

5. Qualities that Make an ASHA Effective

For an ASHA to be effective in improving people's access to health services and their health status, an ASHA should:

- Have the knowledge and skills to explain the basic maternal and child health services, educate on preventive and promotive aspects of maternal and child health, and provide some measure of immediate relief and advice if there is any illness.
- Have the knowledge and skills on other general health issues, especially related to common infections, and be able to provide information on access to services and preventive and promotive aspects of healthcare.
- Be friendly and polite with people and known among community, and establish rapport with the family during household visits.
- Be a special friend to the needy, the marginalised, and the less powerful.
- Possess the art of listening.
- Have the skill of coordination with Panchayati Raj Institution (PRI), AWW and ANM.
- Be competent in conducting meetings in the community.
- Be motivated and feel happy and rewarded to help community/serve people.
- Have a positive attitude and be keen to learn new skills.

