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| Sr. No | Theme | Verbatim |
| 1. | Theme 1  Navigating Health Communication Channels: leveraging ASHA within the Health System, using Televisions and Smartphones | The quote below explains governments initiatives to disseminate information about different health schemes.  ***“We strive to reach out to people with the information about the insurance Ayushman Bharat Yojana”*- MO.** |
| 2. | Subtheme 1  ASHA plays a pivotal role as the primary source of health communication. | The first-hand account of a long serving ASHA detailing her experience collaborating with tribal communities highlights the efforts taken by her for imparting health education.  ***“I experience more openness towards my presence in the tribal community now. While they no longer avoid me as they once did, significant challenges still persist in effectively conveying knowledge and lessons to them.”------ An ASHA***  In another instance ASHA shares their success strategy in context to daily wage labourers.  ***“The daily wage labourers (who work on brick kiln sites and farms) are concerned about potential wage losses if they attend the health camps, vaccination drives for children etc. In such cases, we coordinate with the owners who then grant permission to participate in the various health activities without a pay cut. This process has streamlined their access to healthcare, whereas previously, it was challenging for the workers.”*** |
| 3. | Subtheme 2  Television and Android smartphones play supplementary roles in spreading health messages but tribal communities prefer direct interactions. | ASHAs recounted some instances illustrating the positive effects of viewing health messages on television.  ***“They paid heed to our messages about dengue after watching it on TV, taking actions such as adding diesel to stagnant water and maintaining the cleanliness of water storage containers to prevent breeding of mosquitoes on a regular basis.”……ASHA***  ***“The stakeholder observed a change in the health behaviour of adolescent girls, specifically a transition from using cloth to sanitary pads in menstruation due to their exposure to television and media.* *Nevertheless, it's crucial to highlight that this transition is happened only for those with the financial means to afford sanitary pads.”…….ASHA*** |