

PREVENTION OF HIV/AIDS THROUGH USE OF MASS MEDIA IN DELHI SLUMS: A SWOT ANALYSIS OF NGOs & GOVERNMENT AGENCIES

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Abstract:-

Acquired Immuno Deficiency Syndrome (AIDS) is a fatal transmissible disease of the immune system caused by the human immunodeficiency virus (HIV). HIV slowly attacks and destroys the immune system, the body's defence against infection, leaving an individual vulnerable to a variety of other infections. AIDS is the final stage of HIV infection (Barnett and Whiteside 2002; Janeway Jr. and Travers 1997; Unnikrishna, et al. 1993).

AIDS was first reported in 1981 by investigators in New York and California. Initially, most U.S. AIDS cases were diagnosed in homosexual men, who contracted the virus primarily through sexual contact or intravenous drug users who became infected by sharing contaminated hypodermic needles. In 1983, French and American researchers isolated the causative agent, HIV, and by 1985 serological tests to detect the virus were developed (Barnett and Whiteside 2002; Janeway Jr. and Travers 1997; Lindenbaum 1999; Mach 2000; Mann 2001).

There is no cure or effective vaccine for HIV infection. Efforts at prevention have focused primarily on changes in sexual behaviour by promoting abstinence and increasing the availability and use of condoms. Attempts to reduce intravenous drug use and to discourage needle reuse have also led to a reduction in infection rates in some areas. To treat HIV infection, three classes of antiretroviral medications are administered. The purpose of the study is to find out the functioning of the NGO's and Government agencies regarding HIV/AIDS awareness and prevention in Delhi slums.

Keywords :- HIV/AIDS, Awareness, Media, NGOs, Communications Strategies.

Introduction

AIDS does not inevitably lead to death..... It is very important to tell to people. Psychological factors are critical in supporting immune function. If you suppress this psychological support by telling someone he is condemned to die, your words alone will have condemned him.

- **Dr. Luc Montagnier**
(Discoverer of HIV)

Statement of the problem:-

Delhi has an area of 1,483 square kilometers making it the largest city in the country. The total population of Delhi is around 1,67,53,235 out of which 30% reside in slums. Comparing them to other urban Delhi people, their socio-economic condition is lacked far behind, due to this reason they are not well aware

of the importance of health, hygiene, sanitation and education in life. Due to their illiteracy, the educational, instructional instruments and schemes distributed by Government agencies and NGO's are far much extent of no use to bring the awareness within their community.

People living in slum areas are less aware about their surroundings. They are unknown to the significance and uses of mass media and they take it as an entertainment tool only instead of big source of information and knowledge. Though, this research study we have put in all our efforts together the actual reason for not adopting a good media habit.

Objectives:-

The objectives of the study are as follow:-

1. To study NGO's and government establishments functioning as

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communication network in prevention of HIV/AIDS.

2. To identify new strategies of communication to disseminate information about HIV/AIDS.

Methodology:-

The present study has been conducted in Delhi Slums. According to Census 2011, the total population of Delhi is 1,67,53,235. Out of which the population of slums are 20,30,000. Delhi is divided into nine districts in which the researcher selected five highly populated districts for the study. These are North-West Delhi, South Delhi, West Delhi, South-West Delhi and North-East Delhi. The slums selected from the above districts are:-

Sr.No.	District	Region	Slum
1.	North-West Delhi	A	Badli
2.	South Delhi	B	Sanjay colony & Okhla
3.	West Delhi	C	Shakur Basti & Nagloi
4.	South-West Delhi	D	Kishangarh & Mehrauli
5.	North-East Delhi	E	Sahadra & Annanagar

The study of non-government organizations and Government establishments functioning as communication network in prevention of HIV/AIDS has been studied through available reports and SWOT analysis. The NGOs working on HIV/AIDS awareness were selected randomly. The researcher conducted detailed interviews with the representatives of NGO, NACO and Delhi State AIDS Control Society regarding the HIV/AIDS prevention programme, its aims, objectives and functioning.

A special questionnaire was designed for the medical practitioners to find out the new communication strategies to disseminate information related to HIV/AIDS. It was special because researcher wanted to find out the knowledge gap between the medical practitioners and the people living in Delhi slums.

Research Findings:-

The study of non-government organizations and government establishments functioning as communication network in prevention of HIV/AIDS has been studied

through available reports. A proper interaction has been conducted with the policy makers of government agencies and few non-government organization representatives including field workers about their functioning through SWOT analysis.

The researcher interviewed the representatives of National AIDS Control Organization (NACO). New Delhi and Delhi State AIDS Control Society (DSACS), Rohini, New Delhi about their HIV/AIDS awareness programme their functioning, strength, weakness, opportunity and threat.

The same pattern and different questions have been adopted when the researcher interviewed the representatives and field workers of the NAZ Foundation Trust, Gulmohar Park, New Delhi, AIDS Awareness Group (AAG), Safdarjung Enclave, New Delhi and Drishtikon, Vasant Kunj, New Delhi. They replied well about the existing HIV/AIDS awareness communication techniques and their strength, weakness, opportunity and threat.

Their responses were recorded on the questionnaire especially designed for this purpose. Their answers and SWOT analysis are arranged and tabulated given below:-

PART I

SWOT Analysis of NGO's and Government agencies of Delhi

SWOT	Responses of NGO's and Policy Makers	Discussion
Strength	<ol style="list-style-type: none"> 1. According to the Delhi State AIDS Control Society their strength is Interpersonal Communication in context to HIV/AIDS awareness. 2. The Interpersonal Communication training program through field worker is most useful. 	<ol style="list-style-type: none"> 1. The overview of the SWOT analysis proves that the weaknesses of policy makers should be converted into their strength that can happen only when the producers those are not making short films, advance documentaries should better gear-up and start focusing on making such programs frequently. 2. This will bring more opportunities for slum dwellers to eliminate the threat they have to their lives. 3. The less aware they are about HIV/AIDS awareness the more is the risk of encountering the disease.
Weakness	<ol style="list-style-type: none"> 1. They don't spread the awareness through Radio, Internet and Film. 2. They accepted that they don't produce the program for TV. 	
Opportunity	<ol style="list-style-type: none"> 1. We should improve the Socio-economic status of the slum people so that the HIV/AIDS awareness will be more successful. 2. Once the Socio-economic status is raised than the households those are not able to afford the Mass Media they will be able to bring the Mass Media in their homes. 	
Threat	<ol style="list-style-type: none"> 1. The less aware they are about HIV/AIDS awareness the more is the risk of encountering the disease and this will be our threat. 	

SWOT Analysis of Field Workers of NGOs and Government agencies of Delhi

Sr. No.	SWOT	Responses of the Field Workers	Discussion
1.	Strength	<ol style="list-style-type: none"> The strength of the field workers are that the more knowledgably they are they can effectively create awareness. Often they belong to the same area where they have created awareness. 	<ol style="list-style-type: none"> The overview of the SWOT analysis proves that the weaknesses of policy makers should be converted into their strength that can happen only when the producers those are not making short films, advance documentaries should better gear-up and start focusing on making such programs frequently.
2.	Weakness	<ol style="list-style-type: none"> They don't have the very good communication tools to help them to communicate effectively. Mobility is another factor which hampers the accessibility to all the slum dwellers. 	<ol style="list-style-type: none"> This will bring more opportunities for slum dwellers to eliminate the threat they have to their lives.
3.	Opportunity	<ol style="list-style-type: none"> It enhances their interpersonal skills and increases the job opportunities. They are the good mediators between the slum dwellers and the Mass Media. 	<ol style="list-style-type: none"> Less aware they are about HIV/AIDS awareness the more is the risk of encountering the disease.
4.	Threat	<ol style="list-style-type: none"> The less aware they are about HIV/AIDS awareness the more is the risk of encountering the disease and this will be our threat. 	

PART II

To identify new strategies of communication to disseminate information about HIV/AIDS, the researcher interviewed 25 medical practitioners out of which 5 belong to each surveyed region i.e., Region A (North-West Delhi), Region B (South Delhi), Region C (West Delhi), Region D (South-West Delhi), Region E (North-East Delhi). These medical practitioners are the ones who are in constant touch with the slum people in terms of their health issues. The slum dwellers come in contact with these doctors for their small as well as big health related problems. That is why we approached these doctors to find out what could be the mindset of the people living in slums towards HIV/AIDS prevention and what strategies could lay out to disseminate HIV/AIDS awareness completely. Followings are the views and strategies suggested by the medical practitioners for creating awareness about HIV/AIDS prevention in Delhi Slums:-

- Out of 25 medical practitioners, 16 of them said that people living in Delhi slums don't even know what HIV/AIDS is?
- Most of the medical practitioners said that the people living in the slums are lacking the knowledge about HIV/AIDS and they don't even know that information is the only preventive measures for the same.

- Medical practitioners highlighted the point that just because these slum dwellers are illiterate and them unable to read newspaper/magazine. Therefore TV is the only mass media through which they can become aware about HIV/AIDS.
- The majority of medical practitioners said that if Government establishes more mobile dispensaries and ensures that it visits the slum area more frequently than awareness about HIV/AIDS would be faster.
- According to the medical practitioners also TV is the most popular mass media among slum dwellers therefore there should be more HIV/AIDS related programmes shown on TV, so that they become easily aware.
- Interpersonal Communication is the finest way to communicate things across. The medical practitioners also said that there should be more interpersonal communication training programmes for field workers so that they are able to communicate the AIDS related issues in a better way.
- Respondents also said that through attractive group communication like Power Point Presentation, we will be able to remove misconception and misunderstanding that they have about HIV/AIDS.
- HIV/AIDS is not only health related problem but also a social, economic, political and cultural problem as well. Therefore during the dissemination of HIV/AIDS awareness we must take care of the socio-cultural values.

Conclusion:-

- The study reveals that TV is the most effective means of mass media in spreading HIV/AIDS awareness. According to the research, TV can be the most relevant medium to disseminate HIV/AIDS awareness in future.
- The SWOT analysis proves that the

weaknesses of policy makers should be converted into their strength that can happen only when the producers those are not making short films & documentaries should better gear-up and start focusing on making such programs frequently.

- The less aware they are about HIV/AIDS, the more is the risk of encountering the disease.
- Most of the medical practitioners said that the people living in the slums are lacking the knowledge about HIV/AIDS and they don't even know that information is the only preventive measures for the same.
- HIV/AIDS is not only health related problem but also a social, economic, political and cultural problem as well. Therefore during the dissemination of HIV/AIDS awareness we must take care of the socio-cultural values.

Suggestions and Recommendations:-

1. The measures should be taken to improve the socio-economic and education status of slum dwellers.
2. In order to make HIV/AIDS awareness more effective there should be a brand ambassador solely dedicated to HIV/AIDS awareness campaign. It should be broadcasted on the major channels at frequent intervals as well as an attractive advertisement representing the proper message along with the symbol in newspapers/magazines.
3. The private medical practitioners of slum area should be well versed with HIV/AIDS related researches and issues.
4. The journalists should be highly skilled to cover the HIV/AIDS related news and stories with due sensitivity which it deserves.
5. Government agencies like NACO and Delhi State AIDS Control Society should produce more programs related to HIV/AIDS for TV.
6. It is pointed in the study that the doctors

and the staff dealing with HIV positive patients are hesitant to attend them. Instead they should be more cautious and attached to the patients while attending them. This will give a sense of security and confidence to the patients.

7. HIV/AIDS is not only a health issue but it is one of the social, cultural, economic, political and human right issues. Therefore its remedy lies not only in medicine but also in socio-economic and cultural discussions, initiatives, schemes and forums in these areas.
8. As we are aware that every households in slum areas has a TV set, so we should make a programs, advertisements, short films and documentaries based on HIV/AIDS awareness and telecast it on both government and private television channels.
9. Interpersonal communication, group communication and traditional communication are the effective mode of communication for disseminating knowledge about HIV/AIDS. Therefore it is recommended that there should be well trained health communicator for HIV/AIDS awareness dissemination.
10. The stakeholders of NGOs and Government agencies must learn the art of allocation financial resources properly and avoid wasting funds on flimsy activities.
11. The international and national level seminars & conferences should be organized by the government and educational institutions on regular basis.
12. The mass media organizations and media education institutions should organize health related workshops and symposia for their employees and students respectively so that they can be well aware of the challenges related to HIV/AIDS.

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