

Design Driver: Better positioned ASHA through a clear value proposition

HMW theme: How might we use rituals lens for revisiting the ASHA role and craft a clear value proposition for the community, health system, and for themselves.

Goal

1. Understand the value perception of the ASHA role from their own perspective and from the community perspective.
2. Explore how the value perception of the AHSA role can be improved for AHSAs by providing growth pathways beyond their current role.
3. Explore how the image of ASHAs for community members can be made more positive and revered

Who With:

	Intro Call	Round 1	Round 2 (group)
ASHA facilitator	18.01.21	22 - Tues	
Jeevika VO leader	16	AFTER WED	x
Mukhiya	17	21 - Mon	x
ASHA Parmila	19	22 Tue - parmila	
ASHA Rani	19	23 Wed - Rani	x
ASHA Bhagwati	19	22-Tue - bhagwati	
AWW	19	07.01	

INTRO CALLS

Separate (four) introductory calls with all respondents

- Introduction to project, partners and self (researcher)
- Share study objective
- Share what we understand and why we are talking to them- to get deeper understanding of certain topics
- Simplified explanation of foundation of HMW
- Overview of interaction over next days and mode of conduct

Call with ASHA facilitator

Perceived position of ASHAs in community and among community health cadre

Perception of respect and reverence in community

Different levels of respect and reverence received by different ASHAs and reasons for the same. What makes one ASHA more respected than another.

1. From the time when you started as an FLW, how did your position in the community change?
2. Who do you think are the most revered people in your community and why? Who are the most valued and respected people in the community? In what attributes are they different from ASHA? What attributes will make her more valued and respected in the community?
3. Tell us about your relationship with ASHAs?
Probes: different kinds of ASHAs?
You must have observed that some ASHAs are better able to communicate with the community well and some face challenges.
Probe: Parroting training or contextualising advice
4. If you were to describe everyone at the village, state, national level about your role/ ASHAs role, what would it be?
5. Stories of when ASHA felt valued and respected in the community? What are some common challenges ASHAs face in the community around earning people's respect and trust?
Probe: Can you think of any one ASHA from your group who you think is most looked up to by the community she serves? Why do people respect her?
6. Do community members understand the impact of ASHAs and are they aware of the transformation they themselves have undergone as a community because of FLWs?
7. Stories of when ASHA was made to feel small or disrespected
First in general then probe at community level
Break it down into gentle steps
How prevalent and how severe?
8. Can you tell me step by step your journey so far as an ASHA? What would you consider markers of growth for you?
Name three.

9. What other ways might be there for ASHAs to grow?
Log nauki karte hai aur upar jaata hai. Teacher to course head to principal. Samay ke saath naukri mein barhotri hoti hai, log aude mein upar jaate hai.
Probe: Jeevika collaboration, role in panchayat beyond health
10. What's in the future for your ASHAs? How would their position in the community evolve with time?
11. When in future there will be no problems in service delivery of institutional deliveries, immunization- what would AHSAs be doing?

Activity

Write a letter to the government about the future of ASHAs.

1. Introduce yourself
2. Express your concerns for future of ASHAs
3. Provide recommendations

Mahatwa- value

Auda - status

Call with Jeevika VO leader

Perceived position of ASHAs in community and among community health cadre

Perception of respect and reverence in community

Possible value addition to ASHA role through involvement in SHGs

1. 'Rapport building'
2. Tell me about your relationship with ASHAs? Do you think that ASHA's understand your role?
3. What are the avenues VISHAY where AHSA, Jeevika, AWW can work together and support each other? What might be the problems in doing so?
4. If you were to explain what ASHA in your village has accomplished with regards to community health in the last five years, what would it be?
Probe: Do community members understand the impact of ASHAs and are they aware of the transformation PARIVARTAN they themselves have undergone as a community because of FLWs?

5. Which of these statements do you think apply to the ASHA role?
 - 1) She extends VISTAAR the health system advice and services SEVANEIN to the community.
 - 2) She conveys the health requirements AWASHYAKTAAON and concerns CHINTAON of the community SAMUDAI to the health system.
 - 3) She is shifting the health paradigm in the community, resulting in significant improvement in the mother and child health.
SWASTHYA KA ROOPREKHA
6. Who do you think are the most revered ADARNIYA people in your community and why? Who are the most valued MAHATWAPURN and respected people in the community? Why?
7. In what attributes are they different from ASHA? What attributes will make her more valued and respected in the community?
8. According to the community, what are the things ASHA does well and what are the things she is not able to do well? What would they expect their future ASHA to be able to do with regards to community health?
9. From the time when you started as a Jeevika VO, how did your position in the community change? How?

Activity

Take a photo of something or someone in your community that symbolises for you:

The progress/improvement of your community in past 10 years

The change that has been brought about because of ASHAs

Picture of you talking on phone

Or video call SS

Call with Mukhiya

3rd person perspective of ASHA role value, compared to other health workers

How has comm health changed

Role of ASHA in the change?

Your engag

1. Tell me about yourself.
Since when have you been the Mukhiya? How has it been?
About your family?
Where is your maiden home?

2. Can you tell me about the change you have seen in your community over the last 10 years?
Probe: Community health and hygiene SAMUKAYIK SWASTH & SWACHHTA
3. Tell us about the role of FLWs SWASTHKARMEE in your community SAMUDAI? How do they work together?
4. Who is the most important of the FLWs? According to you and according to the community members? Why?
5. How does your role as Mukhiya interact with FLWs?
Probe: ASHAs
6. What are the areas KSHETRA where you could collaborate SAHYOG further and improve SUDHAR/ VIKAS things in the community?
With ASHA
7. Which of these statements do you think apply to the ASHA role?
 - a. She extends the health system advice SALAAH and services SEVAON to the community.
 - b. She conveys the community's SAMUDAI health requirements AWASHYAKTAAON and concerns CHINTAON to the health system.
 - c. She is shifting the health paradigm MISAL in the community, resulting in significant improvement in the mother and child health.
SWASTHYA KI ROOPREKHA
8. Do community members SAMUDAI KE SADASYON understand the impact PRABHAV of ASHAs and are they aware JAGRUK of the transformation PARIVARTAN they themselves have undergone as a community because of FLWs?
9. As a representative PRATINIDHI of the community SAMUDAI have you ever made any gesture ISHARA/ SANKET to show support SAMARTHAN for the work done by ASHAs or any other FLW?
10. How can the community support SAHARA/ SAHYOG the work of ASHAs?

Activity

If you were to think of a superstar ASHA in future, how would she look like, what would she do in her day to day life? How is she changing the village? How is she changing the country? How are you bringing change with her? /// change from her, inspiring

Call Anganwadi worker

Key areas of discussion??

1. Tell me about yourself.
2. Tell us what you like most about working with ASHAs?
3. Tell us about your relationship with ASHAs?
4. If you were to explain what ASHA in your village has accomplished with regards to community health in the last five years, what would it be?
5. Who do you think are the most revered SAMMAAN people in your community and why? Who are the most valued MOOLYA and respected ADARNIYA people in the community?
6. According to the community, what are the things ASHA does well and what are the things she is not able to do well? What would they expect UMEED their future BHAWISHYA ASHA to be able to do with regards to community health?
7. From the time when you started as an AWW, how did your position in the community change?
8. In the future, in what ways can ASHA's role be strengthened to serve the community and secure her social position as a health worker?
bhavishy mein, samudaay ke seva karane aur svaasthy kaaryakarta ke roop mein apanee saamaajik sthiti ko surakshit karane ke lie aasha ke bhoomika kin tareekon se majaboot ho sakatee hai?

Group call with 3 ASHAs

Perceived position of ASHAs in community and among community health cadre

Perception of respect and reverence in community

Q. Describe a super star ASHA? If starring in a film what would it be like?

Probe: If you were making it, what would you show?

Q. From the time when you started as an FLW, how did your position in the community change?

1. From the time when you started as an FLW, how did your position in the community change?
2. What are some common challenges CHUNOTIYA ASHAs face in the community around earning people's respect and trust?

3. Of AWW, Jeevika, ANM and Mukhiya, who do you feel most comfortable communicating with? Why? What about other ASHAs?
4. Who do you think are the most revered people in your community and why? Who are the most valued and respected people in the community? In what attributes are they different from ASHA? What attributes will make her more valued and respected in the community?
5. If you were to describe everyone at the village, state, national level about your role/ASHAs role, what would it be?
6. Stories of when ASHA felt valued and respected in the community?
Probe: Can you think of any one ASHA from your group who you think is most looked up to by the community she serves? Why do people respect her?
7. Do community members understand the impact of ASHAs and are they aware of the transformation they themselves have undergone as a community because of FLWs?
8. Stories of when ASHA was made to feel small or disrespected
First in general then probe at community level
Break it down into gentle steps
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9. Can you tell me step by step your journey so far as an ASHA? What would you consider markers of growth for you?
Name three.
10. What other ways might be there for ASHAs to grow?
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Probe: Jeevika collaboration, role in panchayat beyond health
11. When in future there will be no problems in service delivery of institutional deliveries, immunization- what would AHSAs be doing?

Activity

If you were to think of a superstar ASHA in future, how would she look like, what would she do in her day to day life? How is she changing the village? How is she changing the country? How are you bringing change with her? /// change from her, inspiring

Last group sharing call

Share opportunities and initial ideas with group

Order questions in terms of vulnerability? Or difficulty? Emotional?
Reframe questions for each respondent.

Q. Tell us about your role. (both ASHAs and others)
Harder is when you were respected/disrespected

Q. Tell us about your relationship with ASHAs? (others)

Q. If you were to describe everyone at the village, state, national level about your role/ ASHAs role, what would it be? (both)

Q. If you were to explain what ASHA in your village has accomplished with regards to community health in the last five years, what would it be? (to other people)

Q. Different kind of ASHAs

Q. Stories of when ASHA was made to feel small or disrespected
First in general then probe at community level
How prevalent and how severe?

Q. Stories of when ASHA felt valued and respected in the community? (both)

Q. What other ways or avenues do you think where we can feel ASHA more valued and respected? (both)

Q. In what ways can the community support ASHAs in their work?

Q. What are the avenues where AHSA, Jeevika, AWW can work together and support each other? What might be the problems in doing so?

Q. Who do you think are the most revered people in your community and why? Who are the most valued and respected people in the community? In what attributes are they different than a ASHA? What attributes will make her more valued and respected in the community?

Q. Do community members understand the impact of ASHAs and are they aware of the transformation they themselves have undergone as a community because of FLWs?

Q. Do community members understand her as a health system person, sharing their recommendations and advice in the community. How can ASHA become a community person conveying the health needs of the community to the health system?

Which of these statements do you think apply to the ASHA role?

- 4) She extends the health system advice and services to the community.
- 5) She conveys the health requirements and concerns of the community to the health system.
- 6) She is shifting the health paradigm in the community, resulting in significant improvement in the mother and child health.

Q. According to the community, what are the things ASHA does well and what are the things she is not able to do well? What would they expect their future ASHA to be able to do with regards to community health?

Q. Describe a super star ASHA? Who is valued and respected in the community?
If there was a film about super-ASHA

Q. From the time when you started as (an ASHA) how did your position in the community change?

Q. In the future how do you see your position changing in the community?
Imagine this scenario...

When in future no problems in service delivery of xyz- what would AHSAs be doing?

Prompts: Two messages

Idea for group activity

Send template they can draw and fill

Probe ideas:

Metaphor cards

^ Write a letter to the gov, peer - discuss together what topics - herself, community concerns-
use structure

Mad libs, fake/future news article

Emoji story / scene

Take a photo of something in the community because of the ASHA, her impact

Of the development of your community in past 10 years

Of something that reminds of you the ASHA / improvement