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IMPACT ASSESSMENT OF

FOLK CAMPAIGN ON

DIARRHOEA MANAGEMENT,

ORS, AND WATSAN

Prepared by

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DIPS COMMUNICATION CENTRE
BHUBANESWAR

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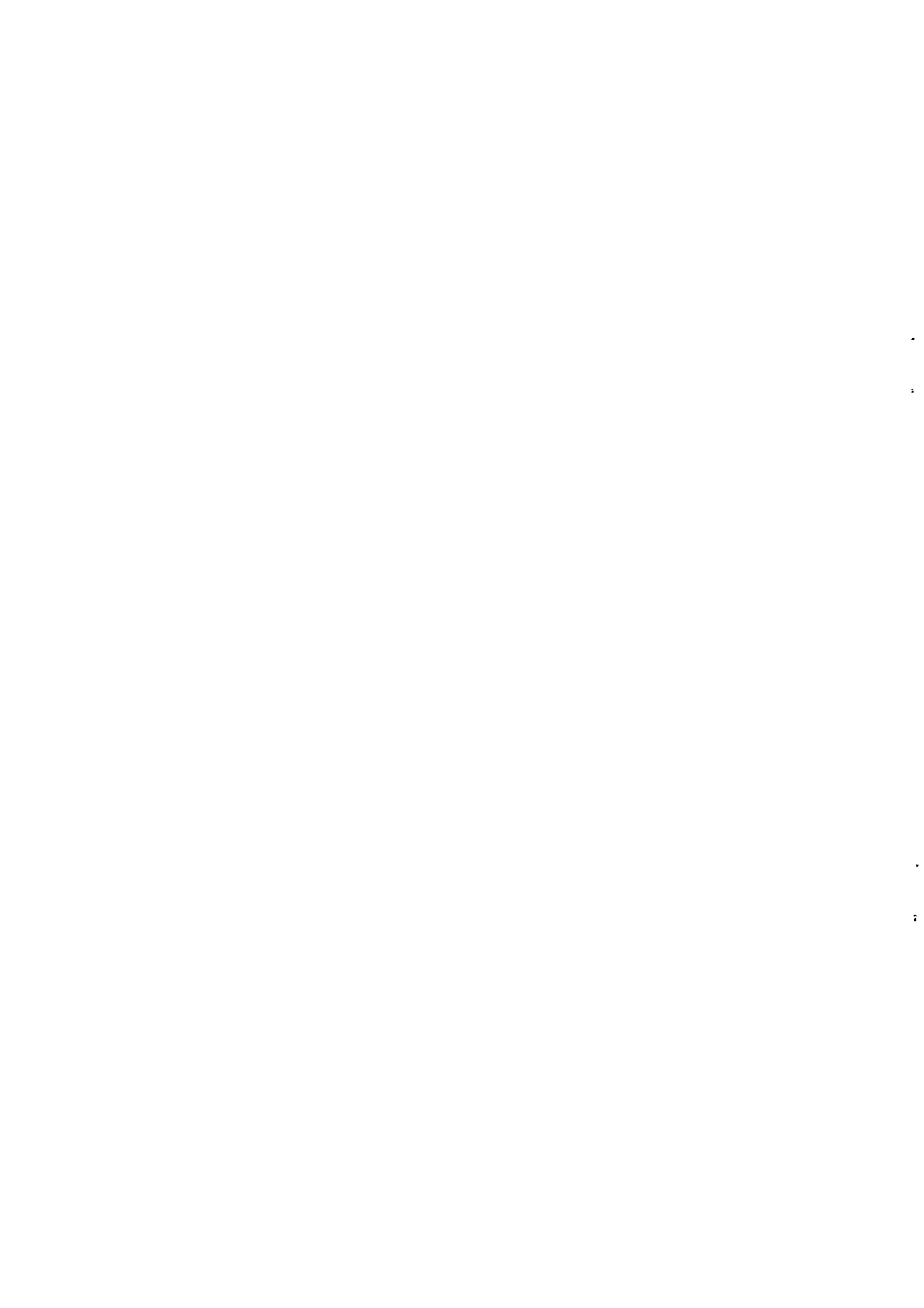
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INTRODUCTION

UNICEF supported folk campaign in respect of diarrhoea management, ORS, and WATSAN, with the objective of making people increasingly aware about safe drinking water, good sanitary habits, diarrhoea management with ORS and so on. In some places NGOs were engaged to stage street theatre; and in most places the Song and Drama Division of Ministry of I & B, Govt. of India was entrusted to deploy traditional folk troupes. After a thorough training in a workshop all the troupes set out to perform in villages between 7th and 20th of August 1994. For smooth field operations, CDMOs of respective districts were instructed by the Health and FW Department of Govt. of Orissa to coordinate.

This was a period when most part of Orissa was under flood; there was continuous rain deterring movement of the troupes and staging of performances. However, it was thought worthwhile to evaluate the process, and more precisely to study the impact. DIPS Communication Centre was assigned by UNICEF to plan and contact the evaluation.

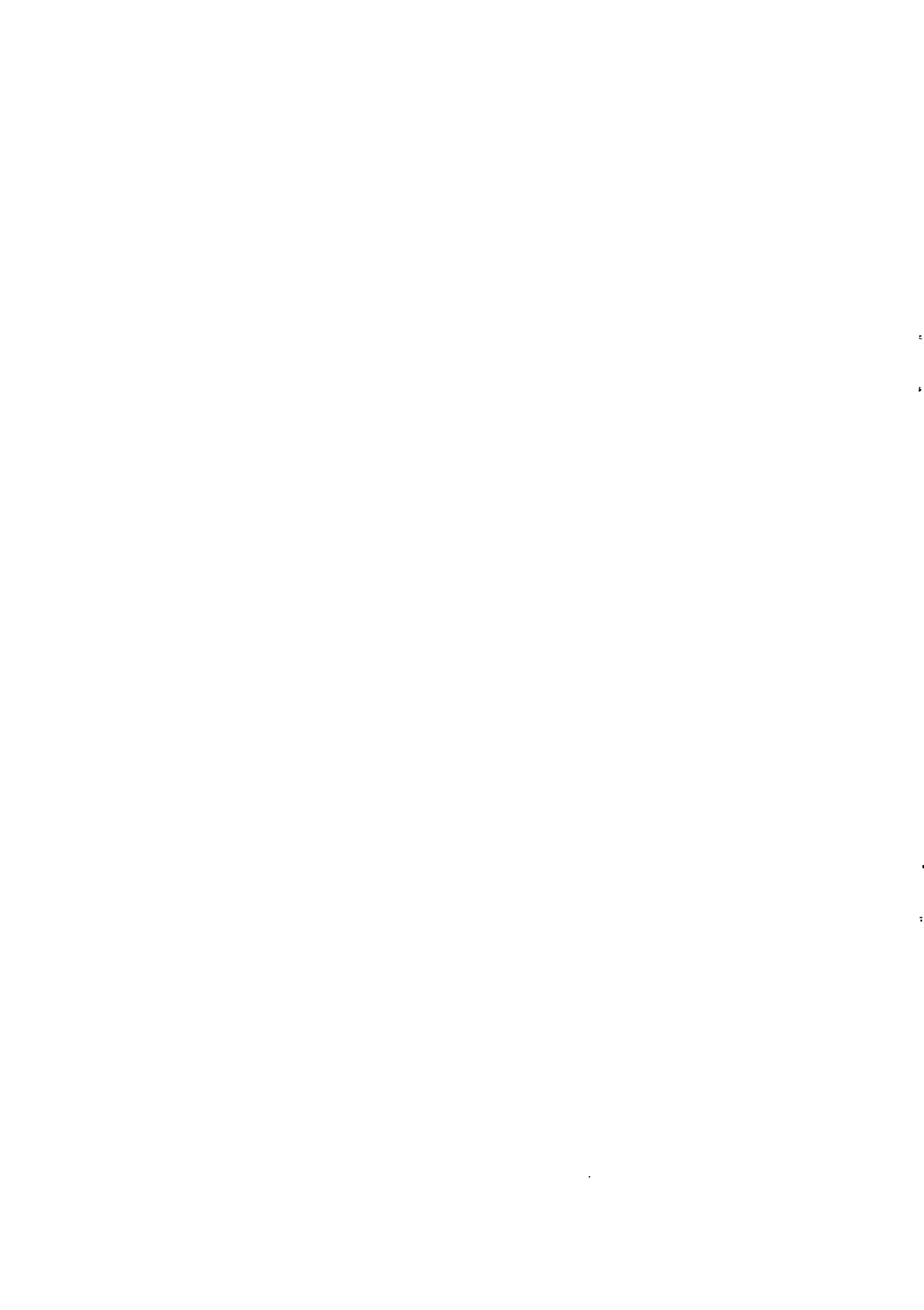
By the time it was decided to conduct the evaluation, it was anticipated that in most places the performances would have been over, but there were chances as the preceding days were characterized by heavy rains. However, the evaluation activity started from 16th of August'94, and the method adopted is briefly described below.

Method of Study :

It was planned to take one block as sample from each of the nine districts, viz., Bhadrak, Balasore, Cuttack, Dhenkanal, Jagatsinghpur, Jajpur, Kendrapara, Khurda, and Puri, and adopt a quasi-experimental field study design to carry out the evaluation in two phases. The design included, in the first phase, using structured tools, observe the performances, and assess immediate impact in terms of retention and knowledge/attitude gain. In the second phase, using a repeat measure to ascertain level of retention and the residual impact was considered to be essential and appropriate. Two teams of researchers were engaged to accomplish the tasks. The dates of their field visits are presented at Annex.- I.

Analysis :

Data collected from the field were treated and analysed using simple statistical tools, to draw indices and inferences. However, at the same time it was also felt necessary to present certain findings or observations in a descriptive manner so as to provide a vivid background on which findings can be examined.



FIELD MOVEMENTS

As has been indicated earlier, two teams of researchers set out for field observation and the assessment of impact of the folk campaign from 16th of August. Their Phase-I movement corresponded to observation of performances, assessment of comprehension/retention level and audience characteristics. The Phase - II, which began for 22nd of August, pertained to study of impact of the performances already done.

The Phase - I movement for immediate impact assessment could not accomplish its goal as in places like Jagatsinghpur, Balasore, Khurda and Puri, Folk Performances were staged between 6th and 15th or prior to the arrival of the research team, and therefore the immediate impact assessment could not be done at these places. In Cuttack district no troupe was deployed at any place till date and hence there was no scope to observe the performances. In other districts it was possible to assess the immediate impact but it could be done only in Kendrapara (Marsaghai Block) as at other places heavy rain did not allow staging of performances, or lack of prior information did not permit the research team to trace out on time.

At Marsaghai, a *Ghoda Nacha* (Horse Dance) was staged for two hours (10 pm to midnight) and it carried all messages elaborately. The performance was viewed by a very large number of audience (200 M + 160 F + 80 C) who remained present throughout the performance despite not so good weather. Majority of audience were observed to be encouraging the performers by repeating stanzas, clapping and passing positive remarks.

At the end of the performance, audience comprehension/retention level and the immediate impact of the performance were assessed. As high as 80% of the audience did not indicate any difficulty of understanding the contents of the show and identifying what messages did it offer to them. Even though the performers have shown an ORS packet and explained how to use it, as significant a chunk of 40% of the audience could not tell how much water to add to an ORS packet. Similarly, as high as 60% of the audience did not tell clearly why and when to use halogen tablets. The overall impact was positive and impressive in the sense that a great majority of audience were articulative about the necessity of using ORS in particular, provided they get it free from the local PHC.

The Team A which covered Cuttack, Jagatsinghpur, Kendrapara, Khurda and Puri districts encountered certain difficulties and got disappointed at certain places during the first phase. The following are a brief narrative of the field experiences of Team A during first phase.

On the 16th August, the team, not finding the CDMO or ADMO of Cuttack at the office, proceeded to Mahanga Block on the basis of the information provided by the Medical Education & Information Officer (MEIO) of Cuttack City Hospital. At Mahanga, both the Medical Officer (MO) of the PHC and the Block Extension Educator (BEE) informed that till

date no troupe or party have reached their place for staging performances. However, they have received letters from the CDMO's Office, but there are no dates or details.

On 17th August, when the ADMO Cuttack was contacted, he informed that in all 13 PHCs of Cuttack Sadar (7), Banki (2), and Athagarh (4) blocks, in the district, there have been some kind of campaign by the Field Publicity Unit of the district, but as far as she is informed about, there have been no staging of pala, daskathia or performances of that nature.

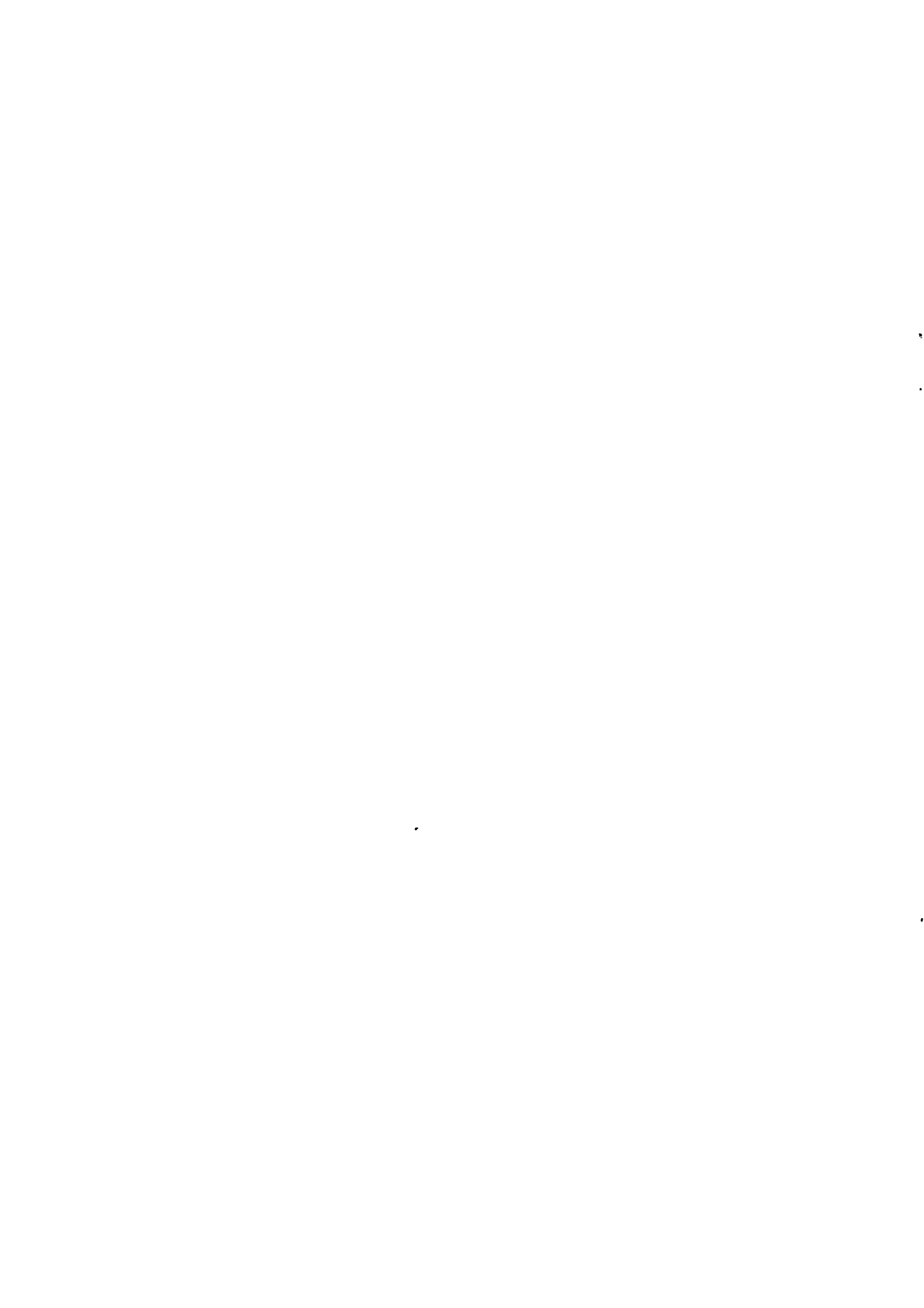
On the same day, the team, being dissapointed about Cuttack, moved to Jagatsinghpur district, and could meet the MEIO only who informed that folk performances have already been staged at 18 places. The recent ones were at Tarada (13th) and Jaganathpur (14th) villages. The team visited these two villages to cross-check. It was quite encouraging to find from the responses of a few villagers the team interacted with that folk performances were quite helpful to know about ORS and Halogen tablets as most people in their villages did not know about it earlier. However, they urged that repeated performances in future would help them a lot to know things in detail.

In the afternoon, the team contacted Shri Uchhab Charan Das, the leader of Ghoda Nacha troupe, at Chowdwar, and came to know about his performance the same evening at Marsaghai in Kendrapara district. The team reached Kendrapara and contacted the Medical Officer of the PHC to discuss about the Ghoda Nacha performance, staged there the previous day. It was quite surprising to find that the MO did not know the content of the program, nor he could even tell whether the troupe has moved to Marsaghai or not.

The troupe at Marsaghai staged their performance for about 2 hours at 10 p.m. It was attended by a very large number of people as mentioned earlier.

On 19th August, the team reached Khurda hospital to contact the CDMO but he was out on tour to flood affected areas. The SDMO, present in the office, could not give any information about folk campaign in Khurda district. The team left Khurda and reached Begunia block. Lot many details about 10 street theatres, performed by Rupayan -- an NGO from Bhubaneswar, were collected from the Pharmacist of Botalama Patna Sub-Centre, and MO and BEE of Begunia. But all performances were over by 16th.

On 20th the team moved to Puri and collected details of information on performances at 10 places held between 6th and 15th. As per the list, the team visited Mangalpur PHC where performance was staged on 15th August. The MO reported that the folk performance has created a positive impact on the people. In one village, under the PHC, called Sasan Damodarapur, the folk performance was very poorly attended as there was a Puja in the village and all preferred to attend the Puja than the folk show.



The Team B, on the other hand, visited four districts: Dhenkanal, Jajpur, Bhadrak and Balasore. On 16th, the team moved to Dhenkanal and contacted the CDMO and ADMO. They could only inform that one street theatre troupe has gone to Mathakargola PHC area, and they would not be able to give further details but the MEIO. However, as the team did not find the MEIO at his office, nor at his residence, moved to Mathakargola PHC and met the MO, who informed that the team would be performing this evening at Chandar village. But the team finally found the troupe at Bhuban village.

The theatre troupe called "Ekata Bahini" of Indira Social Welfare Organization of Dhenkanal has arrived at the village in the morning and all the members (5 male + 7 females) were ready to perform in the evening. The troupe, as well as some audience, hoped that the rain would stop and the performance will begin. But till 10 pm the condition did not change. So, all gave up hope and the troupe packed up.

The research team moved to Jajpur on 18th, and met the ADMO and Deputy MEIO. Both of them were found to be un-informed about the folk campaign and therefore they could not help in providing details about the performances being organized at places in the district. However, the ADMO and MEIO were requested to gather some information in the meanwhile, and the research team would again meet them after two to three days.

The research team then moved to Bhadrak and contacted the CDMO & DMEIO and both of them expressed their inability to assist. The CDMO said that he has received some letter from the Jt. Director Health, but no troupe has approached them so far. The DMEIO told that he was away on tour for last 15 days, he has not come across any troupe performing anywhere. However, the research team informed that it would again meet them after two to three days and they were requested to gather some information in the meanwhile.

By evening of 18th, the research team reached Balasore and contacted the NGO - Lokshakti, at night. Lokshakti has just completed its performances a few hours before. Hence there was no scope to see their performance. The next day morning the team contacted the CDMO's office and collected some details, and then visited Includi village and interacted with villagers regarding folk shows being organized by Lokshakti. People could narrate the content of the event in sequence. It was found that messages have reached the audience and people have appreciation for the performances of the troupe as those were of mixed nature -- play, dance and opera; and of long duration.

On their return on 19th, the team visited Chandabali Block in Bhadrak district, and met the MO, BDO and BEE, but they could not say anything in detail. However, the BEE indicated that a troupe of only two members have gone to Panchapada village to perform today. The research team visited the village but ascertained from the villagers as well as from the local youth club that no such program has taken place so far in their village, nor it is going to take place on that day. Only on their next visit during second phase the research team could obtain certain details from the health authorities.

The next day, on 20th, further explorations were made in Jaipur district but details about the folk campaign could not be obtained at that time, but during second phase visit.

Summary :

- There have been no campaign in Cuttack district till the time the impact study was carried out. ✓
- The research team could only observe one performance (a Ghoda Nacha) at Marsaghai in Kendrapara district. ✓
- In most places, CDMOs/ADMOs were found to be unconcerned or little concerned about the program. ✓
- Medical Officers of PHCs were equally not involved; but the MEIOs and BEEs were found to be concerned about and were highly cooperative. ✓

The Phase - I visits were mostly useful in getting background information to plan the second phase visit. However, the observations at Marsaghai presents an encouraging note.

Observation of Live Performance at Marsaghai :

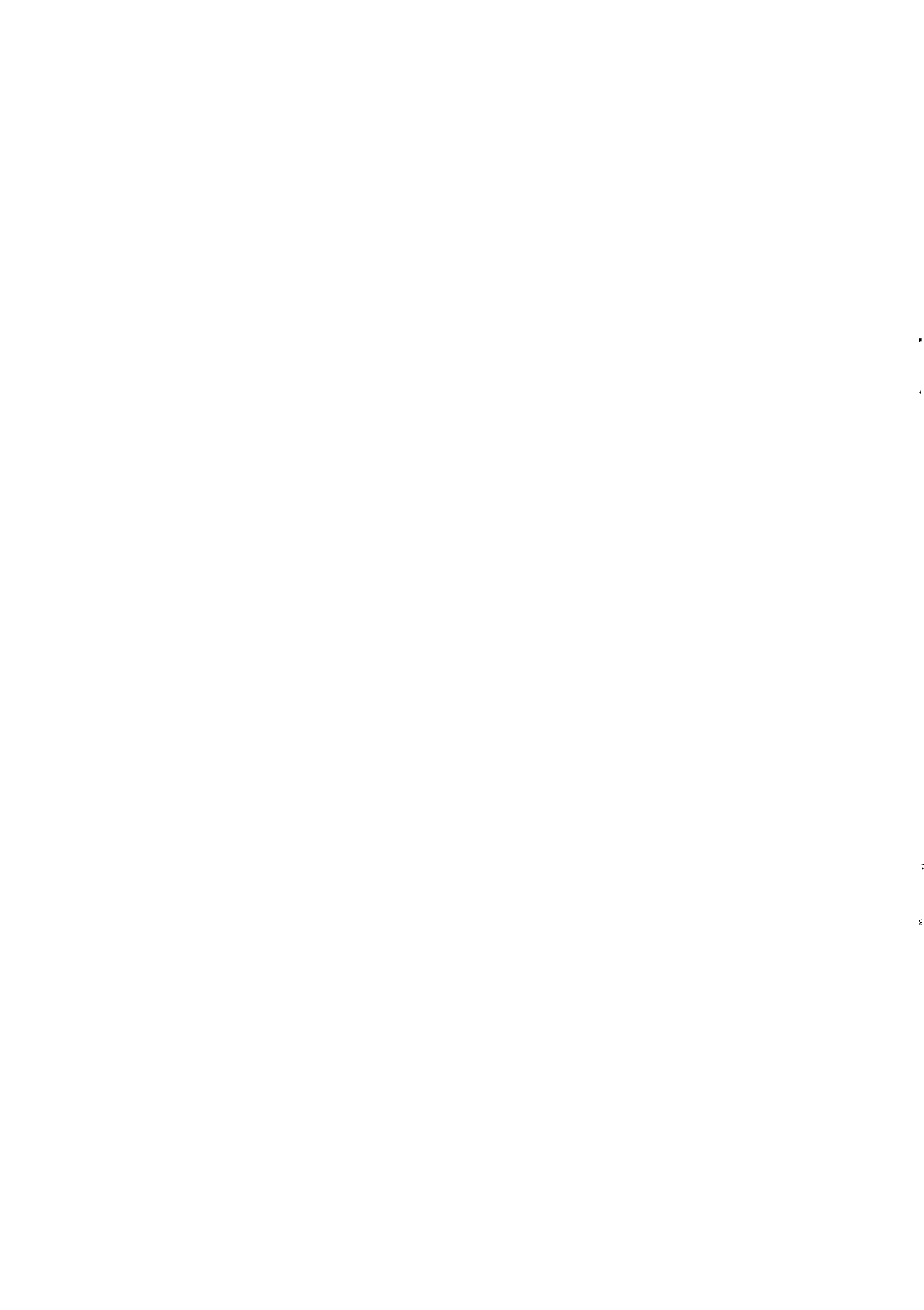
As has earlier been indicated, the research team could only be able to observe a live performance of a *Ghoda Nacha* Troupe at Marsaghai on 17.8.94. The show was of two hours duration and was attended by a large audience despite not so good weather. It was the charismatic attraction of Sri Uchhab Charan Das of Chowdwar who is popular as an artiste of calibre, in all places of coastal Orissa that could attract such a big crowd even at late night. As ascertained later, this type of traditional format has a big appeal to rural folk. Sri Das also used his innovative approach in delivering the hardcore messages and his troupe touched upon almost all subjects that can be defined under health and family welfare. Messages on ORS, Halogen, Diarrhoea, and sanitation were so very well blended that the spell-bound audience have no difficulty in receiving them. However, the segments of the large audience were as per the following.

BEGINNING				END			
Male	Female	Children	Total	Male	Female	Children	Total
200	160	80	440	200	150	80	430

Among all these people were ten mothers having small babies on their lap and two visibly pregnant ladies. Number of aged women (above 60 yrs) was 60 and young adolescent girls about 40. About 50% of all audience sat encircling the floor and the rest kept on standing during the entire show of two hours. Majority of them were attentive and were encouraging the performers by clapping and responding with positive remarks. Two officers of the local PHC were present during the show, and the village head was feeling responsible for the smooth operations. Even though the troupe was deployed by Song and Drama Division, none of their representatives was present. The show went well. only as small as ten women left the show in the middle. At the end of the show the research team interviewed 17 persons to collect feedback on level of comprehension, understanding of messages, and gain in knowledge, motivation and attitude. The results are summarised below :

IMPACT	OVERALL	GENDER GROUPS		AGE GROUPS			
		M	F	Below 20	20-30	30-40	Above 40
● RETENTION	10.7	12.9	8.4	2.3	3.0	3.0	2.0
● ATTITUDE & MOTIVATION	3.9	3.7	4.0	2.6	2.8	3.2	1.8
● FUTURE PRACTICE	65%	48.5%	79.5%	68.5%	86.5%	63%	37%

As is evident from the table, the retention of messages was as high as 62% (10.7 out of 17), and the level of motivation was upto 65% (3.9 out of 6) and promises for future use was made by 65% of the viewers interviewed. Across gender groups, male folk retained the messages better than the female, but level of motivation and willingness to use ORS and Halogen in future was better with females than their male counterparts. Similarly the adult audience (20 - 40) indicated a better acceptance and internalisation of messages conveyed through the show, than the young and old persons. A further critical examination would reveal that audience of 20-30 yrs age bracket were the most receptive ones.



THE IMPACT STUDY

The impact assessment was carried out in 8 districts, except Cuttack where no performance has been held till the time of the study, after ascertaining details from various sources about the performances in the selected block, either by the traditional folk troupe deployed by the Song and Drama Division of Ministry of I & B, Govt. of India, or by the street theatre troupe of the NGOs, or both. The place and date of data collection have been presented Annexure - II. The following table shows the sample size and type of tests administered/data collection tools employed.

Table 1. : Sample size and type of assessment tools.

District	Block	Sample Size			Assessment Tool
		Male	Female	Total	
Dhenkanal	Kamakhya-nagar	16	7	23	# TEST OF MESSAGE RETENTION
Khurda	Begunia	29	9	38	
Jajpur	Bari	6	--	6	
Jagatsi-nghpur	Nuagan	12	15	27	#TEST OF KNOWLEDGE, ATTITUDE and MOTIVATION
Bhadrak	Chandbali	11	6	17	
Balasore	Remuna	14	10	24	
Kendrapara	Marsaghai	9	8	17	
Puri	Gop	9	10	19	# CHECKLIST
	TOTAL	106	65	171	(all structured)

MESSAGE RETENTION

The structured schedule contained 12 number of items in respect of testing retention. Since the researchers did not have any idea about what were the precise messages conveyed through the performances, the only way was to speculate about the messages from the group information of a particular place. For example in Begunia Block of Khurda district responses were collected from 38 villagers who have watched the performances. The responses of all 38 viewers were pertaining to the extent audience have understood and remembered, their narration about the sequences, and the flow of the content, messages conveyed and received by them, and how did they feel about the messages have some relevancy to their day to day life. These responses were thoroughly analysed to predict the precise content flow and determine the messages. From this a standard was set and against this standard the individual responses on message retention were scored across three qualitative dimensions: to a large extent, to some extent and to a little extent. Each of the qualitative dimensions was given with a numerical weightage, like :

3	=	To a large extent
2	=	To some extent
1	=	To a little extent

The frequency of responses falling under each category across quality dimensions were multiplied by the weight score and from these the mean retention level was computed. The following table presents data on both percentage of response across levels of retention and the mean retention level.

Examination of data presented in Table -2 would reveal that the overall retention of messages was appreciable and it had a positive swing towards a large extent of appropriate recall of messages, even after a lapse of seven to ten days after the actual viewing of performances. Figure - 1 illustrates the position in respect of eight districts where impact assessment was done.

In terms of proportion of audience that could recall the messages to a large extent, and ones who could recall to some extent or to a little extent, table - 2 would indicate that in general about 62% of audience could recall the messages to a large extent, having the highest proportion (97.4%) in Khurda, followed by Balasore (95.8%), Kendrapara (94.1%) and least in Dhenkanal (69.5%) and none at Jajpur and Bhadrak, where 100% and 82.4% respectively were able to recall to some extent. Figure - 2 illustrates the proportions of audience at all three levels.

In order to compare the recall capacity or retention levels of the female audience with that of Male, data presented in table - 3 may be examined. Similarly, in order to compare the level of retention across age groups, data presented in table - 4 may be viewed.

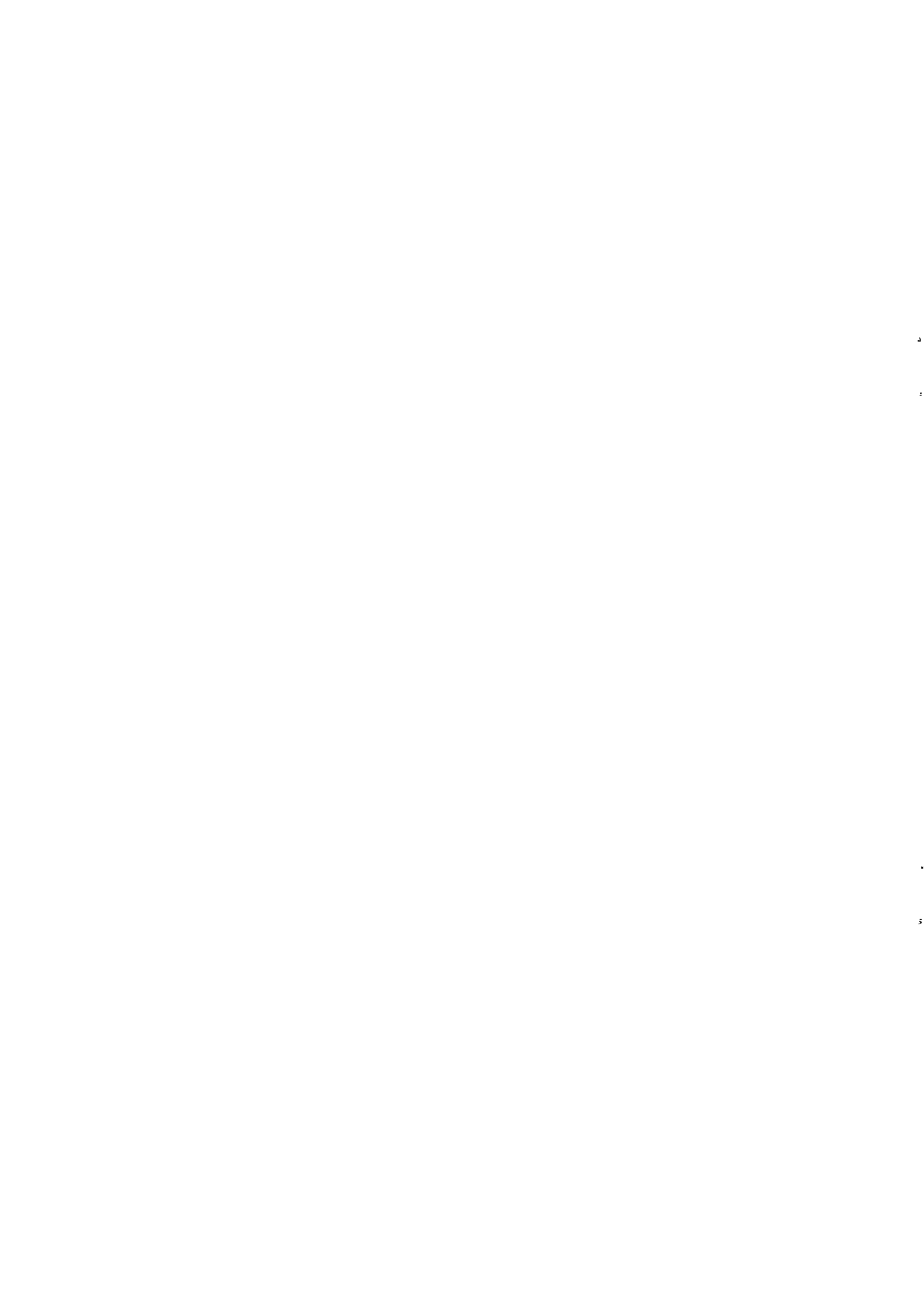


Table 2. : Retention proportions across three levels and mean retention level of the audience.

District	Block	N	Proportion of audience and total weight score (W.S)						Mean retention Level
			Large Extent (3)		Some Extent (2)		Little Extent (1)		
			%	W.S	%	W.S	%	W.S	
Dhenkanal	Kamakhyanager	23	69.5	48	26.1	12	4.4	1	2.65
Khurda	Begunia	38	97.4	111	--	--	2.6	1	2.94
Jajpur	Bari	6	--	--	100	12	--	--	2.0
Jagat-singhpur	Naugaon	27	74.1	60	25.9	14	--	--	2.74
Bhadrak	Chandbali	17	--	--	82.4	28	17.6	3	1.82
Balasore	Remuna	24	95.8	69	4.2	2	--	--	2.95
Kendra-para	Marsaghai	17	94.1	48	5.9	2	--	--	2.94
Puri	Gop	19	63.2	36	36.8	14	--	--	2.63
Overall	%	(171)	61.8	(372)	35.2	(84)	3.0	(5)	2.69

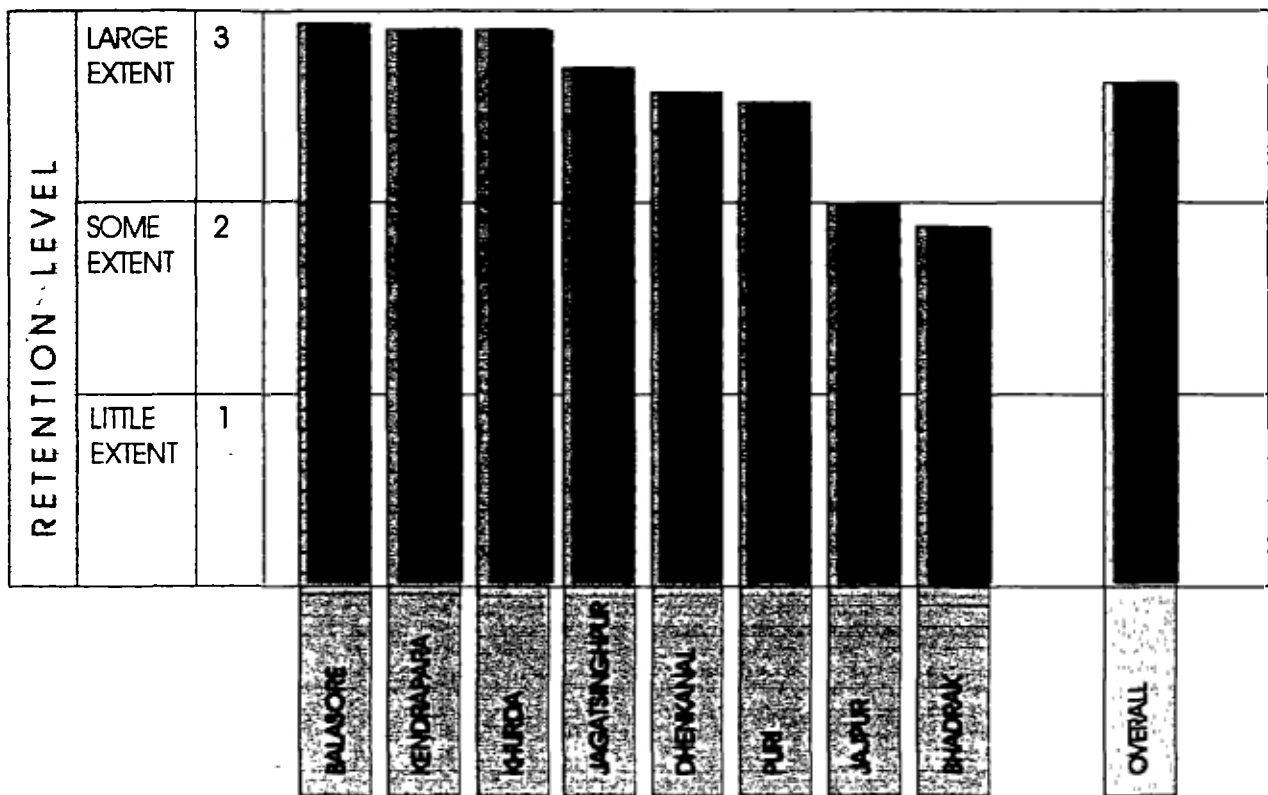


Fig.1. Level of retention of messages by the audience of different districts.

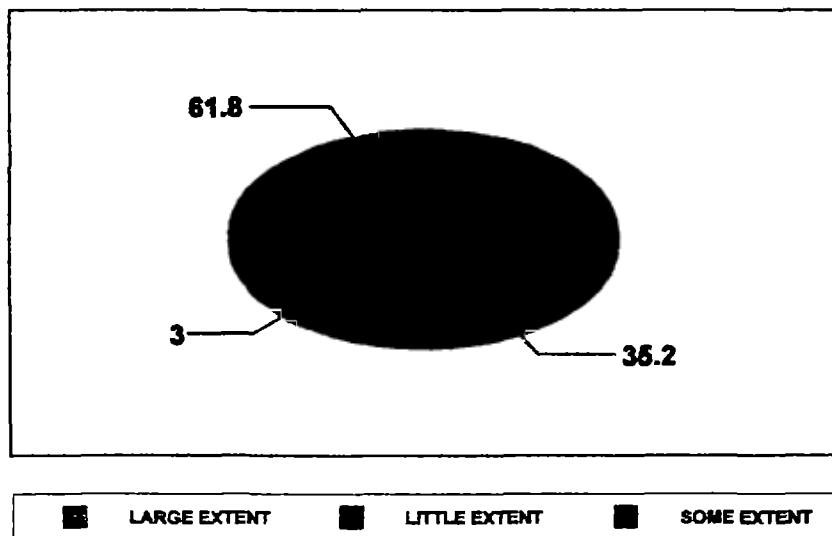


Fig.2. Proportion of audience across levels of retention of messages

Table 3. : Level of retention of message across gender groups.

Districts	Dhenkanal	Khurda	Jajpur	Jagatsinghpur	Bhadrak	Balasore	Kendrapara	Puri	Overall
Male	3.5	3.1	2.0	3.2	2.1	3.3	3.2	2.9	2.9
Female	1.8	2.8	-	2.4	1.7	2.6	2.7	2.3	2.3

Table 4. : Level of retention of message across age groups.

Districts	Dhenkanal	Khurda	Jajpur	Jagatsinghpur	Bhadrak	Balasore	Kendrapara	Puri	Overall
Above 40	3.0	3.0	3.0	2.7	2.0	3.0	2.7	2.4	2.7
30 -- 40	2.8	3.0	2.0	2.6	1.5	2.9	3.0	2.9	2.6
20 -- 30	2.6	2.8	--	2.8	1.8	3.0	3.0	2.8	2.7
Below 20	2.5	3.2	2.0	3.1	-	3.0	3.2	2.6	2.8

So far as remembering the sequences and recalling the messages are concerned, the audience in six districts, except Jajpur and Bhadrak, have revealed a very positive impression about the quality of performances by the folk and theatre troupes, as well as involvement of the audience. Since recall and retention are so good, the comprehension of content would have been far more better. However, it would be early and unjustifiable to infer that since the audience could recall the sequences and messages quite well, the performances have put a lasting impact on them and the goal of achieving increasing public awareness about ORS, Diarrhoea management, WATSAN and use of Halogen tablets has been effectively actualised. Rather, the real impact would be judged from the extent to which knowledge has been gained, attitude has been formed and motivation for utilization has been provided.

GAIN IN KNOWLEDGE

The impact assessment tool contained 18 number of items to test the knowledge of the audience in respect of ORS, Halogen tablets, and WATSAN. Responses obtained were scored with '1' for correct response and '0' for wrong response, and average scores across districts, and gender groups were computed. Table 5 summarises the results.

Examination of table 5 and figure - 3 would reveal that audience of Balasore district have gained maximum of knowledge (about 65% of the total knowledge) followed by people of Dhenkanal, Kendrapara, Jagatsinghpur, and Khurda.

In Puri, Bhadrak and Jajpur districts the gain in knowledge was minimal (less than 30%). So far as Male-Female differences are concerned, the male folk of Balasore have gained maximum knowledge, followed by Kendrapara, Dhenkanal, Khurda, and Jagatsinghpur. In Bhadrak, Puri and Jajpur districts the gain in knowledge was minimal. Similarly, in respect of female folk, Balasore scores the highest, followed by Dhenkanal, Kendrapara, Jagatsinghpur, and Khurda. In other districts (Bhadrak & Puri) the female audience could gain only upto 28% level.

While at it, let it be seen what picture emerges if knowledge scores are compared, across age groups. Table - 6 summarises the result.

Examination of data presented in table - 6 would indicate that the level of internalisation of messages and gain in knowledge in case of both young (less than 20 yrs) and old (above 40 yrs) were comparatively poorer than the adults (between 20 to 40). Again between 20 - 30 and 30 - 40 yrs of age groups the latter did much better as compared to the former, in most of the places.

Table 5. : Gain in knowledge In respect of ORS, Halogen, and WATSAN.

District	Block	N			Average Knowledge Score		
		M	F	T	Male	Female	Mixed
Dhenkanal	Kamakhiyanagar	16	7	23	9.3	9.8	9.6
Khurda	Begunia	29	9	38	8.2	6.3	7.3
Jajpur	Bari	6	-	6	4.8	-	4.8
Jagat-singhpur	Naugaon	12	15	27	7.8	6.9	7.4
Bhadrak	Chandbali	11	6	17	6.1	4.6	5.4
Balasore	Remuna	14	10	24	11.5	11.3	11.4
Kendra-para	Marsaghai	9	8	17	9.8	7.6	8.7
Puri	Gop	9	10	19	5.6	4.8	5.2
Overall		(106)	(65)	(171)	7.9	7.3	7.6

Table 6. : Gain in knowledge across age groups.

Districts	Dhenkanal	Khurda	Jajpur	Jagatsinghpur	Bhadrak	Balasore	Kendrapara	Puri
Above 40	3.9	10.2	5.0	8.6	5.9	8.5	9.2	4.7
30 -- 40	12.5	6.2	6.6	7.6	5.7	11.5	10.6	5.6
20 -- 30	9.7	5.4	--	5.0	4.7	12.2	8.4	6.8
Below 20	10.8	6.5	4.8	9.2	-	14.2	6.2	3.4

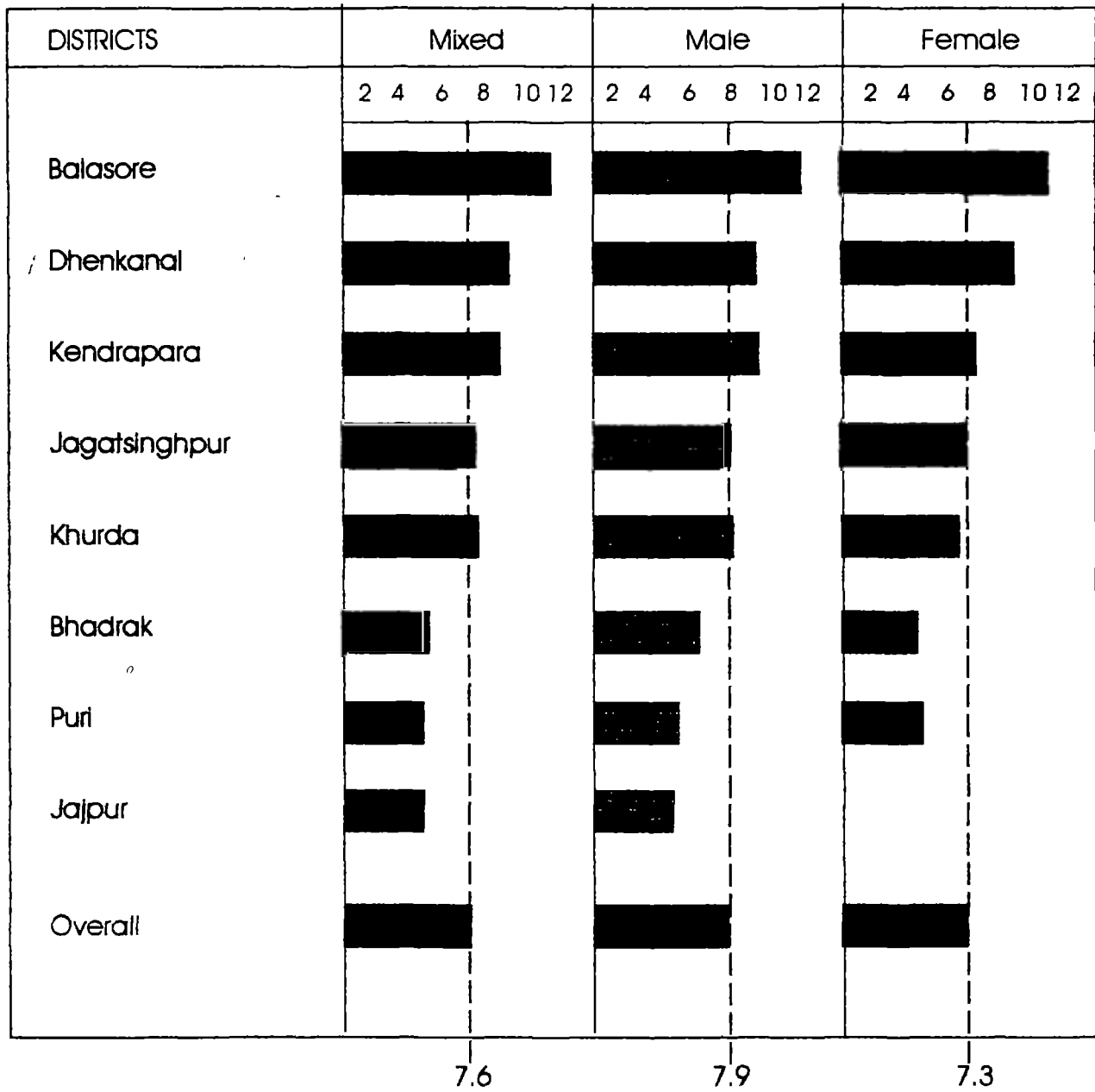


Fig. 3. Differences in gain in knowledge.



MOTIVATION & ATTITUDE

Now, it would be pertinent to examine the impact of the folk campaign in terms of level of motivation and positive attitude generated.

Data presented in table 7 would show that people of Balasore are better and more positive in their attitude towards use of ORS and Halogen, and adopt safe and hygienic practices in respect of drinking water, personal hygiene, environmental cleanliness, etc. And, people of Jaipur are least motivated about it. Figure - 4 would illustrate the position in respect of all districts.

So far as male-female differences are concerned, a critical examination of data presented in table - 7 would reveal that there is a significant difference between male and female motivations. Even the district figures also indicate visible differences, particularly in Khurda, Balasore, Kendrapara and Puri. In other districts the differences are negligible. However, table - 8 shows the differences across age groups.

Examination of table 8 would show that the level of motivation and positive attitude towards future practice are comparatively much lower with younger and older persons (below 20 and above 40) than the adults. Again between below 30 and above 30 yrs of age the level of motivation is higher with the former group than the later group.

Table 7. : Level of Motivation and positive attitude across districts and gender groups.

District	Block	N			Level of Motivation & Attitude		
		M	F	T	Male	Female	Mixed
Dhenkanal	Kamakhyanagar	16	7	23	2.7	2.6	2.7
Khurda	Begunla	29	9	38	3.5	2.6	3.1
Jajpur	Bari	6	-	6	1.2	-	1.2
Jagat-singhpur	Naugaon	12	15	27	3.2	3.3	3.3
Bhadrak	Chandball	11	6	17	2.5	2.5	2.5
Balasore	Remuna	14	10	24	4.2	3.6	3.9
Kendrapara	Marsaghai	9	8	17	3.2	1.7	2.5
Puri	Gop	9	10	19	3.1	1.1	2.1
	Overall	(106)	(65)	(171)	3.0	2.5	2.7

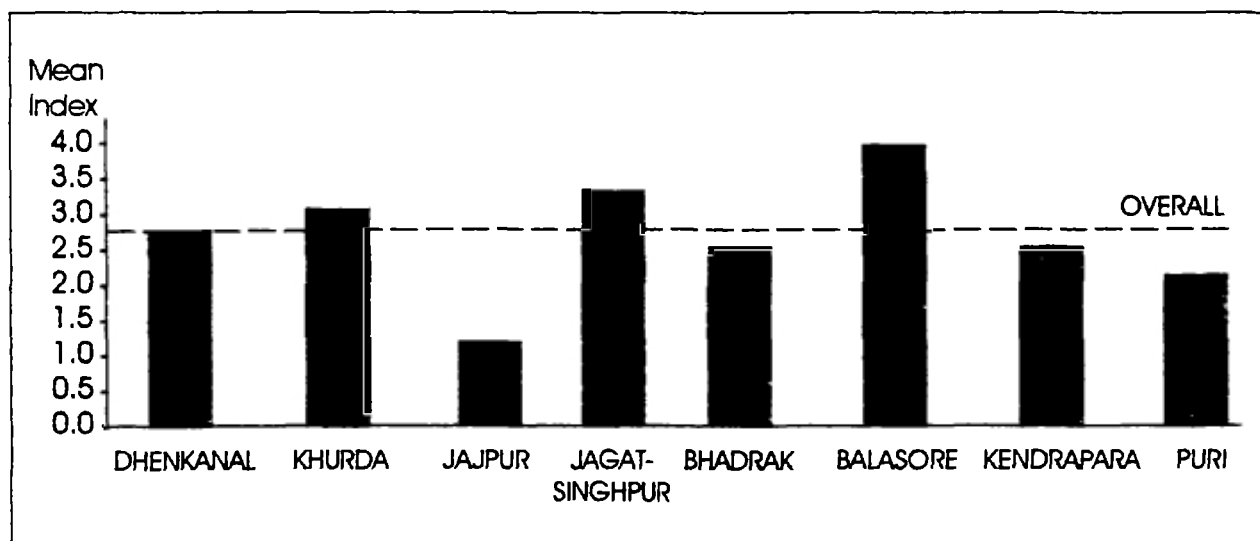


Fig. 4. Level of motivation and attitude across districts.

Table 8. : Level of Attitude and Motivation across age groups.

Districts	Dhenkanal	Khurda	Jajpur	Jagatsinghpur	Bhadrak	Balasore	Kendrapara	Puri
Above 40	1.1	4.3	–	2.9	2.4	2.2	2.1	–
30 – 40	2.4	2.4	1.6	3.2	3.0	4.7	2.4	2.6
20 – 30	2.6	2.8	–	3.3	2.4	5.8	2.6	3.1
Below 20	2.6	3.4	1.0	3.3	--	2.5	1.9	1.3

OPINION ON FUTURE PRACTICE

It was thought useful to also gather opinions of the respondents regarding their willingness to use ORS and Halogen tablets in particular in future, to corroborate with the impact assessed through test of retention, knowledge gain and measurement of level of motivation and attitude. At the same time, data on respondents' earlier use of ORS and Halogen were also recorded. Table - 9 summaries the results.

Examination of table 9 and fig.5 would indicate that in the past only some negligible number of persons in all places have used ORS packets for diarrhoea management, except in Jagatsinghpur where the figure corresponds to about 30%. Use of halogen tablets in the past was almost absent in all places. On the other hand the future prospect is brighter, and this is definitely a result of folk campaign. The overall figure is as high as 76.6% for ORS and a significant 37.4% for halogen tablets. However, these are current level promises, but the actual use will depend on sustained motivation and physical availability of these materials either at PHCs or at the local retail outlets. So far as strengthening of motivation is concerned, it would not be out of place to mention here the responses received from the villagers from the informal discussions during first visit that to remember some critical knowledge, one single exposure would not suffice; such shows need to be repeated to maximize knowledge and boost motivation.

Table 9. : Use of ORS and Halogen in the past and opinion on future use.

District	Block	N	USED IN THE PAST				TO USE IN FUTURE			
			ORS		Halogen		ORS		Halogen	
			Yes	No	Yes	No	Yes	No	Yes	No
Dhenkanal	Kamakhyanager	23	1	22	--	23	16	7	9	14
Khurda	Begunia	38	2	36	--	38	37	1	12	26
Jajpur	Bari	6	1	5	--	6	5	1	--	6
Jagat-singhpur	Nuagaon	27	9	18	2	25	23	4	15	12
Bhadrak	Chandballi	17	2	15	1	16	15	2	3	14
Balasore	Remuna	24	1	23	--	24	20	4	19	5
Kendra-para	Marsaghai	17	1	16	1	16	7	10	5	12
Puri	Gop	19	2	17	--	19	8	11	1	18
Total		171	19	152	4	167	131	40	64	107
%		100	11.1	88.9	2.3	97.7	76.6	23.4	37.4	62.4

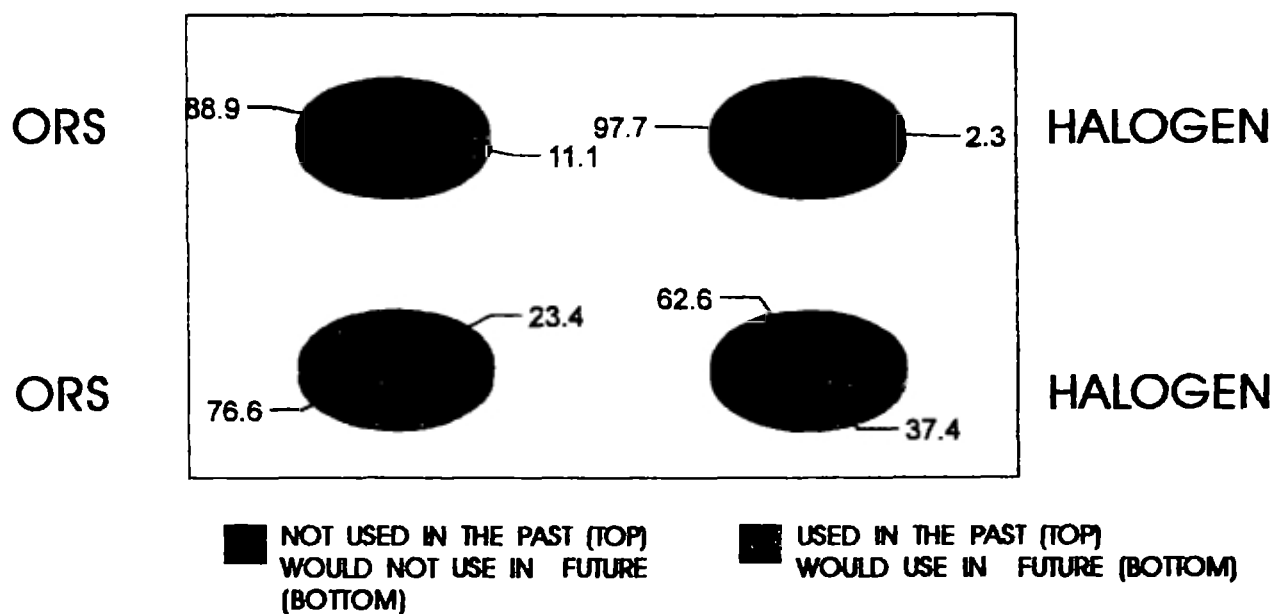


Fig. 5. Prospect of future use of ORS and Halogen as compared to past use.

CURRENT LEVEL AVAILABILITY OF ORS & HALOGEN, AND CONSUMER DEMANDS

While the research teams were at the field, they obtained data from both PHCs and local market medicine shops in respect of stock of ORS and Halogen as well as information on consumer demands. Table 10 presents the details.

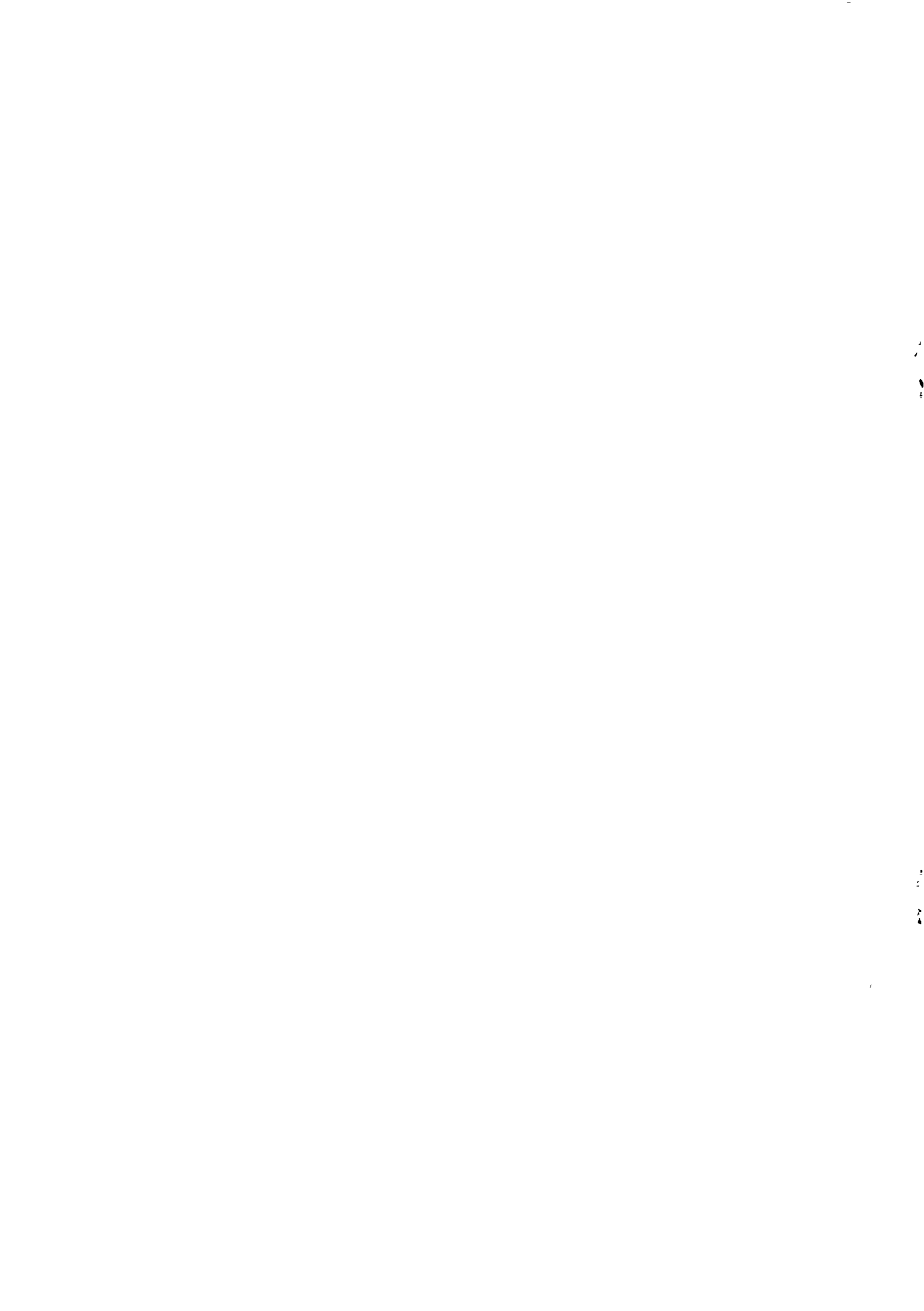
Examination of table 10 would reveal that while PHCs are keeping stock of ORS and Halogen at most places, except in Balasore; with most medicine retailers, except in Balasore, such items are not available. The distribution figures, corresponding to total of last 30 days, are not encouraging particularly during the period when the need was maximum. However, figures corresponding to weekly consumer demand is encouraging. All Medical Officers of PHCs and some medicine retailers predicted a positive trend for ORS while most of them were not sure about that of Halogen tablets.

Table 10. : Stock of ORS & Halogen and Consumer Demand.

DISTRICT	PHC/Local Retailer	S T O C K		SALE/DISTRIBUTION (Last 30 days)		CONSUMER Week Demand		TREND (prediction)	
		ORS	HALO	ORS	HALOGEN	ORS	HALO	ORS	HALO
Dhenkanal	Mathakar- gala PHC RETAILER	Y	Y	200	1000	20	--	P	?
		N	N	--	--	--	--	--	--
Khurda	Begunta PHC RETAILER	Y	Y	250	2000	250	200	P	P
		N	N	--	--	--	--	--	--
Jajpur	Bari PHC RETAILER	Y	Y	1000	5000	300	200	P	P
		Y	N	450	--	100	--	P	--
Jagatsinghpur	Tarada PHC RETAILER	Y	Y	500	400	350	90	P	?
		N	N	--	--	--	--	--	--
Bhadrak	Chandbali PHC RETAILER	Y	N	300	1000	250	600	P	?
		Y	N	22	--	20	2	?	?
Balasore	Srijang PHC RETAILER	N	N	--	--	100	50	P	?
		Y	N	7	--	2	1	P	P
Kendrapara	Marsaghai PHC RETAILER	Y	Y	200	1000	200	500	P	P
		N	N	--	--	--	--	--	--
Puri	Mangalpur PHC RETAILER	Y	Y	350	200	300	200	P	P
		N	N	--	--	--	--	--	--
Total		--	--	3299	10600	1892	1843	--	--

P = Increasing

? = Not known/can't predict.



SUMMARY AND IMPLICATIONS

The present study of the impact of folk campaign was carried out in two phases. The first phase was intended for assessing the immediate impact and the second phase was meant for assessing the residual impact; and finally it was planned to compare both and find out the threshold of the change in knowledge, attitude and motivation in respect of using ORS for diarrhoea management, Halogen for safe drinking water and sanitation measures.

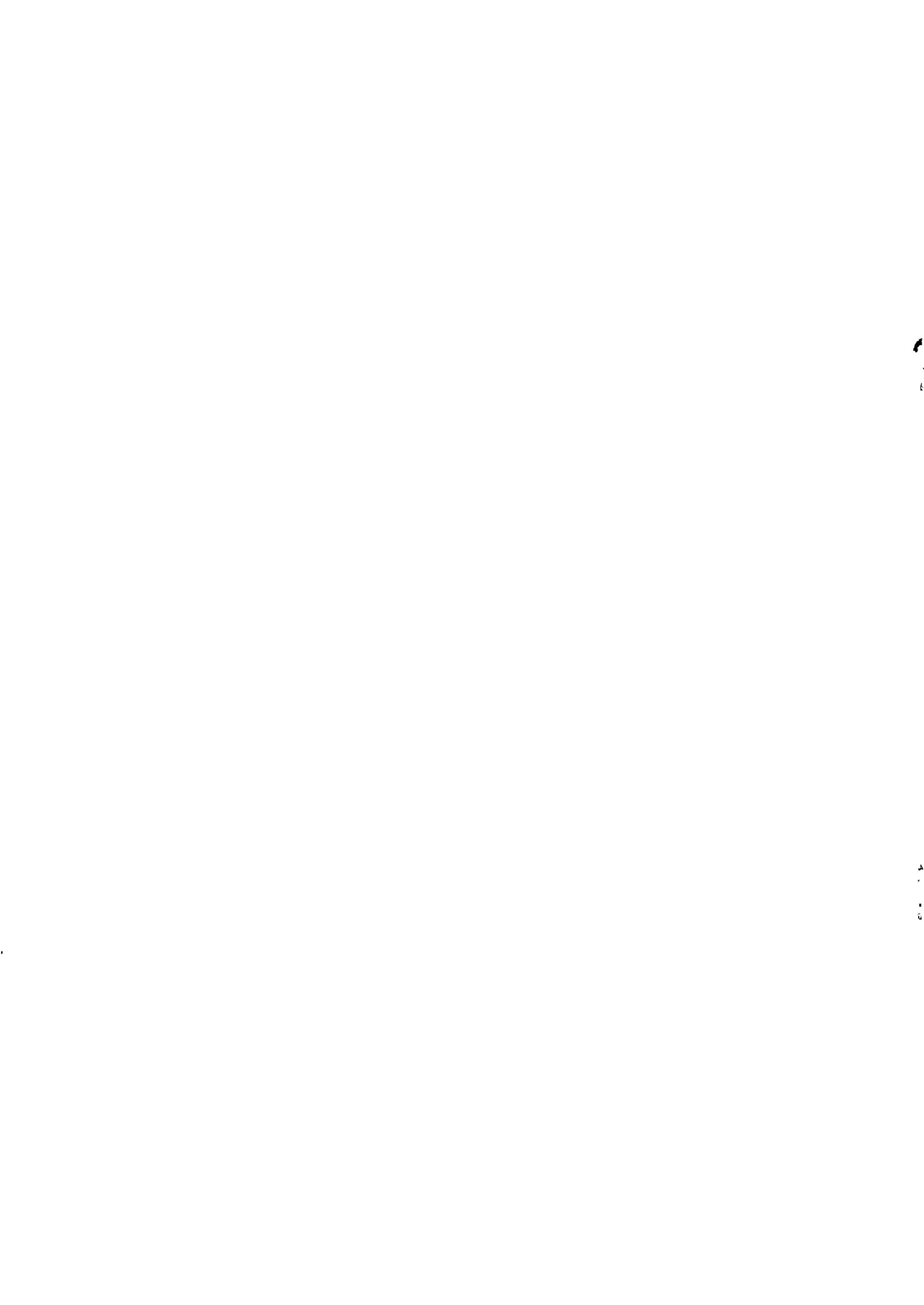
Due to reasons beyond the control of the research team, the phase one proved to be fruitful only in depicting the backdrop and providing good insight for effectively carrying out the second phase assessments.

Some of the important findings of the first phase correspond to the following :

- The immediate effect of the folk campaign was excellent in terms of generating high level of awareness and motivation.
- The campaign would have been more fruitful provided the weather conditions were conducive for the purpose; and the health authorities, particularly the CDMOs and MOs would be able to involve themselves and feel more concerned about it.
- The organizers of the shows could be more careful in determining the format and duration to be more interesting (as was the case with Lokshakti which adopted a mixed format) and little longer (as was not the case with Rupayan which staged each show for a shorter duration of 15 - 20 minutes), to be further effective.

The second phase assessment of the impact, after a lapse of seven to ten days, also revealed positive results.

Message retention was found to be much more than average in many places. A critical examination revealed that wherever the shows were of longer duration the impact was durable for their appeal and clarity. Street theatre, Opera, Play, Daskathia and Ghoda Nacha were found to be equally effective; but Palla shows exerted poor impacts.



Across gender groups, male folk were found to have understood the messages better than their female counterparts and retained them well; but the level of motivation for adoption of practices suggested was found to be better in case of females than the male folk.

Adults in the age bracket of 20 - 40 were observed to be better in retention of messages as well as gain in knowledge than the young and old persons. Gain in knowledge was visibly correlated with duration and format of the show organized by the troupes. Larger the duration, better was knowledge gain.

Level of motivation was found to be more than average in Balasore, Jagatsinghpur, and Khurda districts. Promises for future practices was found to be better in these three districts and much little in the districts of Kendrapara, Puri, and Jajpur.

Collection and compilation of information on availability of ORS and Halogen in PHCs and with local retailers indicated that except one retailer in Balasore at no other place, these were available in medicine shops. However, most PHCs keep stock of ORS and Halogen. The consumer demand seems to be in the increasing trend for ORS but nothing in definite could be predicted now in respect of halogen tablets.

An overview of the results of the present impact study would tend to suggest that --

- Folk campaign would be an effective, rather cost-effective, strategy to generate increasing public awareness about ORS, Halogen and WATSAN, but it requires more critical attention towards scheduling and networking with local health officials. It may be necessary to involve BDOs and BEEs in future.
- More training inputs may be required in future, to ensure effective planning, production and staging of performances that would have more enduring impact.
- It would be a better idea to go for prototype production and thorough field testing of a few shows before a large scale campaign is planned.
- More such shows need to be organised at closer intervals to help better retention of messages and building up stronger motivations and thereby changing household practice behavior, more positively.

Annex - I

FIELD VISITS

TEAM-A

TEAM-B

Phase-I

Cuttack	--	16.8.94	Dhenkanal	--	16.8.94
Jagatsinghpur	--	17.8.94	Jajpur	--	18.8.94
Kendrapara	--	17.8.94	Bhadrak	--	18.8.94
Khurda	--	19.8.94	Balasore	--	19.8.94
Puri	--	20.8.94	Bhadrak	--	19.8.94
			Jajpur	--	20.8.94

Phase-II

Khurda	--	23.8.94	Dhenkanal	--	22.8.94
Jagatsinghpur	--	25.8.94	Jajpur	--	24.8.94
Kendrapara	--	27.8.94	Bhadrak	--	26.8.94
Cuttack	--	30.8.94	Balasore	--	27.8.94
Puri	--	31.8.94			



DATE & PLACE OF DATA COLLECTION

District	Block	Date of Study	Place/ Village	Earlier Show on..
Dhenkanal	Kamakhyanager	22.8.94	Srimula Siarimalia	Street Theatre on 19.8.94 Street Theatre on 19.8.94
Khurda	Begunia	23.8.94	Baghamari Kushpala Gadamanitri Haja	Street Theatre on 11.8.94 Daskathia on 10.8.94 Street Theatre on 10.8.94 Drama on 10.8.94
Jajpur	Bari	24.8.94	Otira Arual	Palla on 6.8.94 Palla on 7.8.94
Jagat- singhpur	Naugaon	25.8.94	Palapokhari Harnabi	Daskathia on 8.8.94 Daskathia on 9.8.94
Bhadrak	Chandbali	26.8.94	Chandbali Block Colony Mato	Palla on 6.8.94 Palla on 10.8.94
Balasore	Remuna	27.8.94	Inchudi Srijanga	Mixed items on 9.8.94 Street Theatre on 10.8.94
Kendrapara	Marsaghai	27.8.94	Marsaghai Kasti Jenasahi Juna Chhak	Ghodanacha on 17.8.94 Ghodanacha on 23.8.94 Ghodanacha on 22.8.94 Ghodanacha on 19.8.94
Puri	Gop	31.8.94	Gadadali	Ghodanacha on 13.8.94

