



# **Women Talk Health**

## **Campaign Report**

**22 November to 22 December 2022**

*One World  
Many Stories*







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## 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.





#WomenTalkHealth | At Swasti, we have always enjoyed co-creating campaigns that matter with our Communities and their Institutions, our Civil Society Organization partners, networks and more. With the partnership with Twitter India - it has brought to life a fantastic journey to surface the stories of lived realities of marginalized women - through the **lens of agency, affordability and accessibility to public health systems** - formal (such as government-led systems such as the PHCs) or informal (such as community-led systems that may exist in communities we work with) - that help them **thrive** - not just survive.

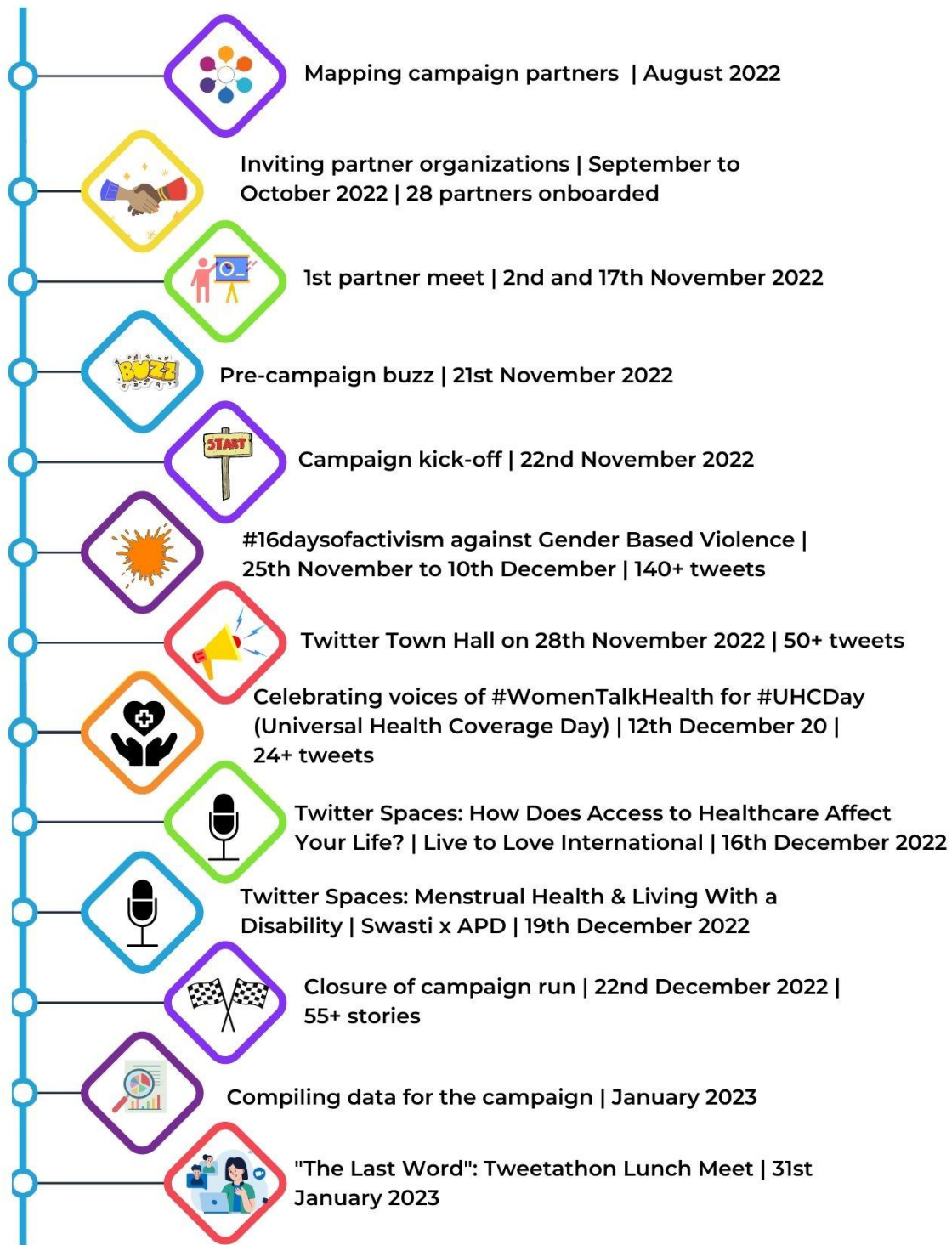
We embarked on this campaign in the spirit of **partnership with Twitter India**. Twitter's mission - "We use the positive power of Twitter to strengthen our communities through our platform, people, and profits" - made it the ideal platform for the campaign.

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



## 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!





*Grameen  
Foundation*



*Arpan NGO*



*FIND*



*APD*



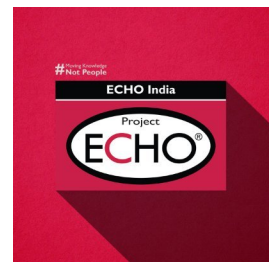
*Institute of Public  
Health*



*SEWA Bharat*



*Swayam Shikshan  
Prayog*



*ECHO  
India*



*NISHTHA USAID*



*Pallium India*



*Project Concern  
International*



*Concept  
Sansthan*



*Industree Foundation*



*Vrutti*



*Catalyst Management  
Services*



*Live to  
Love*





*SNEHA  
Mumbai*



*iVolunteer*



*Noora  
Health*



*SHARP  
NGO*



*Nav Srishti*



*Labour Net*



*Arogya World*



*CoLive  
Coalition*



*Inchara  
Foundation*



*Jan Swasthya Sahyog*



*Help Foundation*



*Elder Aid*



*Community Action Collab*



*Swasti, The Health Catalyst*

## 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.

Number of tweets	Like	Reply	Retweet	Quote Retweet	Impression
					
170+	1030+	45+	270+	60+	25330+

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.

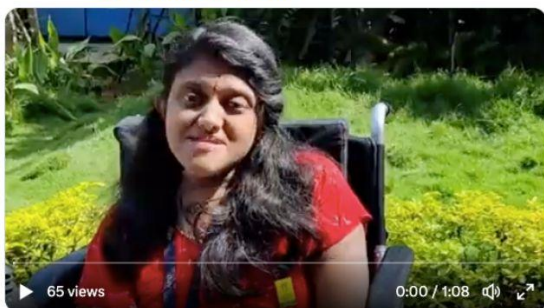




Scan the QR code to watch the videos!



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](#)



Swasti, The Health Catalyst

4:40 PM · Dec 2, 2022



Swayam Shikshan Prayog- SSP India  
@sspindia

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](#)



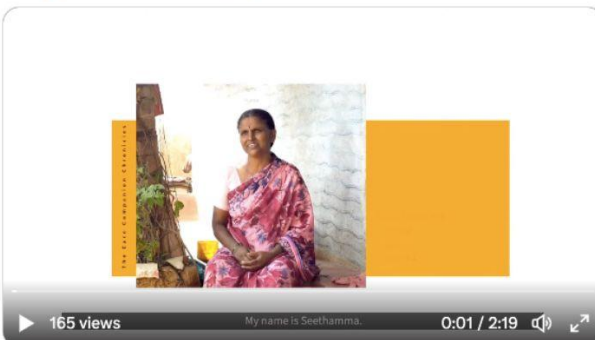
Earlier, I was not aware about the importance of menstrual hygiene. However, as an Urja Sakhi, I received training and now work with the gram panchayat to deliver affordable and good quality sanitary pads to young girls and women. Illnesses in adolescent girls have also reduced because of this.

Bindu Devi  
Kajur village, Gaya, Bihar



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



1:31 PM · Nov 23, 2022

4 Retweets 1 Quote Tweet 15 Likes



NISHTHA  
@USAID\_NISHTHA

[#WomenTalkHealth](#)

'I feel really happy when I am able to give genuine information to pregnant women. It is an immense satisfaction to see their worries slowly go away as I explain to them what is right & what is wrong' says Community Health Officer Anusha from Phongla HWC, [#Sikkim](#)



**Arogya World**  
@ArogyaWorld

@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



9:31 AM · Dec 15, 2022

**Inchara Foundation NGO**  
@Inchara\_ngo

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

#womentalkhealth

@SwastiHC



2:31 PM · Dec 6, 2022

**iVolunteer**  
@iVolunteerIndia

Savitri Aadiwasi, 29, is a resident of Rakseha, 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](https://bit.ly/3Wk8i6H)  
#WomenTalkHealth  
@SwastiHC



8:02 PM · Dec 22, 2022 · 410 Views

**Arpan**  
@Arpan\_CSA

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](https://www.arpan.org.in)



Swasti, The Health Catalyst

5:17 PM · Dec 24, 2022 · 379 Views





Community Action Collab  
@CovActionCollab

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/3EOCWPI](https://bit.ly/3EOCWPI)



Fighting the Vaccination Hesitancy to Leading the Villages to Safety

6:15 PM · Dec 14, 2022

Project Concern International India  
@PCI\_India\_

[#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 Bindpurva village, Kaimur 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.

1:23 PM · Dec 22, 2022 · 382 Views

Swasti, The Health Catalyst  
@SwastiHC

[#WomenTalkHealth](#) | [#Vaccination](#) is our weapon to win against the [#COVID19](#) pandemic. Unfortunately, vaccine hesitancy is real, especially amongst marginalised communities & those living with co-morbidities. This is what Jarmiya - a [#trans](#) person, has to say about it.

Watch



1:38 PM · Nov 25, 2022

FIND, the global alliance for diagnostics  
@FINDdx

[#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

[youtu.be/BrhJYd1Ssw4](https://youtu.be/BrhJYd1Ssw4)  
[@SwastiHC](#) [@TwitterIndia](#)



Vrutti -Livelihood Impact Partners  
@Vrutti\_Catalyst

[#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](#)



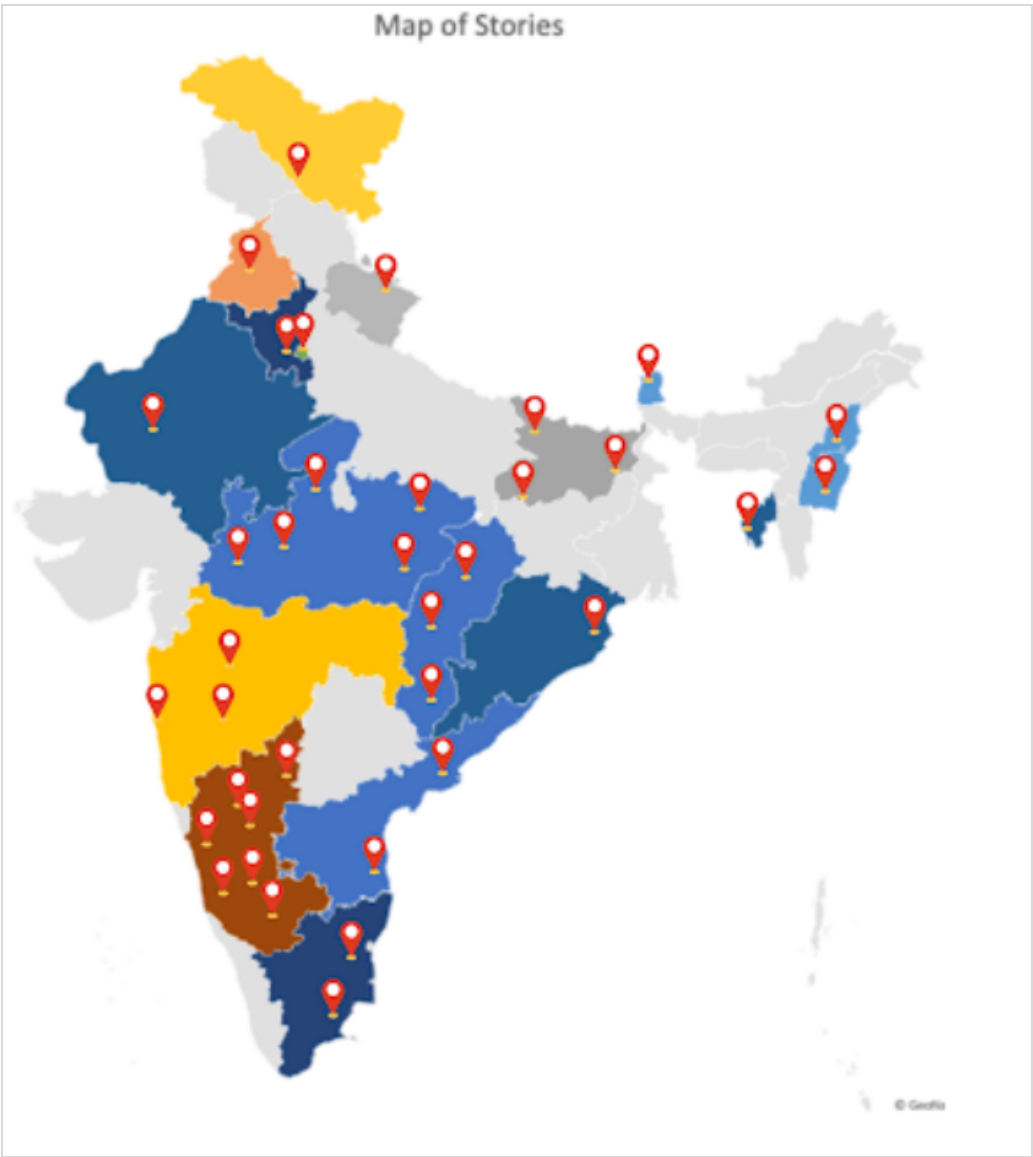
The following table lists the locations of our participants:

Alvarapara (Chattisgarh)	Alwar (Rajasthan)	Augustmuni (Uttarakhand)	Bankhedi (Madhya Pradesh)	Bommanahalli, Bangalore (Karnataka)
Bhandari (Bihar)	Bindpurwa (Bihar)	Bellary (Karnataka)	Bugganipalli Nandyala district (Andhra Pradesh)	Delhi
Dimapur (Nagaland)	Durg (Chhattisgarh)	Jhabua (Madhya Pradesh)	Kajur village, Gaya (Bihar)	Junawani village Narmadapur district (Madhya Pradesh)
Kanker (Chattisgarh)	Kalaburagi (Karnataka)	Khilpara (Tripura)	Kunnigulu (Tamil Nadu)	Latur (Maharashtra)
Lohchwan (Punjab)	Mangalore (Karnataka)	Manipur	Mohammadpur (Gurgaon)	Mumbai (Maharashtra)
Phongla HWC (Sikkim)	Puri (Odisha)	Rakseha (Madhya Pradesh)	Rattihalli (Karnataka)	Sehore (Madhya Pradesh)
Solapur (Maharashtra)	Surajpur Maraura (Bihar)	Theni (Tamil Nadu)	Vishakhapatnam (Andhra Pradesh)	Yadgir (Karnataka)





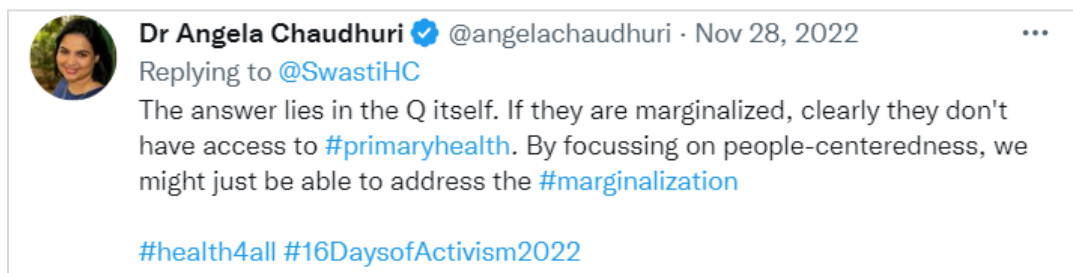
This map shows us the various locations the stories shared as part of the campaign came from. It lends to their diversity and gives us insight and perspective into healthcare as accessed by women all across India.



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.



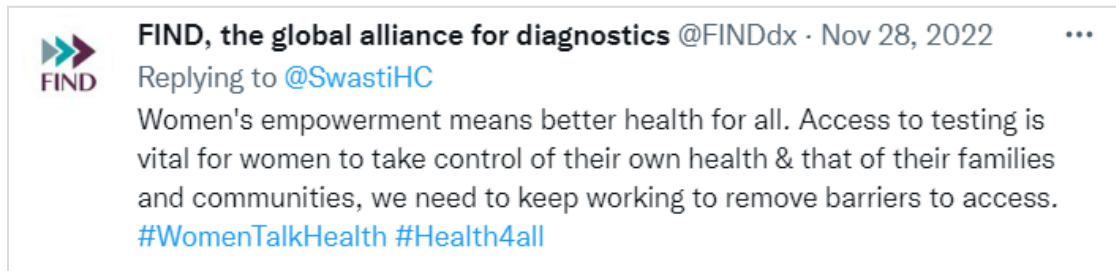
partners and their communities envisaged around building a healthier future for women. The townhall brought to light important insights on the importance of prioritizing primary healthcare for marginalized communities in the face of gender-based violence. And also showed how these insights were rooted in community experiences, sectoral learning and a steady stream of increasingly unshakeable evidence.



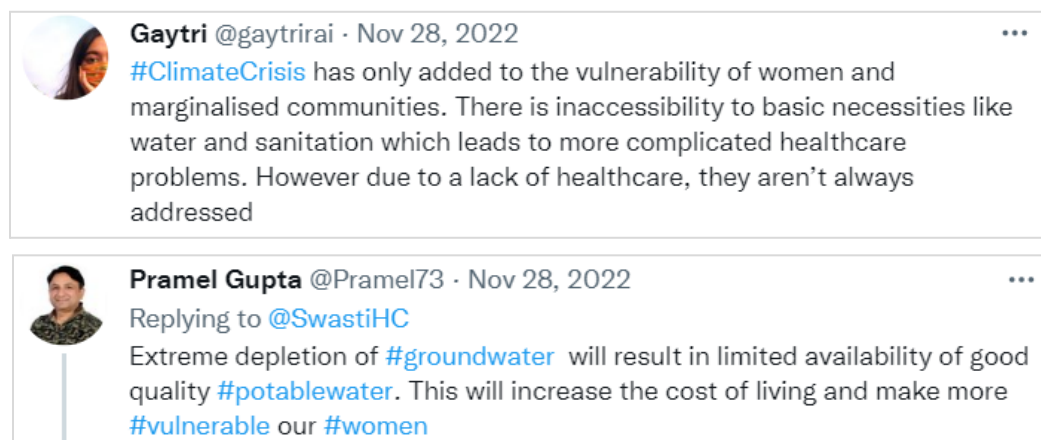
As per this [paper](#) by Kruk, M. E., Gage, A. D., Joseph, N. T., Danaei, G., García-Saisó, S., & Salomon, J. A. (2018), published in the Lancet, nearly 16 lakh Indians die every year due to poor quality care. And about 4,300 deaths are due to poor treatment. Moreover, 50 lakh deaths worldwide are from 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. Sravanthi Maya PhD** @maya\_sravanthi · 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.

 Twitter Space	 Organization	 Listeners
How Does Access to Healthcare Affect Your Life? Discussion with Nimal	Live to Love International	235
Menstrual Health & Living With a Disability	The Association of People with Disability x Swasti	246

## 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 Zaskar 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 [Zaskar 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.*



Live to Love International

*Scan the QR code to listen to this Twitter Space!*



## 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 Niles 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.



APD X Swasti

**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




ideas

"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



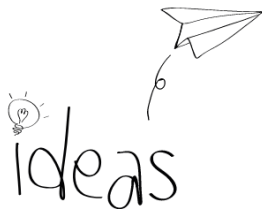


"A step that can be taken is getting people together on the lines of capacity building and creating linkages with organizations helping each other."

-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







Here are the snippets from the tweetathon:





**Swasti, The Health Catalyst** ✓  
@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** @CovActionCollab · Jan 31  
Replying to @SwastiHC  
More sectoral collaborations to reach the last person with right information and resources. [#WomenTalkHealth](#)

**Prithvi Sahr 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!



**Gaytri** @gaytrirai · 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 Sadana** @ShraddhaSadana2 · Jan 31  
Replying to @gaytrirai and @SwastiHC  
I agree!

**Koli** @KamalkoliM · 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!





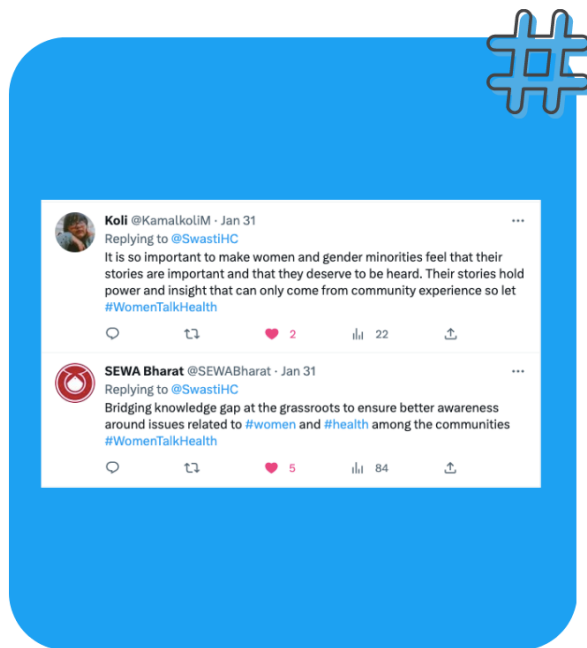
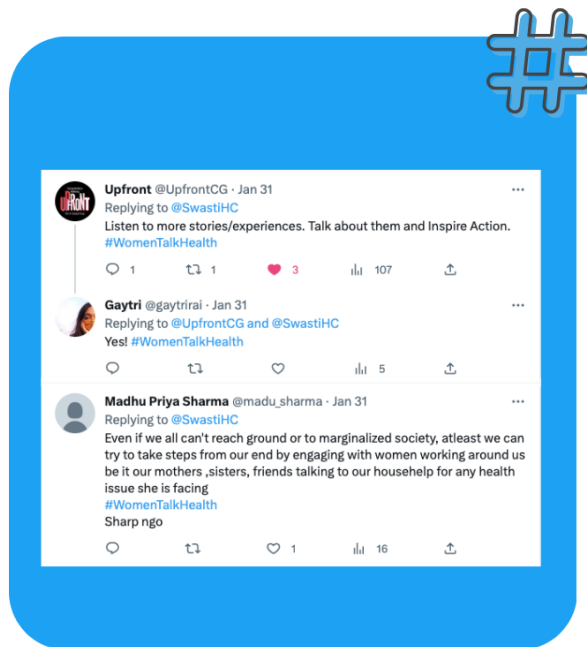
**Swasti, The Health Catalyst** ✓  
@SwastiHC

**#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





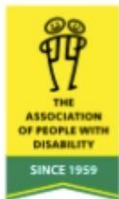


Our deepest gratitude to all of the partner organizations who collaborated with us on the Women Talk Health campaign. Together, the campaign amplified 55+ stories of lived realities of marginalised women's access to health. Their support, engagement, and contributions were integral to the campaign's success.

Here are the Twitter profiles of all our partner organisations:



The image shows a screenshot of the Twitter profile for Inchara Foundation NGO. The header features a banner with the text "INCHARA FOUNDATION" in blue, overlaid on a collage of photos showing community activities. Below the banner is the Inchara Foundation logo, which includes a globe made of puzzle pieces and the tagline "By Women of Service to Society". To the right of the logo are three icons: a menu icon, a share icon, and a "Following" button. The profile name is "Inchara Foundation NGO" with the handle "@Incharango". The bio states: "Towards helping the survivors of child sexual abuse, Inchara Foundation adopts a 360 degree approach to address sexual abuse". Below the bio, it lists "Non-Governmental & Nonprofit Organization" with an information icon, "Mangalore" with a location pin icon, the website "incharafoundation.org" with a link icon, and "Joined August 2014" with a calendar icon. At the bottom, there is a blue rounded rectangle containing a circular profile picture of a woman and a quote: "I believe we as women have a major gap to bridge, yet the future seems bright." followed by "-Athena Aranha" and "Sr Program Co-ordinator for Mental Health".



Following

**APD\_India**

@APD\_India

We work towards the education, employment, and rehabilitation of People with Disability (PwD). Every PwD has the [#RightToBeSeen!](#)

📍 Bangalore, IN 🔗 [apd-india.org](http://apd-india.org) 📅 Joined April 2014



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





**INSTITUTE OF PUBLIC HEALTH**  
BENGALURU  
Strengthening health systems since 2002

...

🔔

Following

**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](https://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](http://www.arpanelearn.com)

### THINGS CHILDREN WILL LEARN:

- ✓ How to identify Safe and Unsafe situation.
- ✓ Safety Rules to stay safe.
- ✓ How to seek help from a helpful adult in an unsafe situation.



**Arpan** ✓

@Arpan\_CSA

A registered NGO based in Mumbai & the largest in India working on the issue of [#ChildSexualAbuse](#) since 2006.

Email: [communications@arpan.org.in](mailto:communications@arpan.org.in)

[#COVIDsupport](#)

📍 Mumbai, India 🌐 [arpan.org.in](http://arpan.org.in) 📅 Joined May 2012



"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





Following

## 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  
 [finddx.org](https://finddx.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

Rural India needs your generosity. Join us in lifting the dignity of rural communities

[Donate Now](#)



Resilient, Sustainable Communities



Resilient, Sustainable Communities

...



Following

**CoLive**


@CoLive\_2021

 Joined June 2021




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






...



Following

**Nav Srishti**

@NavSrishti1994

 Delhi  [navsrishti.org](https://navsrishti.org)  Joined July 2012



## SHARP NGO

@sharpngo

SHARP is India's Largest School Health NGO.

Subscribe for our Webinar Series: [schoolindia.org.in/subscribe.php](https://schoolindia.org.in/subscribe.php)

📁 Non-Governmental & Nonprofit Organization ⓘ 📍 Delhi

📅 Joined January 2010



"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





Following

## SEWA Bharat

@SEWABharat

The official account of the Self-Employed Women's Association, Bharat.  
Organizing women in the informal sector since 1972.

📁 Non-Governmental & Nonprofit Organization ⓘ 📍 India  
🔗 [linktr.ee/sewabharat](https://linktr.ee/sewabharat) 📅 Joined July 2012



"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's flagship health  
strengthening project,  
sponsored by Jhpiego

**NISHTHA**  
Transforming Comprehensive Healthcare in India

...  **Following**

**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**  
RAISING HEALTH FOR ALL

...  **Following**

**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](http://snehamumbai.org)  Joined June 2010





ElderAid

# ElderAid



Following

## ElderAid Wellness Pvt Ltd

@elderaidindia

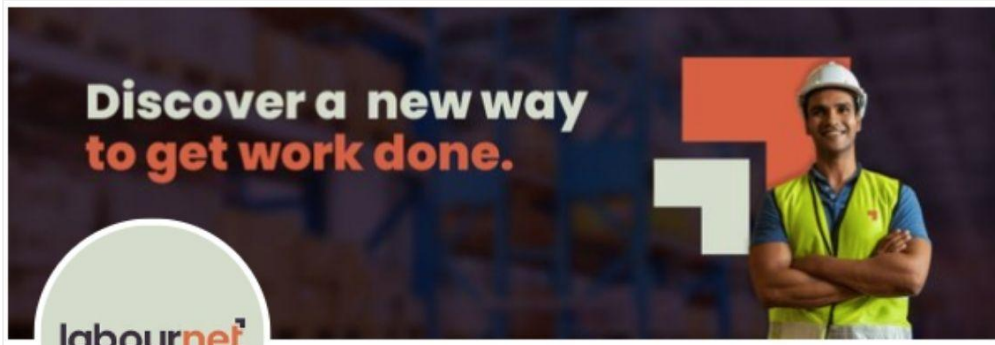
ElderAid Wellness provides at home health, wellness and concierge services to elders in Bangalore, Chennai, Hyderabad, Mysuru, Ahmedabad, Kochi and Palakkad.


📍 Bengaluru, India [elderaid.in](https://elderaid.in) 📅 Joined May 2015



"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.





... 🔄 Following

**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](http://labournet.in) 📅 Joined February 2010






... 🔄 Following


**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](http://industree.org.in) 📅 Joined July 2016




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VOLUNTEERING IN INDIA  
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Good Day  
17th December, 2022 | Closing evening at VolCon 2022







**iVolunteer**  
Your idea can change lives

...  **Following**

**iVolunteer**   
@iVolunteerIndia


iVolunteer, promotes volunteering & brings volunteers and organisations together to share time, skills and passion to promote India's social development.

 India  [ivolunteer.in](http://ivolunteer.in)  Joined April 2009



"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



Following

**Jan Swasthya Sahyog**

@jssbilaspur


Joined September 2015



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





...

🔔

Following

### Project Concern International India

@PCI\_India\_

PCI India is a not for profit organization with a vision to create a happy, healthy, safe and sustainable world for all

📍 India [🌐 pciglobal.in](https://pciglobal.in) 📅 Joined April 2018



“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





## Vrutti -Livelihood Impact Partners

@Vrutti\_Catalyst

Livelihood Impact Partners - Ensuring small producers are 3 times more profitable

📍 Bangalore 🔗 [vruttiimpactcatalysts.org](http://vruttiimpactcatalysts.org) 📅 Joined April 2016

"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, Vrutti



Rema Sundar  
Communications Manager,  
Vrutti



R Arathi  
Project Associate,  
Vrutti



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



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



Satish Chandra Mishra  
Business Acceleration  
Unit Head, Vrutti,  
Chhattisgarh



**PALLIUM  
INDIA**



**Pallium India** ✓

@palliumindia

An NGO formed in 2003 with the aim of alleviating serious health related suffering through [#painmanagement](#) & [#palliativecare](#). Contact: [info@palliumindia.org](mailto:info@palliumindia.org)

📄 Non-Governmental & Nonprofit Organization ⓘ 📍 Trivandrum, India  
🌐 [palliumindia.org](http://palliumindia.org) 📅 Joined January 2010

"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**  
@HelpFou51777923

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

📍 Kurnool [helpcharity.org](https://helpcharity.org) 📅 Joined November 2020



**Grameen Foundation** ✓  
@GrameenFdn

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

🏢 Non-Governmental & Nonprofit Organization ⓘ 📍 Washington, D.C.  
[go.grameenfoundation.org/25th](https://go.grameenfoundation.org/25th) 📅 Joined April 2008



Following

**Noora Health** ✓

@NooraHealth

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

[noorahealth.org](https://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





... ✉ 🔔 Following

**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](http://echoindia.in)  
📅 Joined February 2017





... 🔔 Following

**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](http://conceptindiasansthan.org)  
📅 Joined August 2015





**AROGYA**  
WORLD



## Arogya World

@ArogyaWorld

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  
🔗 [arogyaworld.org](http://arogyaworld.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 India

@sspindia

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](https://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



## Swasti, The Health Catalyst

@SwastiHC Follows you

Solving complex public health challenges through social innovations

 Non-Governmental & Nonprofit Organization   [swastihc.org](https://swastihc.org)

 Joined December 2014

"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'



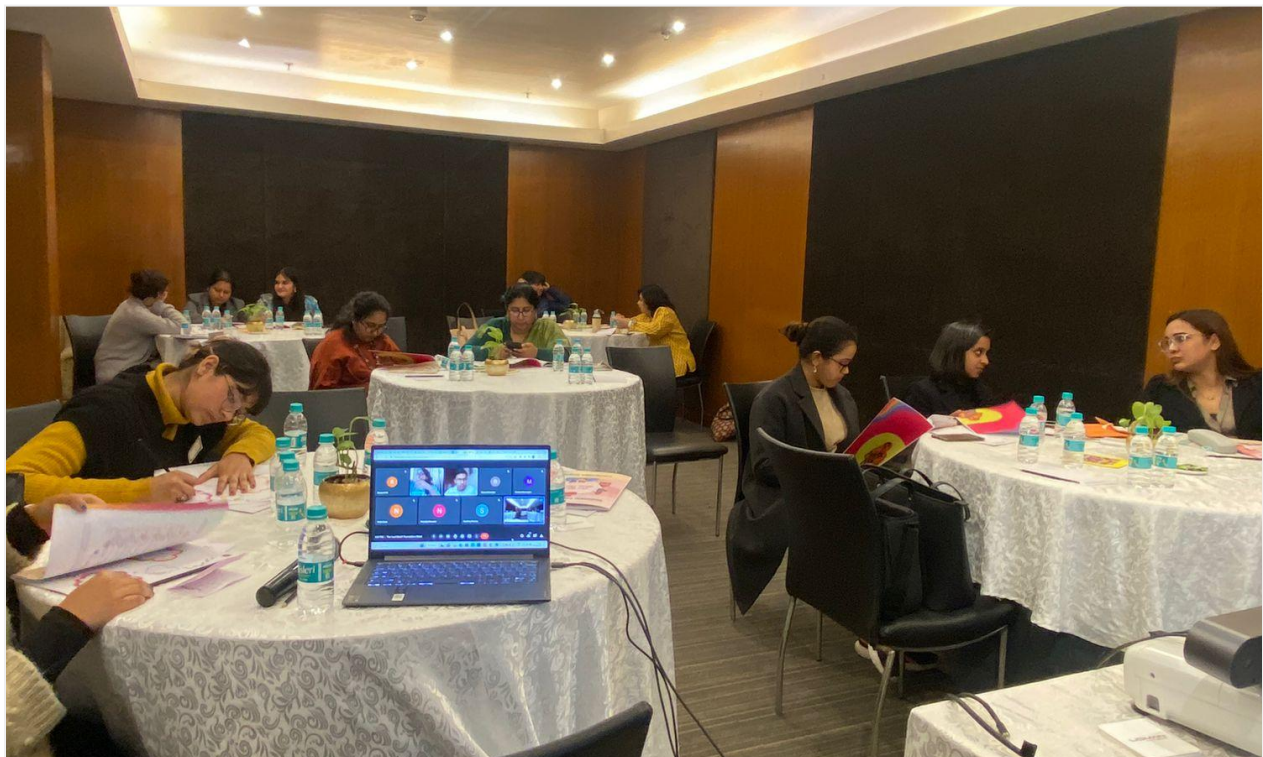
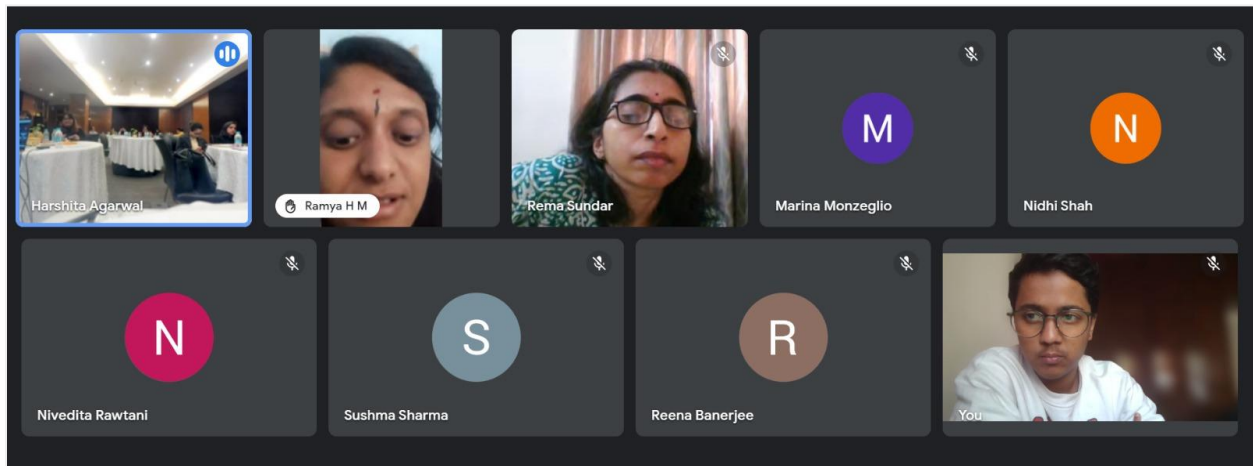
*The Last Word - a celebratory lunch with campaign partners, to envision the WomenTalkHealth campaign going forward.*

















*To know more write to: [harshita@catalysts.org](mailto:harshita@catalysts.org)*



**Swasti**

**HEALTH CATALYST**

WE CARE. INNOVATE. TRANSFORM.