



**PATANG:** Promoting Community Action for Health - A Co-Produced,  
Technology-Enabled Platform to Achieve National Goals – June 2025

## FACTS:

- Globally, CAH initiatives have increased health literacy, service utilisation, improved health outcomes, and enhanced health system responsiveness.
- There is great variation in how different Indian states have incorporated CAH into their policies and programmes, though its potential is recognized in the 2017 National Health Policy.
- While CAH has shown benefits, its potential remains largely untapped due to inconsistent implementation and lack of scalable co-learning and co-production frameworks.

## BACKGROUND:

- Community Action for Health (CAH) is when communities define healthcare priorities and monitor reforms. This can play a key role in achieving health for all and Universal Health Coverage (UHC).
- CAH, with a long history in India, has been integrated into national initiatives such as the National Rural Health Mission and the National Health Policy. It has demonstrated significant potential to improve health literacy, population outcomes and strengthen health systems globally.
- Despite its benefits, CAH in India remains under-resourced and under-researched, posing challenges to both sustainability and scaling-up efforts.

## AIM:

- To synthesise evidence on the context, mechanisms, outcomes, and costs of CAH best practices in India.
- To co-produce PATANG, a learning platform for civil society and government actors to share CAH lessons, enhance networks and access tools.
- To assess PATANG from the perspectives of civil society, state and community actors in India.

## METHODS:

- The project will employ a mixed-methods, co-production approach to generate evidence on CAH, co-develop and launch a platform to enhance CAH, and evaluate its impact.
- Methods include reviewing studies, analysing program and survey data, conducting critical discourse analysis, holding key informant interviews, convening expert panels, group discussions, and comparing individual and social change over time.
- We will assess the effectiveness of CAH initiatives, refine program theories, and measure outcomes like health literacy, service utilisation, and community empowerment across multiple Indian states.

## IMPACT

- To enhance community participation and leadership in health initiatives.
- To strengthen the information flow between civil society and government actors, fostering collaboration, better-informed stakeholders, and more effective health interventions.
- To identify scalable tools, practices, and processes used in successful CAH initiatives, and provide frameworks that can be replicated in diverse contexts across India.



## PROJECT CYCLE: 2024-2029

### PARTNERS:

The George Institute for Global Health, India  
Support for Advocacy and Training to Health  
Initiatives (SATHI-CEHAT), Maharashtra  
Society for Community Health Awareness,  
Research and Action (SOCHARA), Tamil  
Nadu

Ekjut, Jharkhand

State Health Resource Center (SHRC),  
Chhattisgarh

### SUPPORTERS:

India Alliance, DBT/Wellcome Trust

### PRINCIPAL INVESTIGATOR:

Dr Devaki Nambiar

## CONTACT:

To find out more about this project, its investigators  
or The George Institute please contact  
Tina Wall +61 410 411 983 OR  
[twall@georgeinstitute.org.au](mailto:twall@georgeinstitute.org.au)

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