

## **CHAPTER V**

### **Presentation**

This chapter deals with my thesis examination, which was presented to the thesis examination committee on October 8, 1997. The presentation was divided into four main parts: introduction, essay, proposal and the data exercise. My thesis topic was "Social Marketing: An approach to improve the low usage of Oral Rehydration Therapy and related practices in Laharepauwa Village, Rasuwa District, Nepal", which was later changed to "Social Marketing: A multidisciplinary approach to improve the low usage of Oral Rehydration Therapy and continued feeding practices in Laharepauwa Village, Rasuwa District, Nepal" as per the advice of thesis examination committee.

The first part, introduction. presented three key aspects of my study: issue, reason and conclusion followed by the supporting evidences. Similarly, this chapter provided a brief information about every chapter of the thesis. In the essay part, I had argued on the importance of Oral Rehydration Therapy and feeding and the public health importance of Diarrhoeal Diseases. In addition, this part also provided a brief information about the concept of Social Marketing, main benefits and limitations of this approach.

In the proposal part, attempts were made to provide the rationale of the study, purpose statement and field application of the study. This part deals with the different stages of the intervention program, such as: design, implementation, control and evaluation, which were supposed to go throughout the process of the proposed study. Similarly, the ethical issues and the limitation of the study were also presented in this part.

The fourth part was the data exercise. In this part, I had presented brief information about the process and findings of data collection collected through focus group discussions and key informant interview techniques that were conducted in Laharepauwa Village, Rasuwa District, Nepal. In addition, the limitations and lessons learned from the data exercise were also presented in this part.

During the presentation, overhead transparencies were also shown to the thesis examination committee. Some of these transparencies have been revised from the original form, based on the guidance of the examination committee. Some of the main transparencies used during presentation are shown following.

**MAIN CONTENTS OF THE STUDY:**

**A. INTRODUCTION**

**B. ESSAY**

**C. PROPOSAL**

**D. DATA EXERCISE**

**A. INTRODUCTION:**

**1. ISSUE**

**2. REASON**

**3. CONCLUSION**

**4. EVIDENCE**

**ISSUE: Low usage of Oral Rehydration Therapy and continued feeding by the mothers during Diarrhoeal Diseases to their children.**

- ORT usage rate at National level-	49%
- Increased usage of fluids-	53%
- Continued usage of foods-	35%
- Usage rate of ORS-	35%
- Correct preparation of ORS-	24%

(NCDDP, 1996)

## **2. REASONS (AS SUGGESTED BY THE P & P MODEL)**

- I. Knowledge of mother on increased amount of fluids (ORT) and foods during Diarrhoeal Diseases seems to be poor.**
- II. Existing beliefs hinder the usage of ORT and feeding practices.**
- III. Existing media and print materials are not accessible well up to the target population.**
- IV. Interpersonnel communication between the mothers and health personnel/health volunteers is not satisfactory.**
- V. ORS supply is irregular in the respective health facilities.**

- 3. CONCLUSION: It can be hoped that a multidisciplinary health education approach, including mass media, face-to-face education and practical demonstration of ORT/ORS preparation can improve the existing problem situation.**

**4. EVIDENCE:**

- **National Diarrhoeal Diseases Surveys (1985 and 1990).**
- **Health Facility Survey, 1994.**
- **Nepal Medical Indicator Surveillance (NMIS), 1996.**
- **Nepal Family Health Survey (NFH Survey), 1996.**
- **Other books/Manuals/Articles/Studies published by NCDDP in different dates.**

**B. ESSAY:**

- I. Introduction.**
- II. Social Marketing.**
- III. Component of Social Marketing.**
- II. Emergence of ORT and feeding during diarrhea.**
- III. Introduction of Diarrhoeal Diseases.**
- IV. Global and National burden of Diarrhoeal Diseases.**
- V. Analysis of the Precede-Proceed Model.**
- VI. Benefits and limitations of Social Marketing Approach.**

**C. PROPOSAL****I. Introduction:**

- Rationale of the study
- Rationale of choosing the Rasuwa District
- Rationale of using each approach
- Field application of the study

**II. Purpose statement of the study****III. Objectives of the study****IV. Study design****V. Conceptual frame work****VI. Activity Plan****VII. Techniques for data collection****VIII. Sampling****IX. Budget requirement****X. Ethical issues of the study****XI. Limitations**

**D. DATA EXERCISE**

- I. Introduction**
- II. Objectives**
- III. Site**
- IV. Techniques**
- V. Findings**
- VI. Discussion**
- VII. Limitations**
- VIII. Lessons Learned**

**PROPOSAL****INTRODUCTION OF STUDY AREA:**

**Study area: Laharepauwa Village, Rasuwa District, Nepal**

**Total Population: 4276**

**Target Population: 653 children of under 5 years**

### **OBJECTIVES OF THE STUDY**

To improve the Diarrhoeal Diseases Control Services (CDD services) of Laharepauwa Village, Rasuwa district, Nepal through the improved usage of ORT and continued feeding during Diarrhoeal Diseases among children of under 5 years of age.

### **SPECIFIC OBJECTIVES:**

- 1. To identify the target audiences of the intervention program.**
- 2. To identify the needs of the target audiences.**
- 3. To identify the possible channels of communication for the proposed intervention program.**
- 4. To develop and pretest health education messages.**
- 5. To disseminate health education messages through different approaches (by the use of possible forms of media, face to face education and practical demonstration) among the targeted population.**
- 6. To monitor and supervise the intervention program.**
- 7. To evaluate impact of the intervention program.**



**STUDY DESIGN:**

Qualitative Approach Action Research

**TECHNIQUES FOR DATA  
COLLECTION**

**Focus Group Discussion.**

**Key Informant Interviews.**

**Review of Service Statistics.**

**OBJECTIVES OF DATA EXERCISE**

- **To pretest the interview guidelines among the real respondents of the original study.**
- **To test out whether the data collection techniques can collect the expected information that is required for the original study.**

**A. DATA EXERCISE SITE:**

- ▣ **Laharepauwa Village, Ward No. 1, Rasuwa District, Nepal.**

**B. DATA COLLECTION TECHNIQUE****1. Focus Group Discussion:**

- ▣ With Mothers of Children Under 5 years of age.

**2. Key Informant Interview:**

- ▣ With Ward Chief, Female Ward Member, Female Community Health Volunteer, Primary School Teacher.