Women Talk Health
Campaign Report
22 November to 22 December 2022

One World
Many Stories
Content

Introduction ................................................................. 3
Partners of #WomenTalkHealth ........................................... 5
Elements of #WomenTalkHealth .......................................... 8
Stories of #WomenTalkHealth ........................................... 9
Our Campaign Journey .................................................... 16
Insights from the Twitter Townhall:
Building a healthier future for women ................................. 17
Using Twitter Spaces to Facilitate Discourse ......................... 22
a) How Does Access to Healthcare Affect Your Life?
Discussion with Nima - Live to Love International .................. 23
b) Menstrual Health & Living With a Disability -
The Association of People with Disability x Swasti .................. 26
The ‘Last Word’:
Tweetathon Lunch Meet .................................................. 28
Photos from the ‘Last Word’ ............................................... 62
Introduction

6 out of 10 people from among the Indian population access information and form their opinions on different matters in the public sphere based on social media. Unfortunately, marginalized communities, especially women, remain under-represented on social media owing to the digital divide - a result of their social status. This means their voice remains unheard and unacknowledged, and most of the stories that shape opinions and, by extension, influence decisions on public health are secondhand.

Against this background, the #WomenTalkHealth campaign aimed to address:

a) the gap in terms of missing voices by surfacing stories - good and bad - of lived realities of marginalized women across India - on their experience with access to health.

b) the digital divide by re-introducing Twitter to Non-Profits that work with Women from Marginalized Communities as a platform - where these realities can be surfaced with minimum stress on the community and their non-profit partners. While also helping communities directly use Twitter as an easy-to-use platform to directly share their stories with the wider world and aim at change-making.
We embarked on this campaign in the spirit of partnership with Twitter India. Twitter's mission - "We use the positive power of Twitter to strengthen our communities through our platform, people, and profits" - made it the ideal platform for the campaign.

Twitter is home to a world of diverse people, perspectives, ideas, and information, making it the perfect platform for a campaign of this nature aimed at empowering communities by giving them a space to share their stories and insights. Our partnership entailed learning support to our campaign participants - organizations and their teams - to amplify the voices of marginalized women discussing their access to health.

The campaign was a month-long, from November 22nd to December 22nd, 2022. It was a celebration of stories of accessible, affordable, and available healthcare for marginalized women while simultaneously identifying the gaps in the sector that can be overcome. We used Twitter as our medium to raise these stories with the help of our partners and create something impactful and beautiful.
Campaign Journey

- Mapping campaign partners | August 2022
- Inviting partner organizations | September to October 2022 | 28 partners onboarded
- 1st partner meet | 2nd and 17th November 2022
- Pre-campaign buzz | 21st November 2022
- Campaign kick-off | 22nd November 2022
- #16daysofactivism against Gender Based Violence | 25th November to 10th December | 140+ tweets
- Twitter Town Hall on 28th November 2022 | 50+ tweets
- Celebrating voices of #WomenTalkHealth for #UHCDay (Universal Health Coverage Day) | 12th December 2022 | 24+ tweets
- Twitter Spaces: How Does Access to Healthcare Affect Your Life? | Live to Love International | 16th December 2022
- Twitter Spaces: Menstrual Health & Living With a Disability | Swasti x APD | 19th December 2022
- Closure of campaign run | 22nd December 2022 | 55+ stories
- Compiling data for the campaign | January 2023
- "The Last Word": Tweetathon Lunch Meet | 31st January 2023
Partners of #WomenTalkHealth

#WomenTalkHealth is a collaboration of 29 partners, including Swasti as the knowledge & technical partner. Each partner was onboarded via partner mapping in the development sector.

Each organization that showed interest joined the campaign based on the following:

➔ The compatibility of the campaign aim and the work done by the partner organization.

➔ Willingness to leverage Twitter to share the stories of the community and their experiences with health systems in India.

All the campaign partners come from diverse geographical locations across India, working at the local, regional, national, and global levels. Their scope of work includes comprehensive primary healthcare, gender equity, prevention of gender-based violence, rehabilitation of people living with disability, livelihood, maternal and child care, non-communicable diseases, nutrition, universal education, social equity, sexual and reproductive health, prevention of child abuse, and sustainability.

Find out the campaign partners on the next pages!
Elements of #WomenTalkHealth

Before the campaign kicked off on Twitter on the 22nd of November 2022, Twitter India co-hosted an hour-long virtual workshop with Swasti to support the campaign partners. The workshop extended training on Twitter 101, basic product features, safety rules, and campaign support. It was open to all the campaign partners’ communications team members to help them understand how to leverage Twitter better for the campaign and the general needs of non-profit organizations.

The tone of the campaign was democratic, creating a delicate balance between noting the shortcomings of the current healthcare system and also appreciating it for all the good that has come out of it. It promoted women’s unique relationship with the public health system in India through the stories of lived realities of women from marginalized communities. While also celebrating the achievements and success of innovations in the public health sector.

The campaign had two programs:

1. **Each One, Bring One** - Partner organizations share their Twitter Spaces with nominated community members who may or may not have their own Twitter accounts. It aims to break the digital barrier and give marginalized women a space to share their stories on Twitter.

2. **Artiste in residence** - This program focuses on using art as a medium to map out women’s experiences concerning what worked and didn't work in the public health space.

Scan to access the campaign toolkit!
Stories of #WomenTalkHealth

Women Talk Health amplified 55+ stories of women from far-flung communities on Twitter over 20 days.

Each story is unique - they not only talk about the lived realities of the women from the most vulnerable and marginalized communities but also capture the experiences of their community healthcare workers.

These are stories of taking health to the last mile and the experience of health at the last mile- enabling community engagement and strengthening community networks. They are stories of celebrating women’s agency over their health and the health of their families in partnership with their community health workers.

And it is not surprising that their stories give us a glimpse of sectoral insights surfacing what works and what needs work - a precious gift for all of us in the public health space discussing innovations.

<table>
<thead>
<tr>
<th>Number of tweets</th>
<th>Like</th>
<th>Reply</th>
<th>Retweet</th>
<th>Quote Retweet</th>
<th>Impression</th>
</tr>
</thead>
<tbody>
<tr>
<td>170+</td>
<td>1030+</td>
<td>45+</td>
<td>270+</td>
<td>60+</td>
<td>25330+</td>
</tr>
</tbody>
</table>
The #WomenTalkHealth campaign captured the voices of marginalized women from **36 villages, towns, and cities spread across 17 states & UTs in India**, giving the campaign a voice across diverse terrains and experiences. The stories originated from diverse communities all across the country and speak about women’s experiences with a **plethora of issues** ranging from their troubles during the COVID-19 pandemic to malnutrition, from maternal, child and menstrual health to battling TB and more. These diverse stories allow us to gain a window of understanding, empathy, and the sectoral response - both public health and social development.

And here’s a small glimpse of the stories #WomenTalkHealth captured on Twitter.
For Ramya, #Inaccessibility is a daily challenge! This situation becomes worse while she is menstruating. Ramya deserves an inclusive #healthcare system & #access to public places. Society must collectively take steps so #PeopleWithDisability can move forward! #WomenTalkHealth

It's time to listen to what women need regarding accessible, affordable #healthcare services.

As part of #WomenTalkHealth campaign, learn how access to free health skills training can equip family caregivers to provide care to their loved ones: ow.ly/uX2950LKT9G @SwastiHC

Rural women from Bihar are creating awareness about #menstrual #health and #hygiene and promoting the use of sanitary pads as part of SSP's #CleanEnergy #Entrepreneurs Program.

Check out what Bindu devi, an Urja #Sakhi, has to say about her work.

#WomenTalkHealth

#WomenTalkHealth
#GenderingHealth

Earlier, I was not aware about the importance of menstrual hygiene. However, as an Urja Sakhi, I received training and now work with the gram panchayat to deliver affordable and good quality sanitary pads to young girls and women. Illnesses in adolescent girls have also reduced because of this.

Bindu Devi
Kojur village, Gaya, Bihar
@ArogyaWorld MyThali program is unique in its simplicity, reach, and potential impact. Through rapid learning and partnerships, we have adapted MyThali for rural adolescent girls in India.
@SwastiHC #WomenTalkHealth @UHC4India @UHC_Day

Priya talks about the counseling as well as medical facility provided to girls like her residing at Inchara Home - a child care Institute.
#womentalkhealth

Savitri Aadiwasi, 29, is a resident of Rakheha, a village in the buffer zone of Panna Tiger Reserve, MP, where our sister concern, #ProjectKoshika runs a health intervention with mothers and children. Read her full story: bit.ly/3Wk8i6H #WomenTalkHealth @SwastiHC

"Being from a marginalized community means being an easy target for people to silence my voice but Koshika has given me the confidence to speak up, no matter who is standing in front of me. Financial independence has also given me a sense of courage and boosted my self-confidence. That's the biggest change I have seen in myself over the past 3-4 years." says Savitri Aadiwasi

Arpan is an award-winning Mumbai-based NGO working towards freedom from Child Sexual Abuse for 15 years. Along with Personal Safety Education and training, we also provide free counselling (healing) services to survivors to help them lead trauma-free life. (1/2)

Dear Counsellor,

Ever since I began taking sessions from you, you have supported my mental health in the best possible way. I cannot thank you enough for the amount of patience and kindness you had towards me. I feel so privileged to finally have found a trauma-aware therapist in this country. I've never had a therapist who I've felt so comfortable with, which has helped me open up about my trauma. Your generosity and dedication in my journey of healing have been of immense value towards my growth and well-being, which wouldn't have been possible without your endurance and compassion towards me. I can see myself break free from the shackles of self-destruction and sabotage and move towards self-awareness and growth, which wouldn't have been possible without your support and words of kindness. You inspire me to be a therapist.

I wish you great success wherever you go. I hope you have all the happiness and good health in life. Thank you for being the most humane therapist. This world needs more people like those at Arpan.

www.arpan.org.in

@Swasti, The Health Catalyst

5:17 PM · Dec 24, 2022 · 379 Views
Volunteers like Karishma helped bring our collaborative #vaccination efforts to fruition amidst the vaccination hesitancy in her #community. Our partners, like @sspindia, have been ensuring that communities become more resilient: bit.ly/3EOCWPj

#ProjectRECOVER Bihar team successfully counselled a 60-year-old woman suffering from tuberculosis around vaccine safety and efficacy

#WomenTalkHealth
#Bihar
@SwastiHC

The RECOVER Bihar project team in Bindurwa village, Katihar district worked meticulously with many beneficiaries, encouraging sections who were fearing the vaccine to come forward. They went to visit an elderly woman at her doorstep along with the ANM, verifier and vaccine kit. They listened to all the concerns the beneficiary had, emulating an empathetic counselling technique. The lady was afraid that she might lose her life because of the illness and medicines. The team members reassured her that the vaccine will only help protect her from a more severe illness. After successfully engaging with her for a while and freely exchanging thoughts, the woman agreed to get vaccinated.

#WomenTalkHealth |  "I had abandoned my education thinking I was going to die. Now that I am better, and completely cured of #tuberculosis, I want to study, get a job, and take care of my family." Kavitha, #TB survivor 1 🦠
youtu.be/BrhJYd1Ssw4
@SwastiHC @TwitterIndia

#WomenTalkHealth | Community health workers like Swati Tandiya have rendered yeoman service during hard times, putting #publichealth on top, and keeping aside their personal interests or health concerns. Salutes! #WhatWomenWant @SwastiHC @TwitterIndia
The following table lists the locations of our participants:

<table>
<thead>
<tr>
<th>Location 1</th>
<th>Location 2</th>
<th>Location 3</th>
<th>Location 4</th>
<th>Location 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alvarapara (Chattisgarh)</td>
<td>Alwar (Rajasthan)</td>
<td>Augustmuni (Uttarakhand)</td>
<td>Bankhedi (Madhya Pradesh)</td>
<td>Bommanahalli, Bangalore (Karnataka)</td>
</tr>
<tr>
<td>Bhandari (Bihar)</td>
<td>Bindpurwa (Bihar)</td>
<td>Bellary (Karnataka)</td>
<td>Bugganipalli Nandyala district (Andhra Pradesh)</td>
<td>Delhi</td>
</tr>
<tr>
<td>Dimapur (Nagaland)</td>
<td>Durg (Chhattisgarh)</td>
<td>Jhabua (Madhya Pradesh)</td>
<td>Kajur village, Gaya (Bihar)</td>
<td>Junawani village Narmadapur district (Madhya Pradesh)</td>
</tr>
<tr>
<td>Kanker (Chattisgarh)</td>
<td>Kalaburagi (Karnataka)</td>
<td>Khilpara (Tripura)</td>
<td>Kunnigulu (Tamil Nadu)</td>
<td>Latur (Maharashtra)</td>
</tr>
<tr>
<td>Lohchwan (Punjab)</td>
<td>Mangalore (Karnataka)</td>
<td>Manipur</td>
<td>Mohammadpur (Gurgaon)</td>
<td>Mumbai (Maharashtra)</td>
</tr>
<tr>
<td>Phongla HWC (Sikkim)</td>
<td>Puri (Odisha)</td>
<td>Rakseha (Madhya Pradesh)</td>
<td>Rattihalli (Karnataka)</td>
<td>Sehore (Madhya Pradesh)</td>
</tr>
<tr>
<td>Solapur (Maharashtra)</td>
<td>Surajpur Maraura (Bihar)</td>
<td>Theni (Tamil Nadu)</td>
<td>Vishakhapatnam (Andhra Pradesh)</td>
<td>Yadgir (Karnataka)</td>
</tr>
</tbody>
</table>
This map shows us the various locations the stories shared as part of the campaign came from. It lends to their diversity and gives us insight and perspective into healthcare as accessed by women all across India.

The location icons point towards the states and regions the stories have been received from. The specific towns/villages are given in the table on page 15.
Insights from the Twitter Townhall: Building a healthier future for women

On day 7 of the campaign, Swasti hosted a #TwitterTownhall to have an open discourse across different Twitter threads on what it would take to build a healthier future for women. This was on the 28th of November 2022 - amidst the #16daysofactivism against gender-based violence, the annual international campaign by UN Women that kicks off on 25 November - the International Day for the Elimination of Violence against Women, and runs until 10 December - Human Rights Day.

With India’s National Family Health Survey (NFHS-V) showing us that 98% of Gender-based Violence (GBV) survivors do not access healthcare even though GBV has long-lasting physical and psychological consequences. Several stories in the campaign touched upon Gender Based Violence as a barrier to access to health for women, so it seemed imperative to open the campaign floor and keenly listen in on what our
partners and their communities envisaged around building a healthier future for women. The townhall brought to light important insights on the importance of prioritizing primary healthcare for marginalized communities in the face of gender-based violence. And also showed how these insights were rooted in community experiences, sectoral learning and a steady stream of increasingly unshakeable evidence.

As per this paper by Kruk, M. E., Gage, A. D., Joseph, N. T., Danaei, G., García-Saisó, S., & Salomon, J. A. (2018), published in the Lancet, nearly 16 lakh Indians die every year due to poor quality care. And about 4,300 deaths are due to poor treatment. Moreover, 50 lakh deaths worldwide are from conditions treatable by health care. In the Twitter Townhall for #WomenTalkHealth, Twitter users opined that access to quality care is a step towards building a healthier future for women.

A joint report by Foundation for Innovative Diagnostics (FIND) And Women in Global Health gathered evidence on women’s access to testing and explored the potential of women as drivers of change in health systems. Tivani Mashamba-Thompson, a professor of diagnostics research at the University of Limpopo said the report resonates with her own experience in South Africa. “Women in the underserved communities try to avoid engaging with health care facilities and diagnostic services after their childbearing years,” she said.
During the Twitter Townhall, FIND discussed the importance of advanced access to testing for women as one of the steps to ensure gender-responsive healthcare services.

Along with gender-responsive healthcare services, Twitter users also talked about the impact of climate change on women, while also focusing on the well-being of women workers. This report shows that women perform additional 12–14 hours of work due to climate displacement and migration. In times of food shortages due to unfavourable weather conditions, it is the women who sacrifice and eat less than the men due to gender-biased expectations.

Climate change including heat and cold waves, and other extreme weather conditions have also exacerbated existing health problems. For example - heat stress makes working conditions unfavourable and increases heat-related illnesses putting vulnerable populations at risk. With 1.5°C warming, 350 million more people could be exposed to deadly heat stress by 2050.
A study by Healthy Energy Initiative - India in collaboration with data agency Morsel India tells us that 85% of healthcare workers believe that the sector is responsible for addressing climate change and reducing their own carbon footprint.

Twitter users reflected on many ways to support the public health sector in India, such as a bottom-up inclusion of women representatives at all stages of decision-making. And here are some of the key actions that Twitter users shared that in their opinion were required to build a healthier future for women.

**Shama Karkal** @ShamaKarkal · Nov 29, 2022
All women work - at home or outside. A healthier future is not just about health services but about how schools, workplaces, public transport, public spaces and other services are designed keeping the needs of women in mind. #WhatWomenWant #16DaysofActivism2022 #health4all

**Swasti, The Health Catalyst** @SwastiHC · Nov 28, 2022
💡 Our last question for the #townhall - What actions can we take to build a healthier future for #women?
#WhatWomenWant #16DaysofActivism2022 #health4all

**Pallium India** @palliumindia · Nov 28, 2022
Replying to @SwastiHC
Encourage self care, proper work-life balance, provide mental health support, and so much more!

#WomenTalkHealth #health4all

**SHARP NGO** @sharpngo · Nov 28, 2022
Replying to @SwastiHC
An improved overall physical, mental, sexual and emotional health among women of all ages.
kuhika seth @kuhikaseth · Nov 28, 2022
Replying to @SwastiHC
To really have our intent in the right place, once that is done, follow it up through actions/planning, systems readiness. Do all of us really want women to be healthier, to lead systems, to live better?

#intentactiongap

Dr. Sravannthi Maya PhD @maya_sravannthi · Nov 28, 2022
Replying to @SwastiHC
The resource allocation from a budget stand point itself is low, historically they are the last level of sector who gets support and that's how is been, is time we bring them to the forefront and engage in overcoming their health and well-being issues.

Inchara Foundation NGO @Inchara Ngo · Nov 28, 2022
Replying to @SwastiHC
Affordable access to physical, mental and sexual health care services without facing stigma or discrimination.

Koli @KamalkoliM · Nov 28, 2022
Unfortunately, many voices go unheard so there needs to be a concentrated effort to include the voices of the marginalized. We need to incorporate #WhatWomenWant from all backgrounds ages and walks of life!

Swasti, The Health Catalyst @SwastiHC · Nov 28, 2022
The fourth question of the #townhall. Give us your thoughts on whose voices we should add in building a healthier future for all #women? #WhatWomenWant #16DaysofActivism2022 #health4all
Using Twitter Spaces to Facilitate Discourse

The campaign encouraged partners to set up and host Twitter Spaces, making space for important conversations surrounding the health sector with lived experiences at the core of the conversation.

Twitter Spaces is a unique feature on Twitter which allows users to have live audio conversations on the application. There can be 2 hosts, 11 invited speakers and unlimited listeners. Two Twitter Spaces were held by partner organizations in an effort to involve stakeholders and community members in insightful conversations surrounding public health, access and experiences.

<table>
<thead>
<tr>
<th>Twitter Space</th>
<th>Organization</th>
<th>Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>How Does Access to Healthcare Affect Your Life?</td>
<td>Live to Love International</td>
<td>235</td>
</tr>
<tr>
<td>Discussion with Nimal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Menstrual Health &amp; Living With a Disability</td>
<td>The Association of People with Disability x Swasti</td>
<td>246</td>
</tr>
</tbody>
</table>

22
a) How Does Access to Healthcare Affect Your Life? Discussion with Nima - Live to Love International

This Twitter Space was held on 16th December 2022. It ran for a length of 34 minutes and 26 seconds and had 235 listeners.

Live to Love International’s community member - Nima Dolma from Ladakh spoke about barriers to access to healthcare living in the Himalayan region. She spoke about her experiences growing up in the remote valley of Ladakh with limited access to shops and pharmacies which made going through menstrual cycles an extremely physically and emotionally taxing experience.
However, she added that the situation has taken a turn for the better and there is far better access to menstrual products. As per the Ladakh website, Menstrual Hygiene Week is followed, especially in Leh district since it is acknowledged that women's options for menstrual hygiene products are frequently constrained in underdeveloped nations by costs, availability, and social standards. One component of the issue is having access to feminine hygiene products and adequate sanitation facilities. What also needs attention is developing a society that respects disagreement and encourages girls and women to pursue higher education. Nima added that the choice of eco-friendly and biodegradable products is of paramount importance.

Nima also spoke about how geographical and climatic factors act as a major barrier to access to healthcare since areas like Zanskar Valley are often cut off from neighbouring areas. While basic healthcare is available, any specialized care or minor surgeries require patients to travel to other major cities like Jammu or Delhi.

The Zanskar Health Association has noted that the medical help centre often has one or two rooms, no running water, unstable electricity, and a nurse or pharmacist on staff. While the government offers some essential medications and sponsors immunisation and health awareness campaigns, the block medical officer works at the central Community Health Centre, together with a few resident doctors, a dentist, many nurses, and midwives. For surgical procedures and or specialist care, patients are referred to Kargil (24-hour car journey) or Leh, which in winter necessitates a Helicopter transfer. Such transfers can be organized with the help of the army but are sometimes delayed for up to 2-3 days due to administrative and/or weather problems.
Nima recommended governmental intervention for the building of medical centres and facilities so that healthcare is accessible to the local population regardless of the harsh weather. She urged NGOs to amplify the health needs of the people in the region so that change can be put into motion.

About Nima Dolma

Nima Dolma has a bachelor’s degree in technology. She was born and brought up in Zanskar Ladakh. Growing up in Zanskar was a blessing says Nima as she was very close to nature. Now that she witnesses developments at the cost of nature, it breaks her heart. To contribute to nature from her side, she tries her best to live a minimalist life. Nima likes exploring new places, reading books and also riding the bicycle.
b) Menstrual Health & Living With a Disability - The Association of People with Disability x Swasti

The second Twitter Space of the campaign was hosted on the 19th of December 2022, in collaboration with The Association of People with Disability and Swasti, The Health Catalyst. This space focused on people with disabilities and their unique experiences with regard to menstruation. With a total of 246 people tuning in, the space ran for 48 minutes with three community members - Ramya, Devikala and Jyotika - sharing their experiences.

Meet our Speakers!

- Ramya HM: She is presently a Kannada teacher in Shradhanjali Integrated School with over 9 years of experience in teaching.
- Devikala ML: She is a Disability Awareness for School Children Coordinator in the Policy and Advocacy Department of APD with 18+ years of experience in the disability sector.
- Jyotika Nilesh Shingala: She has been in the marketing field for over 10 years in India and the Middle East.

The Lancet Regional Health Journal in a 2022 report titled *What's the bleeding problem: menstrual health and living with a disability* has posited that - *Persons with disabilities suffer greater disadvantages in care and support of their menstruation. Caregivers lack knowledge-based guidance and supportive devices which deleteriously impacts adequate menstrual health and hygiene practices.*
The paper suggests urgent interventions to provide dignity and care and ameliorate social stigma and taboos which increase isolation and restrictions among those with disabilities.

The stigma surrounding menstrual health is exacerbated by dismal access to washrooms and menstrual products for those living with disabilities. This makes an already uncomfortable process, increasingly harrowing according to Ramya. Especially considering that disabilities are of various kinds, accessibility is extremely important, especially in public spaces. This divide is further exacerbated for those living and menstruating in rural areas.

Jyotika pointed out the importance of the availability of menstrual products, proper disposal mechanisms and clean and hygienic washrooms for a comfortable menstruation experience for people living with disabilities. Public hygiene facilities are not maintained keeping in mind people with disabilities - this needs to change.

Scan the QR code to listen to this Twitter Space!

The two Twitter Spaces unlocked a certain depth and power only the human voice can bring, further increasing our understanding of barriers to access to proper health, healthcare facilities and healthcare products. In these Spaces, the voice of the community member is at ease, giving them the space bring their voice to the audience without having to worry about the camera.
‘The Last Word’: Tweetathon Lunch Meet

As a final step to celebrate the success of the #WomenTalkHealth campaign, Swasti organized the 'Last Word' - a Tweetathon lunch meet with our partner organisations. Representatives from all the partner organisations were invited to the tweetathon meet, including the teams who contributed to the campaign. Held on the 31st of January 2023, the ‘Last Word’ was an opportunity to welcome partners to share their thoughts on the campaign's impact and their ideas for continuing to amplify women's stories of lived realities.

Some partners attended the meeting online, while others attended in person in Delhi. This hybrid format allowed for greater participation and engagement from partners who would not have been able to join in person. The team celebrated the successes of the campaign and discussed to continue working together to make the voices of marginalised women heard and recognised on digital platforms.
The ‘Last Word’ provided a space for partners to connect and build relationships, as well as a platform to showcase the collective impact of the #WomenTalkHealth campaign. The meet began with lunch giving the opportunity to members of partner organizations to network with each other. Post lunch, the team moved to review the preliminary campaign report and the progress made towards the goals. Additionally, the team also actively participated in an activity to envision the future of Women Talk Health. During this activity, attendees engaged in insightful discussions on the next steps for the campaign. This facilitated an open and constructive dialogue between partners, which allowed for more collaborative next steps.

Here is the plan of our partner organisations for the future of #WomenTalkHealth:

The partners enthusiastically shared their ideas of how to carry on the campaign, taking all the learnings from the past couple of months. Many proposed launching a second part of the campaign which would focus on individual themes that were gleaned from the stories that have been shared. A focus on individual themes would allow topics to be discussed in a nuanced manner as well. Further, empowering more and more people to join Twitter and add their voices to the discourse was at the top of everyone’s agenda.

Suggestions to take this campaign from online to offline were also received from many participants. Many believed that it was important to take the campaign to the communities the stories have come from, to ensure a better future for the women from these communities. Further, emphasis was placed on partnerships and collaborations between like-minded organizations working in the same sector or space to bolster advocacy and on-ground implementation. Find snippets from the conversation in the next couple of pages!
There is an urgent need to mobilize resources for solutions and identify how to gain the attention of investors, donors and policymakers.

-Akshaya, FIND

We have been able to make people talk about Women and Health. Now, we should take it offline - we have the power to take it to the masses and raise awareness in a more offline manner in these communities.

-Aditi Joshi, Catalyst Management Services

"The biggest question is - What next? What is the solution/alternative to this? We should strive to bring out more voices from the field and focus on stronger partner collaborations."

-Dr Neha Sharma Sr Manager Content & Curriculum, Arpan

The next course of action should be reaching more communities that don't have access to the internet, ensure access and get them on Twitter for increased dialogue and conversation.

-Ramya HM, Teacher, APD

All the existing video stories from the community members can be compiled into a short film for comprehensive storytelling. All the visual/pictorial stories can also be compiled into a storybook for dissemination.

-Anupama K, COVID Action Collab

Talking from a PR/media perspective, releasing the campaign report in the media and engaging with partners working on similar initiatives to help gain traction and scale up is important.

-Saba Gupta, PR Manager, The Association of People with Disability
"A step that can be taken is getting people together on the lines of capacity building and creating linkages with organizations helping each other."
-Hiya Banerjee, Communications Associate, SEWA Bharat

"The second stage can be offline with people sharing stories, experiences or even success stories of interventions in a physical event/conference."
-Anjali Rao, Communications Coordinator, SEWA Bharat

"There is a need to highlight the challenges faced by women in these communities that we have come across as a result of this campaign and increase opportunities to find remedies for them."
-Rema Sundar Communications Manager, Vrutti

A social media tactic that can be used would be dedicating weeks to discuss a single broad topic on Twitter as part of phase 2 of the campaign for better nuance on the issue and challenges.
-Dr Neha Sharma Sr Manager Content & Curriculum, Arpan

"Partnerships are the way to go to ensure proper infrastructure and facilities for the communities between companies, MNC’s and civil society organizations."
-Shivani Bhatia Communication Manager, SHARP NGO

We can also take a look at peripheral issues impacting women’s health, such as climate change.
-Aditi Joshi, Catalyst Management Services
To wrap up the campaign, the ‘Last Word’ - a tweetathon was organized on Swasti’s Twitter account. The tweetathon brought together insights and learnings from participants of the campaign. It consisted of five questions that aimed to reflect on the barriers and enablers to accessing affordable quality health services for women. It highlighted inspiring stories of change and ways to sustain the momentum of Women Talk Health.

Participants were encouraged to engage in the conversation and share their thoughts using the hashtag #WomenTalkHealth. The tweetathon was an important element of the meeting, as it provided a platform for participants to reflect on the impact of the campaign and share their experiences and learnings with a wider audience. Moreover, it helped to generate awareness of the campaign, while demonstrating the importance of ongoing engagement and dialogue around women's accessibility to healthcare.
Here are the snippets from the tweetathon:

Swasti, The Health Catalyst @SwastiHC

#WomenTalkHealth | What is the one thing, according to you, that is the BIGGEST barrier to access, affordability, and availability for #women with regard to #health services? #Tweetathon

3:25 PM · Jan 31, 2023 · 376 Views

Neha Sharma @Neha99Sharma · Jan 31
Replying to @SwastiHC
Lack of awareness is one of the biggest barriers in access to healthcare.

Gaytri @gaytriral · Jan 31
Replying to @Neha99Sharma and @SwastiHC
It definitely is a big reason for why women end up with late diagnoses even for preventable diseases.

Prithvi Sahir Vatsalya (he/she) @PrithviVatsalya · Jan 31
Replying to @SwastiHC
Women's health problems being attributed to their gender rather than unequal health systems.

Kali @KamalKloek · Jan 31
Replying to @SwastiHC
One of the biggest barriers is a lack of a gendered response and nuance when looking into health systems functioning.

Anupama @Anupamakay · Jan 31
Replying to @SwastiHC
Digital divide

Madhu Priya Sharma @madhu_sharma · Jan 31
Replying to @SwastiHC
Biggest barrier we think is lack of awareness. Even after so many govt schemes, policies, program for people to access, afford or avail, they are not even aware about these benefits they can avail from the govt. and their policies.

Madhu Priya and Shivani (SHARP NGO)

Ramyah H M @RamyahHM · Jan 31
Replying to @SwastiHC
The biggest barrier to access is awareness what ever we do awareness some gaps will be lack womans not have freedom to share personal health condition in the work they don't get good tools when they suffering mensturation period.

Gaytri @gaytriral · Jan 31
Replying to @SwastiHC
Information and agency via literacy and financial independence are the best ways to move towards access for women. It is important to understand how women's lack of agency and independence is linked to inaccessible healthcare.

Community Action Collab @CommunityActionCollab · Jan 31
Replying to @SwastiHC
More sectoral collaborations to reach the last person with right information and resources.

Sushma Sharma @SushmaSS7469216 · Feb 1
Replying to @SwastiHC
Accessibility of health facilities, and ignorance of women health within family in starting phase.

Upfront @UpfrontCG · Jan 31
Replying to @SwastiHC
Lack of information and agency for a lot of women.

#WomenTalkHealth
#Digitaldivide
#WomenHealth
#SwastiHC
#WomenTalkHealth | What is the one thing that you think is the BIGGEST enabler for access, affordability, and availability for #women with regard to #health services? #tweetathon

3:26 PM · Jan 31, 2023 · 289 Views

Community Action Collab @CowActionCollab · Jan 31 Replying to @SwastiHC
More sectoral collaborations to reach the last person with right information and resources. #WomenTalkHealth

Prithvi Sahir Vatsalya (@he|they) @PrithviVatsalya · Jan 31 Replying to @SwastiHC
Women having their income which gives them more of a say in how seriously their health issues are taken.

#WomenTalkHealth

Neha Sharma @Neha99Sharma · Jan 31 Replying to @SwastiHC
Women being able to voice! Speak up for themselves. Men advocating for women’s issues...can be biggest enablers!

Gayetri @gayetirai · Jan 31 Replying to @SwastiHC
Access to information and resources, not just on an institutional level but on a family level is very important and allows women to access healthcare much more smoothly #WomenTalkHealth

Shraddha Sedana @ShraddhaSedana2 · Jan 31 Replying to @gayetirai and @SwastiHC
I agree!

Koli @KamalikolM · Jan 31 Replying to @SwastiHC
Information and agency via literacy and financial independence are the best ways to move towards access for women. It is important to understand how women’s lack of agency and independence is linked to inaccessible healthcare. #WomenTalkHealth

Swasti, The Health Catalyst @SwastiHC · Jan 31
Being an ally is a crucial step towards acting in pursuit of creating equity and inclusion for all. #WomenTalkHealth

Neha Sharma @Neha99Sharma · Jan 31 Replying to @SwastiHC
Women being able to voice! Speak up for themselves. Men advocating for women’s issues...can be biggest enablers!
Swasti, The Health Catalyst @SwastiHC · Jan 31

#WomenTalkHealth | Tell us about one story you have heard from #women in your community that CHANGED the way you looked at access, affordability, and availability of #health services for women.

Tweetathon

Koli @KamalKoliM · Jan 31
Replying to @SwastiHC
Listening to Nima Doima’s account of lack of access to proper healthcare in Leh and Ladakh due to geographical and climatic challenges has really shifted my perspective and opened my eyes to how these factors also impact access.

Gayatri @gayatrih · Jan 31
Replying to @KamalKoliM and @SwastiHC
It was really insightful. #WomenTalkHealth

Madhu Priya Sharma @madu_sharma · Jan 31
Replying to @SwastiHC
One of the stories that was heartbreak was I was giving training to girls about menstruation and they said “we do have sanitary vending machines in Anganwadi centre but do we have pads there? Do we have access to hygienic products? Sometimes we can’t even afford pads” (SHARP NGO)

AFO_India @AFO_India · Jan 31
Replying to @SwastiHC
Ramya H.M, who suffers from Osteogenesis Imperfecta (OII), is determined to make an impact in society. While brittle bones almost stopped her from going to school, she now teaches at a school run by @AFO_India in Bengaluru. We are hugely inspired by her! #WomenTalkHealth

Swasti, The Health Catalyst @SwastiHC · Jan 31

Accessibility, availability and affordability - these 3 As are the most to take health to the last mile. #WomenTalkHealth

Madhu Priya Sharma @madu_sharma · Jan 31
Replying to @SwastiHC
One of the stories that was heartbreak was I was giving training to girls about menstruation and they said “we do have sanitary vending machines in Anganwadi centre but do we have pads there? Do we have access to hygienic products? Sometimes we can’t even afford pads.” (SHARP NGO)

FIND, the global alliance for diagnostics @FINDdx · Jan 31
Replying to @SwastiHC
The story of Susheela from Karnataka highlights the importance of raising awareness around non-communicable diseases.

youtube.com
Fighting diabetes and hypertension in Karnataka, the colliding borders of infectious diseases and non-communicable diseases (NCDs) are...
#WomenTalkHealth | What is one moment from this Twitter campaign - #WomenTalkHealth that you will carry with you as you go ahead in the sector? #tweetathon

3:26 PM · Jan 31, 2023 · 537 Views

Koli @KamakoliM · Jan 31
Replying to @SwastiHC
Collaborating with 29 partners from all across the country really made the experience pan-Indian and I will carry this spirit of collaboration with me. #WomenTalkHealth

Gaytr @gaytrai · Jan 31
Replying to @KamakoliM and @SwastiHC
Same! #WomenTalkHealth

Prithvi Sahil Vatsalya (w/him) @PrithviVatsalya · Jan 31
Replying to @KamakoliM and @SwastiHC
United we stand, divided we fall! To more fruitful collaborations!

Gaytr @gaytrai · Jan 31
Replying to @SwastiHC
Every moment that I have spent working on this campaign has been special and has taught me a lot. However, my favourite part has been how we brought stories from the ground from all over the country onto a global platform and amplified it. #WomenTalkHealth

Arpan @ArpangCSA · Jan 31
Replying to @SwastiHC
The campaign not only highlighted the problems women face, but the success stories also showed us how many women managed to tackle those problems. This says that many of these problems wouldn’t exist at all if there was enough awareness, affordability & accessibility for women!

SEWA Bharat @SEWAaHarat · Jan 31
Replying to @SwastiHC
This campaign was one step towards democratising online spaces to bring more grassroots voices to the fore. #WomenTalkHealth

Snehalata Sadana @SnehalataSadana2 · Jan 31
Replying to @SwastiHC
The campaign had a strong spirit of incentivising voices from the marginalised communities and that’s something I will carry with me as I work ahead in the sector. #WomenTalkHealth

SEWA Bharat @SEWAaHarat · Jan 31
Replying to @SwastiHC
Our collaboration with 25+ partner organisations in the sector took the campaign #WomenTalkHealth to the grassroots

Our collaboration with 25+ partner organisations in the sector took the campaign #WomenTalkHealth to the grassroots

Campaign Report

One World Many Stories

SEWA Bharat @SEWAaHarat · Jan 31
Replying to @SwastiHC
This campaign was one step towards democratising online spaces to bring more grassroots voices to the fore. #WomenTalkHealth

Campaign Report

One World Many Stories

SEWA Bharat @SEWAaHarat · Jan 31
Replying to @SwastiHC
Our collaboration with 25+ partner organisations in the sector took the campaign #WomenTalkHealth to the grassroots

Campaign Report

One World Many Stories

SEWA Bharat @SEWAaHarat · Jan 31
Replying to @SwastiHC
This campaign was one step towards democratising online spaces to bring more grassroots voices to the fore. #WomenTalkHealth
Swasti, The Health Catalyst @SwastiHC · Jan 31

#WomenTalkHealth | What is one thing you will do more of with regards to #Women & #Health? #tweetathon

Pritvhi Sahiv Vatsalya (he/she) @PritvhiVatsalya · Jan 31
Replying to @SwastiHC
Take women's stories more seriously and do everything in my power to make sure these stories reach as many people as possible.
#WomenTalkHealth

Swasti, The Health Catalyst @SwastiHC · Jan 31
Replying to @PritvhiVatsalya
Yes, let's keep amplifying the voices of marginalised communities and break the digital divide.
#WomenTalkHealth

Neha Sharma @NehaSharma1995 · Jan 31
Replying to @SwastiHC
Share stories and inspire women to speak up!

Upfront @Upfront1CG · Jan 31
Replying to @SwastiHC
Listen to more stories/experiences. Talk about them and Inspire Action.
#WomenTalkHealth

Gayatri Digivan · Jan 31
Replying to @Upfront1CG and @SwastiHC
Yes #WomenTalkHealth

Madhav Priya Sharma @madhu_sharma · Jan 31
Replying to @SwastiHC
Even if we can’t reach ground or to marginalized society, atleast we can try to take stories from our and by engaging with women working around us be it our mothers, sisters, friends talking to our households for any health issue she is facing
#WomenTalkHealth
Sharpe: same

AIA, India @AIA_India · Jan 31
Replying to @SwastiHC
#PortfolioWomenSustainability have twice the risk of developing health conditions like depression, diabetes, etc. We will continue to ensure adequate awareness and support for #womenwithdisability to protect their health, rights, and dignity.

FIND, the global alliance for diagnostics @FINDdx · Jan 31
Replying to @SwastiHC
Too many barriers still exist for women to access testing and health services. At FIND, we are increasingly looking at incorporating gender issues into our programmes, and addressing diseases that affect women, such as cervical cancer. Watch this space!
#WomenTalkHealth

Kala @KamaRaBhiM · Jan 31
Replying to @SwastiHC
It is so important to make women and gender minorities feel that their stories are important and that they deserve to be heard. Their stories hold power and insight that can only come from community experience so let #WomenTalkHealth

SEWA Bharat @SEWA_Bharat · Jan 31
Replying to @SwastiHC
Bridging knowledge gap at the grassroots to ensure better awareness around issues related to #Women and #Health among the communities
#WomenTalkHealth
Our deepest gratitude to all of the partner organizations who collaborated with us on the Women Talk Health campaign. Together, the campaign amplified 55+ stories of lived realities of marginalised women's access to health. Their support, engagement, and contributions were integral to the campaign’s success.

Here are the Twitter profiles of all our partner organisations:

![Inchara Foundation](image)

**Inchara Foundation NGO**

@Inchara_nngo

Towards helping the survivors of child sexual abuse, Inchara Foundation adopts a 360 degree approach to address sexual abuse

- Non-Governmental & Nonprofit Organization
- Mangalore
- incharafoundation.org
- Joined August 2014

I believe we as women have a major gap to bridge, yet the future seems bright.

-Athena Aranha

Sr Program Co-ordinator for Mental Health
Women Talk Health Campaign was a great initiative as it gave voice to the marginalized women. They could come ahead, share their thoughts with the world and feel heard.

-Manisha Tuteja
Communications associate at Gnothi Seauton
IPH Bengaluru
@iphindia

We are a non-profit organisation established with a vision of creating an equitable, integrated, decentralised and participatory health system.

Bengaluru ♦ iphindia.org ♦ Joined June 2010

"I had a lovely time being a part of such meaningful campaign"

- Chandrashekar Kottagi (Assistant Director Outreach)
TEACH YOUR CHILD PERSONAL SAFETY ONLINE

VISIT www.arpanelearn.com

THINGS CHILDREN WILL LEARN:
✓ How to identify Safe and Unsafe situations.
✓ "Safety Rules to stay safe.
✓ "Helpful adult in an unsafe situation.

A registered NGO based in Mumbai & the largest in India working on the issue of
#ChildSexualAbuse since 2006.
Email: communications@arpan.org.in
#COVIDsupport

"We often assume, what is working and what is not! Listening to women and seeing their stories were merely a realisation that we have a long way to go. To build an enabling environment which will lead women to speak, to challenge, to seek help, and to find solutions with utmost self-reliance."

-Neha Sharma
Sr Manager of Content and Curriculum, Arpan

"So many women face barriers to accessing affordable, quality healthcare, especially those from marginalized communities. The campaign was a powerful way to raise awareness about important health issues facing women and advocate for policies and resources that support women's health."

-Nidhi Shah,
Associate - Digital Marketing & Communications, Arpan
FIND, the global alliance for diagnostics
@FINDDx

Working to drive equitable access to reliable diagnosis around the world through collective action. #DiagnosisForAll

Non-Governmental & Nonprofit Organization  Geneva, Switzerland
finnddx.org  Joined March 2011

"Joining forces with Swasti and partners to highlight stories of equitable access to diagnostics and healthcare has been truly inspiring. We have learned a lot from the stories shared during the campaign, and we look forward to collaborating further with all campaign partners."

Kritika Kamthan
Communications Lead India
FIND

Marina Monzeglio
Account Director
Infinity Communications
Women talk health was the best way to learn about various women-centric programs that thrived during the pandemic and learned to use the Twitter account effectively.

-Akshaya Sridhar
CoLive
"As a Public Health Nutritionist, I understand how important it is to discuss women's health, especially in marginalized communities where resources and information are limited. The Women Talk Health Campaign brought to light the importance of addressing women's health issues, and provided a safe and supportive platform for women to voice their concerns and receive valuable information. How we can all work together and use technology to make a real difference in the lives of women. Congratulations to Swasti for organizing such a successful campaign; SHARP NGO look forward to future collaborations and campaigns. #WomenTalkHealth"

-Shivani Bhatia
Communication Manager | Public Health Nutritionist | Public Health Speaker
SHARP NGO
"The campaign has opened the conversation on how to engage with health issues that marginalized communities face and cross-share learnings to address them in a participatory manner."

-Anjali Rao

A development communications professional with a knack for storytelling. Her work is an inquiry into the role of communications in solving complex social problems at a grassroots level.

"Collaborations like this gives organisations a perspective into how we can come together and involve ourselves in problem solving and much more. I hope we are able to collaborate like this in the future as well."

-Hiya Banerjee

A communications professional with an underlying interest in strategic partnerships and planning.
NISHTHA
@USAID_NISHTHA

Jhpiego’s NISHTHA (supported by USAID) aims to transform Comprehensive Primary Health Care in India through #AyushmanBharatHWCs. Views are not of USAID

Medical & Health  Joined December 2019

SNEHA MUMBAI  @SNEHAmumbai

SNEHA (Society for Nutrition, Education and Health Action) is a non-profit working on healthcare practices in vulnerable & marginalized populations since 1999

Mumbai, India  snehamumbai.org  Joined June 2010
"It was an eye-opening experience to be a part of this campaign and having the opportunity to see the stories being shared and the people being showcased."

-Krishnaa Nair, Chief of Staff at ElderAid Wellness. She handles business strategy and operations, in addition to running new projects and verticals.
**LabourNet**

@labournet

Build your business on LabourNet’s work cloud. Scale up or down at will to cater to customer demand. Build agility and flexibility right into your operations.

- Non-Governmental & Nonprofit Organization
- Bengaluru, India
- labournet.in
- Joined February 2010

**Industree Foundation**

@Industreefdn

Non-profit organisation working towards creative manufacturing livelihoods and the advancement of women.

- Non-Governmental & Nonprofit Organization
- Bengaluru, India
- industree.org.in
- Joined July 2016
"The campaign was successful in bringing forward voices straight from the hinterland and also highlight the reality of women when it comes to health, which is a sensitive subject. It also helped me understand the kind of work health based organisations have been doing pan-India. It was a great opportunity to learn from models they have adopted to tackle contemporary issues of women's health."

-Nikita Dcruz
Founder, Project Koshika

"Health is a complex issue. It is both crucial and intimate. Much of it is linked to norms and taboo, which makes it hard to talk about it. Kudos to campaigns like these that help highlight the day to day challenges of women living in remote corners of the country, and giving them a chance to tell us their story".

-Nivedita Rawtani,
Field coordinator, Project Koshika
The WomenTalkHealth campaign was one of a kind to have made use of social media to amplify the voices of marginal women and health task force. It was interesting to know the perspectives of women’s health from the very people whose voices most often do not reach the tables of policy discussions. I wish to see a second chapter of the campaign which allows the voices of our women to echo.

-Shramana
Fundraising and communications coordinator
"I was very thrilled to be a part of “Women Talk Health” campaign by Swasti. It was altogether a new learning for me, to review how women are making a difference in their lives and the community at large. It exhibited how we as an organization can scale up these changes and act as a catalyst. The best part of this campaign was cross learning and experience sharing. Multiple organizations participated therefore the platform was large, and I got an opportunity to see how each story, each experience and each effort had a silver lining!"

-Ronnie Clive Francis,
Manager, Communications KM
PCI India
"The campaign exposed us to the health realities of women in different parts of India and the silent work being done by warriors to address health issues."

S Balakrishnan  
CEO, Vruti

Rema Sundar  
Communications Manager, Vruti

R Arathi  
Project Associate, Vruti

Konam Venkatesam  
Asst Head of Kurnool Business Acceleration Unit, Andhra Pradesh

Kamal Kishore Saladiya  
Asst Head of Bankhedi Business Acceleration Unit, Madhya Pradesh, Vruti

Satish Chandra Mishra  
Business Acceleration Unit Head, Vruti, Chhattisgarh

Bangalore  
vruittiimpactcatalysts.org  
Joined April 2016
"Women Talk Health Campaign was a great initiative by Swasti and Twitter India, aimed at normalising conversations about women’s health. We at Pallium India are grateful to have been a part of this. It was also a great opportunity to connect with other organisations that are doing incredible work in this field and to learn from them. We look forward to similar programs in the days ahead."

Smriti Rana
Head - Strategic Programs & Partnerships, Pallium India

Ashla Rani, Trustee
Pallium India

Jeena R
Manager - Communications, Pallium India
Help Foundation
@HelpFou5177923

Help Foundation is a registered ngo in India dedicated for the most needed and deprived children, women welfare, old age care.

Kurnool helpcharity.org Joined November 2020

Grameen Foundation
@GrameenFd

Innovating for the world's poor. Celebrating our 25th anniversary in 2022!
#microfinance #financialinclusion #mobilemoney #foodsecurity

At Noora Health, we believe no human being should suffer because of a preventable medical condition.

noorahealth.org  Joined March 2014

"Thank you for recognizing the importance of women's health and for your commitment to promoting wellness in our community. We are proud to be a part of this campaign along with other impactful organizations."

Kelly Hagler
Associate Director, Communications

Saloni Panda
Digital Marketing Manager
ECHO India
@ECHOIndiaTrust

#ECHOIndia is a fast-growing nonprofit organization working towards capacity-building in healthcare and education with a goal to touch 400 mn lives by 2025.

Professional Services  India  echoindia.in
Joined February 2017

CONCEPT SOCIETY
@Hemalkamat5

CONCEPT Sansthan is a Non Profit Organization working as Development organisation. Registered under firms and society act, having FCRA, 80 G, 12 A registration.

Non-Governmental & Nonprofit Organization  INDORE, MADHYA PRADESH  conceptindiasansthan.org
Joined August 2015
Arogya World

Arogya World is a U.S. based non-profit organization working to reduce the global impact of chronic non-communicable diseases (NCDs), one community at a time.

Non-Governmental & Nonprofit Organization  Spring House, PA
aroayworld.org  Joined January 2011

"Health is a human right and promoting health for all, regardless of gender, is essential for building a fair and just society. The 'Women Talk Health' campaign aims to empower women to take control of their own health and well-being, and to raise awareness about the unique health challenges faced by women and girls. Arogya World was proud to participate in creating awareness about women's health as that is a cause that we have been driving for more than a decade through our program interventions and online focused digital campaigns."

- Kriti Pradhan
Head Communications, Arogya World
Swayam Shikshan Prayog (SSP) is a learning and development organization that improves the lives of some of the world’s poorest people.

Pune  swayamshikshanprayog.org  Joined February 2011

The #womentalkhealth campaign was a great social media campaign for bringing to the forefront rural women's achievements and needs in improving their household and community health. Through this campaign we were able to network with other organisations and learn about their work in the sector.

Shraddha Pandya  Naseem Shaikh  Chandran Puthiyottil
"Working on the Women Talk Health campaign was a truly inspiring and empowering experience, where we came together to support and amplify the voices of marginalised women across India. It was wonderful to be able to interact and collaborate with so many different organisations and locations all across the globe who helped make this campaign a success! We will continue to make digital spaces inclusive and accessible to the most vulnerable."

Gaytri Rai
Communications Associate

Harshita Agarwal
Communications Catalyst

Kamalkoli Majumdar
Communications Associate
We would like to extend a special thank you to Twitter India and its Public Policy & Philanthropy team for partnering with the Women Talk Health campaign. Their expertise, support, and platform were instrumental in helping us reach the objectives of the campaign. We are grateful for this kind partnership with Twitter India.

This partnership is a perfect example of how Twitter's values align with the campaign. Twitter believes that an open and honest dialogue is essential to breaking down barriers and addressing important issues. By partnering with Twitter, we were able to create a safe and inclusive space for marginalised women to share their experiences about health.

Here's what the Twitter India team had to say about the campaign!

Swasti's campaign #WomenTalkHealth is a shining example of using Twitter in spreading awareness of key issues. Very pleased to see the outcomes and look forward to the next steps that follow.

- Samiran Gupta
Senior Director, Global Government Affairs
Twitter Communications India Pvt. Ltd.
It was an absolute pleasure getting to partner with Swasti on the “Women Talk Health” campaign. The intersection of gender and healthcare was always a priority for us, especially from a partnerships perspective at Twitter India and South Asia. Swasti, with its deep expertise, networks and focus in and around these critical subjects allowed us to put together and support the execution of a truly unique campaign in record time! My personal favourite remains the initiative around Artists in Residence :)

Grateful to the team at Swasti for their deep work, and even as I have moved on from Twitter, I continue to partner with them across projects given the sheer impact of the work that they do, has on millions.

- Yash Agarwal
(Ex-Public Policy Associate for Twitter India/South Asia)

We look forward to future collaborations with Twitter and other like-minded organizations as we continue to work towards a brighter future for women's health.
Photos from the ‘Last Word’

The Last Word - a celebratory lunch with campaign partners, to envision the WomenTalkHealth campaign going forward.
To know more write to: harshita@catalysts.org