



# Clients Perceptions Regarding “Health Days Celebration Activities”: A Sense Making Study by Phenomenographic Analysis Approach

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## ABSTRACT

**Background:** Many factors operate in choosing health facility services such as health days celebrations activities and this aspect has not been explored in past. Elucidation of Clients perceptions; via applying Phenomenographic approach is an issue, addressed by this study.

**Materials and Methods:** The study was done in 2016 at health training centres of a Medical Institution in Muzaffarnagar district of India. The 10 clients were randomly selected, out of 40 -who attended each health day for 15 health days (RHTC) & 5 Health days (UHTC). The 200 clients quantitative data was supplemented by qualitative perceptions evaluation, which were further evaluated by a phenomenographic analysis on 100 clients selected randomly.

**Results:** Mixed method research revealed that -for 5 common health days celebration activity- no significant differences in perceptions of clients at RHTC & UHTC were found ( $p>0.05$ ). On further phenomenographic analysis -3 sense making concepts emerged: “Little time is available for attending health days activities”; “Feel health days celebration is an unimportant activity”; “More specific health information’s apart from health days required”.

**Conclusion:** The health information’s in health days - needs to be specific; precise, interesting & need based for clients in order to appreciate the importance of health days utility.

**Keywords:** Phenomenography, Perceptions, Clients, Health Days, Celebration

## INTRODUCTION

Perception is the process by which individuals select; organize, and interpret the inputs from their senses to give meaning and order to the surrounding world.<sup>1</sup> It has been seen that; in the health sector, the health seeking and health services utilization behaviours are linked to perceptions, such as : a) clients perception and valuation of the health status; b) his/her expectations of the probable outcome of medical care use, c) points of view of both clients as well health care providers and ultimately

the levels of satisfaction of clients from health system services.<sup>1,2</sup>

Many studies which have been done in India; reveal a variable picture ranging from good to an average and below average level of satisfaction among clients on health services they received from Primary Health Care & Health training centres such as Rural health training Centre (RHTC) & Urban health training Centre (UHTC).<sup>3-7</sup> Moreover the trend of usage of health specialties services from HTCs and influence of socio-cultural prac-

tices of patients on the choice of specialty at HTC; although it is variable at HTCs<sup>8-9</sup>, however it points towards some hidden role of clients perceptions in availing HTCs services. Therefore client satisfaction study carries its own importance as part of assessment of quality of Community Oriented Primary Health care provided by HTCs of budding Private Medical colleges in India. Moreover such kind of studies can also provide an opportunity for future better delivery and higher utilization of health services from HTCs in Indian context.<sup>10</sup> The previous studies<sup>3-10</sup> which are available in literature till date; also had their own limitations in terms of not exploring the real behaviour issue in-depth, providing only a superficial data on the level of satisfaction of clients. Moreover such kind of studies<sup>3-10</sup> have also not explored the area of Health days Celebrations in terms of clients perceptions.

The need of hour therefore is; in-depth understanding of clients perceptions by some other techniques such as a "Phenomenography", in order to have a better sense making from the obtained perceptions as seen in many related studies<sup>11-15</sup>, and its evident utility in health system research<sup>16-18</sup>. Therefore this kind of study can provide deeper understanding in describing the dimensions in how clients perceived, understood and conceptualized the phenomenon of health days celebration activities. No such kind of study on issue of health days celebration activity, using this kind of in-depth qualitative analysis technique has been done so far in literature. This makes this study unique in its own kind.

## MATERIALS AND METHODS

The main objective of this study was to know the deeper dimensions in perceptions of different Clients for different health days celebration activities at health training centre's - by way of using Phenomenography analysis research approach. The study was started by taking an approval of Ethical Committee of the Institution; followed by health centre's clients consent for their participation for each 15 health days -which were usually celebrated at Rural health training centre (RHTC) & Urban health training centre (UHTC) in one year. This was followed by enlisting of clients on each health day. The study was done from 1<sup>st</sup> January 2016 to 31<sup>st</sup> December 2016 ( One year) at 2 health training centres i.e. RHTC and UHTC which are attached to Department of Community Medicine of a Medical College in India in Muzaffarnagar district of state Uttar Pradesh (India).

First the Quantitative data collection in our study was done through Structured -Interview & Obser-

vational checklist. Second the Qualitative data in our study was gathered via Semi- Structured-Interviews and Observations. The study was finally completed by Phenomenographic technique.

### Sampling Technique

**Inclusion Criteria:** In both UHTC and RHTC; 15 health days were celebrated usually every year from last 2 years, since their inception as per their own policy of delivering health messages to the clients(as per the guidelines of WHO listed health days which were adopted by this Medical College). All health days were celebrated at same place i.e. Demonstration Room of RHTC & UHTC respectively. All steps were taken to eliminate the possible biases, which could have come in this study. In these health days at least 40 Clients attended from last 2 years average. So at least 40 clients were enrolled irrespective of any kind of bias. Out of these 40 attendees in every health day of two training centre's, only 10 clients/ health day were sampled due to practical study constraints and use of systematic random sampling technique. They were taken further in the study- but keeping in mind that at least 25% of clients got included in both quantitative as qualitative study, which were further studied by application of Phenomenographic analysis approach. The sampling process was done as per following criteria used in study as explained further:

**Sample Size calculation criteria used:** No of Health days:15 RHTC +5UHTC=20; No of Clients from RHTC=40 x15=600, No of Clients from UHTC=40 x5 =200, Total No of Clients from RHTC+UHTC=800.

25% Clients were sampled by systematic random sampling technique in the study (i.e. 200), therefore sample was 200 due to practical study constraints such as- less time availability of clients. So 200 clients were studied firstly by quantitative as well as qualitative approach. These 200 clients were then further studied qualitatively for both health centres comparison in terms of their perceptions regarding health days. At least 50% i.e. 100 out of 200 clients were further sampled for Phenomenographic analysis by simple random selection technique.

**Perceptions evaluation criteria by mixed research technique:** A Likert like scale based on following 5 types of inputs from clients was used for mixed analysis: a)Very Useful; b)Somewhat Useful, c)Feel Nothing, d)Not useful, e)Useless.

**Phenomenographic Analysis criteria:** Phenomenographic Analysis was done as per the research guidelines given by Marton F(1981) and Marton F & Booth S (1997).<sup>17-18</sup> In our Phenomenographic investigation, we formed the final -" OUTCOME SPACE", which was' a description on the collective

level'. This "OUTCOME SPACE" was the main result of our research and was presented in the form of figure as given in results.

**Exclusion Criteria:** It was ensured that no client gets repeated in every health day- this was done for all 15 health days celebrated at RHTC & 5 Health days UHTC. Moreover few important operational factors of Health training centres such as Behaviour of Doctors, other Service delivery factors and factor of Modes of delivery of health education were excluded from this study.

**Data Analysis:** Simple Quantitative data was analyzed by using descriptive and inferential statistical techniques via Epi-Info(7.1 version) and Simple Qualitative data was analyzed by Chi-Square test. However Sense Making Qualitative Data analysis in Phenomenography was done as per Phenomenographic analysis criteria, as given above in inclusion criteria.

**RESULTS**

The findings of this study were categorized in four major sub heads: 1<sup>st</sup> Quantitative analysis, 2<sup>nd</sup> Qualitative analysis, 3<sup>rd</sup> Combined Mixed Analysis & finally the In-depth-Phenomenographic sense making analysis as explained further:

**Quantitative Analysis:** The 15 (100%) health days were celebrated at RHTC whereas only 5(33%)

were celebrated at UHTC. In both RHTC & UHTC the majority of persons who attended health days were above 40 years, with male preponderance, belonged to Muslim religion and were illiterates [table 01].

For RHTC attendees- the most useful health days celebration activities were World health day(80%) & World TB day(80%) and least were World AIDS day(60%) & World No tobacco day(60%). However for UHTC attendees- the most useful health days celebration activity was World AIDS day (80%) & least was World health day(60%) [table 02].

**Table 1: Profile of Clients at Health training centers attending Health Days [N=200]**

Variables considered	RHTC clients (n=150) (%)*	UHTC Clients (n=50) (%)*
Age groups( in years)		
<40	61(40.6)	17(34)
>40	89(59.4)	33(66)
Sex		
Male	82(54.6)	27(54)
Female	68(45.4)	23(46)
Religion		
Hindu	59(39.3)	18(36)
Muslim	81(54.0)	29(58)
Others	10( 6.7)	03(06)
Literacy status		
Literate	77(51.3)	29(58)
Illiterate	73(48.7)	21(42)

Note: % calculated column wise respectively for each training centre

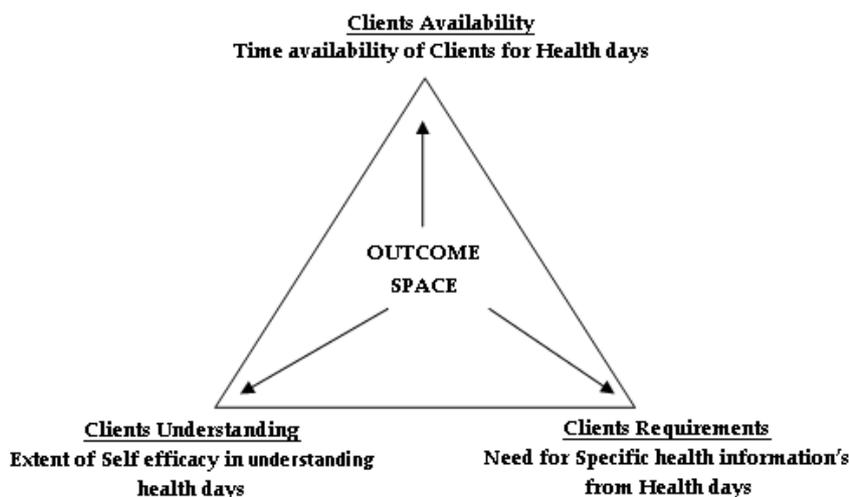
**Table 2: Perceptions of Clients at both Health training centers regarding health day celebration activities [n=200]**

Perceptions towards health day celebration	Very Useful (%)	Somewhat Useful(%)	Feel Nothing (%)	Not useful(%)	Useless (%)
<b>RHTC (n=150)</b>					
World AIDS Day(n=10)	06(60)	03(30)	0	01(10)	0
National Cancer Awareness Day(n=10)	04(40)	03(30)	01(10)	01(10)	01(10)
World Sight Day (n=10)	05(50)	03(30)	01(10)	01(10)	0
Blood Donation Day (n=10)	03(30)	04(40)	02(20)	01(10)	0
International Day of Elderly (n=10)	03(30)	03(30)	02(20)	01(10)	01(10)
World Heart Day (n=10)	05(50)	03(30)	01(10)	01(10)	0
Breast Feeding Week( n=10)	07(70)	03(30)	0	0	0
World Population Day (n=10)	04(40)	03(30)	01(10)	01(10)	01(10)
World Diabetes Day (n=10)	05(50)	03(30)	01(10)	0	01(10)
International Day against Drug Abuse ( n=10)	03(30)	02(20)	01(10)	03(30)	01(10)
World No Tobacco Day ( n=10)	06(60)	02(20)	01(10)	01(10)	0
National Safe Motherhood Day (n=10)	05(50)	03(30)	01(10)	01(10)	0
World Health Day ( n=10)	08(80)	02(20)	0	0	0
World TB Day ( n=10)	08(80)	02(20)	0	0	0
World Disability Day (n=10)	03(30)	02(20)	01(10)	03(30)	01(10)
<b>UHTC (N=50)</b>					
World Health day (n=10)	06(60)	03(30)	01(10)	0	0
World Population Day(n=10)	02(20)	03(30)	01(10)	03(30)	01(10)
Breast Feeding Week(n=10)	07(70)	03(30)	0	0	0
International day of elderly(n=10)	01(10)	03(30)	02 (20)	02(20)	02(20)
World AIDS Day(n=10)	08(80)	01(10)	01(10)	0	0

**Table 3: An analysis of Perceptions of Clients at Health training centres (RHTC & UHTC both) regarding Common health day celebration activities (N=100)**

Perceptions ( Multiple Responses)	Health day should be frequently celebrated	Gained a Lot of Knowledge	Information needs more detailing	Will inform other regarding its benefit	More Information on diagnosis , treatment & prevention of disease can be given	P value*
<b>World Health day (n=20)</b>						
RHTC	09(45)	07(35)	08(40)	07(35)	03(15)	>0.05
UHTC	06(30)	05(25)	04(20)	03(15)	01(5)	
Total	15(75)	12(60)	12(60)	10(50)	04(20)	
<b>World Population Day(n=20)</b>						
RHTC	06(30)	08(40)	09(45)	07(35)	06(30)	>0.05
UHTC	05(25)	05(25)	04(20)	04(20)	05(25)	
Total	11(55)	13(65)	13(65)	11(55)	11(55)	
<b>Breast Feeding Week(n=20)</b>						
RHTC	10(50)	10(50)	09(45)	08(40)	05(25)	>0.05
UHTC	09(45)	08(40)	08(40)	08(40)	04(20)	
Total	19(95)	18(90)	17(85)	16(80)	09(45)	
<b>International day of elderly(n=20)</b>						
RHTC	03(15)	03(15)	08(40)	02(10)	09(45)	>0.05
UHTC	02(10)	01(05)	07(35)	01(05)	07(35)	
Total	05(25)	04(20)	15(75)	03(15)	16(80)	
<b>World AIDS Day(n=20)</b>						
RHTC	15(75)	12(60)	10(50)	08(40)	16(80)	>0.05
UHTC	05(25)	06(30)	07(35)	05(25)	04(20)	
Total	20(100)	18(90)	17(85)	13(65)	20(100)	

\*P value was calculated by using chi square test; df 4 for all chisquare; Figure in parenthesis indicate percentage.



**Figure 01: Outcome space dimensions of Health Days Celebration Activities as perceived by Clients in terms of their sense making by Phenomenographic approach.**

**Qualitative Analysis:** For both the health centres health days celebration activity- Breast feeding activity was felt to be a commonly useful activity by clients (70% each at UHTC & RHTC). However no significant differences in perceptions of attendees at RHTC & UHTC were found ( $p > 0.05$  for 5 common health days), implying that variable perceptions do exist for this kind of activities at health training centre [table 03].

**Combined Mixed analysis**

**Health Days celebration wise - Analysis:** The variations were sought for 5 major types of health

days celebrated at RHTC & UHTC in combination and following variations were also found:

- World Health day :20%-75%, Net diff in Variation=55%
- World Population Day-55%-65%, Net diff in Variation=10%
- Breast Feeding Week-45%-95%, Net diff in Variation=50%
- International day of elderly-15%-80%, Net diff in Variation=65%
- World AIDS Day-65%-100%, Net diff in Variation=35%

**In-depth Sense Making Phenomenographic Analysis:** Phenomenographic results which were gathered for 5 common health days celebration activities; at RHTC & UHTC on 100 clients, revealed some interesting sense making issues and therefore they were interpreted as reflecting in 3 descriptive categories in story types as explained further.

**Sense making themes of Health days celebration activities:** Results of 100 interviews with observations on clients revealed the following findings- as three concept themes (A,B,C):

**A. Concept theme One-Clients feel health days celebration is an unimportant activity:-** The main reason for less importance of each types health days in their perceptible view from 37% interviews were: *"Health days are not understood well"*..

**B. Concept theme two: Clients want to give little time for health days activities at Health training centres:** The main reason for less time given by clients for their health days in their perceptible view from 33% interviews was: *"Health days consume 2-3 hours of their earning time"* .....

**C. Concept theme three: More precise & specific health information apart from health days are the real needs of clients:** The main reason for less importance of each types health days in their perceptible view from 30% interviews was: *"Health days do not give information's which they desire"* .....

**Outcome Space analysis:** All these 3 major themes were further analyzed in sense making Phenomenographic terms. The three dimensions and the extremes within the presented story types of Clients which were synthesized in this study were: **a) Nature of presentation of the Health days attending behaviour in terms of time availability:** this demonstrated -how easily the Clients reacted defensively in terms of sparing time for attending health days celebration activity, when researchers challenged the importance of health days; **b) Extent of Self Efficacy in Understanding Health days Celebrations activity:** this constituted how much the clients had a control over understanding the health days celebration activity, **c) Nature of Desire of the information's from the Health days celebration issue:** this showed that -how much the clients have made explicit the need for the information's from the Health days celebration as explained in figure 1.

## DISCUSSION

In our present study; the major issue which emerged was that :- there was a possible influence of socio-cultural issues on health days celebration attendance, at both the health training centres. Moreover the weak socio-demographic profile of

clients in area of both health training centres implies that from their social backgrounds, they were less able to appreciate the importance of health days celebration activity. This issue was also emphasized in few studies carried out on this area by other researchers<sup>8-9</sup>.

In our study; the finding of - *" Breast feeding week activity"*, which was felt to be the most useful common activity among both female and male clients at the both the health centres health days celebration activity- this indicates that services under various national programmes for Mother & Child are well emphasized by training centres staff and possibly also well understood by clients. This finding was also in consonance with other studies in this area<sup>8-9, 11-14, 19</sup> which have also indicated that rural health training centre (RHTC) can be a supporting component to a primary health care system for NRHM programme in district<sup>8-9,19</sup>. This further means that the impact of NRHM programme in the district might be operating well. The similar kinds of facts have been emphasized in related studies by Srivastava VK et al (2008)<sup>20</sup>; Panigrahi SK et al (2015)<sup>21</sup>, Davey S et al (2014)<sup>22</sup> in different parts of India.

From health training centres wise analysis in our study; it appeared that the RHTC as compared to UHTC (In terms of health days celebrated) was imparting wide variety of health care information's in the form of health days celebration activity, for various diseases. This might have been well recognized by the clients in our study, which can be a major factor in client satisfaction. This finding in our study was similar to findings in study by Galhotra A et al (2013)<sup>4</sup> in which overall satisfaction from OPD services of a Rural health training centre from Chandigarh was also found. Many studies however indicate that the quality of services from health team are one of the important determinant of clients perceptions toward treatments and health services seeking behaviour in Indian scenario<sup>4-7,23</sup>.

When health days celebration activities were further analyzed for RHTC clients -the most useful health days celebration activities were: World health day & World TB day. However for UHTC clients the most useful health days celebration activity in terms of their perception were: World AIDS day and this seems to be a most important killer disease in their mind. The World health day activity which was appreciated least by UHTC clients also elucidates that, they are not much receptive to newer health information's. This indicates that many factors related to perceptions of health days might be operating, as evident from other studies in literature<sup>2-9, 24-29</sup>.

The role of Clients participation is an important factor in shaping the clients perceptions as found in many studies<sup>24-28</sup>. This kind of hidden and emerged factors may also explain the variability of responses among RHTC & UHTC clients, regarding utility of health days celebrations in our study, however there is a paucity of studies on this specific issue. In our study, from superficial qualitative analysis; the variability of perceptions existed for health day activities at health training centres. This finding was also similar to the findings in other studies on related issues<sup>2-5,9</sup>. Literature however also reveals that clients consideration and valuation of health centre activities, staff and superior social environment can benefit the clients physically as well as emotionally to shape their perceptions<sup>3</sup> and they may possibly also explain current scenario found in our present study.

In our study on further applying mixed method technique; it appeared that World AIDS Day celebration activity had a maximum variation of phenomena. Clients also felt that World AIDS day should be frequently celebrated. This further means that clients are conscious for their health care, provided information's given to them are specific, concise and clarifying ones from both RHTC & UHTC staff as also indicated by other studies<sup>2-9,24,29</sup>.

From the Phenomenographic in-depth analysis the key thematic reasons; which were seen from this study may be explained due to existence of many factors; as evident from other types of Phenomenographic studies in different scenarios on different kinds of issues such as need, values, desires, knowledge and experiences as well as emotions of Clients<sup>1, 11-14,16-18</sup> which might have affected the clients perceptions. Therefore above multiple factors as well as few other factors such as socio-cultural practices and expectations of health days celebration activities in minds of clients in the study area, might also be influencing their health days celebration attending behaviour, as evident also from many other related Phenomenographic studies<sup>1, 4-7, 11-14,16-18,23-30</sup> in literature. However despite this important issue of sense making from perceptions towards health days celebrations in our study, few limitations must not be forgotten such as sample size & intrinsic limitations often present in Phenomenographic studies before generalization of our findings.

## CONCLUSION

Health days celebration is an unimportant activity, for which clients want to spare little time and more precise health information's are their real needs. Authors however suggest more future studies on

larger samples on multiple factors in combination for further better clarity on this subject.

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