IIHMR New Delhi

Striving for excellence in health care management

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DISSERTATION REPORT

On

“Innovations in healthcare sector changes, challenges and status of healthcare seeking behaviour of the community”

In this session..

- Section 1: INTERNSHIP BRIEFING
- Section 2: STUDY
- Section 3: RESULTS
- Section 4: CONCLUSION

SECTION 1

INTERNSHIP: NRHM (MoHFW)

NRHM is about ……

- *Beginning with people and their problem.*
- *Flexibility to decide and to do.*
- *Human resource thrust.*
- *Decentralized management of health.*
- *Distrust to trust.*
- *Accepting the challenge of remoteness.*

TASK PERFORMED:

- *Record of proceedings*
- *Field visit : Jharkhand*

SECTION 2

Study on

"Innovations in healthcare sector :changes, challenges and status of healthcare seeking behaviour of the community"

STUDIES:

- *STUDY 1: Detailed review of "Community Mobilization for Improving Mother and Child Health through the Life Cycle Approach, Jharkhand"*

- *STUDY 2: Qualitative study for assessing the health seeking behaviour of community, knowledge, practices and factors affecting the health of mother and child.*

OBJECTIVE:

- To identify the innovative approaches during the implementation of RCH II / NRHM.
- **Study 1:** To learn about the various health indicators and changes after the innovative approaches have been implemented in the selected study area (Community Mobilization for Improving Mother and Child Health through the Life Cycle Approach ,Jharkhand , an example)
- **Study 2:** To assess the health seeking behaviour of community for availing mother and child health services in district Deoghar of Jharkhand.
- Specific objectives of the Study 2
  - To assess the level of knowledge and practices among community
  - To assess the knowledge and practice among ANMs/ ASHAs

METHODOLOGY

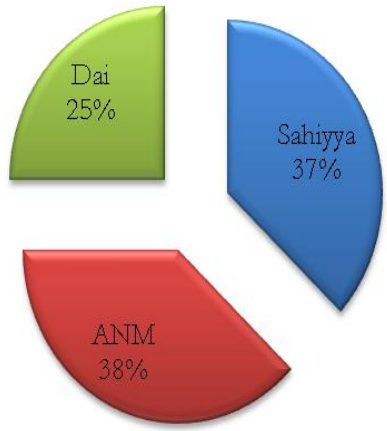
- STUDY 1 : Detailed desk review
- STUDY 2 : Primary data collection
  - Study Area : Deoghar district , Jharkhand (4 villages)
  - Study Tools: The various tools used for the study were as follows:
    - In-depth Interview- of the Sahiyyas and ANM.
    - Focus Group Discussion
    - Observations- during the field visits and survey work
  - Target group
    - ANM/Sahiyya (10)
    - Married women (40)

SECTION 3

Results & Findings...

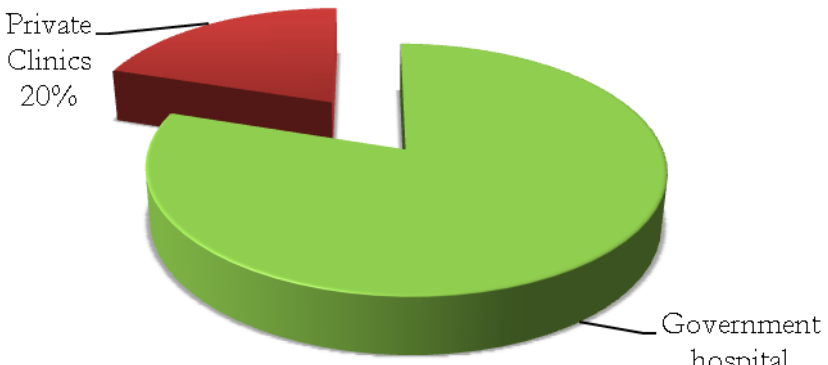
- knowledge and practices among community regarding:
  - Pregnancy related matters
  - Child Care
- knowledge and practice among ANMs/ ASHAs on:
  - Antenatal, Natal and Post-natal Care
  - New-born care

Women going for pregnancy advice



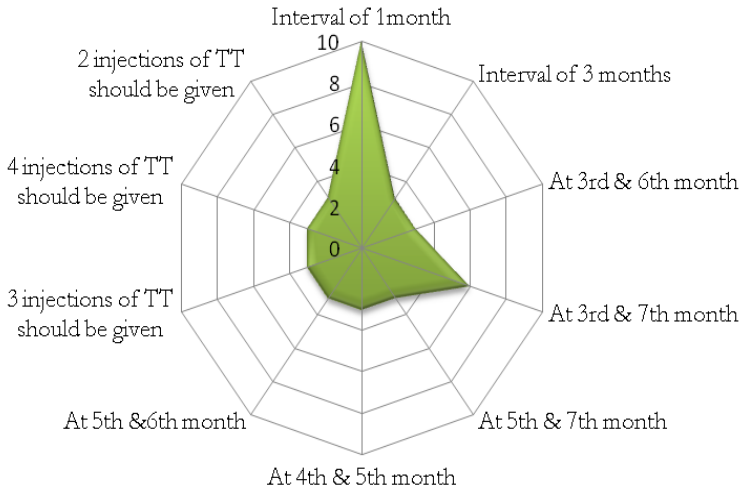


Preferred place for antenatal care

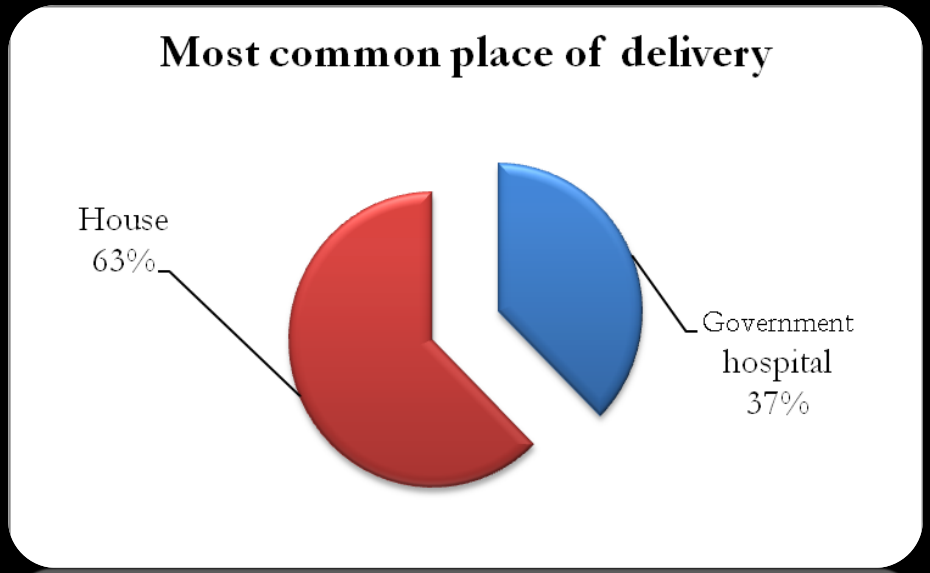




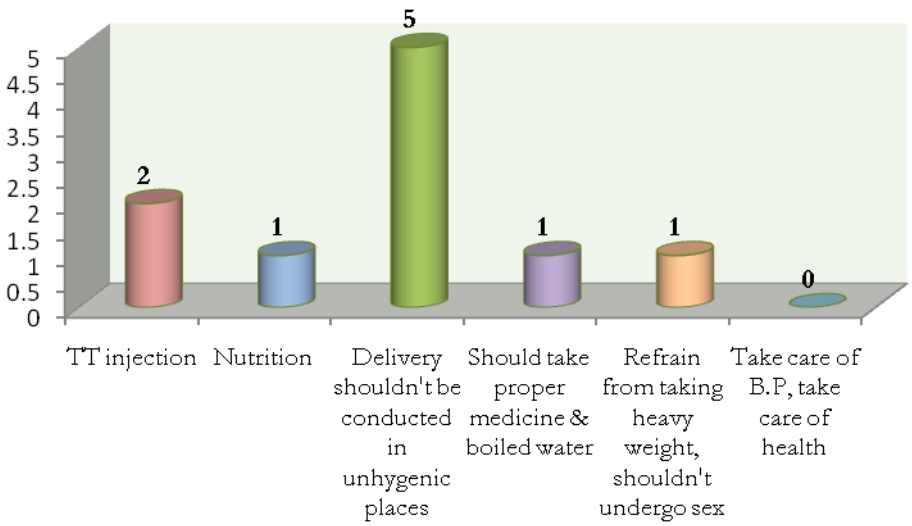
How frequently TT injections should be taken






Most common place of delivery
House
63%
Government
hospital
37%




Care during pregnancy
5
4.5
4
3.5
3
2.5
2
1.5
1
0.5
0
2
1
5
1
1
0
TT injection
Nutrition
Delivery shouldn't be conducted in unhygenic places
Should take proper medicine & boiled water
Refrain from taking heavy weight, shouldn't undergo sex
Take care of B.P, take care of health



Section 4
Conclusion

CONCLUSION

- Factors influencing the poor health seeking behavior in the community：
  - Poor literacy and lack of awareness about services, schemes and entitlements;
  - Low status of women and lack of family support for women reinforcing low self worth;
  - Abject poverty that pushes health to a low priority;
  - prevalence of culturally influenced practices .



THANK YOU …

