
Profiling Health Awareness and Available Facilities in Jharkhand, via the Jharkhand Mobile Vaani network

July 2013



Gram Vaani Community Media Pvt. Ltd.

1. Introduction

Jharkhand Mobile Vaani (JMV) has since the last one year emerged as a common platform for the people of Jharkhand to express their views, share their experiences and address their queries/questions/doubts on a myriad of issues they encounter on a day to day basis in their lives. In this capacity the callers and listeners of JMV have actively taken up issues pertaining to gaps in the service delivery systems of various government schemes, lack of awareness on social issues, better understanding of agricultural practices and others issues.

Grand Challenges Canada sponsored a health campaign, starting on 24th April 2013, a time when JMV was receiving a lot of items on Health services and accountability issues in Jharkhand. Every week listeners were invited to comment on a new topic related to public health facilities. During the first phase of four weeks, four topics were taken up for weekly discussions. Those topics were based on people's everyday experiences of health care, such as available health facilities at PHCs, Laboratory testing and Delivery facilities at Government Health Centers, availability of clean toilet and drinking water at PHCs, and distance of the nearest health center from the village, so that we could provide a platform to the JMV listeners to express their opinion on the present scenario of health care in Jharkhand. Callers left their opinion, life stories, experiences, and other essential information on this platform.

The second phase of the campaign started on 19th May 2013. Every week listeners were invited to comment on topics related to the availability of human resources in health facilities, and awareness of the people about specific health issues. The issues discussed in the second phase were derived from the discussions held in the first phase.

The third phase of the campaign started 1st July 2013. This time, listeners were invited to comment on the awareness of people about specific health issues.

The main objectives of the third stage of the campaign were:

1. Understand the scenario of Quality of Care in the Government Health Centres.
2. Increase awareness about seasonal diseases.
3. Build awareness about services provided for ante-natal care.

Stats related to the campaign:

Duration – 1st July to 31st July 2013

Programme duration on JMV: 2 hr slot weekly for 4 weeks

Number of items published – 65

Number of active contributors – 44

Number of users who heard these items – 805

Media partner – Panchayat Nama, Aaj Newspaper, Jharkhand Jagran, PNN7.

Districts from which callers participated – Dhanbad, Bokaro, Giridih, Hazaribagh, Godda, East-Singhbhum, Ranchi, Deoghar, Pakur, Latehar.

Other states from where callers participated: Gujarat, Rajasthan, Punjab, M.P.

2. Campaign process

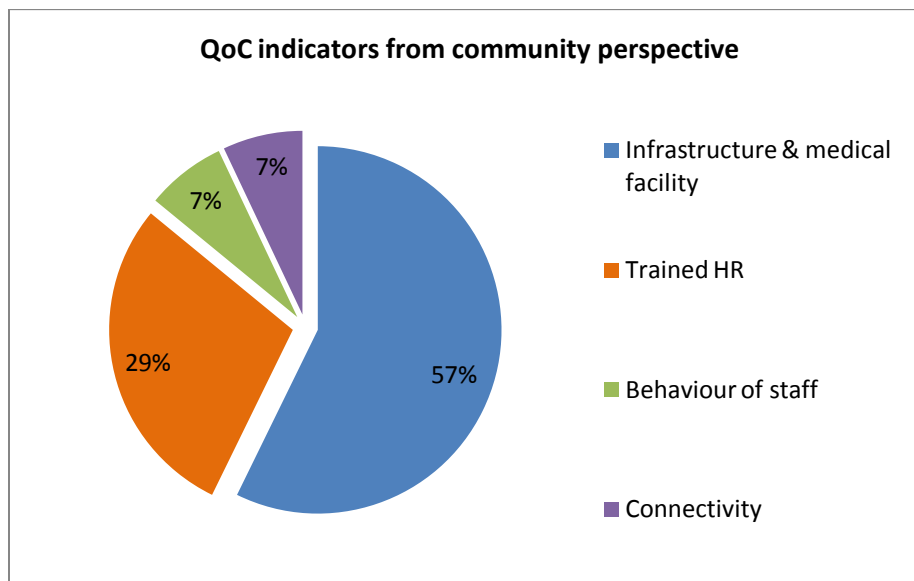
Four promotional messages to solicit content were prepared and played on a weekly basis. Listeners provided their opinion, concerns or feedback on the issues throughout the week, and all the items were played on a particular day of the week for two hours on JMV.

Week	Topic	Promo Content
1	Indicators of Quality of Care from the community perspective	Share opinion about the indicators that community will consider as quality of care
2	Facts related to Diarrhea	Share information about the symptoms of Diarrhea and how it spreads
3	Issues related to Malaria	Discuss about the symptoms of Malaria and also comment on the available Government health facilities in the area to treat Malaria
4	Ante natal care	Discuss about the facilities that a pregnant women is entitled for

The content from the listeners of JMV came in the form of information, opinion or as a form of life stories in response to the promo for the week.

3. Community Feedback and Major Findings

Indicators of Quality of Care from community perspective: The responses from the community during the last two phases revealed that there might be a gap between Government and community on the issue of QoC indicators. To understand the community's perspective a promo in week eleven invited listeners to discuss about their understanding of quality of care: 57 percent of the callers emphasized on infrastructure and medical facility, followed by 29 percent messages about trained human resource, and only 7 percent emphasized on good behavior of the staffs as well as better connectivity of the hospital.



No electricity backup available at Nawadih CHC:

Kailash Giri from nawadih, Bokaro called up to share that Nawadih CHC has no backup system and no facility for Sahiyas who arrives there with pregnant women. If any pregnant woman arrives there she has to spend the night in the dark. Apart from this, medicines like, vitamins, iron capsules are also not available there. This CHC is almost 13 KM away from Taranari, Paplo, Saranga and Narra panchayat and villagers are losing belief on this CHC as they don't get quality treatment there after spending around Rs. 40/- in transportation.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/52754/>

Infrastructure & medical facility

Caesarean delivery done only on Friday :

Janardan Mahto from Baghmara, Dhanbad reported that in his nearest health centre caesarean delivery done only on Friday due to lack of manpower. Though the wall writings about the available services are everywhere but it is not being followed there. According to him fast-aid facility, laboratory investigation, availability of life saving drug and adequate doctor and other trained staff should be the indicator for Quality of care.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/52750/>

Trained
HR

Poor connectivity of the health centre:

Pinku Kumar Mahto from Govindpur, Dhanbad called up to inform that their nearest health centre is situated in such an area where public commutation is not available. Moreover, four wheelers and three wheelers can't reach there. Only mode of commutation is two wheelers.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/47861/>

Connectivity

Patients deserve good behavior from hospital staffs

Syampad Das from Chandankyari, Bokaro called up to share that in Chandankyari PHC Doctors and other medical staffs attend the patients properly in the day time but at night from 9pm till 4am if any patients gets critical or any serious patient arrives, they treat them badly and fight with the other family members. He mentioned in his message that patients are entitled to get treated properly in the hospital.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/52739/>

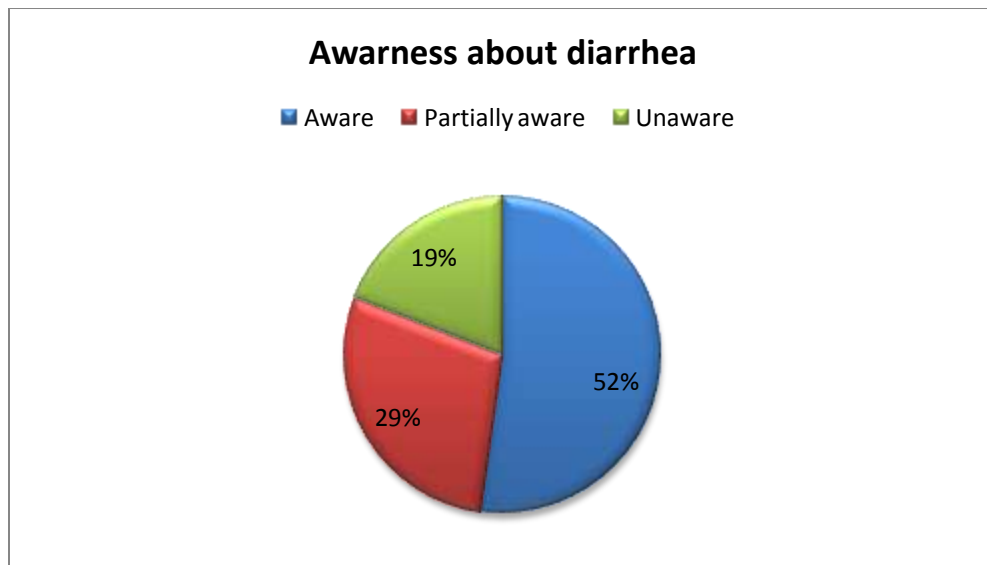
Good
behaviour

To create awareness about government standard of Quality of Care in the community, JMV took the initiative to take an advisory of Mr. Gurjeet Singh, an activist and health service expert who spoke about the standard quality of care indicators and the present scenario of QoC monitoring & evaluation process in government health centers.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/53440/>

Facts related to diarrhea: In the second week of the campaign we asked our listeners to share information about diseases that affect the village most, and 31 percent callers reported about Diarrhea. After seeing this huge number we wanted to probe into the details and identify the reason behind this. The promo of this week asked listeners to share information about symptoms of Diarrhea and if they know how this disease spreads. We found that the awareness level is just above 50 percent.

Only 52 percent of the people found to have proper knowledge about different facts related to Diarrhea followed by 29 percent who are partially aware and rest of the callers found unaware about this issue.



Insect bite causes Diarrhea

Ganesh Mahto from Baghmara, Dhanbad called up to inform that Diarrhea caused by mosquito and insects bite. To prevent Diarrhea people should keep their house and surroundings clean and drink lukewarm water.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/53435/>

Unaware

Body ache is the symptom of Diarrhea

Rupesh Patidar from Indore, MP called up to share his knowledge about Diarrhea symptom and he mentioned in his message that body ache, loose motion, nausea, cold and headache are the symptoms of Diarrhea.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/48598/>

Partially aware

Diarrhea spreads through contaminated water:

Anil Kumar Pandit from Godda called up to inform about the symptoms of Diarrhea. He mentioned about the vomiting and loose motion as the symptom of Diarrhea and informed that Diarrhea spreads through contaminated water and flies.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/53433/>

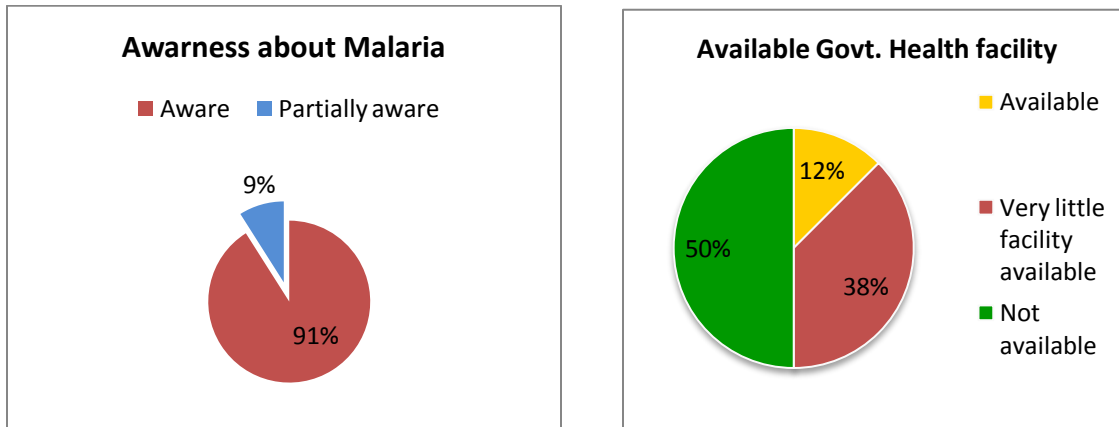
Aware

During this episode to create an awareness in the community, JMV took the initiative to take an advisory of a Physician; Doctor Ramesh Mahto, Doctor in-charge of Ramakunda Additional PHC who spoke about symptoms of Diarrhea and how it spread in human as well as what should be done to prevent Diarrhea.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/53427/>

Issues related to Malaria: In the previous report we observed that Malaria is the prime disease that affects most of the areas in Jharkhand. Probing into the issue the promo asked listeners to discuss about the symptoms of Malaria and simultaneously mention about available government health facility in the area.

Surprisingly a very high percentage of callers, as high as 91 percent from different districts of Jharkhand, were found be aware about the symptoms of Malaria. But among these 91 percent, almost 50 percent callers cited lack of government facility in the area to treat Malaria, followed by 38 percent who reported to have very little government facility available in their health centers.



Symptoms of Malaria:

Dashrath Mahto from Giridih called up to share information about symptoms of Malaria. He mentioned in his message that Malaria patients generally complains about high temperature, shivering, headache and nausea. This disease spread through female Anopheles mosquito. About health facility, he mentioned that neither the laboratory investigation facility available nor the doctor or medicine.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/49302/>

Facility unavailable

Lack of health facility in Porso:

Jaynandan Mahto from Porso, Pakur called up to inform that Malaria is spreading rapidly in the area but no medical facility available in the government hospital. Doctors are unavailable in the hospital to treat people. If someone gets a chance to meet the doctor then doctor investigate and write prescription and tell them to buy it from outside.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/54164/>

Facility unavailable

Treatment available only in District hospital:

Deepak Kumar Singh from Hazaribagh called up to inform about the symptom of Malaria as well as the health scenario of Hazaribagh district. He mentioned in his message that Malaria is very widely spread disease in Hazaribagh and people from villages travel to the city for treatment due to lack of facility in their nearest health centers. District hospital of Hazaribagh is also not well equipped to handle this rush.

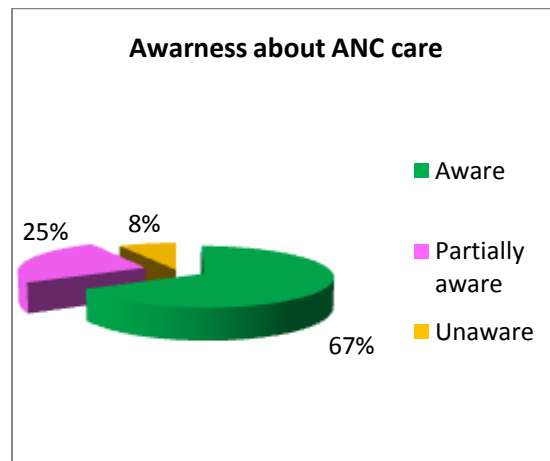
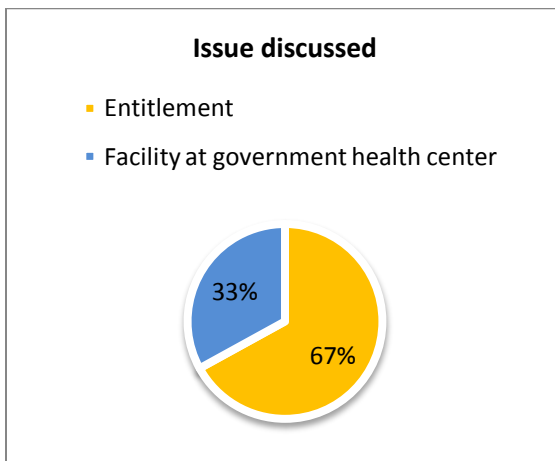
<http://voice.gramvaani.org/vapp/mnews/10/show/detail/49300/>

Facility partially available

JMV took the initiative to take an advisory of a physician on the symptoms of Malaria and what should be done if someone gets infected by Malaria as well as about prevention of Malaria.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/54175/>

Awareness about antenatal care entitlements: The promo of the fourteenth week invited listeners to discuss about women's entitlement during regular check-ups under antenatal care facility in the government health centers. Total 67 percent spoke about the entitlements followed by 33 percent messages about the facilities that are available/not available at the health centers. When probed into the awareness factor about the entitlement it is been found that 67 percent callers are aware about their entitlements, while 25 percent callers are partially aware about the same.



To create an awareness about ANC care among the people, JMV took the initiative to take an advisory of an expert who spoke about the entitlements of the pregnant women should get while visiting the hospital for checkups.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/54843/>

ANM working under poor condition to support villagers:

ANM Vaidehi from Lal bangle PHC of Dhanbad talked about their challenges in relation to availability of running water, cleanness, and lack of human resources to cater the needs of the pregnant women. Till now 19 delivery has been done here but no payments has been disbursed to any of the the beneficiaries under any scheme. The matter was brought to the knowledge of the senior officers but the same has not been addressed till date.

<http://voice.gramvaani.org/vapp/mnews/10/show/detail/54840/>

Poor facility

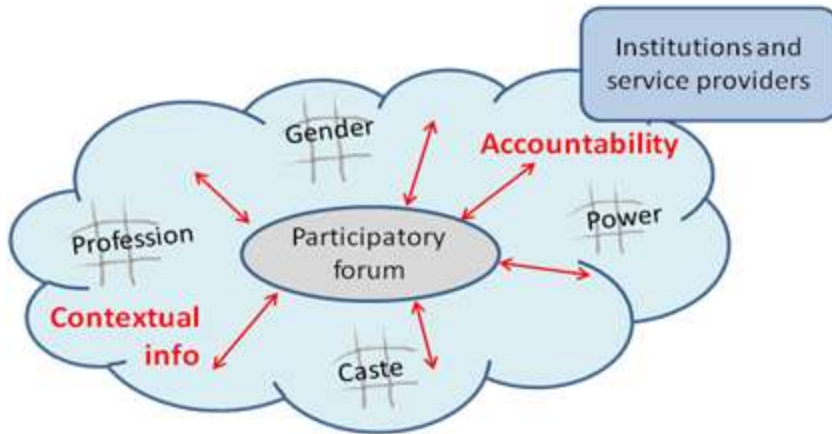
4. Media and partnerships

The campaign was covered in every detail by Panchayat Nama through its weekly Suno-Suno page, where the comments and experiences shared by the callers of JMR were featured along with their names and locations. Panchayat Nama also published our first report with analysis separately. PNN7 has published our first report with our case studies. Many of the reported experiences have been taken up by the field-level volunteers of JMR and are in the process of being followed up for effective service-delivery.

In the future, significant offline activity will also be conducted via partners, to hold FGDs, interviews of people from the field, and bring active partnership from organisations working on these issues. This will not only help collect more detailed information but also bring greater and more intensive outreach.

5. Theory of change: Bringing impact through community media

The figure below captures our theory of change of using participatory communication to enhance two community level dynamics, that is, access to **contextual information**, and sustained **accountability loops**, which leads to social change.



Jharkhand Mobile Radio aims to enable just these information and accountability loops

We know that rural communities are segmented based on caste and power dynamics, with some segments being more aware than others, and able to avail more services than others. This becomes a vicious cycle that we claim can be broken through equitable access to community media forums. These forums allow communities to share information which helps them learn from each other by hearing stories in their own context, and thus improve awareness of their rights and entitlements significantly more

than traditional forms of externally originated broadcast communication. This increased awareness helps create demand for services, which is transparently shared on the same forum and improves accountability by allowing communities to cite deficiencies and gaps in service delivery. This also helps generate critical data on service delivery that can be used by policy makers to understand problems and arrive at data-driven objective solutions.

6. About Gram Vaani

Gram Vaani [meaning 'voice of the village'] is a social technology company based at IIT-Delhi. We started in 2009 with the intent of reversing the flow of information, that is, to make it bottom-up instead of top-down. Using simple technologies and social context to design tools, we have been able to impact communities in significant ways - more than 2 million users in over 15 Indian States, Afghanistan, Pakistan, Namibia and South Africa. More interesting than this are the outcomes of what we have done: Thirty rural radio stations able to manage and share content over mobiles and the web, corrupt ration shop officials in Jharkhand arrested due to citizen complaints, Women Sarpanches in Uttar Pradesh sharing learnings and opinions, citizen monitoring of waste management in Delhi. Our work has won several awards:

- International Knight News Challenge, 2008
- National Level Manthan Award for technology for development, 2009
- Economic Times Powers of Ideas, 2010
- Profiled in the top-10 innovative companies of India by Fast Company, 2011
- mBillionth Award in the news and journalism category, 2012
- Canada Rising Stars in Health award, 2012
- Finalist in Ashoka Changemakers 2012 and Vodafone Mobiles for Good 2012 contests

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