



# “Swasth Nari, Sashakt Parivar” Campaign — Mangaluru



## What & When

- The campaign “Swasth Nari, Sashakt Parivar” (Healthy Woman, Empowered Family) is being held from 17 September to 2 October 2025.
  - In Mangaluru, Dakshina Kannada district, the Government Lady Goschen Hospital formally launched the campaign.
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## Objectives / Focus Areas

- Cancer screening for women: breast cancer and cervical cancer.
  - Non-communicable disease screening: blood pressure and diabetes tests.
  - Identification and management of high-risk pregnancies, ensuring specialized prenatal and postnatal care.
  - Nutritional support for pregnant women and those in need, with monitoring during and after pregnancy.
  - Awareness drives on mental health, organ donation, and preventive healthcare.
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## Implementation & Stakeholders

- **Lead institution:** Government Lady Goschen Hospital, Mangaluru.
  - **Partner hospital:** Wenlock District Hospital.
  - **Departments involved:** Department of Women and Child Development and District Health Administration.
  - **Key oversight:** District Health Education Officer Jyothi K Ulepadi, focusing on maternal and child health system integration.
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## Activities & Services Offered

- **On-site screenings** for breast and cervical cancers.
  - **Routine tests** for hypertension and diabetes.
  - **Prenatal monitoring** for high-risk pregnancies with special care before and after delivery.
  - **Nutrition assessments** and distribution of supplements where required.
  - **Follow-up care systems** to ensure continuity of maternal and child healthcare.
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## Broader Campaign Context

- The campaign is part of a nationwide drive led by the Ministries of Health & Family Welfare and Women & Child Development.
- Linked with Poshan Maah (Nutrition Month), aiming to improve women's and children's nutrition, reduce anaemia, and promote balanced diets.
- Emphasis on preventive, promotive, and curative healthcare for women and children, with focus on long-term family health empowerment.

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## **Key Challenges**

- Encouraging participation from women in rural and underserved regions.
- Availability of diagnostic tools and skilled personnel for screenings.
- Ensuring effective follow-up care after detection.
- Coordinated functioning between hospitals, district administration, and community health workers.
- Sustaining community awareness and engagement beyond the campaign period.