

Effect of Attitude of Asha Workers on Their Performance in Ernakulum

Prakash C P¹, Dr.R.Sivakumar²

¹(part -time), Ph.D Research scholar, Department of Business Administration
Annamalai University

²ASSISTANT PROFESSOR, Department of Business Administration,
Annamalai University

In recent times, the Indian government has started to provide an all-inclusive and cohesive health-care for the people in rural and areas. This has been done under the NHM (National Health Mission). A community health worker at the village level, ASHA (accredited social health activist), carries out the functions of an inter-connector amidst the public health system and he community. The worker so appointed as ASHA has got the responsibility of providing health-care facilities to the rural community with a positive attitude. Attitude determines the level of performance of these workers. With this view, the present study evaluates the influence of the attitude of the ASHA workers over their performance. The respondents have been selected through simple random sampling. The number of respondents so selected has been 100 and the tool used for data collection is a questionnaire. The data so collected from the respondents have been analyzed with the help of Regression Analysis. Outcomes of analysis exhibits the fact that there is significant relationship between attitude and Work performance of ASHA workers.

Keywords: ASHA Workers, Attitude, Work Performance

1. Introduction

The ASHA workers are being chosen from the rural and urban areas itself. They are appointed one for every 1000 persons. The age limit of these workers is preferably 25 to 45 years of age and the minimum educational qualification needed for them is 10th passed. They are given formal training under NHM for establishing their ability and also for motivating them. They are also provided with incentives on the basis of their performance. Training is being given to them regarding primary medical care, health awareness regarding sanitation and hygiene, PNC (post-natal care) and ANC (antenatal care), bringing the pregnant mothers to the hospitals and vaccines for children. The responsibilities of the ASHA workers include providing health education to detection of illness and referring to the hospitals with high facilities.

2. Objectives

The intention with which the study has been done is the identification of the impact of attitude of the ASHA workers on their work performance.

3. Need for the Study

The present study has been mainly done to assess the attitude of the ASHA workers regarding their performance, as per the guidelines of the ASHA module, so as to clarify the importance of undertaking appropriate strategies in the form of training sessions for these workers.

4. Review of Literature

Das, Mampiand Baruah, Papori (2016) examined the competency of the ASHA workers with reference to their effectiveness in work. The authors had done the study in the context of ASSAM. The ASHA (Accredited Social Health Activist) workers have been appointed under the NHM (National Health Mission) by the Indian government. Those employees turn to be an effective connective tool between the health system and the public, regardless of the economic position of the general public. ASHA workers offer services related with health at the community level and also work at the grass roots for providing health services. The role played by the ASHA workers prove to be very helpful in the success of the national rural health program. Hence, the ASHA workers need to be highly skilled for bringing about required outcomes in the health aspect in the rural areas. The skills of these workers are exhibited through their competency, knowledge and attitude to promote and provide health-related services to the public. The present paper indicates a cross-sectional research study done through a survey for collecting required information. Data was collected from the ASHA workers of three districts in Assam and those districts included Sivsagar, Nagaon and Sonitpur. Structured questionnaire was the data collecting instrument. Collected information was entered in the MS-Excel program and analysis was done through SPSS. the results of the study showed that the ASHA workers possessed knowledge of their work at the medium level. Most of the workers of ASHA possessed an optimistic attitude, however did not possess complete mastery in their work. The training given to them was also not sufficient. The values of training, skills, attitude and knowledge showed that there is a lag in competency of the ASHA workers.

Shrivastava, Saurabh and Shrivastava, Prateek (2012) evaluated the trained ASHA workers about their practices, attitude and knowledge regarding child health. The usage of services regarding health-care in rural areas of India has been improved a lot through the implementation of ASHA services under NHM. The authors of the study had assessed the practice, attitude and knowledge of the ASHA workers regarding child health. They had done a cross-sectional research study in the Palghar Taluka of Thane district in Maharashtra. The respondents of the study were the trained ASHA workers working in PHCs of the Palghar Taluka. The respondents were contacted for collecting information through face-face interview. Questionnaires were used for collecting data for the study. It was identified that 47.9% of the workers were below 25 years of age, 45.9% possessed an education of less than secondary level. 67.1% of these workers did not have the awareness regarding the corrective preventive measures for the deficiency of vitamin A. it was also found that oral contraceptive

pill was mostly used temporary contraceptive measure for the females who were in the group of reproductive age. The authors had arrived at a conclusion that in spite of the training provided to the ASHA workers, gap still existed in their awareness about the varied elements of child-health morbidity.

Pattnayak, Ujjwal et al., (2019) made a study regarding the assessment of the practice, attitude and knowledge of the ASHA workers. The study was done with reference to the care for the newborn babies in Howrah district, West Bengal. The ASHA workers are trained female health activist of the community. They are appointed from local areas to which they belong and trained to be a promoter and facilitator of health care. They are being trained to act as a connecting force between the public health system and the local community. They play a significant role for reducing the rates of mortality and morbidity of the newborn babies. The respondents of the study were the ASHA workers of Shibpur area in Howrah District of West Bengal. The sample size of the study was 70. Questionnaires were distributed to the respondents for data collection. The analysis of data revealed that respondents were in the mean age of 35 years. only 45.71% of them possessed an education qualification up to eight standard, 45.71% of them possessed better practice and knowledge about the complications regarding hypothermia and the process of giving warmth to baby immediately after delivery, 57.1% of them had the knowledge about the providing counselling and resolving the issues related with breast-feeding, 38.57% possessed knowledge as well as practices regarding recognition as well as fundamental skills regarding management of LBW (Low Birth Weight). The authors had concluded through the study that the practice, attitude and knowledge of the ASHA employees were not sufficient in certain elements of newborn babies. Training has to be given in those aspects to the ASHA workers to improve their efficiency. Also, preference has to be given for high literacy level of the ASHA workers.

Valiveti, Pavan et al., (2017) made a cross-sectional research regarding the practice, attitude and knowledge of the ASHA workers, in the context of the execution of the Janani Suraksha Yojana which was started in the area of Tadikonda Mandal in Guntur city of Andhra Pradesh. This scheme was implemented for reducing the mortality rates as well as the rates of neonatal mortality. This scheme was implemented with the help of the ASHA workers through the promotion of 100 percent institutional deliveries with reference to the pregnant women in rural areas. The authors had carried out a cross-sectional observational study which was community-based. the sample population comprised of fifty percentage of the ASHA workers in Tadikonda Mandal. Semi-structured questionnaires were used for data collection which was pre-tested through a pilot study. The findings showed that 90 percent were institutional deliveries. It was also found that the rate of infant mortality as well as the maternal mortality were decreased.

5 Research Methodology

The study has been done among the ASHA workers in Ernakulam District, Kerala State. The respondents of the study have been selected through the simple random sampling technique of sampling. The sample size of the study is 100. The data needed for the study has been collected through questionnaire and the analytical part has been executed through Regression

Analysis.

6. Analysis and Interpretation
RELATIONSHIP BETWEEN ATTITUDE AND ASHA WORKERS
PERFORMANCE

R	R Square	Adjusted R Square	F	Sig.
0.809(a)	0.654	0.632	29.336	0.000(a)

a Predictors: (Constant), Attitude

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.230	.215		5.708	.000
To receive compassionate and respectful care	.010	.045	.018	.226	.822
To ask for opinion of another physician	.083	.027	.198	3.034	.003
To be referred to another health service provider	.141	.054	.180	2.624	.010
Making decisions about treatment and investigations	.189	.067	.329	2.833	.006
Privacy protection and ensure confidentiality of Information	.275	.056	.412	4.891	.000
Patients to be informed about their treatment plans and Complications	.007	.065	.012	.111	.912

Coefficients (a)

a Dependent Variable: Work performance

Interpretation

Table shows the regression analysis of overall Work performance as the dependant variable related to attitude as independent variables. In order to identify which attitude influences mostly towards the Work performance, a multiple regression analysis was performed and the results are shown in the above table.

The coefficient of Regression determination (R^2) is 0.654 which means that 65.4 percent of the variation on Work performance is determined by the independent variables. To check the significance of R^2 , ANOVA was performed and the result shows a significant outcome ($F = 29.336$; $p < 0.000$) which means that the attitude significantly influences (dependent variable) overall Work performance.

7. Conclusion

The goal of this paper is to collect more evidence about impact of attitude of the ASHA healthcare service workers. We studied the attitude of the AHSWs workers in the Ernakulam District, Kerala and its influence on their performance. The coefficient of Regression determination (R^2) is 0.654 and the result shows a significant outcome ($F = 29.336$; $p < 0.000$). The result of the study shows that there is significant relationship between attitude and Work performance of ASHA workers.

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