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FORMATIVE RESEARCH TO DEVELOP BEHAVIOUR CHANGE INTERVENTION STRATEGY FOR DOUBLE FORTIFIED SALT IN SELECT TRIBAL DISTRICTS MADHYA PRADESH



RESEARCH OBJECTIVES

- To analyse available formative research, prioritise key behaviours related to DFS to help guide interventions for behaviour change.
- To understand existing communication interventions and available materials on DFS to improve the anaemia status and identify gaps and areas for improvement.
- To develop effective communication strategies that address barriers and utilise enabling factors to improve uptake of DFS
- To obtain inputs from key stakeholders for developing a robust communication campaign.

RESEARCH QUESTION

- What is the level of awareness on anaemia (causes, symptoms, adverse effects, prevention etc.) for women and children?
- What are the perceptions and attitudes related anemia, iodised and double fortified salt?
- What are the practices and services related to anaemia and iodised salt?
- What is the current access and purchase of the iodised salt?
- What are the Storage and distribution patterns for iodised salt through the PDS?
- What are the sources of information on Iodised salt and sources they consider credible?

METHODOLOGY

Various methods used for different objectives:-

Objective 1: Desk Review

Objective 2: Cross sectional study

Objective 3: Desk review and FGD

Objective 4: In depth Interview

Sample: 7-10, FGD done in selected tribal district in Madhya Pradesh

Study Setting: Alirajpur, Dhar, Khargone, Barwani

Study Tool & Techniques: Verbal Questions, DVR, FGD and IDI used to collect inputs from stakeholder and non- lactating women to prepare behaviour communication strategy

Population Study: Non- lactating women, Non- Pregnant(6 BPL & 6 APL), Warehouse Manager(1), Block Manager(1), District Officials(1) from selected tribal district of Madhya Pradesh which includes Dhar, Alirajpur, Khargone, Barwani.

Study Design: Qualitative in nature

STUDY DESIGN

The qualitative study was designed on ecological framework about awareness, perception, attitudes and current practices related to anaemia and consumption of iodised salt among women and households, while analysing the market accessibility and supply chain to influence demand for DFS

DATA ANALYSIS

- Data analysis was done by using ATLAS software version 1.0.50(282.)
- These involved multiple steps including transcription, organization, coding and interpretation of data
- PI and coordinator provided support to team during transcription of field notes.
- Organized the field notes and transcribed interviews by province and data collection method (IDI and FGD).

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FINDING OF THE STUDY

• Diet Patterns

Village having low access to water was found to consume less amount of vegetables, particularly if households are from BPL or low income group.

• Access to Media and Mobile

All study respondents stated having one or more than one mobile phone at household level.

• Purchase and Consumption of Salt

The awareness level was found much better among PDS owners, mostly were about goiter disease. PDS owner stated the reason of low awareness level is due to not enough efforts undertaken by government to address this issue

• Migration

The residents of District Alirajpur coherently stated migrating post Diwali for work and return before Holi to their respective villages. Similar pattern of migration was stated by district officials of Barwani.

• Prevalent Diseases and Awareness on Anemia

In spite of prevalent typhoid, malaria, diarrhea, itching disease of skin, fever, cough and cold among children, hardly anyone heard about the term anemia. All of the study respondents has heard about the deficiency of blood commonly known as 'khoon ki kami' occurs in individuals and especially in women as well as in children.

• Perception on Quality of Salt

Responses about the quality or goodness of salt was generally around PDS supplied salt or iodine based salt. Both are considered good. Few of the women in some village did responded the flow of salt, sourness of salt as indicators of quality.

In response to DFS sample, majority of the respondents found it more sour (teekha) than normal salt they consume whether it is PDS or local kirana salt.

• Current Supply Chain

Storage issues at PDS were highlighted during discussion due to non-availability of space or poor infrastructure which doesn't provide appropriate environment for the stocks to be maintained well.

The key issue cited by PDS owners were largely related to new system of POS implemented by government for bringing transparency in the distribution. POS machines in some of the districts had reached to shops while in some it is underway.

RECOMMENDATION

• Approaching Anemia Awareness for Promoting DFS

Building knowledge on anemia in selling DFS

• Promotion Based on Population Segmentation

BCC strategy has to be stratified based on population segments urban, semi-urban, illiterate and literate population accordingly

• Media Habits and Promotion

Mobile based innovative approaches can be designed for younger population., younger groups are more literate, has access to technology and use both print as well as electronic media

• Leveraging Community Workers

Sensitization of community health workers on DFS usage is required for ensuring

awareness of household members on the same.

• Using Local Entertainment Channels

Weekly markets are very popular across the villages and can be explored for spreading awareness

CONCLUSION

Lack of awareness and knowledge regarding DFS should be increase and a social marketing approach is required for the improvement of micronutrient status.