

Table of Content

Title	Page No.
1. INTRODUCTION	1 – 78
1.1 Communication for Development.....	1
1.2 Paradigm Shift in Communication for Development.....	2
1.3 Behaviour Change and Communication	6
1.4 Health and Behaviour	8
1.5 Health Communication	9
1.6 Health Programmes in India.....	16
1.7 National Health Mission (NHM)	19
1.8 Gujarat State and its Health Mission	23
1.9 Major Initiatives under NHM	28
1.10 Information Education Communication (IEC), Behaviour Change Communication (BCC) and Community Process	29
1.11 Chhotaudepur District Profile	36
1.12 Workflow Management at District and Grassroot level	39
1.13 Research Questions	49
1.14 Justification of the Study	49
1.15 Justification of the study in Context to the Department of Extension and Communication	54
1.16 Justification for Selection of Locale of the Study	55
1.17 Justification of Samples of the Study	58
1.18 Objectives of the Study	70
1.19 Null Hypotheses of the Study	74
1.20 Assumptions of the Study	76
1.21 Delimitations of the Study	76
1.22 Explanation of Term	77
1.23 Operational Definitions	77
1.24 Limitations of the Study	78
2. REVIEW OF LITERATURE	79– 134
2.1 Healthcare workers and their awareness, knowledge, perceptions, role performance etc.	81
2.2 Health Communication used under Health Programmes/Activities	88
2.3 Information Education Communication/Behaviour Change Communication used under Health Programmes/Activities	99
2.4 Information Communication Technology, Mobiles and New Media used under Health Programmes/Activities	110

2.5 Information needs of Healthcare workers under Health Programmes/activities	118
2.6 Trend Analysis	124
2.7 Conclusion	133
3. METHODODLOGY	135-168
3.1 Feasibility Study	136
3.2 Selection of Area and Population	142
(A) Methodology for Survey	
3.3 Sampling Unit	142
3.4 Sampling Frame	143
3.5 Sample Size and Selection Techniques	143
3.6 Construction of the Survey Tool	143
3.7 Validity of the Survey Tool	147
3.8 Pre-testing of the Survey Tool	147
3.9 Procedure of Data Collection	148
3.10 Scoring and Categorisation of the Data	149
3.11 Plan of Statistical Analyses of the Data	159
(B) Methodology for Focus Group Discussions and an In-Depth Interview	
3.12 Sampling Unit	161
3.13 Sampling Frame	161
3.14 Sample Size and Selection Technique	161
3.15 Research Tools for FGDs and In-Depth Interview	162
3.16 Process of Conducting FGDs and In-Depth Interview	165
3.17 Content Analysis and Interpretation of the Data	167
3.18 Ethical Aspects of the Study	167
4. RESULTS & DISCUSSIONS	169-390
4.1 Profile of Health Facilities in Chhotaudepur District	174
4.2 Process of Health Communication Strategies under NHM in Chhotaudepur District	182
4.3 Profile of the ASHAs	191
4.4 Provision of Health Communication Strategies	218
4.5 Use of Health Communication Strategies	230
4.6 Perceived Benefits of Health Communication Strategies	285
4.7 Barriers related to Health Communication Strategies	303
4.8 Need of Additional Health Communication Strategies	332
5. SUMMARY, CONCLUSION AND RECOMMENDATIONS	391-451
5.1 Introduction and Justification of the Study	391
5.2 Objectives of the Study	402

5.3 Null Hypotheses of the Study	405
5.4 Assumptions of the Study	407
5.5 Delimitations of the Study	408
5.6 Explanation of Term and Operational Definitions	408
5.7 Limitations of the Study	409
5.8 Methodology	410
(A) Methodology for Survey	411
(B) Methodology for Focus Group Discussions and an In-Depth Interview...	425
5.9 Major Findings	428
5.10 Conclusion and Recommendations	444
Cited Literature	452
References	469
Appendices	
Appendix-1 Permission letter from Department of Health and Family Welfare, Government of Gujarat.....	471
Appendix-2 Permission letter from CDHO, Chhotaudepur District	472
Appendix-3 List of Validators	473
Appendix-4 Questionnaire for ASHAs	474
(A) English and (B) Gujarati	
Appendix-5 FGD Theme Guide for ASHAs	511
(A) English and (B) Gujarati	
Appendix-6 FGD Theme Guide for ASHA Facilitators and FHWs	515
(A) English and (B) Gujarati	
Appendix-7 In-Depth Interview Schedule for CDHO	519
(A) English and (B) Gujarati	
Appendix-8 Photographic Documentation	527
Appendix-9 URKUND Report	537
Appendix-10 Publications and Achievements	539
