List of Abbreviations

ANC	Antenatal Care
ANM	Auxiliary Nurse Midwife
ART	Antiretroviral Therapy
ASHA	Accredited Social Health Activist
AWW	Anganwadi Worker
ВСС	Behaviour Change Communication
вно	Block Health Officer
BISAG	Bhaskaracharya Institute for Space Applications and Geo-
	Informatics
CCMN	Community Care of Mothers and New-borns
CDHO	Chief District Health Officer
CEO	Chief Executive Officer
СНС	Community Health Centre
CHW	Community Health Worker
СМТС	Child Malnutrition Treatment Centre
CUG	Corporate User Group
DAVP	Directorate of Advertising and Visual Publicity
DFP	Directorate of Field Publicity
DHS	District Health Society
DPC	District Programme Coordinator
EPC	Empowered Program Committee
FAMCOM	Farmers Communication
FFF	Facts for Life
FGD	Focus Group Discussion
FHW	Female Health Worker
FP	Family Planning
FP/RH	Family Planning/ Reproductive Health
GoG	Government of Gujarat
Gol	Government of India
HCS	Health Communication Strategies
HIV/ AIDS	Human Immunodeficiency Virus/Acquired Immunodeficiency Syndrome
HMIS	Health Management Information System
НР	Health Promotion
HSD	Honestly Significant Difference
HTN	Hypertension

ICDSIntegrated Child Development SchemeICTInformation and Communication TechnologyICT4HInformation and Communication Technology for HealthICTCIntegrated Diarrhoea Control FortnightIDLIn-depth InterviewIECInformation, Education and CommunicationIPCInter-Personal CommunicationIPHSIndian Public Health StandardsKAPKnowledge Attitude and PracticesmHealthMobile HealthMLEMeasurement Learning and EvaluationMMUMobile Medical UnitMSGMission Steering GroupNCHPNational Centre for Health PromotionNGOsNon-Government OrganizationsNHMNational Health MissionNICENational Institute for Clinical ExcellenceNRCNutrition Rehabilitation CentreNRHMNational Rural Health MissionPAPublic AddressPHCPrimary Health CentrePHVsProvincial Health Promotional UnitPMTCTPrevention of Mother-to- Child TransmissionPNCPost-Natal CarePPPPublic rivate PartnershipRCHReproductive and Child HealthRKSRogi Kalyan SamitisRMNCH+AReproductive Maternal New-born Child health and AdolescentsSATCOMSatellite CommunicationSBCCSocial and Behaviour Change CommunicationSGCSocial and Behaviour Change CommunicationSGCSocial and Behaviour Change CommunicationSGCSocial and Behaviour Change Communic		
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TOTTraining of TrainersUHIUrban Health initiative	SWOT	Strengths Weakness Opportunity and Threat
UHI Urban Health initiative	ТВ	Tuberculosis
UHI Urban Health initiative	тот	Training of Trainers
UIP Universal Immunization Program	UHI	
	UIP	Universal Immunization Program

UNICEF	United Nations Children's Fund
VHND	Village Health and Nutrition Day
VHSNC	Village Health Sanitation and Nutrition Committee
VHSGs	Village Health Support Groups
VLCC	Village Level Core Committee
VYV	Village Youth Volunteers