

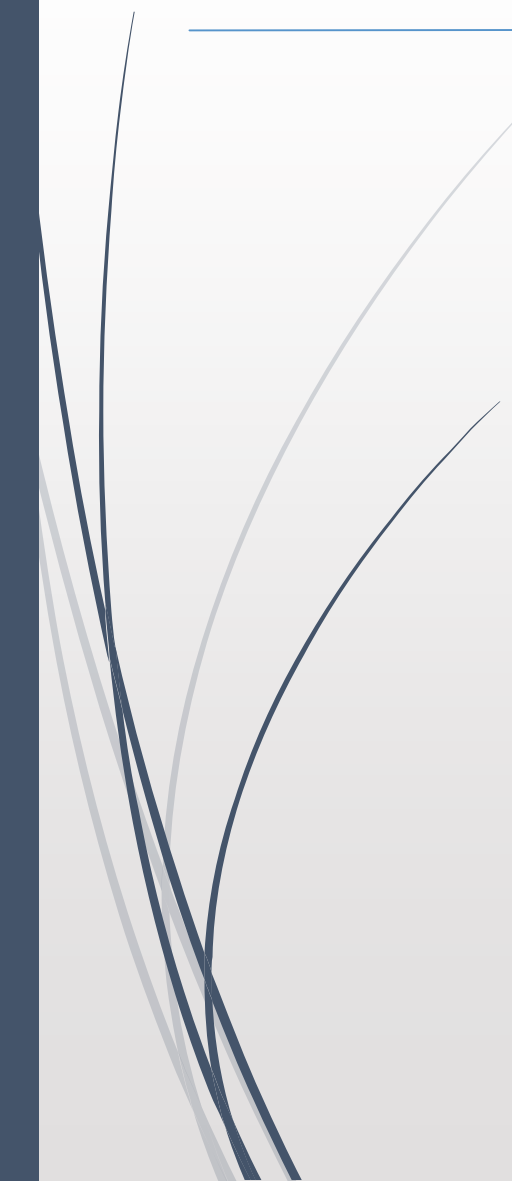


“A Qualitative Study to Understand the Perception of Pregnant and Lactating Women regarding CBEs (Community Based Events) Under ISSNIP across Four States in India”

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Introduction

ICDS- Integrated child Development Services

- Launched on 2nd October 1975
- One of the world's largest and unique programmes for early childhood care and development
- The beneficiaries under the Scheme are children in the age group of 0-6 of years, pregnant women and lactating mothers.
- The ICDS Scheme offers a package of six services, viz.
 - i) supplementary nutrition
 - ii) pre-school non-formal education
 - iii) nutrition & health education
 - iv) immunization
 - v) health check-up
 - vi) referral services
- ICDS Team- DPO, CDPO, LS, AWW, AWH



ISSNIP- ICDS System Strengthening & Nutrition Improvement Project

- It is a two phased, seven year project with the overarching goal of supporting the Government of India's efforts to improve nutritional outcomes of children in India
- To Strengthen the ICDS policy framework, systems and capacities, and facilitate community engagement, to ensure greater focus on children below three years of age
- Supports innovations, pilots and operations research;
- Strong focus on community engagement for implementation and accountability
- Emphasis on behavior change communication

Annaprashan at Anganwadi



God Bharai at Anganwadi



Literature Review

- It is concluded that the maternal healthcare services are unevenly distributed among different sub groups in the low income states. These services combat the maternal morbidities or death, and thus are very important for women. (An article by Prusty, Gouda and Pradhan, Inequality in the Utilization of Maternal Healthcare Services in Odisha, India 2015)
- The high incidence of underweight amongst the children indicate that the exposure to disease is a major cause of poor child growth, conditions of the lower socio-economic groups make them more exposed to disease than better-off groups. it might be cheaper for the ICDS program to focus more efforts on improving environmental hygiene also along with improving child nutrition. (Michael Lokshin et al.'s "Improving Child Nutrition")



➡ Following parameters contribute 97% of the total socioeconomic inequalities in full immunization coverage in India:

- Poor household economic status
- Female's illiteracy
- State domestic product
- Level of illiteracy at the state level
- Out of the above 4 determinants, mother's illiteracy is the one which contributes maximum i.e. 34% to the immunization variance issue in the country.

(Socio-economic inequality of immunization coverage in India, Lauridsen, Pradhan , 2011)



Objectives

- To assess the extent of participation and experience of Pregnant and Lactating women in the CBEs.
- To assess the family involvement and the perception of the family members regarding these events **as per the PLW group**.
- To check the awareness of the PLW group about various practices discussed during the events.
- To know the level of implementation of practices discussed after gaining knowledge at CBEs by beneficiaries.
- To know the challenges faced by the PLW group attending events and following the practices.
- To recommend strategies to magnify the involvement of beneficiaries in these events organized at AWC.



Methodology

- Type of Study – A qualitative exploratory study.
- Duration of study – Three months (1st February 2017 to 30th April 2017).
- Location of Study- Across Four states namely; Rajasthan, Madhya Pradesh, Uttar Pradesh, Jharkhand.
- Method of data collection – FGDs (Focus Group Discussions)
- Data Collection Tools – Guided Checklist

Methodology Contd..

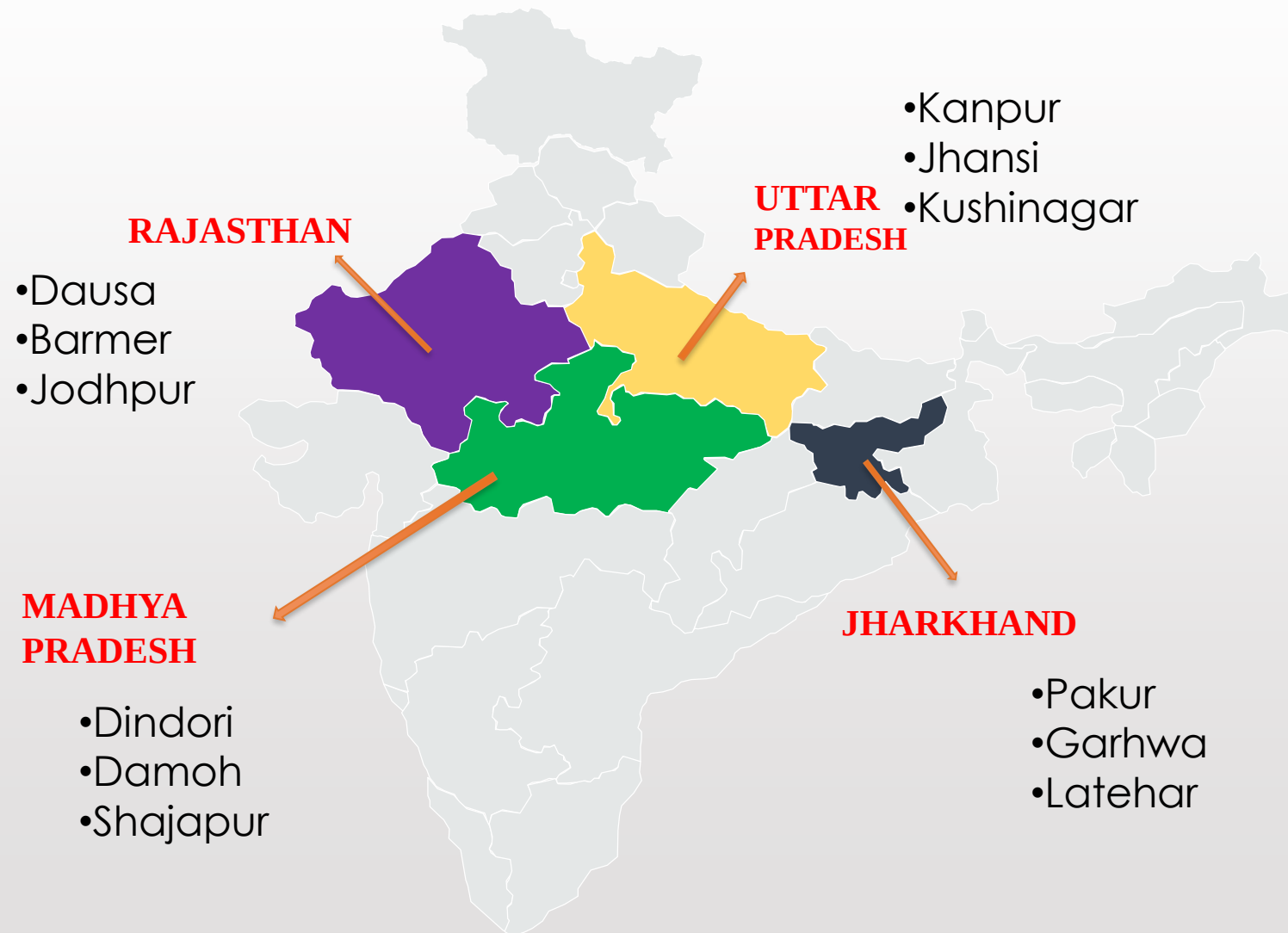
- Data Sampling-

Area Sampling – Geographical selection of places (States, Districts, blocks) was done using randomization techniques.

Participants Sampling- Participants for the FGD were selected depending upon the availability.

- Sample selection- 3 districts selected from each state. 1 FGD per District at Anganwadi Center of selected Block. A total of 12 FGDs done, 9 participants per FGD.
- Source of Data collection- primary data collected after interaction with participants and recordings done while conducting FGD
- Data analysis – Using Atlas ti software.

Selected Areas-



Focus Group Discussions (PLW)



Analysis & Findings

❖ Knowledge and importance of CBEs and experience of PLW at CBEs-

- Majority of the women knew about the community based events such as Godbharai and Annaprashan and most of them have also participated
- Liked the events and they were ecstatic that the events are organized in traditional ways
- Many of them have described the importance saying that these events are being organized for their well being.
- While only few were ignorant about these events (Rajasthan) and few did not know the importance also.
- *“Annaprashan is celebrated for children and think about the pleasure a lady feels when her Godbharai is celebrated here. Everyone wants to celebrate theirs as it is celebrated among all the people.” (Jhansi, U.P.)*
- *“Annaprashan is celebrated to provide information that child should be fed with complementary food only after 6 months, when child enters his 7th month.” (Dindori, M.P.)*



Out of total 12 FGDs conducted, in 2 districts, Kushinagar (Uttar Pradesh) and Garhwa (Jharkhand), it was told by PLW group that no such events are celebrated at the Anganwadis and no information regarding Nutrition or breastfeeding is given to them. They merely come at the AWCs to collect the THR (even that is very rare) and to get the immunization done.

- ➡ In a state, if events are celebrated at two other selected districts and not at one, so this matter should be intervened, as it is an altogether different study and there is a need to understand the gap. Appropriate steps should be taken by the ICDS authorities to fill this gap.

Type of activities attended by the PLW at CBEs

- During the discussion, it came out that they fondly remember the traditional activities
 - Most of the women told about the information given to them at the time of the event only after probing. It was same all across the 4 states.
 - “I was welcomed by ceremony of Aarti and they gave me channa, gud, and also a coconut was given. And photo was clicked.” (Kanpur, U.P.)
 - “They gave me coconut, tied Moli on my hand and applied tilak on my forehead. And they made me eat sweets. They provided information on what kind of food we should eat, like green vegetables, fruits, curd and milk.” (Barmer, Rajasthan)
- ❖ *main motive of celebration of events is not much clear to the PLW group*

Awareness about nutrition in pregnancy, changes incorporated and Challenges faced:

- Most of the women agreed that information shared in the events were quite helpful
- The group had almost 50%-50% division in terms of the women knowing about the insights earlier and those who heard it for the first time
- The women shared that they were told about what to eat (healthy food), when to eat and also about immunization
- They have made significant changes in their diet plan after attending the events.
- Most of the PLW did not face challenges in while changing the diet during pregnancy across Rajasthan and M.P.
- In U.P. (Kanpur), it was stated that MIL hinders in eating some kind of foods and In Jharkhand (Latehar), unavailability of required food is a challenge.
- **“Daily, the vegetables are not available due to the weather, we go to the market once a week and bring vegetables for the whole week, and we cannot eat fish and meat daily. But change and have potato rice or daal rice according to what is available.” (Latehar, Jharkhand)**

Awareness about breastfeeding practices from events, changes incorporated and Challenges faced

- The target group of women was quite aware about the best practices for exclusive breastfeeding for 6 months including advantages of COLOSTRUM, across all the 4 states except the 2 districts where no CBEs are organized
- PLW in Rajasthan and M.P. could provide much more refined details.
- Everyone had changed their way of breastfeeding unanimously, and found no difficulties doing that.
- On the contrary, it helped their children as they have now stopped vomiting and they are healthy.
- **“Earlier I used to feed my child while lying down, then AWW told me not to feed like this but to take the child in lap and then feed her. This may damage the ears and eyes of the child and child could not even breathe properly.” (Barmer, Rajasthan)**

Awareness about complementary feeding practices, Changes incorporated and Challenges faced

- During the discussion, it was clear that women were aware about what to feed the child once he is 6 months old and practices were incorporated by the mothers, except a rare one.
- They also mentioned about the importance of hygiene while feeding the child.
- PLW of M.P., U.P., and Rajasthan stated that their MILs intervene in giving food to child saying the child is much younger for food to be given.
- Apart from this in M.P. a tradition was there to do Annaprashan of a female child and male child at 4 and 5 months of age respectively
- **“My mother in law said that child is very small, don’t give him much food to eat instead breastfeed her. But my child eats more than having breast milk, so I told her to not to interfere as he is my child, I will make him eat what I want to.” (Dindori, M.P.)**

Family involvement and Perception of family members as per PLW group

- There was a mixed response across all the four states where these events are celebrated, some of the PLW were accompanied by family members majorly mother in law or sister in law however; there were few exceptions also in which male members also joined (4 cases)
- Many women replied that they came alone to AWC to attend the event.
- *“My father in law came and he felt good after coming here.” (Jodhpur, Rajasthan).*
- *“I came alone to attend the event of my God Bharai. No one accompanied me.” (Barmer, Rajasthan)*

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- Their family members highly value the knowledge from such events, and encourage to follow for healthy future, whereas in U.P. study found the PLW group facing challenges as they were a bit opposed by their mother in laws following these practices.
 - A Pregnant lady stated about perception of family members, *“people who are able to understand the importance of information given by AWW do change but those who don’t feel it as important do not follow and don’t let us do so.” (Latehar, Jharkhand)*, which shows that family members don’t support much for these practices.

Their likings about CBEs and suggestions given by PLW

- Many of them like the information they receive during the events, but the thing the most of women like is the traditional part of events, like the goodies given to them. It makes them feel special.
- About changes is that they want information given should be more and clearer. They want good quality goodies and celebration should be done on a larger scale.
- In Rajasthan it was stated that if there are 3 eligible participants for the events, then it should be celebrated for all, not for just one.
- In Uttar Pradesh they suggested events should be celebrated continuously, **have not been celebrated since 3 months**
- **The program should be improved and the way they are celebrated. (Jodhpur, Rajasthan).**



Recommendations

1. Steps should be taken to change the attitude and behavior of the people for attending the Community based events. (Along with refining the education).
 - Special attention should be given to ladies who are pregnant for the first time.
 - More focus should be on the states Uttar Pradesh and Jharkhand to bring the changes in equality.
2. The events should be pre-planned for a year or so, and happen continuously without any long break.
3. There is also an increasing need to managing the events in a professional manner.

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4. Special programs for Adolescent girls should be conducted under ISSNIP so that they could be educated for their future needs.
 5. There should be proper resources to educate the beneficiaries, like TV or projectors and videos and photographs should be shown, so that they could understand the things easily and can remember for longer duration.



THANK
YOU

