

## **Prevention Of HIV/AIDS Through Use Of Mass Media In Delhi Slums: A SWOT Analysis Of NGO And Government Agencies**

*Neeraj Khattri*

*PhD, Associate Professor and HoD*

School of Media Studies, Jaipur National University, Jaipur

[neerajkhattri101@gmail.com](mailto:neerajkhattri101@gmail.com)

### Abstract

*This paper investigates the NGO's and Government agencies as communication network in prevention of HIV/AIDS. This study paper also tries to identify new strategies of communication to disseminate information about HIV/AIDS. The study of non-government organizations and Government agencies functioning as communication network in prevention of HIV/AIDS has been studied through available reports and SWOT analysis. 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.*

*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. It is recommended through this paper that workshops and training programmes should telecast on TV to inculcate the Media habit and improve personal hygiene. With this the Government agencies like NACO and Delhi State AIDS Control Society should produce more programs related to HIV/AIDS for TV.*

**Keywords:-** HIV/AIDS, Prevention, Communication network, SWOT, Slum.

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)

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).

### **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.

**Objectives:-**

The objective of the study is as follows:-

1. To study NGO's and Government establishments functioning as communication network in prevention of HIV/AIDS.
2. To find out the knowledge gap between the medical practitioners and the people living in Delhi slums.
3. To identify new strategies of communication to disseminate information about HIV/AIDS.

**Methodology:-**

Delhi is divided into nine districts and the total population of Delhi is 1,67,53,235, out of which the population of slums are 20,30,000. The researcher selected five highly populated district, viz. North-West Delhi, South Delhi, West Delhi, South-West Delhi and North- East Delhi.

The study of non-government organizations and Government agencies functioning as communication network in prevention of HIV/AIDS has been studied through available reports and SWOT analysis. The NGO's 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**

| Sr. No. | SWOT     | Responses of NGO's and Policy Makers   | Discussion   |
|---------|----------|--|--|
| 1.      | Strength | <ol style="list-style-type: none"> <li>1. According to the Delhi State AIDS Control Society their strength is Interpersonal Communication in context to HIV/AIDS awareness.</li> <li>2. The Interpersonal Communication training program through field worker is most useful.</li> </ol> | <ol style="list-style-type: none"> <li>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.</li> <li>2. This will bring more opportunities for</li> </ol> |

|    |                    |  |  |
|----|--------------------|--|--|
| 2. | <b>Weakness</b>    | <ol style="list-style-type: none"> <li>1. They don't spread the awareness through Radio, Internet and Film.</li> <li>2. They accepted that they don't produce the program for TV.</li> </ol>   | <p>slum dwellers to eliminate the threat they have to their lives.</p> <ol style="list-style-type: none"> <li>3. The less aware they are about HIV/AIDS awareness the more is the risk of encountering the disease.</li> </ol> |
| 3. | <b>Opportunity</b> | <ol style="list-style-type: none"> <li>1. We should improve the Socio-economic status of the slum people so that the HIV/AIDS awareness will be more successful.</li> <li>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.</li> </ol> |  |
| 4. | <b>Threat</b>      | <ol style="list-style-type: none"> <li>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.</li> </ol>  |  |

**SWOT Analysis of Field Workers of NGO's and Government agencies of Delhi**

| Sr. No. | SWOT               | Responses of the Field Workers  | Discussion  |
|---------|--------------------|---|---|
| 1.      | <b>Strength</b>    | <ol style="list-style-type: none"> <li>1. The strength of the field workers are that the more knowledgably they are they can effectively create awareness.</li> <li>2. Often they belong to the same area where they have created awareness.</li> </ol> | <ol style="list-style-type: none"> <li>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.</li> <li>2. This will bring more opportunities for slum dwellers to eliminate the threat they have to their lives.</li> <li>3. Less aware they are about HIV/AIDS awareness the more is the risk of encountering the disease.</li> </ol> |
| 2.      | <b>Weakness</b>    | <ol style="list-style-type: none"> <li>1. They don't have the very good communication tools to help them to communicate effectively.</li> <li>2. Mobility is another factor which hampers the accessibility to all the slum dwellers.</li> </ol>        |   |
| 3.      | <b>Opportunity</b> | <ol style="list-style-type: none"> <li>1. It enhances their interpersonal skills and increases the job opportunities.</li> <li>2. They are the good mediators between the slum dwellers and the Mass Media.</li> </ol>                                  |   |
| 4.      | <b>Threat</b>      | <ol style="list-style-type: none"> <li>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.</li> </ol>   |   |

## PART II

To identify new strategies of Communication to disseminate information about HIV/AIDS, the researcher interviewed 25 Medical practitioners out of which 5 belongs 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 dweller comes 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.

Following are the views and strategies suggested by the medical practitioners for creating awareness about HIV/AIDS prevention in Delhi Slums:-

1. Out of 25 Medical practitioners, 16 of them said that people living in Delhi slums doesn't even know what HIV/AIDS is?
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.

7. 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.
8. 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 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 awareness 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.

### Suggestion and recommendations :-

1. The private Medical practitioners of slum area should be well versed with HIV/AIDS related researches and issues.
2. The Journalist should be highly skilled to cover the HIV/AIDS related news and stories with due sensitivity which it deserves.
3. It is very much clear in the study that the doctors and the staff dealing with HIV positive patients are hesitant to attend them. But 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.
4. HIV/AIDS is not only a health issue but also one of the Social, Cultural, Economic, Political and Human Right issue. Therefore its remedy lies not

only in medicine but also in Socio-economic and Cultural discussions, initiatives, schemes and forums in these areas.

5. 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.
6. The stakeholders of NGO's and Government agencies must learn the art of allocation financial resources properly and avoid wasting funds on flimsy activities.
7. The International and National level Seminars & Conferences should be organized by the Government and Educational Institutions on regular basis.
8. 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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