

Reckitt launches 'Diarrhoea Net Zero' with support from UP Government

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To directly impact 10 million people across UP addressing 26 per cent of the burden of diarrhoea



Reckitt under its flagship campaign Dettol Banega Swasth India has launched 'Diarrhoea Net Zero' with support from the Government of Uttar Pradesh (UP) in Lucknow. In the next three years, the programme will directly impact 10 million people across Uttar Pradesh addressing 26 per cent of the burden of diarrhoea.

'Diarrhoea Net Zero' was launched by Brajesh Pathak, Deputy Chief Minister of Uttar Pradesh and Ravi Bhatnagar, Director, External Affairs and Partnerships, Reckitt- South Asia and other dignitaries with an aim to achieve net zero Diarrhoeal deaths among under-5 children in Uttar Pradesh.

The programme will follow the WHO-7-point plan for preventing and treating diarrhoea in 13 districts of Uttar Pradesh namely- Bahraich, Bulandshahar, Firozabad, Ghazipur, Gorakhpur, Jaunpur, Kushinagar, Maharajganj, Mathura, Mirzapur, Muzaffarnagar, Shravasti and Sitapur. The vision is to take this initiative to 75 districts of Uttar Pradesh.

As a part of the programme, Reckitt will create a scalable and replicable model to:

- Build capacity amongst frontline workers (Asha workers, anganwadi workers etc), Indian Medical Associations (IMA) and Indian Academy of Pediatrics (IAP) aligned with WHO 7-point plan
- Advocacy, communication and social mobilization around Diarrhoea prevention, health promotion and treatment through on-ground engagement
- Assessing supply chain to ensure availability of Zinc and ORS across government health facilities
- Monetary support for outpatient and inpatient treatment through 'Diarrhoea Net Zero' voucher scheme to complement AYUSHMAN BHARAT