New Maternal and Child Health Initiatives

Prelims: *Current events of national and international importance | Health*

Why in News?

Recently, at the 16th Conference of the Central Council of Health and Family Welfare (CCHFW), the health minister unveiled major initiatives to strengthen maternal and child healthcare.

Revised Anaemia Mukt Bharat Abhiyaan

- **Saturation-based screening –** Universal coverage for all groups (children, adolescents, women of reproductive age, pregnant women, and lactating mothers) instead of selective screening.
- **Digital tracking –** Each beneficiary is tracked on digital platforms, ensuring proper follow-up and reducing drop-outs.
- **Case-based Management –** Focus on individual treatment plans tailored to the severity and type of anaemia, not generic interventions.
- **Dietary diversification and behaviour Change –** It is beyond supplements by promoting nutrition counselling, diverse diets, and lifestyle changes for long-term impact.

Anaemia Mukt Bharat (AMB)
• It is a flagship campaign launched by Ministry of Health and Family Welfare (MoHFW) and the National Health Mission in 2018. • **Objective –** To reduce the prevalence and eradicate anaemia, among children, adolescents, and women.

Operational guidelines on National Ambulance Services, 2026

- Establishes uniform national standards for emergency medical transport.
- Standardises ambulance infrastructure, staffing, equipment, response protocols, and digital integration across States/UTs.

SUMAN Roadmap 2030

- A strategic framework for maternal and newborn healthcare in India and

is linked to the Sustainable Development Goal targets for 2030.
- **Aim –** To strengthen service quality, universal antenatal care, maternity care, and to reduce preventable maternal and neonatal deaths.

Samagra Shishu Bal Swasthya Karyakram

- **Integrated Care (0–3 years) –** Merges Home-Based Newborn Care (HBNC) and Home-Based Care for Young Child (HBYC) programmes to provide home and community-based healthcare.
- **Risk-Based Follow-Up –** Extra home visits for vulnerable children.
- **Early Screening –** Strengthened through Well-Baby Sessions and Shishu Shivirs.

Health Achievements	
Maternal Mortality Ratio (MMR)	Declined from 130 (2014) to 87 per lakh live births.
Under-five Mortality Rate	Reduced by 79% since 1990.
Total Fertility Rate (TFR)	Reached 2.0.
Life Expectancy	Increased to 70.3 years.
Mission Indradhanush	Immunized 5.46 crore children missing routine vaccination.
HPV Vaccination	50 lakh adolescent girls vaccinated since February 2026.
Statistics of Disease Control • **21%** decline in TB incidence. • Elimination of neonatal tetanus; sustained polio-free status. • Progress in kala-azar elimination; malaria cases and deaths reduced.	

Reference

The Hindu | Maternal and child health initiatives

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