

TABLE OF CONTENTS

Acknowledgements

Abstract

| | |
|---|-----------|
| CHAPTER-1..... | 1 |
| 1.1 BACKGROUND OF THE STUDY..... | 1 |
| 1.2 PUBLIC HEALTHCARE SETTING IN INDIA..... | 7 |
| <i>1.2.1 Healthcare Workforce</i> | <i>10</i> |
| <i>1.2.2 Current Scenario of Health in India.....</i> | <i>12</i> |
| <i>1.2.3 Current Scenario of Health in Assam.....</i> | <i>15</i> |
| <i>1.2.4 District-wise Health Scenario</i> | <i>19</i> |
| 1.3 MEDIA AND HEALTHCARE SERVICES..... | 24 |
| 1.4 RATIONALE OF THE STUDY..... | 28 |
| 1.5 PROBLEM STATEMENT | 30 |
| 1.6 RESEARCH OBJECTIVES AND QUESTIONS..... | 30 |
| <i>Research Objective 1:.....</i> | <i>30</i> |
| <i>Research Objective 2:.....</i> | <i>31</i> |
| <i>Research Objective 3:.....</i> | <i>31</i> |
| <i>Research Objective 4:.....</i> | <i>31</i> |
| 1.7 DATA SOURCE | 31 |
| 1.8 THESIS STRUCTURE | 33 |
| CHAPTER 2..... | 35 |
| 2.1 HEALTH EQUITY | 35 |
| <i>2.1.1 Difference between Health Equity and Health Equality</i> | <i>38</i> |

| | |
|---|-----------|
| 2.1.2 <i>Theoretical Approaches to Health Equity</i> | 39 |
| 2.2 HEALTH CAPABILITY PARADIGM | 42 |
| 2.3 MEASURING HEALTH EQUITY | 47 |
| 2.3.1 <i>Social Determinants of Health</i> | 50 |
| 2.3.2 <i>Determinants of Health Inequities</i> | 52 |
| 2.4 AVAILABILITY OF SERVICES | 53 |
| 2.5 ACCESSIBILITY OF SERVICES | 54 |
| 2.6 UTILIZATION OF SERVICES | 56 |
| 2.7 HEALTHCARE PROVIDERS FOR HEALTH EQUITY | 56 |
| 2.8 ETHICAL PRINCIPLES FOR ADVANCING HEALTH EQUITY | 60 |
| 2.9 COMMUNICATION FOR HEALTH EQUITY | 63 |
| 2.9.1 <i>Agenda-Setting</i> | 64 |
| 2.9.2 <i>Media Framing</i> | 65 |
| 2.10 MEDIA ADVOCACY FOR ADVANCING HEALTH EQUITY | 68 |
| 2.11 RESEARCH GAP | 69 |
| CHAPTER - 3 | 72 |
| 3.1 RESEARCH DESIGN | 72 |
| 3.2 PARTICIPANT FROM THE COMMUNITY | 73 |
| 3.2.1 <i>Variables Involved</i> | 73 |
| 3.2.2 <i>Population</i> | 74 |
| 3.2.3 <i>Data Sources</i> | 75 |
| 3.2.4 <i>Sampling Technique</i> | 75 |
| 3.2.5 <i>Tools Used</i> | 78 |
| 3.2.6 <i>Data Collection Process</i> | 78 |
| 3.2.7 <i>Data Analysis</i> | 78 |

| | |
|--|-----------|
| 3.3 HEALTHCARE WORKFORCE | 79 |
| 3.3.1 <i>Variables Involved</i> | 79 |
| 3.3.2 <i>Population</i> | 79 |
| 3.3.3 <i>Data Sources</i> | 80 |
| 3.3.4 <i>Sampling Technique</i> | 80 |
| 3.3.5 <i>Tools Used</i> | 81 |
| 3.3.6 <i>Data Collection Process</i> | 83 |
| 3.3.7 <i>Data Analysis</i> | 83 |
| 3.4 NEWS MEDIA | 84 |
| 3.4.1 <i>Variables Involved</i> | 84 |
| 3.4.2 <i>Population and Sampling</i> | 85 |
| 3.4.3 <i>Tools Used</i> | 85 |
| 3.4.4 <i>Data Collection Process</i> | 85 |
| 3.4.5 <i>Data Analysis</i> | 86 |
| 3.5 CHAPTER SUMMARY | 86 |
| CHAPTER 4 | 87 |
| 4.1 OBJECTIVE – 1 | 87 |
| 4.1.1 <i>Normal Distribution of Women's Age</i> | 88 |
| 4.1.2 <i>Sample Characteristics</i> | 89 |
| 4.1.3 <i>Measure of Inequality</i> | 90 |
| 4.3 OBJECTIVE – 2 | 91 |
| 4.3.1 <i>Measuring Equity in Utilization of Healthcare Services</i> | 92 |
| 4.3.2 <i>Concentration Index</i> | 95 |
| 4.3.3 <i>Effect of Socioeconomic Conditions on the Accessibility of Healthcare Services</i> .. | 97 |
| 4.4 OBJECTIVE – 3 | 106 |

| | |
|--|------------|
| 4.4.1 Normal Distribution of Healthcare Professionals' Employed in the Borderland area. | 106 |
| 4.4.2 Skewness and Kurtosis..... | 107 |
| 4.4.3 Factor Analysis..... | 108 |
| 4.4.3 Scree Plot..... | 109 |
| 4.4.4 Identification of Factors..... | 113 |
| 4.4.5 Effects of Sociodemographic Factors on the Functioning of Healthcare Professionals. | 114 |
| 4.5 OBJECTIVE – 4..... | 118 |
| 4.6 CHAPTER SUMMARY..... | 122 |
| CHAPTER 5..... | 123 |
| 5.1 OBJECTIVE 1..... | 124 |
| 5.2 OBJECTIVE 2..... | 125 |
| 5.2.1 Health Equity and Household Wealth..... | 127 |
| 5.2.2 Access and Utilization of Services: Perspectives from Health Capability Paradigm..... | 129 |
| 5.3 OBJECTIVE 3..... | 140 |
| 5.3.1 Community Service and Engagement..... | 140 |
| 5.3.2 Competency and Skills..... | 143 |
| 5.3.3 Working for Advocacy..... | 144 |
| 5.4 OBJECTIVE 4..... | 147 |
| 5.4.1 Perspective of Media Professionals..... | 148 |
| 5.4.2 Factors Considered for Selection of Health Stories..... | 150 |
| 5.4.3 Challenges and Barriers in Covering Health-related Stories..... | 152 |

| | |
|--|------------|
| 5.5 PARALLELING PERSPECTIVE OF MEDIA AND HEALTH TOWARDS ADVANCING HEALTH EQUITY | 155 |
| 5.6 CHAPTER SUMMARY | 160 |
| CHAPTER-6 | 162 |
| 6.1 CONCLUSION | 162 |
| 6.2 MAJOR FINDINGS OF THE STUDY | 165 |
| 6.3 POLICY SUGGESTIONS | 166 |
| 6.4 LIMITATION AND SCOPE FOR FUTURE RESEARCH | 168 |
| REFERENCES | 169 |
| APPENDIX A | 205 |
| INDIVIDUAL QUESTIONNAIRE | 205 |
| APPENDIX B | 210 |
| HOUSEHOLD QUESTIONNAIRE | 210 |
| APPENDIX C | 212 |
| HEALTHCARE PROFESSIONAL EFFECTIVENESS SCALE..... | 212 |
| APPENDIX D | 215 |
| INTERVIEW SCHEDULE | 215 |
| PUBLICATIONS | 216 |
| CONFERENCES | 216 |
| WORKSHOPS | 217 |
| BRIEF BIOGRAPHY OF THE CANDIDATE | 217 |
| BRIEF BIOGRAPHY OF SUPERVISOR | 218 |

TABLES

| | |
|--|-----|
| Table 1 District-wise distribution of the sample..... | 77 |
| Table 2 Education qualification-wise distribution of healthcare workforce gender..... | 80 |
| Table 3 Skewness and Kurtosis | 88 |
| Table 4 Sample Characteristics of the Population | 89 |
| Table 5 Healthcare Variables for Utilization of Maternal and Child healthcare services | 92 |
| Table 6 Concentration Index on Utilization of Maternal and Child healthcare services..... | 96 |
| Table 7 Logistic Regression Analysis of access to healthcare facilities and resources among women..... | 99 |
| Table 8 Logistic Regression Analysis of access to maternal services among women | 102 |
| Table 9 Logistic Regression Analysis of treatment of child..... | 105 |
| Table 10 Skewness and Kurtosis | 107 |
| Table 11 KMO and Bartlett's Test | 108 |
| Table 12 Eigenvalues and Factor Variance | 108 |
| Table 13 Communalities | 110 |
| Table 14 Rotated Component Matrix | 111 |
| Table 15 Reliability Test – Factor-wise..... | 113 |
| Table 16 Multiple Regression Analysis..... | 117 |