

IAP ki Baat, Community ke Saath: Debuting with a Fight Against Anemia

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Dear Esteemed Members of the Indian Academy of Pediatrics (IAP),

In the contemporary era of abundant information facilitated by the internet, the dissemination of knowledge has seen unparalleled growth. However, alongside the benefits of easy access and rapid spread of information, there has been a surge in misinformation. This phenomenon has led to a widespread erosion of trust in the authenticity of online content, including news articles and social media posts.

As a response to this challenge, the initiative 'IAP ki Baat, Community ke Saath' has been launched by a consortium of esteemed colleagues of the IAP. This paper elucidates the rationale behind the inception of this program and highlights its potential to mitigate the proliferation of misinformation.

By fostering a community-driven approach towards fact-checking and promoting scientific rigor, this initiative aims to serve as a catalyst for cultivating a culture of truth and integrity in the digital landscape. Through collaborative efforts and a commitment to evidence-based communication, 'IAP ki Baat, Community ke Saath' endeavors to contribute significantly towards combating misinformation and upholding the principles of dissemination unbiased information.

Active Participation and Collective Engagement: Mobilizing the Community Towards Truth and Integrity

In our endeavor to combat misinformation and uphold the principles of truth and integrity, active participation stands as the cornerstone of our collective effort. We call upon each member of our esteemed community, affectionately referred to as IAPians, to join hands in this noble cause.

The journey begins with a simple yet profound act of sharing our messages and spreading the word. By actively engaging in the dissemination of accurate information, we pave the way for a more informed society. We urge all IAPians to utilize their platforms and networks

to amplify our message, reaching far and wide, to debunk myths and dispel falsehoods.

Furthermore, we recognize the pivotal role of parents in shaping the perspectives and knowledge base of future generations. As healthcare professionals entrusted with the well-being of children, we implore you to inform the parents of the young minds you treat. Empowering parents with reliable information not only safeguards the health and welfare of their children but also cultivates a culture of critical thinking and discernment.

While the task may seem daunting, let us not be deterred. Let us start small but aim for the sun, fueled by the unwavering belief in our collective potential. Together, we possess the strength to surmount any obstacle and transcend boundaries. It is through unity and collaboration that we will ascend to new heights of impact and influence.

On behalf of the Academy, I extend heartfelt gratitude for your unwavering support and dedication. Remember that you are not alone in this endeavor. With our combined efforts and steadfast support from our community, we are poised to effect transformative change. Join us on this journey, as together, we become architects of a brighter, more enlightened future.

Addressing the Persistent Challenge of Anemia: Launching 'Anemia ki Baat, Community ke Saath' Program for Comprehensive Awareness and Action

Anemia stands as a pervasive health concern in India, silently sapping the vitality of our nation. Despite its manageable nature, anemia continues to afflict a significant portion of our population, particularly children and adolescent girls. This underscores the need for imperative concerted efforts to combat this debilitating condition with the launch of the 'Anemia ki Baat, Community ke Saath' Program.

The prevalence of anemia among children aged 6 months to 5 years and adolescent girls paints a stark picture of the magnitude of this health issue. With 67% of

children and 59% of adolescent girls affected, the toll of anemia on our society is undeniable [1]. However, behind these statistics lies a deeper challenge - the pervasive lack of awareness and understanding regarding the causes and management of anemia.

Central to the perpetuation of anemia is the dearth of accurate information regarding essential micronutrients and dietary practices. Misconceptions and outdated beliefs passed down through generations serve as the primary source of dietary guidance, contributing to the inadequate intake of vital nutrients. Studies have revealed a concerning trend of improper weaning practices, characterized by overcooking and dilution of weaning foods, further exacerbating the prevalence of anemia [2].

Through a multifaceted approach encompassing community outreach, capacity building, and information dissemination, the program seeks to empower individuals with the knowledge and resources necessary to address anemia effectively. By engaging with local communities, healthcare professionals, and stakeholders, 'Anemia ki Baat, Community ke Saath' endeavours to foster a culture of informed decision-making and proactive healthcare practices.

Emphasizing the importance of bi-annual deworming, we are committed to prioritizing this intervention and

ensuring its consistent monitoring and implementation. Additionally, efforts will be made to enhance the capacity of ASHA workers through the launch of a Training of Trainers (TOT) program. This initiative will focus on capacity building for pediatricians, dieticians, and nutritionists, alongside the development of counseling materials, further strengthening our commitment to improving child health outcomes.

Aligned with the Anemia Mukht Bharat Program spearheaded by esteemed healthcare leaders Dr. Vinod K Paul and Dr. Pukhraj Bafna, the 'Anemia ki Baat, Community ke Saath' Program serves as a crucial ally in the national effort to eliminate anemia. By amplifying the reach and impact of government initiatives and highlighting the availability of free and affordable diagnostic and treatment facilities, the program aims to catalyze collective action towards achieving the shared goal of anemia eradication.

REFERENCES

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