



Government of West Bengal
Health & Family Welfare Department
National Health Mission
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Dated- 27/09/2023

From: Mission Director, NHM &
Secretary to the Government of West Bengal

To: Chief Medical Officer of Health,
(All Districts)

Sub: Roles and responsibilities of manpower engaged for Block Public Health Units set-up under XV FC- Health Grant

Sir/Madam,

Block Public Health Units have been introduced under XV FC-HG in every block/CHC to support and supervise the health activities and capturing health data to protect and improve health structure of the blocks. It's main focus is on planning and coordinating all health functions such as public health and disease surveillance, early detection, vector control measures, school health programmes as well as collect compile and analyze clinical data for decentralized reporting and analysis to support planning and monitoring of disease trends. Another important activity under BPHU is setting up of dedicated CHC level diagnostic Laboratory.

The Block Public Health Unit comprises of three units i.e. Block Public Health Unit, Block Public Health Laboratory and Block HMIS Cell which will be manned by Block Epidemiologist, Block Public Health Manager, Block Data Manager and two Laboratory Technicians.

Now, for smooth delivery of service through these units, the roles and responsibilities of all HR recruited for BPHUs have been prepared and attached as **Annexure -A**. It is to be noted that the job listed under different post is indicative; staff will have to perform any duty as assigned by the competent authority from time to time in the interest of public service. All concerned including the Programme officers be informed and guided accordingly.

Encl: Annexure-'A'

Yours faithfully,

**Mission Director, NHM &
Secretary to the
Government of West Bengal**

Copy forwarded for information and necessary action to:

1. Director of Health Services, Government of West Bengal
2. Director of Medical Education
3. Senior Special Secretary, Health & Family Welfare Department
4. Senior Special Secretary and AMD, National Health Mission
5. Special Secretary and AMD, National Health Mission
6. Director, Public Health, Health & Family Welfare Department
7. District Magistrate- All Districts
8. Additional Secretary, Public Health, Health & Family Welfare Department
9. Programme Officer-I, NHM and Dy. Secretary, Health & Family Welfare Department
10. Programme Officer-II, NHM and Dy. Secretary, Health & Family Welfare Department
11. Joint Director of Health Services and State Family Welfare Officer, H&FW Deptt.
12. Joint Director, Communicable Diseases, H&FW Deptt.
13. Joint Director, Non Communicable Diseases, H&FW Deptt
14. Joint Director, Hospital Administration Branch, Health & Family Welfare Deptt.
15. Assistant Director, Hospital Administration Branch, H&FW Deptt.
16. Assistant Director-II, Non Communicable Diseases, H&FW Deptt.
16. District Programme Manager, DPMU – All Districts
17. Copy for the Guard File
18. Office Copy.

Sennevi
27/9/2023
Senior Special Secretary
Health & Family welfare Department
Government of West Bengal

Annexure –A

Job Description of Block Public Health Manager:

Main role of the Block Public Health Manager, BPHU is the micro-planning, implementation and reporting of the different prevention/ control/ elimination programmes for Communicable & Non-Communicable Diseases and helping the Block Health Administration to utilize the available resources to improve the public health situation of the Block including the management of emergencies.

Keeping in tune with the above, the job responsibilities are the following:

- a) Chalking out the block & sub-block level plan (microplan) for the different prevention/control programmes targeting the communicable & non-communicable diseases under the domain of public health.
- b) Implement, monitor, and also help the BMOH to control the Public Health Programmes, namely – NTEP, NLEP, the CD Programmes, the NCD Programmes and other such programmes as may be launched at later times.
- c) Support HWC in preventive functions such as population-based screening for chronic communicable and non-communicable diseases, RBSK, community health awareness campaigns, including the Annual Health Calendar, enabling avenues for increased physical activity and support to Eat Right and Fit India related activities.
- d) Monitor the reporting of the Public Health Programmes (for disease prevention/control) from different health facilities in the Block and the HWCs/Sub-centres/ Community Health Workers/ other Stake Holders (as the case maybe).
- e) Prepare the reports of the Public Health Programmes (for disease prevention/control) with the help of the Block Data Manager and the DEOs.
- f) Maintain coordination among the members of the BPHU so that the analysis & interpretation of surveillance & programmatic data are translated into programme action.
- g) Carry out the planning & evaluation cycle to improve the Public Health Programmes within the existing resources under guidance of the BMOH/BPHN.
- h) Manage the logistics necessary to run the Public Health Programmes (for disease prevention/control).
- i) Help the BMOH to optimally utilize the available human resources at the time of disease outbreaks or other public health emergencies.
- j) Conduction of surveys which are components of Public Health Programmes or maybe necessary for improvement of such programmes.
- k) Help district/state teams to perform surveys or investigations to evaluate entomological, environmental, or other public health related parameters.
- l) Conduct advocacy and awareness generation activities to achieve the goals of the Public Health initiatives.

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- m) Implement the health adaptation plans under Public Health Programmes, keeping climate change in the perspective.
- n) Maintain close liaison with District Offices, Office of the BDO, PRI, private sector and other stake holders at block/sub-block level for convergence in planning & implementation of Public Health initiatives including awareness generation.
- o) Provide regular feedback to all the functionaries and stake holders about progress of the programmes.
- p) Organize, co-ordinate & monitor training of block/sub-block level staff on the Public Health Programmes (for disease prevention/control).
- q) Help the BMOH to monitor the performance of the laboratory of BPHU in line with the Public Health Programmes.
- r) Organize meetings, reviews and visits for Public Health Programmes in consultation with the BPHN/PHN under guidance of the BMOH.
- s) Perform any other activity as directed by the BMOH in the interest of public service.

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Job Description of Block Epidemiologist

Main role of the Block Epidemiologist, BPHU is the maintenance, improvement & updating of the surveillance system for Communicable & Non-Communicable Diseases, interpretation of surveillance data for utilization and preparedness & management of Public Health Emergencies.

Keeping in tune with the above, the job responsibilities are the following:

- a) Monitor the generation, collection, compilation and system of reporting of passive surveillance data from health institutions within the Block. Also, monitor the same for the active & passive surveillance data of the HCWs/ Sub-centres and community health workers.
- b) Interpret surveillance data for Communicable & Non-Communicable Diseases and/or factors associated with them, so that the data can be utilized for action.
- c) Identify pockets of higher morbidity/mortality (time-person-place distribution) and enable focused interventions to address these.
- d) Perform a baseline survey of risk factor reduction of NCDs and find out its association with disease incidence and take initiative for risk factor reduction of NCDs (by focussed group discussions, other awareness modalities) with the help of multi-sectoral involvement
- e) Watch for Early Warning Signals of disease outbreaks or upsurges.
- f) Keep track of public health rumours/buzzes.
- g) Identify disease outbreak, if any, and send an FIR (First Information Report) through the BMOH.
- h) Maintain preparedness and response for outbreak response (including arrangement for laboratory sample collection).
- i) In case there is an outbreak, initiate investigation promptly and carry it out, along with involving the Block RRT, under guidance of the BMOH.
- j) Coordinate the movement of RRT-s and preparation & submission of outbreak reports (follow-up report, feedbacks, final report etc).
- k) Support effective operational integration of disease prevention & control efforts based on the surveillance data.
- l) Perform sample surveys to assess basic entomological & environmental situation and also help district/state teams to do so in order to prevent or control epidemic prone diseases (especially vector borne diseases).
- m) Help the BMOH to chalk out plan, ensure preparedness and mitigate disasters & public health emergencies. Also, help to run the control room during such emergencies.
- n) Maintain close liaison with District Offices, Office of the BDO, PRI, private sector and other stake holders at block/sub-block level for convergent planning & implementation of public health surveillance including disease awareness generation.

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- o) Provide regular feedback to all Reporting Units on disease trends and outbreaks.
- p) Organize, coordinate & monitor training of block/sub-block level staff for IDSP, Disaster Management or other surveillance related programmes.
- q) Help the BMOH to monitor the performance of the laboratory of BPHU in favour of public health surveillance.
- r) Keep vigil for any unusual occurrence of diseases or deaths within the Block or in the Blocks or Municipalities nearby.
- s) Guide the Data Entry Operators at the block level or other personnel at the sub-block level to generate reports that would be useful for public health action.
- t) Organize meetings and logistics, for Public Health purposes, as directed by the BMOH or BPHN.
- u) Perform any other activity as directed by the BMOH in the interest of public service.

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Job Description of Block Data Manager

The main responsibilities of the Block Data Manager of BPHU are ensuring reporting from the reporting units in the Block, collection of public health data, data management including archiving and analysis, and helping the Block Health Management to run the programmes/systems that directly deal with statistics or management information and to initiate/maintain an IT enabled system.

The details of the job responsibilities are as follows.

1. Collection of data from all the Reporting Units in the Block, followed by collation to arrange the data as per reporting formats. Maintain timeliness and completeness of all CD/NCD reports.
2. Maintenance of all offline and online (portal) database in relation to CD & NCD programmes e.g. IHIP, NP-NCD, SKMIS, Ab-HWC etc.
3. Maintain Electronic Health Records (EHR) through the National Digital Health Mission (NDHM) and enable individualized tracking of beneficiaries and longitudinal records through the life cycle for the population in the catchment area.
4. Analysis of data and import for health programmes in coordination with Block Epidemiologist and Block Public Health Manager.
5. Data management and archival.
6. Preparation of the data part of draft report for different Public Health Programmes.
7. Visit at Reporting Units to oversee the data reporting process in those units.
8. Supervision of the work of the DEO-s at Block/RH level.
9. Collation of the data of survey (if any) conducted in the Block.
10. Helping the B.M.O.H. to implement the RBD (Registration of Birth & Death) system.
11. HMIS reporting from the BPHC/RH and monitoring of the same reporting from SC/PHC-HWC.
12. Helping the BMOH to initiate and maintain an IT-enabled system in the health facilities including the BPHU laboratory.
13. Monitoring of data entry into the different portals related to Public Health Programmes.
14. Training of health professionals and health volunteers at block/sub-block/ community level on data reporting component of different health programmes.
15. Working in synchronization with other Staff of the BPHU so that health data can be used to improve/ finetune the health plan & programme implementation.
16. Any other work as assigned to him/her by the BMOH.

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