

# Coverage of Antenatal Care by NRHM in Regional Newspapers of Assam with Special Reference to *The Assam Tribune*

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## Abstract

National Rural Health Mission (NRHM) has been launched in India with an aim to reduce the Maternal Mortality Ratio (MMR) of the country. With the inception of NRHM, reduction of MMR is evident across all the States. Despite the decrease in MMR, the State of Assam continues to have higher than the national average. Various strategies have been adopted for curbing the increased MMR of the State including awareness generation through mass media. Print media is one of the sources for carrying health related messages to the masses. The present study is based on the content analysis of the coverage on Antenatal Care (ANC) by NRHM in a widely known local daily newspaper – *The Assam Tribune*. The concerned newspaper is studied on the content of coverage related to NRHM for a period of one year. It is observed that, in terms of numbers, maximum coverage by NRHM in the concerned paper are related to tender/quotation notices, advertisement for manpower recruitment and audits and bid. In terms of area of the column, maximum column space is occupied by display ads on feature articles, services provided under NRHM and projection of special drives like *Mission Indradhanush* for, *Mission Tejaswi* for consumption of Iron and Folic Acid, Intensified Diarrhoea Control Fortnight (IDCF) for diarrhea control, Deworming Day, etc. Coverage of content related to ANC is almost negligible. Advocacy of the media fraternity needs to be strengthened based on the present context for health promotion in mass media.

*Key words: Antenatal care, Health, Newspaper, Maternal mortality.*

## 1.0 Introduction

*The Communication Theory* of Mass Communication suggests that the sole purpose of media is not to provide information but is also to educate the masses.

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There can be no development without communication. Based on this principle, evolved the *Development Communication Theory* of mass media which enabled mass media to take responsibility of carrying out positive developmental programmes, accepting restrictions and instructions from the State. (Agarwal, 2007). Mass media such as radio, television and newspapers are effective communication medium in reaching information to people on a large scale and bring societal and behavioural change. It tells the masses what to think and broadens the areas of thinking. In the geographical context of limited reach of electronic media and power supply, print media especially newspapers play an important role in providing information. (Tuladhar S., 2013).

National Rural Health Mission (NRHM) was launched on 12 April 2005 to provide accessible, affordable and quality health care to the rural population, especially the vulnerable groups. Specific to the component of Antenatal Care (ANC), it aimed to reduce Maternal Mortality Ratio (MMR) in the country from 407 to 100 per 1 lakh live births and Infant Mortality Ratio (IMR) from 60 to 30 per 1000 live births. (GoI, n.d.) The overall objectives of the Mission in its Phase I (2005-2012) were as follows:

- (a) Reduction in child and maternal mortality
- (b) Universal access to public services for food and nutrition, sanitation and hygiene and universal access to public health care services with emphasis on services addressing women's and children's health and universal immunisation
- (c) Prevention and control of communicable and non-communicable diseases, including locally endemic diseases.
- (d) Access to integrated comprehensive primary health care.
- (e) Population stabilisation, gender and demographic balance.
- (f) Revitalising local health traditions & mainstream AYUSH.
- (g) Promotion of healthy life styles.

The expected outcomes from the Phase I Mission in relation to ANC, as evident from statistical data are as follows:

- (a) IMR reduced to 30/1000 live births by 2012.
- (b) MMR reduced to 100/100,000 live births by 2012.
- (c) Upgrading all Community Health Centers to Indian Public Health Standards (IPHS).

- (d) Increase utilisation of First Referral Units (FRUs) from bed occupancy by referred cases of less than 20 percent to over 75 percent.
- (e) Engaging 4,00,000 female Accredited Social Health Activists (ASHAs). (MoHFW, 2005)

Phase I (2005-2012) of NRHM had mainly adopted five main approaches i.e. Communitise, Improved Management through Capacity Building, Flexible Financing, Innovation in Human Resource Management and Monitor progress against standards. (MoHFW, 2005) After visible impact of 1<sup>st</sup> phase of the Mission, National Rural Health Mission (NRHM) and National Urban Health Mission (NUHM) were brought under the ambit of National Health Mission (NHM) for implementation during 2<sup>nd</sup> phase (2012-17). The National Urban Health Mission (NUHM) as a sub-mission of National Health Mission (NHM) has been approved by the Cabinet on 1st May 2013 (GoI, n.d.). In Assam, due to the interventions of NRHM, the Maternal Mortality Ratio had decreased from 490 (SRS, 2001-03) to 301 per lakh live birth (SRS 2011-13). Even if it has been reduced, it still remains to be above the national average of 167.

**Table 1** Maternal Health Indicators (NFHS IV 2015-16) (MoHFW, 2015-16)

Sl. No.	Maternal Health Indicators	NFHS IV (2015-16) (In percent)		NFHS III (2005-06) (In percent)	
		India	Assam	India	Assam
(1)	ANC (Antenatal Care) in 1 <sup>st</sup> trimester	58.6	55	43.9	40
(2)	Atleast 4 ANC (Antenatal Care) visit	51.2	47	37	24
(3)	Consumption of (IFA Iron and Folic Acid) for 100 days or more when they were pregnant	30.3	32	15.2	10
(4)	Full ANC (Antenatal Care)	21.0	18	11.6	7
(5)	Institutional Delivery	78.9	71	38.7	22

Source: NFHS IV.

Table 1 shows the maternal health indicators for the state of Assam as per National Family Health Survey IV (NFHS IV 2015-16). As revealed from the above table, Assam is still struggling with the Maternal Health indicators. Antenatal Care (ANC) is one of the key components in reducing the Maternal Mortality. Important maternal health indicators for a pregnant woman that needs to be taken care of during pregnancy (antenatal) are— 4 medical check-ups during ANC

period, 2 doses of Tetanus Toxoid (TT) based on the order of pregnancy and consumption of 100 tablets of Iron and Folic Acid (IFA) based on the level of Haemoglobin (Hb) content in the blood. During antenatal check-up following records of the pregnant women needs to be taken— weight, blood pressure (BP), urine and blood examination. Institutional Delivery (ID) is another measure which helps in preventing Maternal Mortality (MoHFW, 2013).

In the field of Mass Communication research, content analysis is a systematic method of analysing communications content. It examines how news, drama, advertising and entertainment output reflect social and cultural issues, values and phenomena. The development of content analysis as a formal method of social enquiry took place in the years between the two World Wars, as well as in the major research programmes of Harold Lasswell and his associates around and during the second world war. The classic and most quoted definition of content analysis is from the Bernard Berelson's *Content analysis in Communication Research*, published in 1952: "Content analysis is a research technique for the objective, systematic and quantitative description of the manifest content of communication." Hence, content analysis by definition is a quantitative method. (Hansen et al., 2006)

## 2.0 Objectives of the Study

- (a) To study the coverage of different type/genres of the content related to National Rural Health Mission (NRHM) in the regional newspapers.
- (b) To study the importance given by National Rural Health Mission (NRHM) on publication of antenatal care services under it.
- (c) To study the contribution of regional newspapers on reduction of maternal mortality of the State.

## 3.0 Statement of the Problem

After a decade of implementation of National Rural Health Mission (NRHM), Assam is yet below the national average in key Maternal Health indicators. For creating awareness under NRHM through various types of media, funds are also made available to states based on the annual State Programme Implementation Plan (SPIP).

In a typical Indian family, woman/female member is the last member of the family to seek any kind of health services. The same is applicable for pregnant women. Moreover, patriarchy plays its own role in determining the utilisation of health care services of a pregnant woman in India. To improve the health seeking behaviour of the pregnant women, it is important to make the pregnant woman aware about the benefits and service delivery of Antenatal Care. Modelling Behavior Theory of mass media implies that, behaviours modeled from media experiences can become habitual if found useful and/or if they are reinforced in the environment. One of the important Behaviour Change Communication (BCC) through mass media for improving maternal health is reporting about Antenatal Care (ANC) services by National Health Mission.

Studies conducted on content related to health coverage in newspapers are very limited. Few studies are done on coverage of selected topics like mental health, HIV/AIDS, etc. but coverage of content on antenatal care is almost negligible compared to the others. Content analysis of development news coverage in *The Hindu*, *The Assam Tribune* and *Dainik Jugasankha* shows that national English daily *The Hindu* devotes 9.59 percent of its total newshole to the coverage of development news. Regional English newspaper *The Assam Tribune* devotes 9 percent of its newshole to development news coverage and Bengali daily *Dainik Jugasankha* gives 6.24 percent. This shows that the percentage of development news coverage is very low in all these newspapers. The study also shows that among the three newspapers, *The Hindu* devotes maximum amount of space to the coverage of development news and carries maximum number of news items followed by *The Assam Tribune* and *Dainik Jugasankha*. English newspapers both national and regional pay greater attention to development news than the language newspaper. (Soma, 2012)

Content analysis on health related news coverage in six different local newspapers of Assam shows less coverage of content related to health in regional newspapers. The study conducted on 3 (three) local English dailies – *The Assam Tribune*, *The Sentinel* and *Seven Sisters Post* and 3 (three) regional language (Assamese) daily newspapers – *Dainik Janambhumi*, *Dainik Janasadharan* and *Ajir Asom* shows that, *The Assam Tribune* has covered health news for least number of days whereas *Ajir Asom* and *Seven Sisters Post* has covered for maximum number of days. Even if *Seven Sisters Post* has more coverage of content related to health for more number of days, but in terms of numbers of contents related to health, it has less coverage and contributed less space.

*The Sentinel* has published highest number of contents related to health and provided maximum space compared to other newspapers. Overall, space occupied by content related to health varies from 2 to 4 percent amongst all the newspapers. Maximum coverage of content related to health news in the newspapers is related to the daily event in the health sector for instance the health camps, across all newspapers. *Seven Sisters Post* focus more on coverage of content related to health administration instead of health services delivery. *The Sentinel* covers maximum content on outcome of research studies in the health sector. Another area, on which maximum number of content are seen to be covered by the newspapers is about spread of disease. As mentioned above, specific coverage related to Antenatal Care is found to be almost negligible.

#### 4.0 Research Questions

- (a) Whether NRHM do reporting of Antenatal Care (ANC) services in newspapers?
- (b) Whether newspapers focus on health care of pregnant women?

#### 5.0 Materials and Methods

- (a) *Place of the Study*: The selected media for the study is print media and newspaper being the study area. The highest circulated English daily *The Assam Tribune* is the selected sample. The claimed circulation of the concerned paper amongst all the local dailies as per Annual Statements submitted by publishers for 2007-08 is 68786 (RNI, 2007-08). It also has the provision of E-paper which is widely accessed across the globe.
- (b) *Type of research*: The analysis is a retrospective analysis of coverage of content related to NRHM in *The Assam Tribune* through content analysis.
- (c) *Method of research*: Contents related to NRHM covered in the particular newspaper has been categorised into following types/genres – news report, editorial, feature article, advertisement for jobs and audits, tender/quotation notice, items related to special drive to be undertaken by NRHM, services provided by NRHM, notice for interview of manpower and bidding/information related to bids. Date of publication of the content, page in which the content has been published and area of the column containing the content is also recorded. Supplementary editions and special editions are excluded from the study.
- (d) **Period of research**: The period of research is for one year from August 2015 – July 2016.

## 6.0 Brief Description about Weekly Editions of *The Assam Tribune*

This particular newspaper has its daily editions with approximately 16 numbers of pages. From Thursday onwards, number of pages in the daily editions increases from 18 pages on Thursday to 24 pages on Sunday, as shown in below Table 2. The nomenclature of the pages and its publication during the study period for the week of 14<sup>th</sup> March, 2016 – 20<sup>th</sup> March, 2016 (taken randomly) is shown in Table 2.

**Table 2** Details of the Pages in the Weekly Editions of the Newspaper (Page nomenclature and publication in the week)

Page No.	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	Main page published all days of the week						
2	Classified page published all days of the week						
3	Page 3	National page published 2 days of the week		Advertisement	National	Page 3	National
4	International page published all days of the week						Classified
5	City page published all days of the week						
6	Editorial page published all days of the week						
7	City page published all days of the week						
8	State page published all days of the week						
9	State page published all days of the week						
10	North East	State page published for 6 days of the week					
11	Business	State page published for 4 days of the week					Classified
12	National	Advertisement	National page published for 3 days of the week			Panorama	Classified
13	Leisure page published for 5 days of the week					Mosaic	National
14	International	Special Supplement	International page published for 3 days of the week			Shopper's Corner	National
15	Sports page published for 5 days of the week					National	Business
16	Advertisement	Sports page published for 4 days of the week				International	International
17				Planet Young	Horizon	Leisure	Leisure
18				Planet Young	Horizon	International	International
19					Horizon	Sports	Sports
20					Horizon	Sports	Sports
21							Sunday
22							Sunday
23							Sunday
24							Sunday

Source: Authors' Analysis.

In the study, only an average of 16 pages are taken into consideration, excluding the following pages – Panorama, Mosaic, Shopper's Corner, Planet Young, Horizon and Sunday.

## 7.0 Data Analysis

During the study period, 360 numbers of daily editions of *The Assam Tribune* newspaper have been studied. Out of 360 numbers of daily editions of the newspaper during the period of study, 149 editions have content related to NRHM. Even though the particular newspaper has more numbers of pages but a standard number of 16 pages in the newspaper is taken for the purpose of the content analysis. Area per page of the newspaper is around 1716 sq. cm. (55 cm x 32 cm) and the total area of 16 pages newspaper is approximately 27456 sq. cm. Hence, total area of 149 daily editions having coverage of content related to NRHM during the study period is 4090944 sq. cm. Cross tabulation and frequency distribution analysis has been done through SPSS. Graphical analysis has been done using spreadsheets.

**Table 3** No. & Percentage of Editions Having Coverage of NRHM in Each Month During the Study Period

Month	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Total
No. of Papers	11	17	18	10	10	19	16	8	3	6	14	17	149
Annual Average (In percent)	7	11	12	7	7	13	11	5	2	4	9	11	41.38
Monthly Average (In percent)	37	57	60	33	33	63	53	27	10	20	47	57	

Source: Authors' Analysis.

### 7.1 Coverage of Content related to NRHM: in Annual Average

Out of 360 numbers of daily editions studied during the period, 149 numbers of daily editions have coverage related to NRHM. A total of 269 numbers of content related to NRHM has been found in 149 editions of the newspaper. As shown in Table 3, approximately 41 percent of total annual daily editions during the study period have coverage related to NRHM. Out of 149 numbers of daily editions, 13 percent of the editions have been published in the month of January. This shows that the month of January has highest number of editions



consisting of coverage related to NRHM. Second highest number of editions is found in the months of September, February and July with 11 percent of the total annual editions having coverage related to NRHM published during these months. Third highest number of editions is found in the month of August, November and December with 7 percent of total annual editions having coverage related to NRHM published during these months. The month of April has lowest number of editions (2 percent) published out of the total annual editions having coverage related to NRHM.

### *7.2 Coverage of Content related to NRHM: in Monthly Average*

From above Table 3, it is observed that, 63 percent of editions published in the month of January have content related to NRHM. The month of October has second largest number of editions published, with 60 percent of the editions having coverage of content related to NRHM. This is followed by the month of September and July with 57 percent of monthly editions having coverage of content related to NRHM. The month of April has 10 percent of total editions during this month with coverage related to NRHM, which is the lowest during the study period.

### *7.3 Coverage in Terms of Types/Genres of the Content related to NRHM*

As shown in Table 4, a total of 269 numbers of content related to NRHM has been covered in 149 editions of the newspaper during the study period. The contents has been classified into following types/genres – News report, Editorial, Feature article, Advertisement, Tender/Quotation notice, Special drive, Services provided under NRHM, Notice for interview and Bids. The table explains the rate of coverage of the content in terms of types/genres of the content, space occupied by various contents and month wise coverage of the content. Total space occupied by 269 contents related to NRHM in 149 editions of the newspaper during the study period is approximately 58719.57 sq. cm which is about 1.44 percent of the total space of 149 editions of the newspaper. Maximum space of the coverage related to NRHM is occupied by Tender/Quotation notice and Services provided under NRHM that amounts to 23 percent of the total space covered by the content related to NRHM during the study period. Details about different types/genres of the content is described below–

- (a) *News Report*: About 2 percent of the total content of coverage related to NRHM is on news report about NRHM. This covers approximately 0.98

**Table 4** Coverage of the Content by Types/Genres

Sl. No.	Type of News Item	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Total	Percent	Mean area of the column (in.sq.cm.)
1	News Report	0	2	0	0	0	0	0	0	1	1	0	1	5	1.86	577.18
2	Editorial	0	0	0	0	1	0	1	0	0	1	0	0	3	1.12	699.46
3	Feature Article	0	1	0	0	0	0	1	0	0	0	0	0	2	0.74	2038.68
4	Advertisement	7	4	4	5	5	1	1	2	1	0	3	2	35	13.01	4638.32
5	Tender/Quotation Notice	8	14	15	2	4	9	10	6	0	4	17	14	103	38.29	13562.50
6	Special Drive	0	2	2	0	0	3	3	0	1	1	1	3	16	5.95	11721.63
7	Services	2	2	0	1	0	6	4	0	0	0	1	3	19	7.06	13570.34
8	Notice for Interview	3	3	5	3	1	4	5	0	0	1	3	5	33	12.27	3027.05
9	Bids	5	7	15	2	2	4	4	2	0	1	8	2	51	18.96	8884.41
	Total	25	35	41	13	13	27	29	11	3	9	33	30	269	99.26	58719.57
	Percent	9.3	13.0	15.2	4.8	4.8	10.0	10.8	4.1	1.1	3.3	12.3	11.2			

Source: Authors' Analysis.

percent of the total space occupied by content related to NRHM. It is mostly placed in page number 1, 5 and 8.

- (b) *Editorial*: Page number 6 of the newspaper is the editorial page. This type/genre of content related to NRHM occupies 1 percent of the annual coverage related to NRHM. Editorial related to NRHM covers approximately 1.19 percent of the total space occupied by content related to NRHM.
- (c) *Feature Article*: Similar to the editorial, this type/genre of content occupies 1 percent of the annual coverage related to NRHM. This type/genre covers approximately 3.47 percent of the total space occupied by content related to NRHM. Most of the feature articles are placed in page number 12 and 14.
- (d) *Advertisement*: The third highest content covered annually in the newspaper is related to recruitment of various categories of manpower under NRHM. Out of the annual coverage of content related to NRHM, about 13 percent is related to advertisement for recruitment of manpower under NRHM. Advertisement covers approximately 8 percent of the total space covered by the content related to NRHM in 149 editions of the newspaper. Advertisements are mostly placed in page number 4, 7, 9, 10, 11, 12 and 14.
- (e) *Tender/Quotation Notice*: Among all the annual contents of the newspaper related to NRHM, this type/genre of content has maximum coverage in the newspaper. Almost 38 percent of total annual coverage related to NRHM is about tender notice and quotation notice of NRHM. This is followed by coverage of information related to bids for procurement of items and constructions under NRHM. Tender/quotation notice occupies approximately 23 percent of the space covered by the contents related to NRHM in 149 editions of the newspaper. Except for page number 1, 2, 3, 5, 6 and 8 almost all the remaining twelve pages till page number 16 covers content on tender/quotation notice related to NRHM.
- (f) *Special Drive*: Publication on the special drives conducted under NRHM is another major coverage in the newspaper to create publicity for such drives to the masses. About 6 percent of the annual coverage of total number of contents related to NRHM, is on information related to special drives conducted under NRHM, occupying the fifth position amongst all the types/genres of the content. In terms of space occupied, this type/genre of coverage of content related to NRHM occupied 2 percent of the total

space covered by the content related to NRHM in 149 editions of the newspaper. Special drives mainly focuses on the following – Dengue, High Blood Pressure Day, Intensified Diarrhea Control Fortnight, Mission Tejaswee for consumption of iron by pregnant women and children, Japanese Encephalitis, Malaria Day, Mental Health Day, *Mission Indradhanush* for immunization of children, National Deworming Day, Polio and Operation Smile. This type/genre of the content is mostly present in page number 3, 5, 7, 12, 14 and 18.

- (g) *Services Provided under NRHM*: The fourth major content of coverage related to NRHM in the newspaper is about services provided under NRHM. This comprises of 7 percent of the annual number of content related to NRHM during the study period. Similar to the space occupied by tender/quotation notice, content related to services provided under NRHM occupies approximately 23 percent of the total space covered by the content related to NRHM in 149 editions of the newspaper.

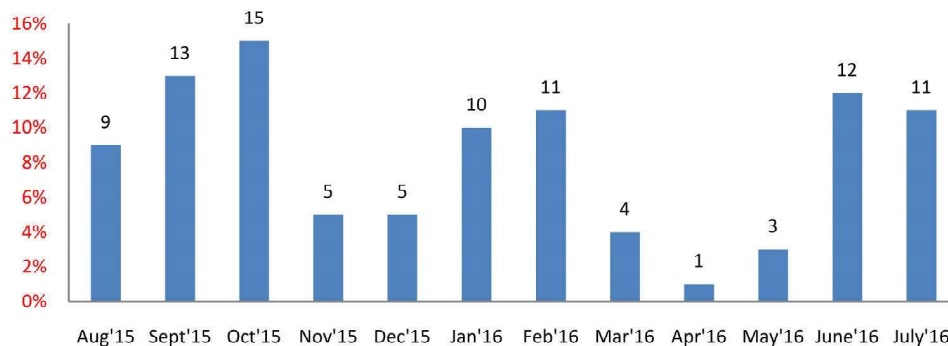
Services provided under NRHM includes the following – major achievements in the field of Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR) through services under NRHM, major achievements through interventions of NRHM, 108 transportation services, schemes provided through NRHM under Assam Vikash Yojana, boat clinic services, services provided for improving child health and maternal health through NRHM, grievances of employees under NRHM addressed, infrastructure development in health sector through NRHM, services related to menstrual health, North East Health Care Conclave, services under National Programme for Prevention and Control of Fluorosis (NPPCF), services under Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA) and transportation services provided under NRHM. Items related to different thematic area of services as mentioned above, was covered only once during the study period. Similar to the coverage of content related to special drive, this type/genre is placed in page number 3, 5, 7, 12, 14, 16 and 18.

- (h) *Notice for Interview*: The third highest content covered annually in the newspaper is related recruitment of various categories of manpower under NRHM. Out of the entire coverage of number of content related to NRHM, about 13 percent is related to advertisement for recruitment of manpower under NRHM. In terms of space occupied, this type/genre of

coverage of content related to NRHM occupied approximately 5 percent of the total space covered by the content related to NRHM in 149 editions of the newspaper. Similar to the coverage of content related to advertisement and tender/quotation notice, this type/genre is placed in page number 4, 7, 9, 10, 11, 12, 14 and 15.

- (i) *Information related to Bids (Bids)*: This type/genre of the content in the newspaper provides information related to bids. The second most leading content in the newspaper related to NRHM is about information related to bids under NRHM. Almost 19 percent of total number of annual content related to NRHM, covered in the newspaper is about notice inviting bids, invitation for bid, extension of bids, request for bids, etc. In terms of space occupied, this type/genre of coverage of content related to NRHM occupied approximately 15 percent of the total space covered by the content related to NRHM in 149 editions of the newspaper. Similar to the coverage of content related to advertisement, tender/quotation notice and notice for interview, this type/genre is placed in page number 4, 7, 9, 10, 11, 12, 14, 15 and 16.

**Figure 1** Monthly Coverage of Different Types/Genres of Content related to NRHM (In percent)



Source: Authors' Presentation.

**Monthly Coverage of Different Types/Genres of the Content:** Figure 1 shows that, highest number of content related to NRHM has been covered during the month of October 2015. Out of 269 numbers of contents related to NRHM, 15 percent has been covered in the month of October 2015. September 2015 has second highest coverage with 13 percent of 269 number of content followed by June 2015 with 12 percent coverage. As the newspaper coverage is

mostly paid by NRHM, hence, April 16 has the lowest coverage, being the beginning of the financial calendar. Below 5 percent coverage has been observed in the month of November, December, March, April and May. November and December being the festive season have less number of coverage. March, April and May being the end and beginning of the new financial year have less number of coverage compared to other months of the study period.

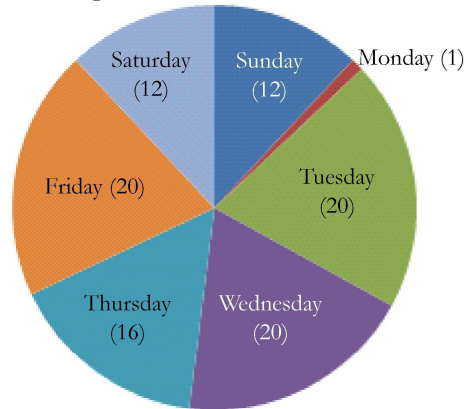
**Table 5** Coverage of Contents related to NRHM During Week Days

Sl. No.	Type of news item	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	News Report	2	0	2	1	0	0	0
2	Editorial	0	0	0	0	0	1	2
3	Feature Article	1	0	0	0	0	1	0
4	Advertisement	4	0	6	5	7	12	1
5	Tender/Quotation Notice	9	0	27	22	21	13	11
6	Special Drive	4	2	3	2	1	2	2
7	Services	4	1	1	1	5	4	3
8	Notice for Interview	4	0	8	5	7	5	5
9	Bidding	3	0	8	15	5	13	8
	Total	31	3	55	51	46	51	32
	Percent	11.5	0.7	20.1	19.3	16.4	19.7	12.3

Source: Authors' Analysis.

### Weekly Coverage of Contents related to NRHM:

**Figure 2** Weekly Coverage of Content related to NRHM (In percent)



Source: Authors' Presentation.

Table 5 and Figure 2 show that during the study period, highest coverage of content related to NRHM is observed to be on Tuesday and Friday. Approximately 20 percent of 269 numbers of content related to NRHM has been covered on each of these two days of the week. This is followed by 19 percent coverage on Wednesday. Approximately 16 percent of 269 contents related to NRHM have been covered on Thursday and 12 percent of coverage is found to be each on Saturday and Sunday. The lowest coverage of 269 numbers of content related to NRHM is found to be on Monday with approximately 1 percent coverage during this day of the week.

### Placement of Content related to NRHM:

Table 6 shows that more than 20 percent of 269 numbers of content related to NRHM has been placed at page number 7 and 9. Of the total 269 number of contents, 11 percent has been placed at page number 4 whereas page number 10 has 9 percent. Page number 3, 16 and 18 has below 2 percent of the total contents related to NRHM covered in the newspaper during the study period.

In terms of space occupied by the content related to NRHM in different pages of the newspaper during the study period, it is found that, maximum space has been occupied in page number 14 which is approximately 22 percent of the total space (58719.63 sq.cm) occupied by the content in 149 editions. The next page in the newspaper wherein second maximum space has been occupied by the content during the study period is page number 7 with 14 percent of the total

**Table 6** Placement of Content related to NRHM

Page No.	News Report	Editorial	Feature Article	Advertisement	Tender/Quotation Notice	Special Drive	Services	Notice for Interview	Bidding	Total	Percent	Mean area of the column (in sq.cm.)
1	2	0	0	0	0	0	0	0	0	2	0.4	195.60
3	0	0	0	0	0	1	2	0	0	3	1.5	2499.64
4	0	0	0	3	14	0	0	5	8	30	10.8	3546.38
5	2	0	0	0	0	4	4	0	0	10	3.3	6134.58
6	0	3	0	0	0	0	0	0	0	3	1.1	699.46
7	0	0	0	7	32	1	0	8	13	61	21.9	8271.73
8	1	0	0	0	0	0	0	0	0	1	0.4	125.66
9	0	0	0	14	29	0	0	9	9	61	23.0	6934.47
10	0	0	0	6	7	0	0	4	6	23	8.6	3373.90
11	0	0	0	2	7	0	0	2	8	19	7.4	2960.42
12	0	0	1	2	6	2	3	3	4	21	7.8	6242.88
13	0	0	0	0	1	0	0	0	0	1	0.4	106.66
14	0	0	1	1	2	4	8	2	1	19	7.8	12783.52
15	0	0	0	0	4	0	0	1	1	6	2.6	939.08
16	0	0	0	0	1	0	1	0	2	4	1.5	1367.93
18	0	0	0	0	0	3	1	0	0	4	1.5	2537.72

*Source: Authors' Analysis.*



space occupied in 149 editions. In page number 1, 8 and 13, less than 1 percent of space out of the total space has been covered by content related to NRHM.

In terms of placement of various types/genres of the content related to NRHM, almost all the pages cover different types/genres related to NRHM.

## **8.0 Results**

The above analysis of the data shows that, 41 percent of the total annual editions of *The Assam Tribune* newspaper analysed during the study period have covered any type/genre of content related to NRHM. Number of editions in a month having coverage of content related to NRHM varies from 10 percent to 60 percent of the editions published in a particular month. Among different types/genre of the content related to NRHM, maximum number of coverage is about tender/quotation notices and about advertisement for manpower recruitment, audits, bids, etc. Newspapers having the coverage of content related to NRHM have only about 1.44 percent of the total space, dedicated for this particular purpose. Out of the total space covered by content related to NRHM, maximum space is occupied by feature articles, services provided under NRHM and information about special drive.

Services under NRHM and information about special drives cover almost half a page of the newspaper. Coverage of content is less towards the end and start of the financial year and during the festive season. Most of the coverage is available in the middle of the week days. Majority of the contents are placed in page number 7 – 9 of the newspaper which is considered to have fewer readers and conveys less importance. Maximum space is covered in page number 14 of the newspaper. Pages having minimum coverage of contents in terms of numbers has maximum space of coverage due to half page display of the contents. The same is for the contents, published in less numbers occupy maximum space almost half a page of the newspaper as due to display in colourful forms.

Content analysis of *The Assam Tribune* revealed that the major portion of coverage was on procurement, recruitment, achievements and events about National Rural Health Mission. Coverage of content related to utilisation of Antenatal Care services in print media is important for increasing awareness on importance of Antenatal Care during pregnancy. The study shows that, amongst the contents related to Antenatal Care, the particular newspaper covers information

of schemes for pregnant woman like – *Janani Shishu Suraksha Karyakaram* (JSSK) and transportation services provided to pregnant women. It also has coverage of contents on achievements of institutional delivery in the State. Even *Janani Suraksha Yojana* (JSY) which is one of the major contributors in increasing the institutional delivery has not been covered in the newspaper. However, all these information has been covered only once during the study period. Moreover, there is no coverage in the newspaper which explains the importance of antenatal care, where antenatal care is provided and services under antenatal care.

## 9.0 Conclusion

Health promotion activities have long-term benefits in individual and community health. These programs under Govt. of India are provided with financial support for health promotion activities through mass media. Also, these may not have an influential effect in reducing maternal mortality but can have a significant effect on maternal morbidity and thereby improved quality of life with less dependency on health services in later life. Implementation of NRHM has made universal access of Healthcare equitable, affordable and the healthcare services have become accountable and responsive to people's need. NRHM should play a prominent role in promoting coverage of information related to antenatal care to create awareness and promote health seeking behaviour among pregnant women. There should be coverage of content on various aspects of ANC such as its importance, number of ANC visit, services provided during ANC visit, who should undertake Antenatal check up in a health facility, what are the tests to be conducted during pregnancy and where to conduct the tests, importance of taking TT, how many TT to be taken, when to take TT, importance of IFA consumption, etc. Most of the newspaper readers only read a small portion of content and rarely read the full text. Content related to Antenatal Care may be focused on short to mid-length content as a means of imparting important information. Photographs are an important vehicle to attract attention and to reinforce messages. They represent a confirmation of the message in the body of the text and acts as a proof on the authenticity of the event or the person concerned. Thus, photographs should be encouraged as a means of transmitting information related to Antenatal Care messages.

To summarise the study, considering the highest MMR of the State, print media should also be made accountable to extend coverage of content on the

measures to be taken in order to curb the issue of increased MMR. Also, further research needs to be conducted to understand the involvement of journalists in health reporting, as well as, the challenges and constraints faced by them in health reporting. Effective and appropriate use of health communication on Antenatal Care can ensure health literacy among pregnant women. Extensive research into health communication is necessary to assess and reform health communication strategies.

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