

# Community Mobilization

In recognition of Information Education and Communication (IEC) as one of the important components of an effective access and delivery model and to expand access to treatment to KALA-AZAR afflicted people in Bihar, between December 2008 and February 2009, 30 IEC shows were conducted in VL endemic district of Bihar by a local NGO.

Community mobilization was conceived as a component to educate the community to take informed decisions to prevent the disease, seek diagnosis early and complete treatment. The activity entailed dissemination of key messages through staging socially and culturally appropriate street plays— NUKKAD NATAK.

The activity was aimed at ensuring community members were aware, in a detailed and realistic way, of their individual and collective vulnerability to KALA-AZAR. Members of the community were given practical knowledge so that they are aware of the different options that are available to them and motivated to seek treatment.



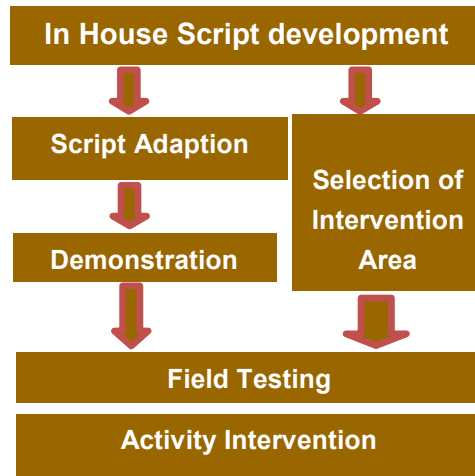
## Objective

To familiarize community members in endemic communities in Bihar with the following key messages:

- signs and symptoms of KALA-AZAR
- importance of early diagnosis
- available treatment options
- need for treatment compliance
- practical preventive measures



## Process



## Findings

A total of 10,802 people attended these shows with 4252 (40%) of them being women. A sample of 219 participants were interviewed following the shows with 47% (103) of them being women. The average age of the respondents was 33 among both men and women. Of those interviewed 41% attributed sand flies or mosquitoes as cause of the disease. When asked about symptoms of kala azar, 70.3 % answered that a fever over 14 days was a defining symptom. When asked where they would go for treatment 43% said a Private Health Clinic, 33% said a District Hospital and only 17% said they would seek treatment at a Government Primary health Center.

