



highest birth rate and highest fertility rate. Uttar Pradesh is among the group of the most socioeconomically disadvantaged states in India, known as the Empowered Action Group (EAG) states.

Educational attainment in the state is equally poor. Although literacy levels have been improving rapidly in the recent years, more than two-fifths of the 7+ total population and more than three-fifths of the female population in this age group was still illiterate in 2001. The state is the second lowest among all states in terms of literacy.

An integrated, evidence-based behaviour change strategy could be critical to address the socio-cultural barriers and to help in acceptance and adoption of preventive practices and appropriate care seeking specifically in health. An effective behaviour change communication strategy would help address serious concerns such as the low uptake of health care services, poor knowledge of entitlement to health services, literacy, poor sanitation and hygiene in the State.

### ***Concerns***

- Need to improve access to knowledge, information and services across the State's population.
- Huge demand for capacity building, improved training and support mechanisms for FLWs.
- Extensive requirement for tracking, monitoring and evaluation of implementation of existing services.
- Lack of primary data across sectors which could yield a crucial database of vital information.

### ***Action Points***

- Prioritise projects that have the greatest impact on maternal and child health and survival.
- Identify the key stakeholders who can impact within domains of health, education and information dissemination.
- Ensure participation of stakeholders at different levels including the government, community, service providers and front line functionaries across the domains of health, literacy and women empowerment.
- Facilitate partnerships between internet and mobile service providers, NGO's, application developers and the IT department.
- Build state/district capacity by developing databases which would be important for program implementation and monitoring across domains.