**2012 Accomplishments**

**India Programs**

**Healthy Workplace**

In 2012, we launched our Healthy Workplaceprogram in India, a pioneering public health effort, leveraging the workplace as a platform for chronic disease prevention.

* Developed new Healthy Workplace Criteria for India with multi-stakeholder input from IT industry and medical experts, at a workshop in Bangalore February 24, 2012.
* Unveiled the criteria, in partnership with Public Health Foundation of India (PHFI), at a high-profile panel discussion on Nov 6, 2012, in Gurgaon, attended by representatives from Government of India, industry (Accenture, IBM, iGate), PHFI, WHO, WEF, TiE, Aetna and other stakeholders.
* Will use criteria for a large-scale Awards program from 2013 to encourage companies in India to invest in workplace wellness.

**mDiabetes**

We made important advances in 2012 with mDiabetes, our ground-breaking 1 million person mHealth program in India, a Clinton Global Initiative Commitment.

* From Jan 9, 2012, key partner Nokia began disseminating 56 text messages, developed with Emory University in 2011, twice a week, to Indian consumers who opted in, in 12 languages. The six month program is free to consumers.
* Reached 450,000 consumers from different parts of India through Nov 2012.
* Completed Message Refinement consumer research.
  1. Scored responses from 750 consumers for message recall, clarity, ease of understanding and willingness to share.
  2. Obtained promising consumer reactions, necessitating only slight changes to the message content.
* Finalized comprehensive Effectiveness Evaluation research design with input from our Behavior Change Task Force and other experts
  1. Obtained Ethics Approval from the Center for Chronic Disease Control, India.
  2. Began Effectiveness Evaluation for mDiabetes Nov 2012.
* On track to complete enrolling 1 million consumers, evaluating program effectiveness, and reporting preliminary results to CGI Sep 2013.
* Finalists for the 2012 Meffys Award, the mobile community’s major awards for innovative mobile content and programs.

**India schools program**

* 2011-2012 program showed positive results - greater awareness of diabetes and its complications, reduced consumption of junk foods and sugary drinks, and increased choice of healthy foods.
* Continued funding from Merck is supporting program for 2012-2013 in the same 2000 middle school children in 6 schools in Delhi, with partner Hriday.
* Program effectiveness will be measured upon completion of program activities in 1H 2013.

**Advocacy**

In 2012, we continued to urge world leaders and the general public to take action on NCDs., with a focus on prevention.

* Led co-ordination of a **major 8-part op-ed series** in September 2012, with placements in the Huffington Post, The Guardian’s Development Blog, and the ONE blog, a strategic communication effort that helped make NCDs one of the key issues of 2012.
* Developed innovative social media tools, leveraging our Interns and Fellows, to create a video – We Have A Situation - and a Healthy Fail meme, compelling people to get engaged with NCDs as an issue.
* Continued to write actively on various blogs, and by invitation, on Armchair Advocates and CNN.com.
* Developed a case study on New York City’s bold approach to tackling NCDs.
* Arogya World’s Saligram was a featured speaker at a keynote session on Innovation and NCDs at the Geneva Health Forum (April 2012).
* Dr. Saligram spoke at the first Health 2.0 conference in Chicago (Sep 2012).
* Arogya World was invited to participate in Abbott/Unilever’s Diabetes Grand Challenge in India (June 2012) and in the World Economic Forum’s private event on Healthy Living in India (Nov 2012).
* Arogya World committed to participate in, and help sustain, the US based NCD Roundtable, an off-shoot of the former Global Health Council.

**Fundraising**

* Held cultivation/fundraising events in Atlanta and Philadelphia.
* Participated in online fundraising efforts (Global Giving).
* Continued major gift solicitation.

**Organizational Growth**

* Established Arogya World India Trust in Bangalore 7 May 2012.
* Expanded the board in the US (total now 6) and India (total 4).
* Added key staff/consultants (total now 6).
* Utilized 5 interns and fellows
* Strengthened administrative and financial reporting capability.
* Obtained external review of 2011 financials for state / federal filings.