



## ***Udaan Health Run on National ORS Day***

In spite of incessant overnight rains and dark clouds looming large, early on the morning of July 29, thousands of children armed with umbrellas and raincoats congregated across 32 towns in North India to participate in “Udaan”, India’s largest ever run in support of the fight against diarrheal deaths. “Udaan” (which means ‘taking to wings’), was organized under the USAID funded Saathi Bachpan Ke (Partners for Childhood) program. This run was organized to celebrate the National ORS (Oral Rehydration Salts) Day to raise awareness about the seriousness of diarrhea and the simple steps that could prevent the death of 500,000 Indian children under the age of five each year.



Photo Credit: Sanjeev Vyas, PSP-One

The starting point of the run wore a festive look with colorful posters, banners and flags. All around children wore colorful caps and badges and held up placards that they themselves had made, all with messages about ORS and diarrhea management. The increasing excitement peaked as the chief guests including the Governor of Jharkhand in Ranchi, the Chief Minister of Chattisgarh in Raipur, the State Health Minister in Gwalior, Girja Vyas the Chairperson of National Women’s Council in Bhopal, the Speaker of the MP Legislative Assembly in Jabalpur, District Magistrates, Senior Army Officers, Mayors and other dignitaries flagged of the two kilometer run in each town.

The USAID funded Private Sector Partnerships-One project coordinated the effort and brought together the goodwill of a multitude of public sector and commercial partners in support of this event. The goodwill, excitement and enthusiasm not only made the ORS Day a huge success but fostered a spirit and momentum that will support the *Saathi Bachpan Ke* program in developing new partnerships and spreading its messages even further in the future.

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