

“IEC intervention for Rickshaw Pullers on HIV/AIDS - Assessing the impact of intervention”

A Dissertation Proposal for

Post Graduate Diploma in Health and Hospital Management

by

**Dr. Pooja Passi
Roll No. : PG/09/031**

under the guidance of

Dr. Neeru Bhatia
Executive Director
ASTRON Hospital & Healthcare Consultants.

Dr. Preetha GS
Professor
IIHMR, New Delhi



**International Institute of Health Management Research
New Delhi**

29th May, 2011

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15th April, 2011

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Dr. Pooja Passi has successfully completed her 3 months internship in our organization from January 10, 2011 to April 10, 2011. During this intern she has worked on the project titled “**IEC intervention for Rickshaw Pullers on HIV/AIDS across 30 Metro Stations of Delhi**” under my guidance at ASTRON Hospital & Healthcare Consultants Pvt. Ltd. She has been a sincere and hardworking trainee throughout her Internship duration with us.

We wish her good luck for her future assignments

Dr. Neeru Bhatia
Executive Director

Certificate of Approval

The following dissertation titled "**IEC intervention for Rickshaw Pullers on HIV/AIDS - Assessing the impact of intervention** " is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of **Post- Graduate Diploma in Health and Hospital Management** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation

Dr. Preetha GS

Dr. S K Joshi

Dr. S K Patel

Certificate from Dissertation Advisory Committee

This is to certify that **Dr. Pooja Passi** , a participant of the **Post- Graduate Diploma in Health and Hospital Management** , has worked under our guidance and supervision. She is submitting this dissertation titled "**IEC intervention for Rickshaw Pullers on HIV/AIDS - Assessing the impact of intervention** " in partial fulfillment of the requirements for the award of the **Post- Graduate Diploma in Health and Hospital Management**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.

Dr. Preetha GS
Professor
IIHMR,

New Delhi
29th May, 2011

Dr. Neeru Bhatia
Executive Director
ASTRON
Hospital & Healthcare
Consultants Pvt. Ltd
Gurgaon, Haryana
29th May, 2011

ABSTRACT

Bi-cycle Rickshaw pullers are one of the highly marginalized and socially excluded migrant working community. They possess some behavioral characteristics viz. unsafe sexual behavior, multiple sex partners, MSM relationships, substance abuse etc. which makes them a high risk group vulnerable to HIV/AIDS. Also factors like very poor economic background, migration, unsustainable livelihood, and poor range of occupational choices increases their vulnerability factor.

In view of above and the NACP – II target of saturating target groups with preventive interventions; DSACS invited public health firms to conduct an IEC intervention for the above mentioned vulnerable group. The project comprised of mapping of rickshaw pullers and Conducting IEC camps and training of peer educators across 30 metro stations falling in five districts of Delhi i.e. Outer, New, North, North West and North East Delhi. IEC activity consisted of nukkad nataks, display and dissemination of IEC material, distribution of condoms, organizing quizzes and prize distribution, one to one as well as group counseling of rickshaw pullers on issues related to HIV/AIDS. A total of 901 rickshaw pullers were covered at 30 defined metro stations on the red and yellow line of Delhi metro. 30 rickshaw pullers per metro station were covered except a few metro stations where number of rickshaw pullers was less due to certain reasons.

The study design thereby adopted was Analytical wherein the pre and post intervention assessment of knowledge levels was done. The sampling design was 'Purposive' as the sample population was the Rickshaw Pullers for whom IEC intervention was done. The source of data was the pre and post intervention questionnaire filled by the rickshaw pullers themselves. The analysis of this quantitative data (using SPSS) showed that overall AIDS awareness increased from 40% pre intervention to 70% post intervention. This increase in awareness level was more in New Delhi district (36.76% to 74.78%) followed by North West district (44.15% to 71.64%) and was observed to be the least in outer Delhi district (39.93% to 57.28%).

Awareness about specific issues related to HIV/AIDS viz. modes of transmission of HIV was comparatively better than awareness about STIs and myths and misconceptions related to HIV. Among modes of transmission awareness about unsafe sex as a major route of transmission of HIV/AIDS was found to be fairly good in all the five districts (20% to 58%). It was also observed that the major misconception regarding spread of HIV was mosquito bite as 35.51% respondents answered so in the pre intervention questionnaire.

It is also concluded that issues like STIs in correlation to HIV, myths and misconceptions related to HIV/AIDS and most importantly information regarding referral and testing of HIV/AIDS need to be the emphasis of any future IEC activities and these need to reinforced time and again by refresher IEC activities to cement the concepts in the mind of rickshaw pullers. Also as Rickshaw pullers are uneducated and their economic status doesn't allow them to take important

decisions especially regarding their health seeking behavior, the best BCC approach for them is leading by example i.e. training their rickshaw contractors or garage heads. These owners and contractors are the most influential people affecting their life style hence to improve the awareness of rickshaw pullers on health related issues and to generate awareness about healthy life style options among them contractors and garage owners have to be considered as the most important stakeholders.

ACRONYMS

AIDS	Acquired Immunodeficiency Syndrome
DSACS	Delhi State AIDS Control Society
HIV	Human Immunodeficiency Virus
HRG	High Risk Groups
ICTC	Integrated Counseling and Testing Centre
IEC	Information Education Communication
IVDU	Intravenous Drug Users
NACO	National AIDS Control Organization
ND	New Delhi
NED	North East Delhi
NrD	North Delhi
NWD	North West Delhi
OD	Outer Delhi
RP s	Rickshaw Pullers
STD	Sexually Transmitted Diseases
STI	Sexually Transmitted Infections
VCTC	Voluntary Counseling and Testing Centre

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Appendices

Study Tools:

Pre IEC Questionnaire

Post IEC Questionnaire