

Bella Health Care Charitable Trust

Registered as: Trust | **Founded:** 2011

Head Office Location: Dehradun

Region of Impact: Uttarakhand

Annual Budget (2012-13): INR 35 Lakhs (\$ 58,000)

Adolescent Girls Budget (2012-13): INR 6 Lakhs (\$ 10,000)

Staff Strength: 20 full-time, 10 volunteers



Overview

Bella Health is an NGO that was founded with the belief that healthy women and children are a key to a stable family and prosperous society. Bella Health strives to provide good healthcare to citizens through education, preventive measures and acute care at their doorstep. The objective with which Bella works is to empower women so that they can demand and seek equal healthcare for themselves and their children. The long-term goal of the organization is to establish a world-class healthcare system with a focus on preventive and early-intervention care for women and children.

Adolescent Girls Program

Bella Health presently has two programs that directly work with adolescent girls – Adolescent Reproductive Health Education and Reproductive Health Care Services. The health education program offers age and culturally-appropriate reproductive health information in a safe environment to adolescents who come from poor and middle-income families in North India. The classes cover topics ranging from puberty, anatomy, pregnancy, sexually transmitted infections (STIs) and reproductive tract infections (RTIs), unhealthy habits, violence and sexual assault. Through its second program, Bella provides a host of reproductive health care services including gynecological health, maternal and infant health, contraceptive services, reproductive cancer services and HIV related services.



Milestones

- **2011:** Founded Bella Health and opened its first OPD Centre
- **2012:** Launched Mobile Health services and expanded operations to urban slums in Uttarakhand
- **2013:** Piloted & launched the adolescent health education program

Impact to Date

- 13,000 reproductive health patients treated over 2 years.
- 4,629 adolescent girls provided reproductive health education classes
- Conducted 8,414 laboratory tests and distributed over 420,000 tablets since 2011

Model

- The reproductive health program conducts classes with adolescents, of which 60% receive the education at school and 40% receive it at government day-care centres.
- This program is delivered through Bella Health educators, who are full time employees, qualified with a Masters degree in Social Work. A comprehensive curriculum has been designed to assist the educators in the delivery of the program.
- Through its second program, Bella Health provides reproductive healthcare services to villages and slums in Uttarakhand through 1 mobile clinic and 2 Out-Patient clinic facilities. The organization chooses to 'adopt' villages based on a needs assessment evaluation.
- Each of the OPD clinics is open three days a week and is staffed with 1 doctor and 2 nurses. The set-up has multiple lab testing facilities for accurate diagnosis and treatment.

Theory of Change

If adolescents receive accurate health education and have access to quality health care services, then, they will have better health outcomes and will be better equipped with resources for a safe motherhood and a healthy family.

Growth Plans

After having piloted the reproductive health education program in 2013, Bella Health aims to have a wide spread roll out of the program followed by a steady growth in outreach over the next three years . This shall be achieved through increased intervention in schools and government day-care centres across 13 districts of Uttarakhand and expansion to Himanchal Pradesh in 2015. The comprehensive and well-documented curriculum and the strong monitoring & evaluation tools being applied will help in achieving this scale.

As a part of Bella’s expansion plans for the reproductive health services program, they aim to add 2 new out-patient clinics and 1 in-patient department facility by 2016. With this expansion, Bella Health can serve as a holistic single stop for women’s reproductive health requirements. To enable these growth plans, Bella plans to double its team size over the three-year period to include health educators, doctors, nurses and mid-wives.

| | 2012-13 (a) | 2013-14 (e) | 2014-15 (e) | 2015-16 (e) |
|--------------------------------------|-------------|-------------|-------------|-------------|
| Total Org Budget (INR Lakhs) | 35 | 56 | 75 | 90 |
| Total Adolescent Girls Budget | 6 | 18 | 30 | 45 |
| No. of Adolescent Girls | 6,500 | 11,000 | 150,000 | 175,000 |

Leadership & Management

Bella Health’s team of office staff, educators, doctors and nurses is lead by Colette Smith, who is Vice President of the organization. A seasoned health care professional, Colette has worked for over 10 years in healthcare in the United States before re-orienting her careers towards Public Health, with a specific interest in women’s health. She is dedicated to empowering women and is the leading force behind Bella’s initiatives in Uttarakhand.

Partnerships

Bella Health partners with public and private schools to provide reproductive health education sessions to adolescent girls. For the girls who have dropped out, they partner with *aanganwadis* to deliver the session by leveraging the latter’s networks and infrastructure. For the healthcare services program, Bella partners with NGOs providing interventions for domestic violence – to refer women in need of counseling.

Funders

Bella Health’s programs have been funded by Dr. Vijay Agarwal, a gastroenterologist who has been practicing in the US for the last 30 years. He is a Diplomat to the American board of internal medicine, Gastroenterology and hepatology. Since Bella Health is about to complete 3 years of operations, they plan to diversify their funding sources to include grants from multilateral agencies and from CSR initiatives.

