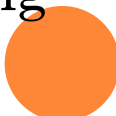


**ASSESSMENT OF HEALTH SEEKING
BEHAVIOR OF COMMUNITY IN RELATION
TO MATERNAL NEWBORN CHILD HEALTH &
NUTRITION (MNCHN), UNDER MHU
PROJECT IN SOUTH DISTRICT OF DELHI**

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BACKGROUND

- Save the Children-India, has set up a system of comprehensive healthcare delivery in urban slums of Delhi.
 - The project focus is on empowering by equipping community with health related awareness
 - Thus catalyzing community level actions to increase demand for quality healthcare services.
 - Two key components:
 - To catalyze community level actions for sensitizing people about the importance of health (specially maternal, child health ,nutrition and sanitation) services and behaviors
 - To meet the resultant demand for services in the select slum communities of Delhi, by providing services through Mobile Health Units
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PURPOSE OF THE STUDY

- Almost half of the mothers did not avail ANC services before the intervention.
- 82% women chose to deliver at homes.
- Need to generate evidences and assess the current health status of the population covered under project.
- Need to understand the overall improvement in the intervened area in relation to demand and awareness of MNCHN services.



RESEARCH QUESTIONS

- What is the current health seeking behavior of community in relation to MNCHN services in intervened slum clusters of South Delhi?
- What is the level of awareness in relation to High Risk Pregnancy among the community people living in intervened area?
- What is the level of awareness among the intervened community population about malnutrition and childhood illnesses?



OBJECTIVES

- To assess the health seeking behavior of community in relation to ANC, Breast feeding practices, Immunization and Childhood illnesses.
- To assess the level of awareness among the households about malnutrition and childhood illnesses
- To assess the level of awareness among the households about high risk pregnancy.



METHODOLOGY

- **Study Type:** Cross Sectional Descriptive
- **Study Area:** Intervened slums in South District of Delhi
- **Study Universe**
 - 10 intervened clusters in Okhla area of South District of Delhi
 - Each cluster was created under MHU project to target a population of 10,000.
 - Hence total 1 lakh beneficiaries comes under the project in South district



SAMPLING TECHNIQUE

- LOT Quality Assurance Sampling (LQAS) was used.
- LQAS is a random sampling methodology
- Involves taking a small random sample of intervened population and test the sampled cases for quality of services and intervention.
- A sample size of 19 provides an acceptable level of error for making management decisions; at least 92% of the time

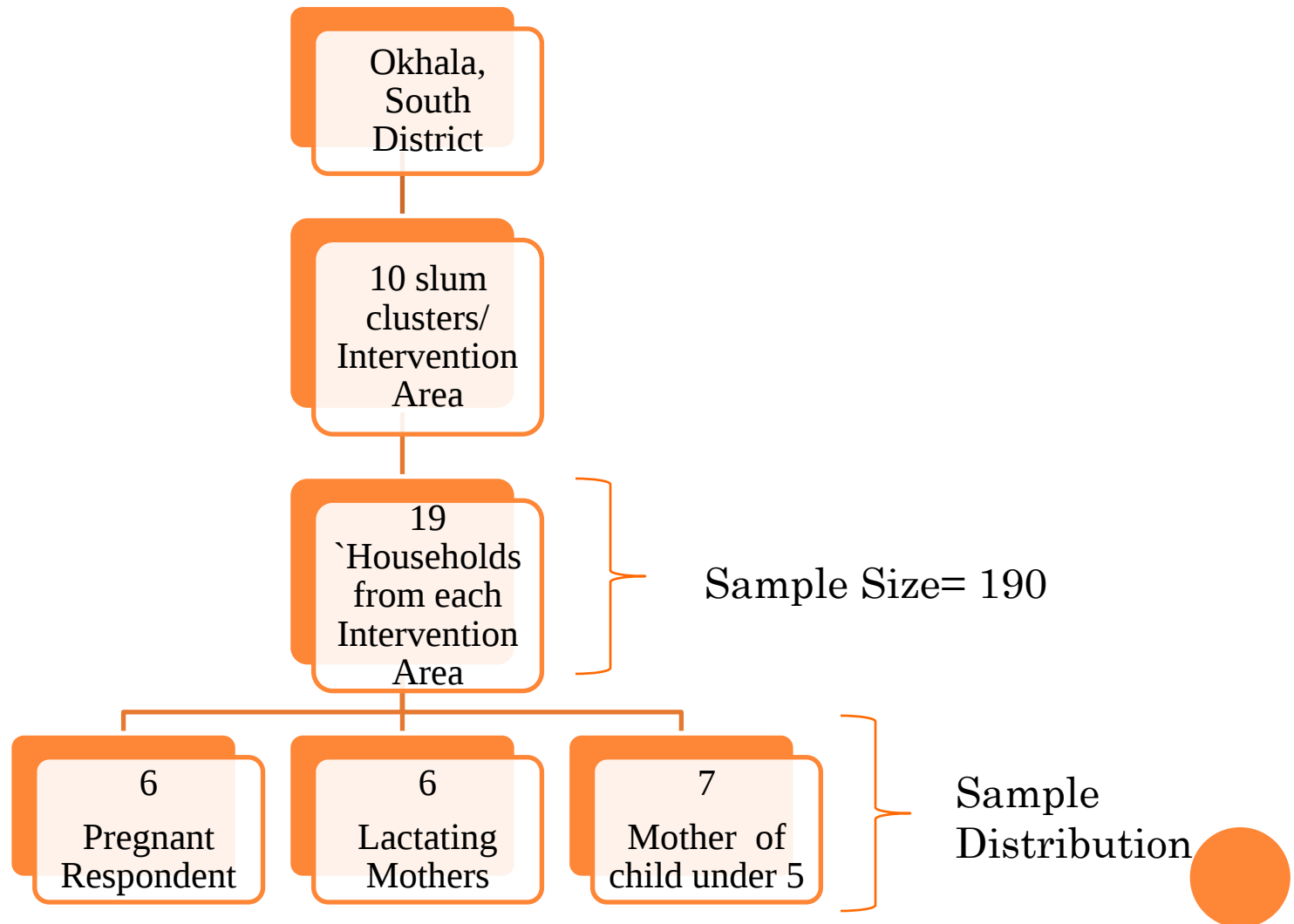


CONTD..

- It identifies whether a coverage benchmark has been reached or whether an SA is substantially below the average coverage of a program area
- Samples larger than 19 have practically the same statistical precision as 19. They do not result in better information, and they cost more.



SAMPLING DESIGN



CONTD..

- Date Type: Quantitative
- Data Collection Tool: Structured Questionnaire
- Pretesting of Questionnaire was done in non intervened area
- Data Analysis: SPSS



RESULTS

- Utilization of ANC Services: 88% were utilizing ANC services from different providers.

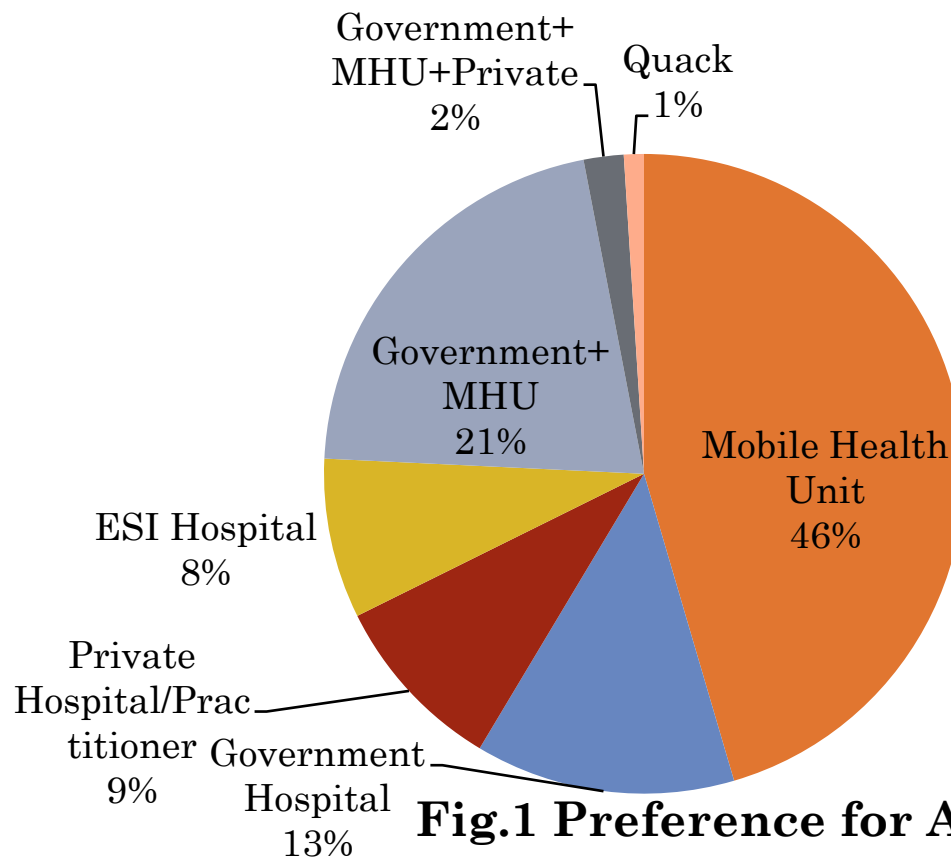
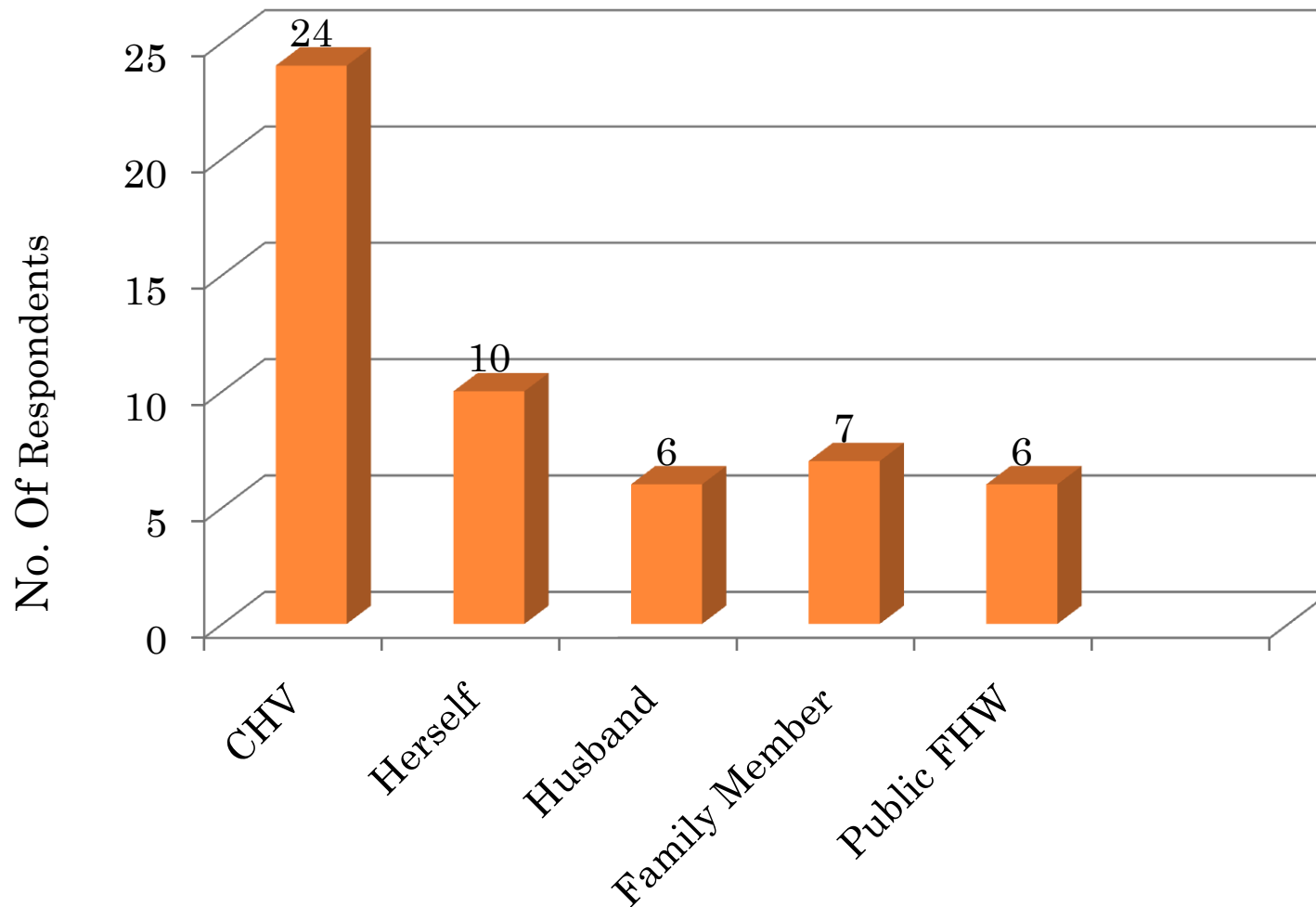


Fig.1 Preference for ANC Checkups

WHO ENCOURAGED FOR ANC CHECKUPS?



Source of Encouragement
Fig. 2. Distribution of Persons motivated for seeking ANC

RECEIVING IRON AND CALCIUM SUPPLEMENTS

- 80% were receiving supplements from different sources.
- However only 56% out of these were actually consuming IFA and calcium supplements.

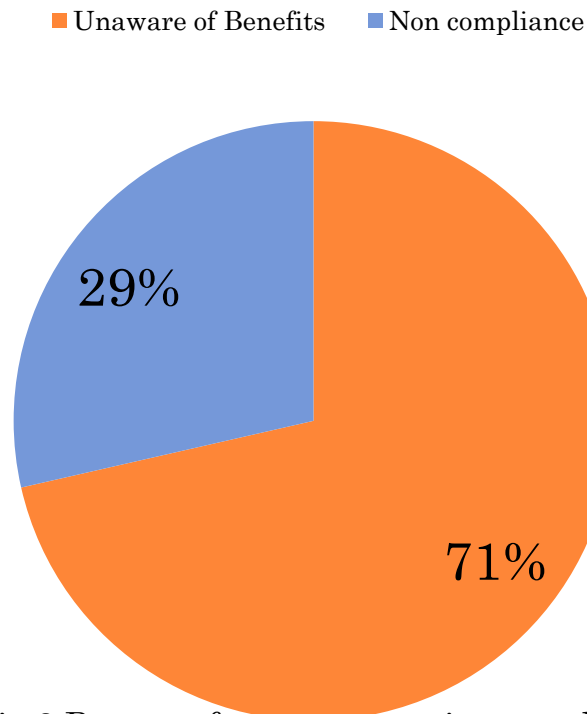


Fig.3 Reasons for not consuming supplements

AWARENESS ABOUT HIGH RISK PREGNANCY

- Only 30 % were aware about one or two reasons and none had a thorough awareness about High Risk Pregnancy.



Fig.4 Awareness about High Risk Pregnancy

PREFERRED PLACE FOR DELIVERY

- 33% of respondent preferred to deliver at home

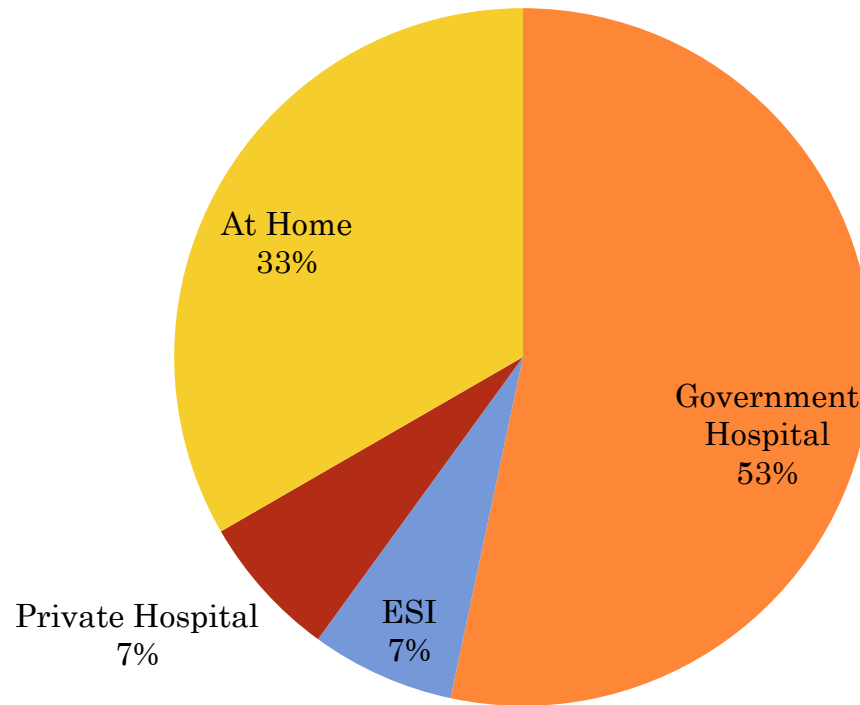


Fig.5 Proportion of preferred delivery place

REASONS FOR PREFERRING HOME DELIVERY

- Doctors and nurses rude behavior in Government Hospitals
- Convenient to deliver at home
- No complications so far therefore would deliver at home.



PRACTICE OF COLOSTRUMS FEEDING

- Out of 60 respondent 52 said they fed colostrums to the newborn i.e. 86.6%

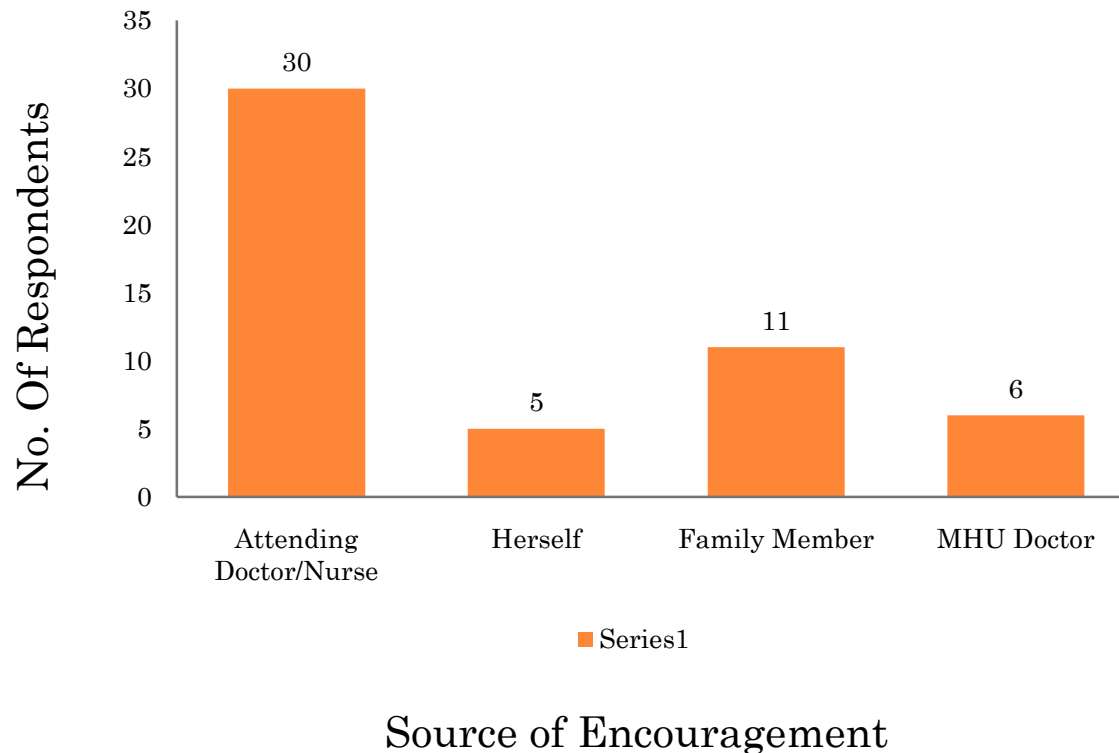


Fig6. People who encouraged to feed first milk

EXCLUSIVE BREAST FEEDING

- Only 57% lactating mothers said that they had or will exclusively breast fed/feed their child

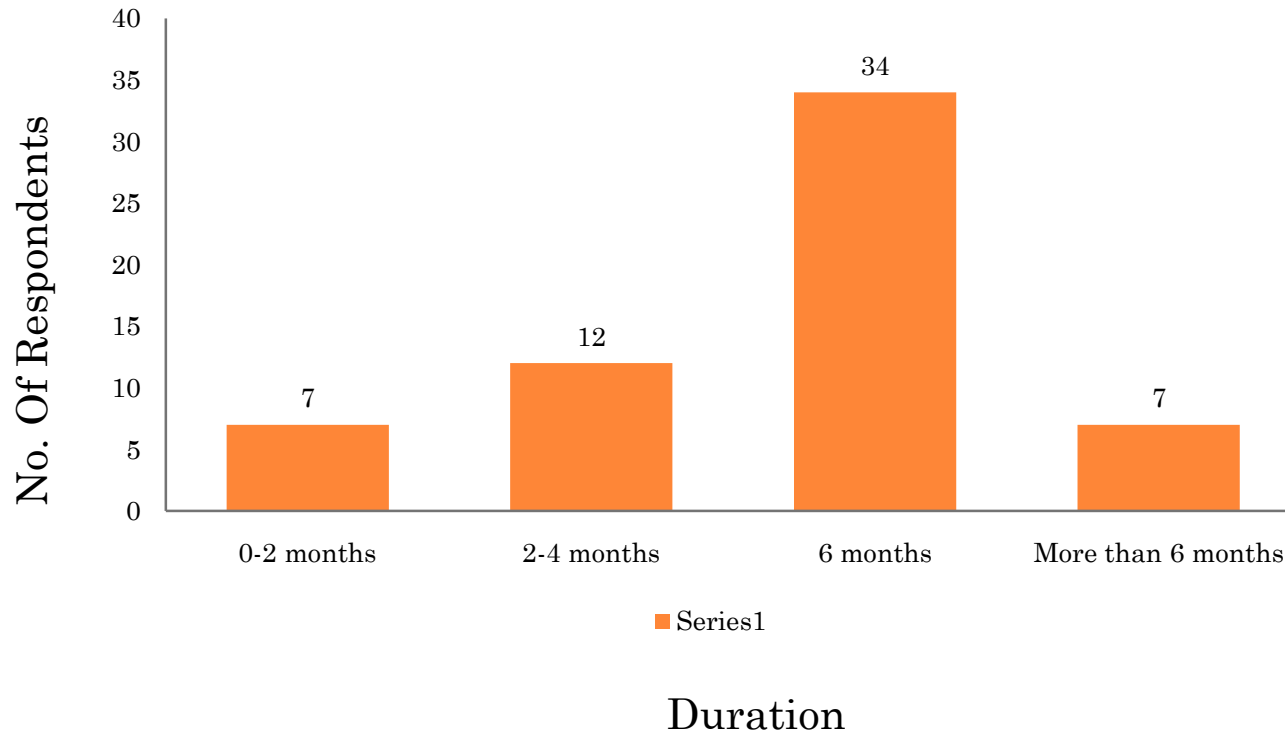


Fig.7 Practice of Exclusive Breast Feeding

IMMUNIZATION

- Ever Immunized= 87%
- Completely Immunized=80%

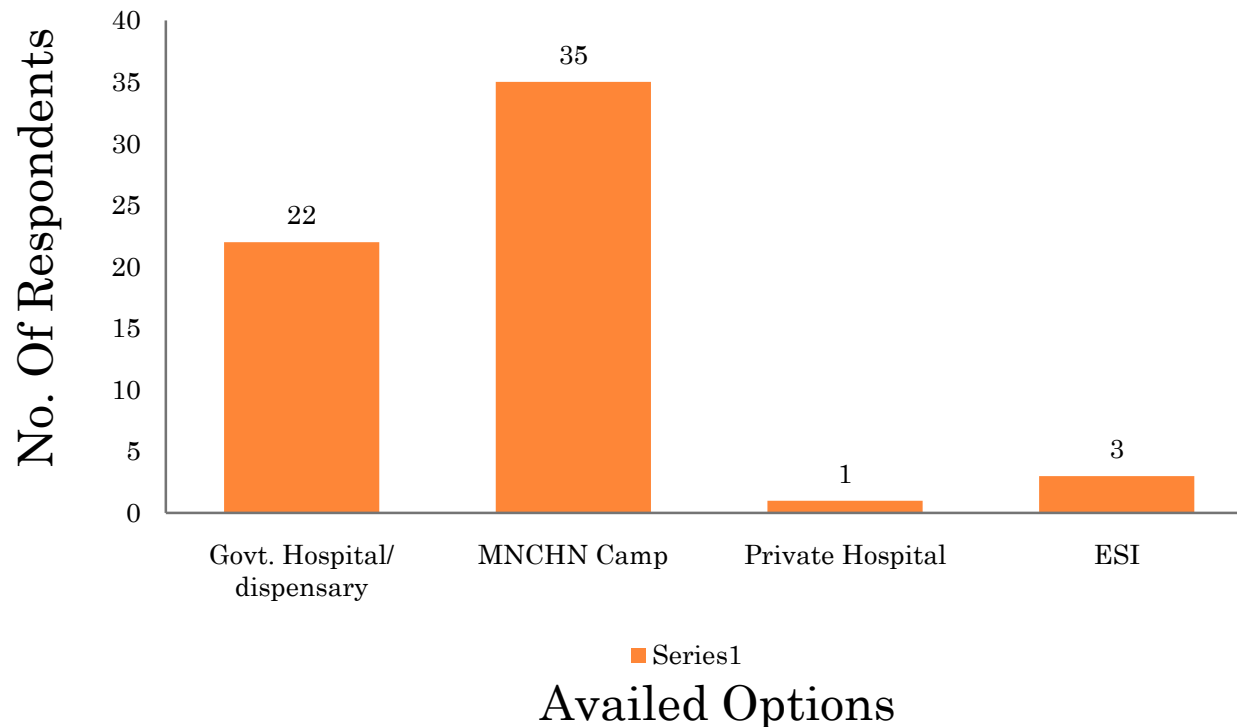


Fig. 8 Preferred place for immunization

MALNUTRITION

- Only 13% mothers of child under 5 found to be keeping track of their child weight and growth.
- CHVs are supposed to monitor the growth of children under 5 and provide counselling to mothers about malnutrition.
- Still any significant change has not been observed.



CHILDHOOD ILLNESSES

- Diarrhoea: 67% of sampled households reported recurrent occurrence of Diarrhoea

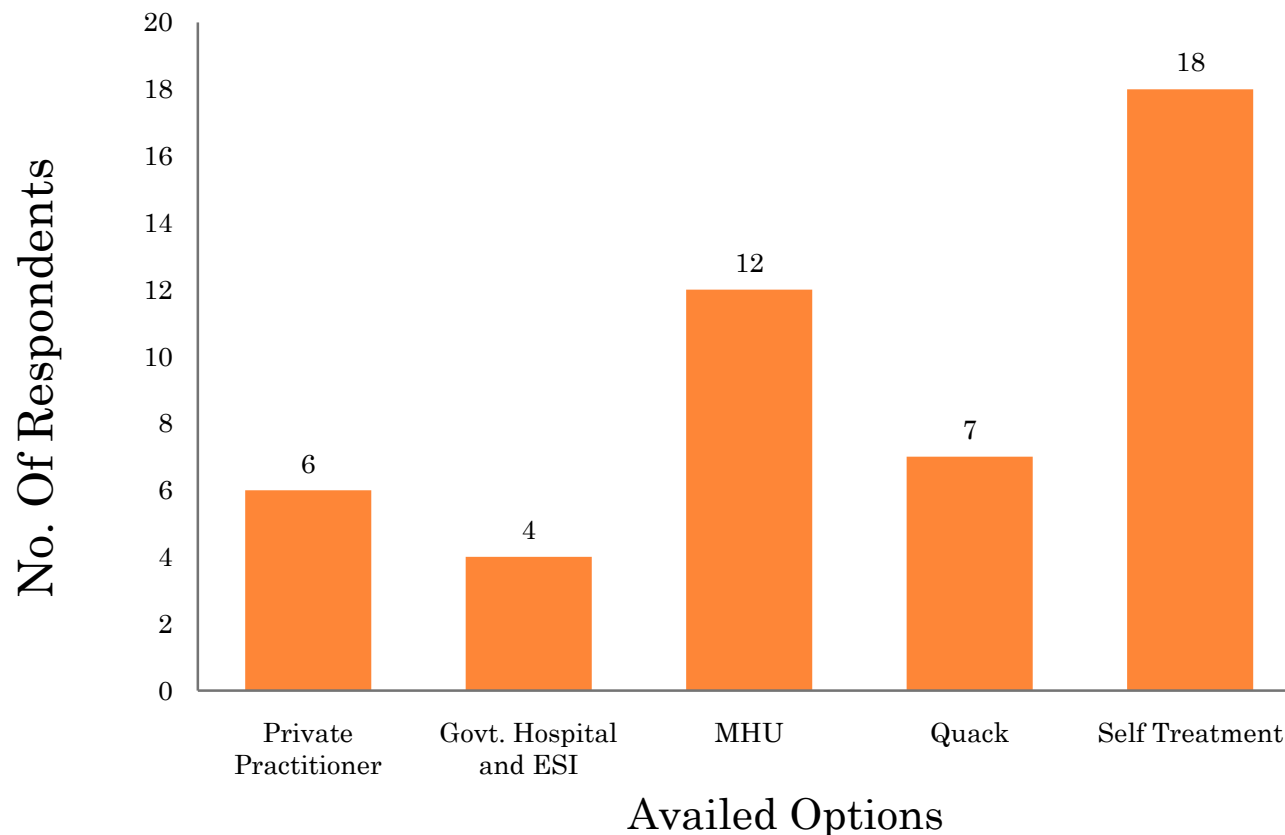
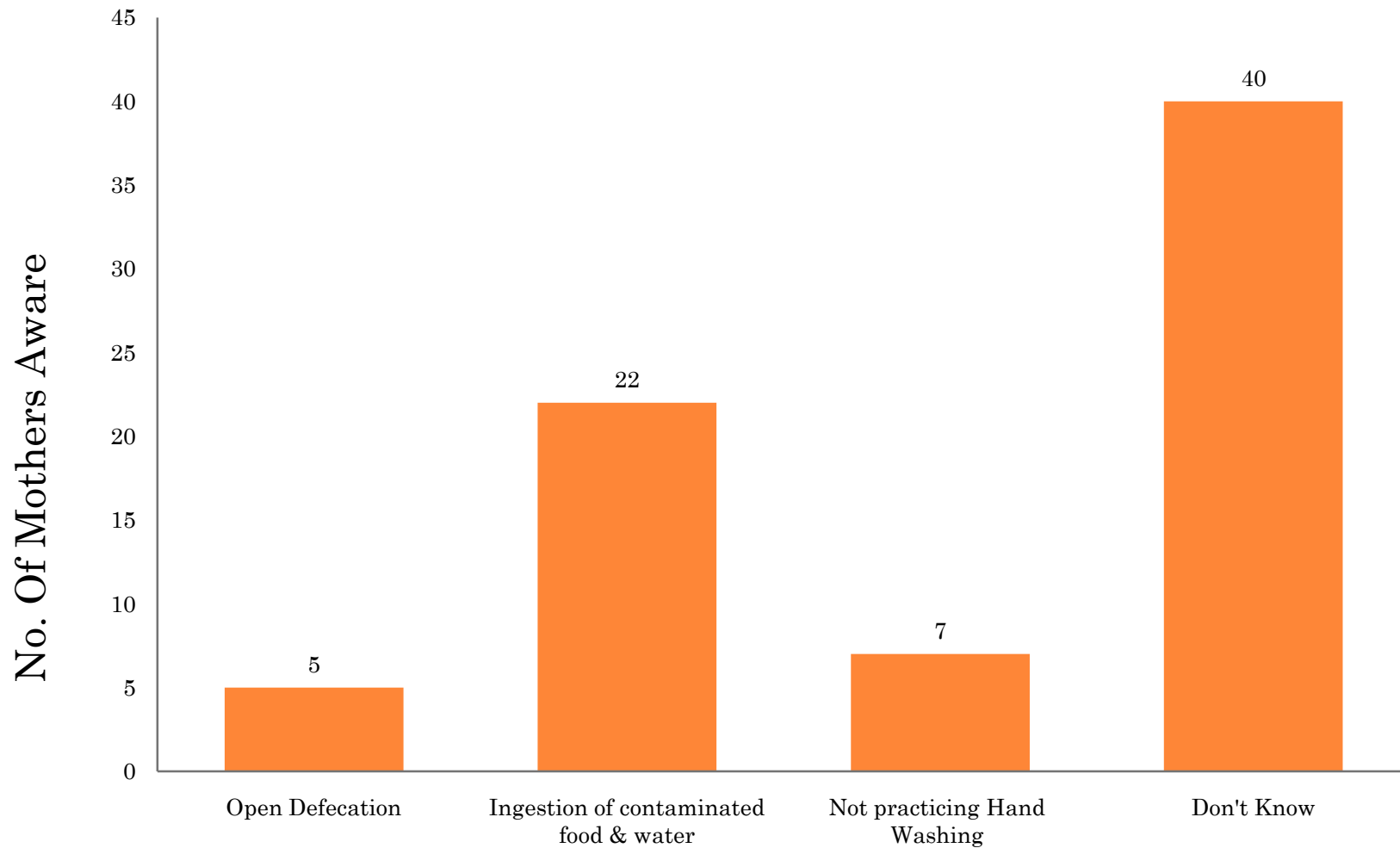


Fig. 10 Preferred place to seek Treatment for Diarrhoea

AWARENESS ABOUT THE CAUSES OF CHILDHOOD DIARRHOEA



Causes of Diarrhoea
Fig.11 Awareness about Diarrhoea

CONCLUSION`

- The utilization of ANC has increased to a remarkable level by meeting the demand with the aid of MHU. Therefore, it has brought a positive change in the health seeking behavior of the community. Further, there is a need to more sensitize the community about MNHCN practices and aware them about preventive health seeking behavior with the help of counseling session and community level groups.



THANK YOU!

