

# A Study on the Effectiveness of Health Care Promotional Programmes by Central Government for Women in Rural Coimbatore

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## Abstract

Women are playing vital role in the developing world. They are the most valuable asset especially in India. In India many of the women are living in rural area. Nowadays rural women's are affected by lot of health issues. So the central government introduced many health care schemes. In this study we will discuss about the health issues of rural women and the government interventions to overcome these issues and the review of literatures. Based on the review of literature we find some findings and the recommendations to the central government to improve the promotional programs regarding rural women's health.

**Keywords-** Central Government Schemes, Health Issues, Promotional Programmes, Rural Women

## I. INTRODUCTION

In India there are around seven lakh villages and also half of the women population lives in village. Rural women's are the main labour force in our country but they aren't come under the main stream of developmental activities. In Hindu scriptures women are described as the embodiment of Shakti, the supreme power, but in practice they have been treated as weak and dependent. Many women are marginalized in society but really desire to improve their health and the health of their family members. They need proper health education about the female anatomy, female reproduction and sexual education, both the women and men. They need pre-natal care, birthing information and child care classes. They need vitamins, more nutritious foods, hygienic materials and medications for a variety of health issues. In rural India there is in need of basic services such as clean water and better sanitation. Lasting impact can be realized by working with the government on sanitation, health education and delivery systems.

### A. Background of the Study

India is a traditional country; here women are respected as Matrishakti. Health is a most important component of women's well-being. From the ancient, Indian women are facing many problems regarding their health. Health care access is very important for women as women's body changes throughout her life time, from child hood development to post menopause. They refuse medical services more often than men, especially during their reproductive years. Many women face huge social, economic, financial and cultured barriers to having lifelong with good health.

### B. Health issues of the women

Health is a most important factor of women's well-being. From ancient, Indian women are facing many problems regarding their health. A woman having many burdens, that burden may be reflected in the form of her poor health and living condition. Most of women do not get any health check-up during their illness because this is because women are always depending on family members for their treatment and the family member thinks that women's health care is not necessary and they ignore them. Nutrition plays a vital role in a women's overall health. But women are unable to eat nutritious food due to lack of financial conditions and gender discrimination. Women with poor health will be low productive in the developing world.

While women in India face many serious health concerns, there are five key issues:

- Reproductive health,
- Violence against women,
- Nutritional status,
- Unequal treatment of girls and boys,

- HIV/AIDS.

There are two types of diseases like communicable diseases and also non-communicable issues for the women.

*1) Communicable Diseases*

- Prenatal
- Maternal conditions and
- Nutritional deficiencies

*2) Non-Communicable Diseases*

- Cardiovascular diseases
- Diabetes mellitus
- Cancer
- Stroke and
- Chronic lung diseases

**C. Government Interventions**

India is a Democratic Republic country consisting of 28 States and 7 Union Territories (directly administered by the Central Government). To overcome the health issues and to protect the women from the diseases the government of India launched lot of health care schemes and promoting those schemes successfully. And also the central government introduces the National Rural Health Mission (NRHM).

**D. National Rural Health Mission**

The National Rural Health mission (NRHM) was launched by the Hon'ble Prime Minister on 12th April 2005, to provide accessible, affordable and quality health care to the rural population, especially the vulnerable groups.

**E. Initiatives under National Health Mission (NHM)**

Some of the major initiatives under National Health Mission (NHM) are as follows:

- Accredited Social Health Activists (ASHA)
- Rogi Kalyan Samiti (Patient Welfare Committee) / Hospital Management Society
- Untied Grants to Sub-Centres
- Health care contractors
- Janani Suraksha Yojana (JSY)
- National Mobile Medical Units (NMMUs)
- National Ambulance Services
- Rashtriya Bal Swasthya Karyakram (RBSK)
- Janani Shishu Suraksha Karyakram (JSSK)
- Mother and Child Health Wings (MCH Wings)
- Free Drugs and Free Diagnostic Service
- District Hospital and Knowledge Centre (DHKC)
- National Iron+ Initiative

**F. Health Care in India**

The public health system in India has three main links

<i>National level</i> <i>Ministry of Health and Family Welfare</i>	
<i>State level</i> <i>Department of health family welfare</i>	
<i>Districts</i> <i>District Hospital</i>	
<i>Rural areas</i> 1) <i>Community Health Care Centre</i> 2) <i>Primary Health Care</i> 3) <i>Sub Centre</i> 4) <i>Village Health Guides &amp; Trained Dias</i>	<i>Urban areas</i> 1) <i>Hospital.</i> 2) <i>Dispensary.</i>

## II. NEED OF THE STUDY

This study is used to identify the power of the women and their strength and their health issues. After identified the health issues this study is useful for identify the government interventions to overcome the problem of the rural women. And also this study is very essential to know about the health care schemes of the government of India and also the promotional activities. Finally this study is very useful to get aware of the previous studies about the promotional programmes for health care schemes of the government of India for the rural women.

### A. Objectives of the Study

- To find out the awareness levels of the public about the promotional programmes.
- To study the impact of promotional campaigns of central government under the health care schemes for women.
- To assess the relative importance and efficacy on different media used in campaigns.
- To identify the right promotional mix that can enhance the promotional programme for a better reach.
- To recommend the appropriate authorities about the impact of findings and further improvement on the promotional programmes.

## III. REVIEW OF LITERATURES

Nithya A, Senthilkumar S (2014) studied about An Overview of Effect of Advertisement on FMCG (Fast Moving Consumer Goods) with Special Reference to Multinational Products in Selected Asian Countries. This study is to promote sales through advertisement and to reduce the competition through effective advertisement. This study helps to know about the customers' expectation towards FMCG ad and also to know about FMCG's advertisement effectiveness whether the ad persuades the people to purchase the product.

Kranti Suresh Vora, Sandul Yasobant, Dileep Mavalankar (2014) studied about the Predictors of Availing Maternal Health Schemes: A community based study in Gujarat, India. The analysis indicates socioeconomic variables such as caste, maternal variables such as education and health system variables such as use of government facility are important predictors of maternal health scheme utilization. This study indicates the need to examine all levels of predictors for utilizing government health schemes to maximize the benefit for underserved populations such as poor rural mothers.

Goyal, Ashish (2014) studied about the Tobacco epidemics: Effect of marketing bans and awareness programs on its spread. In this paper, a non-linear mathematical model has been proposed and analyzed to study the effects of media and awareness programs on the spread of tobacco epidemics. The model analysis shows that the spread of tobacco epidemics can be controlled by conducting awareness programs by media but tobacco epidemics remains endemic due to immigration and birth. The simulation analysis of the model is also carried out to confirm the analytical results.

Mesfin Awoke Bekalu and Steven Eggermont (2014) studied about the Media use and HIV/AIDS knowledge: a knowledge gap perspective. This study examined the relationship between HIV/AIDS-related mass media use and HIV/AIDS-related knowledge among urban and rural residents of north western Ethiopia. The author conclude that Current mass media information campaigns, which are often prepared and broadcast from urban centres, may not only fail to improve the HIV/AIDS knowledge of the rural populace but also put rural populations at a disadvantage relative to their urban counterparts. Communication interventions informed by socioecological models might be helpful to redress and/or narrow the widening knowledge gap between urban and rural residents.

Joseph, Sebastian (2013) studied about the Government revives 'bigger' and 'cleverer' Stoptober anti-smoking push. This article discusses the anti-smoking campaign by the Department of Health (DoH) in Great Britain from October 1 to 29, 2013. The campaign is a follow-up of the successful Stoptober which encouraged 160,000 people to stop smoking for 28 days. It was created by DoH's Public Health England and supported by the Army in which digital outdoor advertisement and revamped Stoptober mobile application (app) will be introduced.

Oladapo, O. Salako, L. Sadiq, L. Soyinka, K, et al (2013) studied about the Knowledge of Hypertension and other Risk Factors for Heart Disease among Rural South western Nigerian Population. This study assessed the level of awareness, basic knowledge and management of hypertension and cardio vascular (CV) risk factors among people living in rural south western Nigeria. In this study, the author suggest that There is an urgent need to design and implement culturally appropriate public awareness, health educational and health promotional programmes about CV risk factors and CVD for this community which can be adapted for other rural population in the country.

Susan Thomas (2012) studied about the Affordable Mobile technology towards Preventive Health care: Rural India. Mobile phone usage has increased globally. These devices are commonly used by the community and are affordable to all segments, especially the rural population. Innovative mobile health technology with public-private partnership can sensitize customers on various health products and services by mobile apps or text messages. Empowered by many preventive health care programs, the m- health text message technology becomes a potential powerful tool for behavior change as it is widely available and inexpensive. By improving the health-care seeking behavior and treatment compliance, the efficiency of treatment could increase thus reducing the costs to health plans. This paper discusses the implication of mobile phone messaging to improve the process of health care delivery and health service.

Bhuputra Panda, et al (2012) studied about the Public Health Nutrition Programmes in Odisha. Under nutrition is a global issue. India ranks second in world of the number of children suffering from malnutrition. This paper analyzes the existing public health nutrition interventions in the State using the conceptual framework of UNICEF and provides future directives for generating evidences towards setting programme and policy objectives.

Darling, John R, Bergiel, Blaise J (2011) studied about Health Care Advertising: A Comparative Analysis. This article focuses on the changes that occurred from 1976 to 1981 in attitudes of health care professionals toward advertisements in general, advertising of fees, advertising of services, and the effect of advertisement on various public issues. As noted in the article, these attitudes did change significantly during this period of time.

Barlow, Jane, under down, Angela, et al (2009) studied about the maternal mental health and attachment difficulties: promotional interviewing. In this study the authors' suggested modifications of a maternal mental health protocol, in adherence to the revised Healthy Child programme (HCP). It notes the HCP recommendation which stresses that promotional interviewing is a research-based collaborative method to support and screen women. It adds that the promotional consultation can be changed to include the use of wholly questions and other standardized tools. This study also commends that listening visits should be provided before birth.

Lahariya, Chandrakant, Khandekar, Jyoti (2007) studied about the national family health survey-3 (NFHS-3) reports of declining fertility rate while increasing prevalence of anemia in women and children, since NFHS-2 in 1998-99. A review of the findings of NFHS surveys, the current government policies and programs targeted upon the improving of health status of women and children in India and of the published scientific literature was conducted. The authors argue that although the NFHS is a useful exercise, in the wake of decentralized planning, the country needs more detailed data focusing on the districts. Synchronization of the ICDS and national rural health mission (NRHM), along with entrusting the responsibility of conducting NFHS to the planning commission, is the other possible solution to tackle the problems of rising anemia and malnutrition in the country.

Nutbeam D (1997) Promoting health and preventing disease: an international perspective on youth health promotion. Analysis of different strategies for youth health promotion from different countries, including education, public policies, laws, and regulations that protect young people from exploitation and physical harm, and enhance their capacity to make healthy lifestyle choices. Results of this study are access to education and the promotion of basic literacy are, in their own right, important public health goals. Conclusion of this study is Health promotion is inherently political. Health professionals have to find ways to become more effective political advocates for young people. This should be reflected in the education of health professionals and educators, and in the work of agencies and professional associations.

According to Nandi, Arindam, Laxminarayan, Ramanan (2016), Parul Sharma, Jayanti Semwal, Surekha Kishore (2011), et al this study explores some unintended consequences of Janani Shuraksha Yojana (JSY). Using data from two large household surveys, they examine a policy variation that exploits the differential incentive structure under JSY across states and population subgroups. They find that JSY may have resulted in a 2.5-3.5 percentage point rise in the probability of childbirth or pregnancy over a 3-year period in states already experiencing high population growth. The second author Concludes the JSY utilization was found to be low in rural areas i.e. 38.7% .Thus, IEC activities should be strengthened and ASHA's work should be properly monitored.

According to Subramanian, Mathangi (2015), Madhavi, H, Singh, H. K, Bendigiri, N. D (2011), Shashidhar, R, Maiya, Parampalli, Ramakrishna (2012), Tripathy, S. K. (1996), Kanango, S. D. (1996) et al, the effective implementation of ICDS (Integrated Child Development Services) Programme would help in lessening the burden of poor parents for child grooming and in 30 building a healthy foundation for all pre-school children, in terms of better health care, nutrition and education. Health and nutrition education should form major components of educational programmes of illiterate women. The author also says that collaboration between ICDS (Integrated Child Development Services) programme and the Voluntary Social Service Organization has shown positive results. To improve quality of ICDS scheme one needs to strengthen the 'Information, Education and Communication' (IEC) activities. Broadening the purpose of play leads to more accurate evaluations of the quality of services provision in contexts of anganwadis, where early childhood education programs may be falsely judged as poorly run because they do not conform to standards based on inappropriate, de contextualized notions of play's form and function.

Suh, Hae Sun, Lee, Donghyun, et al (2011), Parker, R. Stephen, Pettijohn, Charles E (2014), et al, concluded that consumers in South Korea generally have positive attitudes toward Direct-To-Consumer Advertisement (DTCA). However, most of the respondents wanted a prior examination system of DTCA content to ensure that the information conveyed to them via DTCA was trustworthy. Policy-makers should be cautious and well-prepared if they decide to introduce DTCA in Korea. The second author designed this study to evaluate issues that relate to the promotional strategies of the pharmaceutical industry. Specifically, this study evaluates the sales representative's perceptions of three critical aspects of pharmaceutical drug promotions: direct-to-consumer advertising, the ethics of salesperson promotional activities, and the influence that these promotional activities have on the physician's prescriptive behaviors. The results indicate that the sales representatives have rather pronounced perceptions of the legitimacy, effectiveness, and efficiency of the alternative promotional strategies found in the pharmaceutical industry.

Bonu S, Rani M, Baker TD (2003), Olumuyiwa O Odusanya, Ewan F Alufohai (2008), SveaClosser, Kelly Cox et al (2014), Ambe JP, Omotara BA, Mandu Baba M (2001), et al concluded that moderate success of the polio campaign in reducing social inequities in polio coverage may offer valuable insights into the routine health systems for addressing persistent social inequities in access to health care. And also the second author concludes Completeness of vaccination was significantly

correlated with knowledge of mothers on immunization and adequate attention should be given to this if high coverage levels are to be sustained. Third author conclude that Polio eradication activities can provide support for RI and PHC, but many opportunities to do so remain missed. Increased commitment to scaling up best practices could lead to significant positive impacts. The last author indicates an unfavorable attitude and practice by mothers in relation to measles and measles vaccination. There is the need for an intensive health education campaign to improve this state of affairs and to reduce the morbidity and mortality from measles.

#### **IV. FINDINGS**

- Government of India launched many health care schemes especially for women to overcome their health needs.
- Lack of awareness about the government health care schemes among rural women.
- Health care campaigns are very useful to the rural women to get the knowledge about the health care schemes.
- Government of India launched National Rural health mission (NRHM) to promote their health care schemes to the public.
- Government health care schemes are very useful to overcome their health problems to the rural women.
- The m- text message technology becomes a potential powerful tool for improve to promote the health care programmes and health care schemes.
- From the reviews we find the public health issues for people from diverse backgrounds living in different regions.

#### **V. SUGGESTIONS**

- Government should improve the level of awareness about the health care schemes to the rural women.
- Government should conduct more health care camps in rural areas especially for rural women.
- Government should advertise more in TV, Radio and newspaper about the health care camps.
- Government should provide more number of quality female doctors and health care advisors to rural areas.
- Government should also tie up with private hospitals to promote health care schemes to the public in rural.
- Government should provide first aid center in every village.
- Government of India should implement the mobile application for promote the health care programmes.

#### **VI. CONCLUSION**

In this study we conclude that women's are the most appropriate valuable asset of the world. So we have to protect them from the health barriers. To meet the health needs the government launched many health care schemes especially for the women. Urban women's are getting more facilities to protect them from the health problems. So the government should focus more on women in rural areas. This study is very useful to the government to promote health care schemes to the public more effectively and efficiently. In this study we studied about the basic health issues and the government interventions to meet the health problems and the introduction about National Rural Health Mission and the national and international review of literature for the relevant study. And we find some findings based on the review of literature and we suggest some recommendations to the central government based on the above findings. This paper is very useful for our future empirical study.

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