

राजस्थान सरकार  
निदेशालय चिकित्सा, स्वास्थ्य एवं परिवार कल्याण सेवायें, राजस्थान, जयपुर।


क्रमांक: निस/निदेशक (जन स्वास्थ्य)/2017/ 88 दिनांक: 05.07.2017

समस्त मुख्य चिकित्सा एवं स्वास्थ्य अधिकारी,  
राजस्थान।


विषय:— आदर्श प्राथमिक स्वास्थ्य केन्द्र द्वितीय-चरण का  
शुभारम्भ करवाने बाबत।

उपरोक्त विषयान्तर्गत लेख है कि आदर्श प्राथमिक स्वास्थ्य केन्द्र  
द्वितीय-चरण का शुभारम्भ 11 जौलाई, 2017 (World Population Day) को किया  
जा रहा है। आदर्श प्राथमिक स्वास्थ्य केन्द्र द्वितीय चरण-ए में 286 प्राथमिक स्वास्थ्य  
केन्द्रों का चयन किया गया है।

अतः आपके जिले में चयनित आदर्श प्राथमिक स्वास्थ्य केन्द्र का  
उद्घाटन स्थानीय माननीय सांसद/विधायक/जिला प्रमुख/प्रधान आदि जन  
प्रतिनिधियों से करवाया जाना सुनिश्चित करावें।

  
(डॉ० वी०के० माथुर)  
निदेशक (जन स्वास्थ्य)  
चिकित्सा एवं स्वास्थ्य सेवायें,  
राजस्थान, जयपुर।

प्रतिलिपि प्रभारी सर्वर रूम, मुख्यालय को प्रेषित कर लेख है कि उक्त  
पत्र समस्त मुख्य चिकित्सा एवं स्वास्थ्य अधिकारियों को मेल द्वारा भिजवाते हुये  
विभागीय वेबसाईट पर अपलोड करावें।

  
निदेशक (जन स्वास्थ्य)  
चिकित्सा एवं स्वास्थ्य सेवायें,  
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	locations with high visibility to common people based on availability - Government Offices, Schools, Gram Panchayat Offices, Atal Seva Kendra, Anganwadi Kendra, Patwari Houses etc.	9 <sup>th</sup> July 2017
<b>Information to be added on Pamphlets and Banners</b>	The following PHC specific information should be added on pamphlets and banners during printing by District IEC Coordinators : - Pamphlets: PHC, Block, District name and time of the launch event - Banner: PHC, Block and District name - Note: <i>Please make sure that the concerned PHCs get pamphlets and banners with their name on it</i>	7 <sup>th</sup> July 2017
<b>Invite local leaders/officers</b>	The CMHOs / BCMOs / MOICs for the Adarsh PHCs should invite local leaders such as MLAs, Sarpanch, Gram Panch, Ward Panch, Jan Pratinidhi, ADM, SDM, ZilaParishad CEO etc. to grace the inauguration event	8 <sup>th</sup> July 2017

### Launch Event:

The timing for the launch event on 11<sup>th</sup> July should be fixed at the PHC level by CMHOs / BCMOs / MOICs based on the availability of local leaders.

### **The logistics for the event should include:**

- Setting up a pandal in the PHC premises with ~100 chairs to host the leaders and villagers coming for the launch
- Mike and loud speaker facility
- Red ribbon for cutting at the start of the launch event
- Camera to record pictures / videos of the launch event

In addition to the above, PHCs have the discretion to do additional beautification and activities for a impactful launch based on any financial support received by the local leaders.

The following set of activities should be conducted during the launch event in a time span of 2 hours:

<b>Activity</b>	<b>Description</b>
<b>Introductory remarks by CMHO / Addl CMHO/Deputy CMHO/RCHO / BCMO/MOIC</b>	The introduction speech should: - Set the agenda for the day - Introduce all the dignitaries present - Provide an overview of the Adarsh program
<b>Ribbon Cutting Ceremony</b>	Guest of honor to launch the "Adarsh PHC" after cutting the red ribbon tied at the entrance of the PHC  Speech by guest of honor outlining his / her reactions on this program by the government and expectations from the Adarsh PHCs

**Government of Rajasthan**  
**Department of Medical and Health, Rajasthan, Jaipur**

S. No: ADRPHC/2017-18/ 890

Dated: 06.07.17

All Chief Medical & Health Officer,

**Subject: Guidelines for Launch of Adarsh PHC Phase 2A on 11<sup>th</sup> July, 2017**

The launch of 285 Adarsh Phase 2A has been finalized on 11<sup>th</sup> July, 2017 on the occasion of World Population Day. After the successful launch of Phase 1 PHCs on 15<sup>th</sup> August, 2016, it is now time that we all gear up for launching these Phase 2A Adarsh PHCs to people of Rajasthan. The department has sanctioned Rs. 3000 per PHC to prepare for the event and conduct the launch event (Letter No IEC/2016-17/751). This email contains very specific directions on activities to be performed before 11<sup>th</sup> July to prepare for the launch and the way of conducting the launch event on 11<sup>th</sup> July.

**Pre-Launch Activities:**

We should aim to spread information about the launch of Adarsh PHCs in the catchment area of the PHC including nearby villages. The idea to spread awareness of the "Adarsh" promise to the common people resulting in an increase in the OPD footfall and delivery load at Adarsh PHCs. The pre-launch activities will include printing and distribution of pamphlets, banners to all the relevant stakeholders in the PHC catchment area and creating awareness for the launch event on 11<sup>th</sup> July 2017.

Activities	Directions	Timeline
<b>Printing of Pamphlets</b> <i>(to be done by District IEC Coordinators)</i>	Total of ~500 to 700 pamphlets should be printed for every PHC - ~200 pamphlets should be color printed in glossy paper on A4 paper - ~500 pamphlets should be printed in black and white on A4 paper	7 <sup>th</sup> July 2017
<b>Distribution of Pamphlets</b>	<b>Color pamphlets on glossy paper</b> - To be pasted in Government Offices, Schools, Gram Panchayat Offices, Atal Seva Kendra, Anganwadi Kendra, Patwari Houses etc. - To be distributed to local leaders such as MLAs, Sarpanch, Gram Panch, Ward Panch, Jan Pratinidhi etc.  <b>Black and white pamphlets</b> - To be distributed to the villagers in the PHC catchment area and associated villages with the help of ANMs, ASHAs, Anganwadi workers	All distribution and pasting of pamphlets to be completed by 10 <sup>th</sup> July 2017
<b>Printing of Banners</b> <i>(to be done by District IEC Coordinators)</i>	Total of 4 Banners should be printed for every PHC Banners should be printed on 8 X 3 Feet flex	7 <sup>th</sup> July 2017
<b>Installation of Banners</b>	Banners should be installed in any of the prominent	

<b>Staff Introductions</b>	CMHO / Additional CMHO/Deputy CMHO/RCHO / BCMO/ MOIC to: - Introduce all the staff members in the Adarsh PHC by name - Brief description of the roles and responsibilities of the staff members in the Adarsh PHC
<b>Session by MOIC</b>	MOIC to talk about the "Adarsh promise" outlining the key services to be delivered at the Adarsh PHC
<b>Vote of Thanks</b>	BCMO/ MOIC to provide closing remarks: - Thank dignitaries for their presence and support - Express hope that citizens will now increasingly use the Adarsh PHC for all primary care services

Images of the launch event should be captured and shared with the Adarsh PHC Cell at [adarshphcyojna@gmail.com](mailto:adarshphcyojna@gmail.com)

  
**Director – Public Health**

**Copy for information and necessary actions to:-**

1. PS to Principal Secretary, Medical Health & Family Welfare Dept. Rajasthan.
2. PA to Secretary, Medical Health & Family Welfare Dept. of Raj. & Mission Director, NHM.
3. Director IEC.
4. All Joint Directors.
5. SPM
6. All Deputy CM&HOs, FW and Health (Nodal Officer Adarsh PHCs).
7. All BCMOs.
8. Coordinator IEC.
9. All DPMs.
10. All Adarsh PHC, Phase 2A, MOICs.
11. Server Room.
12. Guard file

  
**Director – Public Health**