

Synopsis

(a) Introduction:

- Anaemia is a critical public health issue in India with rising prevalence across all age groups as per NFHS-5 data.
- Government interventions have been increased, yet the disease burden persists, highlighting the need for effective Behaviour Change Communication (BCC) strategies.
- The dissertation aims to assess and improve BCC strategies to address anaemia by identifying gaps in existing programs and determinants from NFHS-5 data.

(b) Review of Literature:

- Studies reveal significant methodological, demographic, and socio-economic factors influencing anaemia.
- Neogi et al. reviewed anaemia control programs, highlighting biases in survey techniques and haemoglobin determination.
- Saxena et al. identified high prevalence among men, especially in specific regions like Ladakh and Jammu & Kashmir.
- Singh et al. (2023) emphasized the role of maternal education, socio-economic factors, and anaemia status in children.
- Various governmental initiatives like NNACP, NIPI, and AMB aim to combat anaemia with comprehensive strategies.

(c) Theoretical/Conceptual Framework:

- BCC is an interactive process that creates tailored messages to promote positive behaviors and sustain appropriate conduct.
- Theories suggest BCC bridges the gap between knowledge and action, empowering individuals to make informed decisions about health behaviors.
- Successful BCC strategies from other health initiatives, like polio eradication and COVID-19 management, demonstrate its potential in reducing anaemia prevalence.

(d) Research Gap:

- Despite extensive programs, anaemia prevalence remains high, indicating gaps in current strategies.
- Lack of comprehensive analysis on the effectiveness of BCC interventions targeting anaemia.
- Need for targeted recommendations based on NFHS-5 data to address specific determinants of anaemia.

(e) Research Questions:

1. What are the key determinants of anaemia as revealed by NFHS-5 data?
2. How effective are the current BCC interventions in reducing anaemia prevalence?
3. What are the gaps in existing anaemia programs and potential solutions?
4. What BCC strategies can be recommended to address the identified determinants of anaemia?

(f) Research Objectives:

1. Assess and identify gaps in current anaemia programs in India.
2. Analyze NFHS-5 data to identify major factors contributing to anaemia.
3. Evaluate the efficacy of existing BCC interventions aimed at reducing anaemia.
4. Develop targeted BCC strategies based on NFHS-5 analysis to address specific determinants of anaemia.

(g) Methodology:

- **Mixed Methods Approach:** Combining quantitative analysis of NFHS-5 data and qualitative review of existing literature and programs.
- **Data Analysis:** Using NFHS-5 data to identify key determinants of anaemia, focusing on demographics, socio-economics, and health-related issues.
- **Literature Review:** Critical review of studies, reports, and publications on anaemia prevalence, determinants, and interventions.
- **Evaluation of BCC Interventions:** Assessing the effectiveness of current BCC strategies through qualitative analysis of program outcomes.

(h) Plan of Analysis:

- **Descriptive Statistics:** Summarizing NFHS-5 data to identify prevalence and key determinants of anaemia.
- **Thematic Analysis:** Reviewing qualitative data to evaluate BCC interventions and identify gaps.