to measure the impact of such events as counting the number of beneficiaries who became aware is not possible.

### 3. Discussion at Government and Supreme Court Level

As a result of this campaign, some major events have happened which has the capacity to create a conducive policy environment to encourage dialogue on hepatitis. One example of such event was Delhi Health Minister passing a legislation against discrimination against people with Hepatitis B. Also, Call to action events conducted in Supreme Court and medico-legal issues related to viral hepatitis was discussed by judges and prominent lawyers of Supreme Court. Judges of Supreme Court of India acknowledged the need of medico legal protections for patients with viral hepatitis as similar to people living with HIV.

## Recommendations

### 1. Maintaining record of a small percentage of beneficiaries to track the program effect

As mentioned in the previous part, measuring the exact number of people benefitted from this campaign is not possible. However, a record of a small number of beneficiaries can be maintained and tracked in order to understand the impact of such campaigns. This would help in understanding how the campaign has move forward and if there are any gaps that can be addressed.

## 2. Long Term Funding required

In order to make the campaign more effective and reach the level where policy changes can be done, regular long term funding may be required. Break in funding breaks the continuity of the campaign and hence its effects.

Thus to summarize, between 2018 and 2022, a campaign reached out to approximately 50 million people through various platforms, including schools, Delhi Metro stations, cartoon competitions, and FM radio, with notable support from celebrities such as MC Mary Kom. Measuring the campaign's impact proved challenging due to its diverse outreach methods. Nevertheless, it led to significant developments, such as the Delhi Health Minister passing legislation to combat discrimination against Hepatitis B patients. Furthermore, discussions on medico-legal issues related to viral hepatitis took place at both government and Supreme Court levels. Recommendations include maintaining records of a small percentage of beneficiaries to gauge program effectiveness and emphasizing the need for long-term funding to sustain the campaign's impact and bring about policy changes.

## APPENDIX

### Questionnaire for Management of ILBS

(This is for senior as well as mid-management)



Name- Dr. Kanica Kaushal (MBBS, MD Community Medicine (Public Health))

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#### 1. Tell us about ILBS (Institute of Liver and Biliary Sciences) (*History, Operation*)

The Institute of Liver and Biliary Sciences (ILBS), set up with the efforts of the Government of MCT of Delhi, became a premier medical institution and a super-specialty hospital dedicated to liver diseases in 2010. Since then, ILBS has successfully completed 13 years of establishment and has transformed into the ultimate destination for delivering clinical excellence, academics, research, and public health and outreach programmes on par with the world's best institutions.

ILBS has emerged more resilient and reinvigorated in 2022 after steering through the challenges of the past two years. Undoubtedly, the unwavering determination of Team ILBS has bolstered the success of the institute in every sphere.

ILBS has continued to excel in providing unparalleled liver care to the nation and has seen a continuous surge of international patients to the hospital after the waning pandemic. The government of Delhi is proud that ILBS has led the COVID work force in the state and the country throughout the pandemic. Team ILBS has immensely helped in raising awareness, developing preventive strategies, and developing national policies during the COVID period. With a state-of-the-art BSL.3 lab. It had also contributed immensely to the sero surveys for the Delhi residents for COVID antibodies. ILBS is a centre of excellence in coaching and training in the specialised areas of the liver and biliary systems. It was ranked 13th under the "Medical category" in the National Institutional Ranking Framework (NIRF). Ministry of Human Resource Development (MHRD), Govt. of India, for its excellent teaching, training, and research capabilities. The highly specialised ILBS nursing college has been providing masters training in critical care liver and GI diseases. Being the only dedicated liver university globally, ILBS has led by providing more talented human resources for the world during the past decade. Due to the efforts of ILBS, India has become the first country in the world to identify the need for action for "non-alcoholic fatty liver disease" (NAFLD), with a significant prevalence of the same in the general population. The ILBS-supported initiative led to the development of operational guidelines for healthcare personnel across India. The NAFLD screening has now been included in the NCD programme of the country. IIBS undertook many new outreach initiatives, such as Project SMiLES (Stronger Indis through a Million Icaalth Educated Students), HEAL (Healthy Liver, Healthy Delbi Police), iMELD (Indian Metabolic and Liver Diseases Study), and WOMB (Winning Over Mothers with Hepatitis B), which aim at different sub-groups of the population for the detection of risk factors for metabolic diseases, fatty liver disease, and hepatitis-related illnesses.

### **ILBS envisions to**

To become an international centre of excellence for the prevention and cure, advance competency-based training and cutting edge research in liver, biliary and allied sciences.

### **Quality Statement**

ILBS is committed to the highest levels of patient satisfaction, healthcare and staff and patient safety through continual improvement by ensuring:

- Evidence-based clinical practices of highest standard.
- Transparent management processes, facilitating patient satisfaction & ensuring dignity and rights of patients.
- Safe and conducive work environment for staff, and
- Establishing a dedicated centre of excellence in healthcare, teaching/training & research in the field of Liver Biliary Diseases.

### **Mission**

The **mission** of the Institute is:

To develop a facility with international standards, which could provide a comprehensive and most modern set up for the diagnosis and treatment, an advanced centre for dedicated

research and resource for advanced training in the field of liver diseases, including liver transplantation, gall bladder and biliary diseases and allied specialties.

To serve as a torch-bearer model of health care in the country by amalgamating the skills and structure of academic Universities, clinical and research acumen of the super-specialists and the managerial skills of the corporate world.

Source:

2. Tell us in common person's language about the disease.

Hepatitis A, B, C, and E are the most common viruses that infect the liver. Hepatitis A and E are the most common and may spread as an epidemic through contaminated food and water. These are self-limiting infections, and the patient heals on his own in 4-8 weeks without any particular therapy. In a tiny percentage of cases (1%), the infection can cause a more severe form of the disease, resulting in fast deterioration of health and even death, particularly in pregnant women. Infections from Hepatitis A and E can be avoided by drinking safe water and eating clean food.

Blood-borne viruses (Hepatitis B and C) are spread by contaminated blood transfusions, the use of infected needles, unprotected intercourse, and from infected mother to child.

In some cases, the infection becomes chronic, meaning that the virus remains in the body. In the case of the hepatitis B virus, only 5-10% of patients become chronic carriers; however, if the infection occurs during infancy, 60-90% of patients become chronic carriers. Hepatitis C, on the other hand, is like a developing worldwide epidemic; around 80% of those infected stay chronically infected. Chronic infection can lead to chronic hepatitis, cirrhosis of the liver, and potentially liver cancer. About 20-30% of those who have persistent infections develop liver cirrhosis and cancer. There is a vaccination available to prevent hepatitis B, but there is none for hepatitis C. To guard against hepatitis C, a high degree of awareness and preventative activities, including 'safe blood' transfusion, are required.

### **Hepatitis B**

- Hepatitis B is an infection of the liver caused by Hepatitis B virus.
- In India, 2-4 persons out of every hundred individuals suffer from this infection.
- Hepatitis B infection is an important occupational hazard for health workers

3. Tell us about this project. (*Its history, objective, key stakeholders and the implementation process*)

Hepatitis B and C virus infections, which cause liver cirrhosis and cancer, afflict around 60 million Indians. The infection pandemic is sometimes referred to as a "silent epidemic" since

many patients are unaware of their infection status and many instances go unrecognised and untreated for many years. It is believed that the majority of those infected remain undiagnosed and ignorant of their situation.

The government is now implementing many efforts under the National Viral Hepatitis Control Programme to enhance access to immunisations, diagnostics, and treatment for such people and others at risk. However, the stigma and subsequent prejudice associated with these infections is a substantial impediment to obtaining care, complying with treatment, and mainstreaming.

Infected people frequently do not want to be identified for fear of social isolation.

A thorough awareness-generating programme is urgently needed to raise knowledge about Hepatitis B and C and empower affected people to guarantee optimal health-seeking behaviours.

On the occasion of **World Hepatitis Day, July 28th, 2018**, the Institute of Liver and Biliary Sciences, in collaboration with the Airports Authority of India, has launched "The EMPATHY Campaign: Empowering People Against Hepatitis," a public awareness initiative aimed at raising pan-India awareness and education about the threat of viral Hepatitis B and Hepatitis C diseases. Through persistent campaigning and personalised behaviour change communication, the Campaign aims to raise awareness of Hepatitis B and C across India.

**ILBS celebrate every World Hepatitis Day, July 28<sup>th</sup> with the parliamentarians with the properly acknowledging the AAI because their logo is always there in every THE EMPATHY campaign**

### **Objective of the Empathy Campaign**

The specific objective of this campaign is to generate awareness on Hepatitis B and C across India through sustained advocacy and tailored behaviour change communication for developing and promoting positive behaviours at individual, community and societal levels

- Key initiatives
- Innovative informational creatives in public places
- I Pledge... (my support) initiative
- Let's Talk Hepatitis initiative
- Paint for a cause initiative
- Legal Aid for patients inflicted with Hepatitis B & C
- Awareness generation through social media

Basic idea was also to reduce to discrimination against the patients with B and C Hepatitis disease because such patients largely face discrimination like AIDS disease. We have created patients network to inform people that the patients with this disease not to be discriminated. This was also one of the major mandates of this campaign. At individual level, family and community level and later at policy level against the discrimination to pass a legislation in Delhi government. also, to generate a dialog on this issue at national level.

Sometimes people had to face discrimination in job, family, community and we wanted to informed them about the disease and work against the discrimination due to this disease. We do proper counselling with the family members, spouses and children about the disease to do

conducive environment for dialog generation and to talk about it at Society level, policy makers, program managers, patients etc.

Since 2018, more than 5 crore people have been reached out through this **EMPATHY campaign. In a span of 4 years all the activities were carried out under the logo of EMPATHY campaign with AAI and ILBS.**

**It was national level awareness program as approximately 40 per cent people are aware about this disease.**

*key stakeholders: AAI, ILBS, Government officials, medical colleges, students, etc. TWG report has all the stakeholders*

4. How long has been your association with AAI? How were you selected for implementation of this Project?

Dr. Kanic had joined on October, 5<sup>th</sup> 2021, but 2022 , 1<sup>st</sup> June I am looking into this program so before since 2018 ILBS is working with AAI so she was not much aware about it. She was not aware about how

5. Was any Baseline study done while planning for this project to understand the need of such awareness campaign? If yes, what were the major findings?

Yes, Lots of research studies have been done and books written on this disease. The major findings shows that there is lack of awareness about this disease and there was need to do the awareness campaign and give information to the people and to work against the discrimination with the patients of this disease.

6. Please explain the staff/HR involved in planning and implementation of this program?

There were project managers, project officers and other staff was involved in this campaign.

Planning and implementation Dr. Niraj was the TWG member and other Mr. U..K. Sinha was the chairman , Mr. Guruprasad, Mr. Manoj, Mr. Shesh Narayan Ji. And other all members if TWG were involved in the planning and implantation of this project.

The following section gives a summary of initial plan of implementation strategy and activities planned under the EMPATHY Campaign

1. EMPATHY Network of People living with hepatitis B & C
2. Celebrity Endorsement
3. I Pledge... (my support) initiative

4. Let's Talk Hepatitis initiative
5. Art for a Cause
6. National conference on viral hepatitis B & C
7. Advocacy Events on Strategic Themes
8. Mass and social media campaign
9. Other Innovations
10. Research studies

7. Was any target decided for this program at the initial/planning stage? If yes, what was the target number?

We were targeting the general public and not a specific group by age group, or gender but all the public were covered. We did this program through schools, Delhi Metros station, cartoon Competition, FM Radio was used to disseminate the information about this disease and campaign , celebrities were there such Ms. Maricom. Under EMPATHY campaign only in Delhi a legislation was passed. Delhi Government health minister, Shri Satyander ji was involved in this program

8. How many people have you reached out to in this project? *(Please also understand how do they calculate the figures as in such campaigns it is not easy to calculate the numbers)*

we had compiled the numbers of the general public up to 50 million people over the four years that we have achieved. She was not aware about the target but over 50 million people were reached out through this campaign

9. One of the Program's objective is to Create a conducive policy environment at sub-national level to encourage dialogue on hepatitis between policy makers, program managers, care providers, civil society and the patients and their families. – Is the dialogue happening? Please explain with few examples.

Yes , to Create a conducive policy environment Delhi government health minister had pass a legislation not to discriminate the persons with hepatitis B.

At sub-national level to encourage dialogue on hepatitis by organising and celebrating **World Hepatitis Day, July 28<sup>th</sup> with the parliamentarians with the properly acknowledging the AAI because their logo is always there in every event and** between

policy makers, program managers, care providers, civil society and the patients and their families helped was provided.

10. Please explain these activities:

a. Call to Action events (*Also probe about one call to action event in Supreme Court- What happened there*)

As per the her knowledge it was with regard to maintaining health of the legal fraternity. Since she had joined after some years of campaign she is not much aware about it, she said she had shared all report and everything is on website in the reports.

b. Outreach and Support Activities

The major goal of the I Pledge (my support) action is to reach out to significant prominent public and private sector offices and raise awareness about Hepatitis B and C among them, as well as use them as advocates to create a ripple effect in society about viral hepatitis B and C prevention.

The main part of this project would be for Hatay Escort to explain to the audience that by taking very easy precautions and promoting low-cost knowledge, they can protect themselves from viral hepatitis, and to leverage their assistance in spreading this simple message in their social circles. Under this campaign, awareness camps are held at the premises of professional organizations/bodies, and sensitization for their staff is organised, with the goal of encouraging them to PLEDGE THEIR SUPPORT in spreading viral hepatitis awareness and contributing to viral hepatitis prevention and early management through Hepatitis B vaccination and screening for Hepatitis B & C.

Every year on 28th July, World Hepatitis Day is held to raise awareness and advocate global action against viral hepatitis. It is an opportunity to raise awareness about viral hepatitis and the importance of stepping up efforts to eliminate it as a public health issue in India and throughout the world. On July 28, 2022, the Institute of Liver and Biliary Sciences (ILBS) marked World Hepatitis Day in Parliament House of India with the theme 'Bringing hepatitis care closer to you'.

Hon'ble Vice President of India and Chairman of the Rajya Sabha, Sh. Venkaiah Naidu; Lok Sabha Speaker, Sh. Om Birla Ji; Hon'ble Union Minister of Health and Family Welfare, Sh. Mansukh Mandaviya; Hon'ble Deputy Chairman, Rajya Sabha, Sh. Harivansh; Lieutenant Governor of Delhi, Sh. Vinai Kumar Saxena; Secretary General, Lok Sabha, Sh. Utpal Kumar Singh

India continues to undertake ground-breaking attempts to develop and mass-produce direct-acting antiviral medicines capable of curing most patients of hepatitis C with a short 12-24-week treatment. Since the launch of the National Viral Hepatitis Control Plan in 2018, over 75 lakh people have been examined for hepatitis B (HBV) and hepatitis C (HCV) at no cost at government-run hospitals across India. More than 71,000 people have been treated for free.

'Talk, Test, and Treat' is the epidemic's catchphrase. The fight against viral hepatitis takes place on several fronts, including the prevention of Hepatitis B by universal vaccination, the identification and treatment of individuals with HBV and HCV through screenings, and the provision of psychosocial support to patients as well as the protection of their rights. Diabetes, heart disease, and the outcome of COVID-19 infection are all influenced by liver function.

ILBS focuses its efforts on providing access to testing and treatment through health institutions around the country. The ILBS concept has the potential to be duplicated throughout India. ILBS aspires to not only maintain, but also accelerate, progress towards HBV and HCV eradication. Media campaigns are critical for reaching the unreachable and underserved, and they must be continued with passion and in a mission mindset. It was expected that all learned representatives of the people attending World Hepatitis Day would return to their constituencies and educate society against discriminating against the infected, develop connectivity and support for patients and their families, and aid in the elimination of the infection from their regions. Hepatitis elimination must and must not be postponed.

### c. Patient Network

As per the ILBS if a person have Hepatitis B or C, you may join our network and share your voice with us by registering.

The Empathy Network of People Affected by Hepatitis B & C is an endeavour to provide a platform that accurately expresses your disease experience. This Network aims to bring together people whose lives have been affected by Hepatitis B and C on a single platform where you can anonymously share your real life experiences, both positive and negative, how you dealt with various challenges, and your feelings; ILBS believes that your stories will inspire others, generate emotional support, and raise awareness about this disease among network members, policymakers, and the general public, offering important insights into the lives of "People Affected by Hepatitis B & C."

This platform may also provide you with the option to open up and anonymously share your experiences with others. Your thoughts, tales, and testimonies will assist us in identifying the problems and unmet needs of hepatitis B and C patients. It will assist us in fine-tuning our advocacy actions and reaching out to policymakers, government and non-governmental organisations to build a share your voice, highlighting unmet needs and the need for Hepatitis B and C awareness.

Once joined, we will keep your personal information private so that we may send you scientific updates and blogs from our website on a regular basis. Later, we will put your anonymous testimonials on our project website in the patient speak area, which will enrich and promote The Empathy Campaign.

The initiative intends to offer therapy services to you and your family, and you will be invited to patient support group sessions on a regular basis.

Following Recommendations were made

- Instilling a sense of urgency by generating mass awareness and holding screening activities.

- Tackling the burden of hepatitis with a combined effort of democratic institutions such as Vidhan Sabha, Municipal Corporations, Nagar panchayat, cooperative sector, Voluntary Organizations.
- Modification in the legislation for HBV patients.
- Legal and institutional frameworks to work in synchronization in order to deal with public health issues on viral hepatitis.

d. HepiSchool

The HEPiSCHOOL (Hepatitis Education Programme) was held by ILBS in different school for the awareness of heptaits B.

Under this event and Orientation and Training Workshop on Viral Hepatitis Prevention and Control for teachers from the Govt. of NCT of Delhi's Senior Secondary Schools were conducted

11. Was there any M&E process in place for the project? If yes, please explain it in detail.  
(Please collect related documents sample, if any)

*The media and various agency feed back during and after the program is the only process to assess the impact*

12. What were the constraints/challenges in implementing the project?

Need a regular funds for larger period to be effective

13. How do you think the project's implementation could be further improved in future cycles?  
Please provide your suggestions.

Government should provide help in such projects through policy and legislations

14. Any success stories that you could share. (Please request them to share few stories if they have it in their reports)

Report have been email to TISS an do not have a single success story because it was a public event at national level and difficult to track a single person for success story

15. Do you think that such category of projects can become sustainable? If yes, how?

Yes, such project should have long term funding as it has the impact over longer period and people take time to know and understand such diseases and public health awareness is necessary to reduce health risks among public

16. How do you think the impact of such awareness campaigns be measured? (*Try to understand if they actually feel it should be measured*)

It is difficult to measure the impact because it was done at national level through various communication platforms such FM radio, Parliament events and TV coverage.

17. Do you have any suggestion/request for AAI for further improvement of the project? If yes, what are those? (*In terms of budget, timeline, monitoring, reporting etc.*)

Yes, We have also communicated to AAI for continuing the funding to this project as it is very much needed and lager positive impact on the public health

Documents to be checked/collected:

1. Social Media Links
  2. Awareness Campaigns posters/articles
  3. Baseline Report, if any
  4. Any M&E Related document
- Documents were sent through email to TISS

**\*Please take few good quality photographs of the interview**

**\*Please ensure that no one from AAI is present during this interview**

Please send the following points while sharing the filled up questionnaire:

1. Your observation on the documents provided, overall project implementation and Infrastructure.

YES, ILBS had all the documents and record both digital form and hard copies . most of the documents are in public domain

2. Your Suggestions/Recommendations for further improvement of the project.

## NEED FUNDS FOR RUNNING THIS PROGRAMS

### 3. Any other observation.

There were posters in the hospital about the empathy activities such as cartoon paintings for awareness of hepatitis B

### 4. Please paste good quality pics with titles explaining the pic.

Yes, Photographs and supporting documents are attached