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| **Title of Research Presentation**  Health promotion for cervical cancer in India- why is it a challenge and what can be done- A multi-contextual approach |
| **Background/Objectives**  Cervical cancer is the second most common cancer among women in India. there are about 0.4 billion women aged 15-64 years(Indian demographics profile) at risk who can take easy steps for prevention. The Government has certain guidelines and strategies for its prevention, however implementation in various contexts face various challenges. Contrarily, the utilization of the facilities also depends on beneficiary awareness of disesase or accessibility towards these services.  This study explores the strategies , implementation challenges at different levels of program implementation and beneficiary awareness and utilization of these services in different contexts of the country.  **Methods**  Study is a qualitative, cross sectional, multicentric study.Three states were purposively selected based on acces to conduct study.Semi-structured interviews were conducts with the implementers involved in cervical cancer screening under NPCDCS to understand screening strategies, implementation challenges.Data triangulation was done to asses the challenges based on information obtained from Stae District program officers and implementers.Focussed group discussions or semi structured intervoews were conducted with beneficiaries aged 30-59 years to assess awareness on the disease, prevention and utililazion of the services.The comparative method and inductive analysis were used to organize and code the transcribed interviews.  **Results**  The Study is currently in process and in a final stage in the last selected State.However the data so far analysed shows the lack of startegies for health promotion in place. Only a few selected districts are talking active effort in terms of Health promotion. Common implementation problems explored were lack of a proper implementation protocol or a guideline, insufficient manpower, logistics, resources and overburden with responsibilities. Implementation for cervical cancer screening in hard to reach areas was a common problem that was expressed and health workers were said to be the best means to educate and mobilise the women. Some of the Health workers were not trained to educate women. Implementers strongly suggested involvement of private sectors and NGOs for Health Promotion related to cervical cancer. Besides, beneficiaries interviewed had less or no knowledge about the disease this was related to their occupation and area of dwelling. Beneficiaries had less knowledge about the disease or claimed to have received information about the same. They recommended dissemination of such information by health workers.  **Discussion**  Programme intervention should go in hand with the utilization for a successful implementation. This sttudy involves existing stratergies, challenges faced and also the utilization and demands of the beneficiaries. It is necessary to focus on awareness than just implementation and India being in the phase of planning , this study can provide required inputs for policy makers.  **Keywords**  Health promotion, cervical cancer , policy making |