



Laurea University of Applied Sciences

Masters Program in Global Health and Crisis Management



Culturally Sensitive Ways To Increase Awareness And Improve Health-seeking Behaviour;

Health promotion project for TB and HIV co-infection in Kisumu -Kenya

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Introduction

- Tuberculosis (TB) continues to be a leading public health and development problem despite achievements of global TB targets for both case detection and treatment.
- Many of the challenges are attributed to lack of knowledge about the causes of TB, delay in diagnosis, and poor treatment adherence.
- Health promotion project is an important tool for exchanging information between the HIV and TB control projects as well as immunization campaigns.
- Public health challenges are considered as one of the major socio-political and economic burdens on both levels of communities and nation states in Africa.
- Cultural competence and cultural sensitivity are prime coordinates in health promotion projects, particularly in traditional societies.
- The increasing mobility of people is creating a much more mixed cultural landscape in our contemporary world and hence a call for cultural sensitivity is taking center stage in all political and cultural discourses. In this growing complex cultural landscape, cultural sensitivity is crucial for an effective health promotion works.

Background of the Project

- Health promotion is an essential component of public health
- The research project utilizes the Health Belief Model
- The Model has potential to improve community`s health seeking and prevention behavior, as well as finding solutions to possible barriers to taking action.
- The implementation of the health promotion project took place in Kisumu County, Kenya in partnership with a local NGO(COHESU).
- In 2018, Kisumu appeared amongst the high incidence counties in Kenya with an annual HIV infection above 1000 which was the third highest after the neighboring counties of Homabay and Siaya.
- Additionally, Kisumu is one of the counties with TB disease burden of 500-600 cases per 100,000.

Culturally relevant health promotion

- Cultural competence and cultural sensitivity are interconnected concepts that play a vital role in creating an inclusive society that is devoid of discrimination.
- Health care system in Kenya, like many low-income countries is highly inequitable with weak policies that do not address the needs of the poor and vulnerable, especially in rural communities where 70% of the population live.
- Kenya has a very diverse population that includes major ethnic, racial, and linguistic groups found in Africa
- It is important that healthcare facilitators are aware about the beliefs people must accept within the institutions where they deliver services, in order to support the ideals of cultural humility, competency, promote fairness and improve access to care.
- Discussing individual or systemic biases makes people uncomfortable, therefore, healthcare executives, physicians, and other system employees are reluctant to do so.
- Cultural sensitivity in healthcare is ensuring that patients' and practitioners' cultural desires and morals are listened to and respected

Project aims & objectives

The project aim was to identify culturally sensitive ways of increasing awareness and improving health seeking behaviours for TB, HIV-co-infections, and possible prevention measures in Kisumu County.

Objectives of the project;

- ✓ To identify the cultural perceptions of the community members about the causes and prevention of TB and HIV co-infections.
- ✓ To identify;
 - 1) the culturally relevant means of improving awareness of TB and HIV co-infection and
 - 2) the local treatment possibilities reported by the community members and service deliverers.
- ✓ To define how to reduce the perceived barriers of TB and HIV co-infection from the point of view of the community members and from the point of view of the service deliverers.

Primary and secondary health prevention:

- Identifying and decreasing health risks.
- Correcting individuals' problematic behaviour like unhealthy decision making.
- Addresses risk factors and protective factors like early detection and reduction of already existing health problems.
- Measures which are essential for increasing the quality of life and ensuring that individuals do not adopt to a risky health behaviour.
- Given the cultural diversity of the Kenyan society, health promotion should accommodate the cultural aspects of participants and to make sure that appropriate communication methods are used to educate target population and to consider the importance of religious beliefs, in order to plan interventions that are culturally and religiously appropriate.

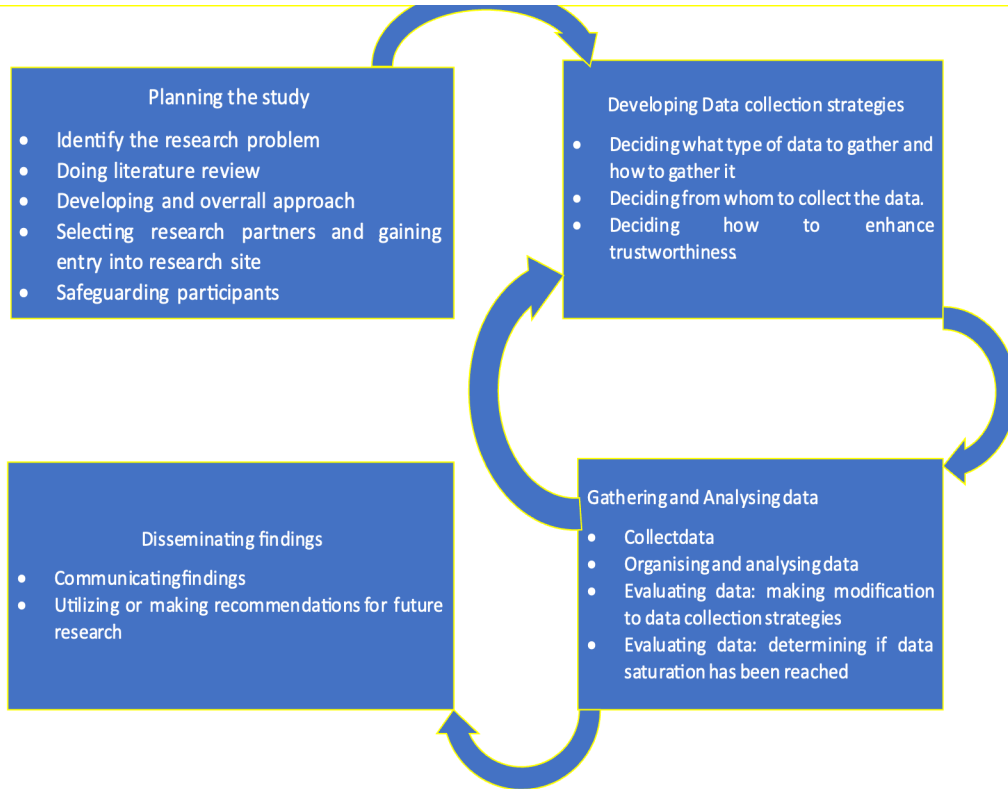
Development tasks and issues

Planning	Issues
Problem Definition	<ul style="list-style-type: none">Defining the problem- Health promotion workshop for TB, HIV and Immunization in Kisumu East Sub- County, KenyaTarget group for the intervention- community health workers and service deliverersFinding project partners- COHESU
Solution generation	<ul style="list-style-type: none">Theoretical background of the project- The project utilizes HBM which has the potential for behavioural change e.g demonstrating the severity of the disease and finding ways to minimise barriers to taking action, hence encouraging cues to action-Defining the interview questionsPiloting with the interview questionsRedefining the interview questions
Resource Mobilization	<ul style="list-style-type: none">Travelling, accommodation and living expenses during the project workshopApplying for permits/approvalsMiscellenious expenses
Implementation	<ul style="list-style-type: none">The theory was used as a benchmark to compare the success and gaps for similar projects in the area.Meeting with partners in KisumuCarrying out the workshop in Kisumu East subcountyData collection through interviews with key informants representing community.Data analysisMaking necessary changes
Impact assessment	<ul style="list-style-type: none">Evaluating the workshop, success, and failuresEvaluating the projectCompiling final report
Intermediate outcome assessment	<ul style="list-style-type: none">Compiling workshop results
Outcome assessment	<ul style="list-style-type: none">Publishing the result in Theseus and Global window

Development theory and its application

- Health promotion interventions have been included in many WHO programmes strategies.
- They aim to empower communities and individuals towards healthy behaviours which also includes policies and regulations.
- There is a need for stronger leadership and the empowerment of the individuals and communities.
- Due to limited financing for health promotion, priority has been given on encouraging community mobilization, public awareness, and response.
- Health Belief Model (HBM) is based on the premise of susceptibility and severity of a health concern and the belief about the utility of possible preventive measures that predict the likelihood of applied action.
- The concept of HBM in the management of Tuberculosis treatment is to increase self-efficacy through knowledge along with support from health workers and medical supervisors with the aim of promoting obedience in treatment during the counselling process
- Health Belief Model have originally been invented and it is the most useful for preventive health behaviours such as immunisation and screening
- In health promotion, HBM focuses on preventive health behaviours among broad range of populations

Project Design



Planning the study

- PICO model was employed in the initial stages to identify the research problem, intervention methods, comparison and outcome
- PICO model is by far the most used model for formulating research questions
- The model is credited with being a three-fold, hence forcing the student to focus on the research questions considered to be the single most important issue and outcome

Population	Key informants from community health care workers and service deliverers from Kisumu County Kenya
Intervention	Health Promotion workshop in Kisumu East sub-county, Kenya
Comparison	Comparing effectiveness of Health promotion in Kisumu County through interactive health promotion workshop and feedback during the workshop and the post workshop interview with key informants.
Outcome	Finding culturally relevant ways of creating awareness about TB and HIV as well as possible treatment options in Kisumu County

Health promotion workshop

1. Workshop presentation and discussion

The workshop began with prayer and a short introduction of the day's agenda, followed by distribution of health promotion information sheet and anonymous collection of key informants' agreement to participate in the post workshop interviews . Authors reassured participants about anonymity of the study and the promise not to take participant's photos during and after the workshop. Each participant got bottled water, soft drink and snacks during the workshop presentation and discussions.

The workshop continued with a presentation of health promotion for TB and HIV co-infection in Kisumu East Sub- County which lasted for 90 mins. Authors shared responsibilities during the workshop . The workshop approach was a mixture of health promotion presentation by author and open discussion by workshop attendants.

Participants were given notebooks and pens during the workshop to allow for active recalling about the health promotion and refreshing their memories during open discussion.

2. Interviews with Community health workers and service deliverers

Key informants who agreed to take part in the interview were divided into two groups, with authors MC&GR interviewing community health workers and author MP interviewing service deliverers. The interviewers considered the promise to keep the whole process anonymous by having interviews in secluded places. Participants were informed that they are free to discontinue with interviews without facing consequences.

3. Reflection

At the end of the workshop, participants received transport reimbursement through project partners from Kisumu. Afterwards, authors reflected on the overall workshop and financial spendings during the workshop process.

Data collection

- The main data collection for the project was through **open-ended interviews** with 16 **key informants** representing community health care workers and service deliverers.
- The use of open-ended interviews enabled the authors to **capture the point of views of key informants** and allow room for elaborating on key points.
- Recruitment of key informants from community health care workers and service deliverers were done by **distributing flyers through project partner organization** (COHESU) in Kisumu East Sub-County.
- The participants were chosen through **purposive sampling** according to the inclusion and exclusion criteria
- Recruitment was **anonymous** and the participants were only required to indicate their willingness to participate without any further personal information.

Characteristics of key informants

- The essential key attributes of participants were tailored using an inclusive and exclusive criterion as shown in the table below

Inclusion in the study	Exclusion from the study
Key informant from the community and service deliverers (Health care workers and opinion leaders from the community members)	Not a key informant
Ability to speak and write in English	Not able to speak/write English
Willingness to consent in the research project	Did not consent to take part in the project
Over 18 years of age	Under 18 years of age

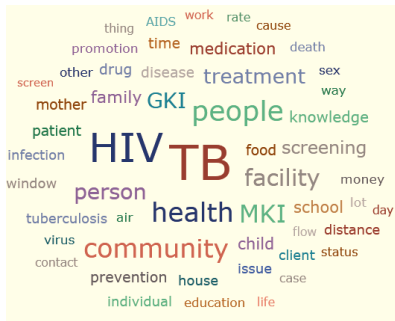
- A total of 16 key informants representing community health workers and services deliverers such as; Community nurses, nutritionists, TB and HIV coordinators, public health workers, and pharmacists turned up for the workshop and interviews.

Data management Plan



- The health promotion workshop in Kisumu East subcounty did not collect any personal data from key informants.
- Recruitments were done anonymously through project partner.
- Interviews were recorded via borrowed offline digital recorders from Laurea University of Applied Sciences and from one of the students in the project
- The recordings were temporarily stored in the memory of the recorders
- Interview recordings were then transferred to students Microsoft word storage which is a secure software for academic files
- Data were eventually erased from recorders after transferring to secured software
- Students MC and GB worked with the same data while student MP worked on own data.
- All data will be deleted after the publication of the thesis which is scheduled for 6/2023.
- The student ensured that participants remained anonymous before, during and after the workshop.

Data analysis



Step 1. Familiarizing with data	Becoming familiar with the entire data set is the first step when using thematic analysis as a data analysis method. This entails repeating and active reading through the entire data.
Step 2. Generating initial codes	This involves identifying and labelling different segments of the data that relate to specific concepts or ideas.
Step 3. Searching for themes	This involves grouping codes together to identify broader patterns within the data.
Step 4. Reviewing themes	This involves reviewing and refining the themes to ensure that they accurately reflect data.
Step 5. Defining of	This involves defining and naming of each theme, and selecting name that captures its essence.

- Thematic analysis has been used as the main method for analyzing the data that was collected from Kisumu East Sub-County
- Thematic data analysis is a method used for identifying, analyzing and reporting patterns (themes) within data
- The method involves systematically reviewing and coding data to identify recurring patterns, ideas or themes
- Thematic analysis is suitable for a range of qualitative data sources such as interview transcripts, focus group discussions, field notes, and documents

Key results

- ✓ Seeking alternative treatments was attributed to **cultural and spiritual reasons**
- ✓ **Traditional marriage where couples live together for extended period** before legal registration was highlighted as potential barriers to HIV testing
- ✓ HIV and TB prevention and treatment had **different regimens which the community perceived to be relevant** to them as ways of prevention and treatment of the diseases
- ✓ Key informants;
 - expressed their opinions by **supporting voluntary screening** of HIV and TB
 - acknowledged that **voluntary screening reduces resistance** by emphasizing that people who come voluntarily for screening are more likely to accept diagnosis and follow through with recommended treatment
 - informed that the **information being disseminated at the community level** has a positive impact on community health seeking behaviour and early identification of TB and HIV
 - reported that **schools play an important role in educating young people** about TB, HIV, and sexual issues, however, they also reported that young people are mostly concerned about pregnancy than sexually transmitted diseases
 - **understood the severity of being infected** with either TB, HIV or both
 - reported that **stigmatization is the biggest barrier** for TB and HIV prevention and treatment
 - were motivated in **protecting themselves due to awareness creation whereby they acquired knowledge** on TB/HIV prevention actions

Discussion

- The community members had various opinions on what they felt could be done to ensure a better health promotion and health seeking behaviours on prevention and treatment of HIV and TB
- Informants emphasized that people in informal settlements are at higher risk of getting infected because they mostly lack access to important information about TB and HIV
- Parents are not having open discussion with their children about sexual issues because culturally, it is considered as a taboo not to talk about sex issues with children
- Community members might prefer traditional remedies to medical treatment, and seeking alternative treatments was attributed to cultural and spiritual reasons. Majority also highlighted the importance of seeking spiritual remedy when someone is sick.
- When health promotion is given to the community, the promoter should know that it also requires a commitment from healthcare providers to be responsive to the community's cultural sensitivities
- It also highlighted the significance of combining traditional and spiritual practices with modern treatment regimens as an effective way of addressing health concerns.
- Discussions during the workshop revealed the important role played by Community Health Volunteers to reach underserved communities, which has become a valuable nexus between community and the formal health system

Ethical issues and legal considerations

- Ethics is fundamental in research, and it cuts across all societies, regardless of where research is implemented
- The purpose of ethical review is to evaluate the ethical risks that the research design might have
- The project adhered to the guidelines of Ethical Principles of Research with Human Participants and The Human Sciences Ethics Review published by TENK 2021
- The project plan outlined characteristics of participants for the workshop and data collection methods.
- The project partner from Kenya (COHESU) assisted with the application for health promotion permits from relevant bodies
- Key informants were selected using a model that excluded vulnerable group and the need for translation of workshop materials from English to local languages.

Study limitations and strengths

- Small health promotion workshop that was limited to Kisumu east-sub county with a small number of selected key informants
- The opinions of key informants can be utilised by policy experts in developing interventions that can be applied in a larger context

Establishing trustworthiness

Trustworthiness simply refers to the degree of which the findings of a study can be considered;

- **Credible-** Post workshop interviews were piloted through Microsoft teams meeting with a group of professionals who share some characteristics with key informants
- **Transferable** - Participants for the study were chosen through a well-defined inclusion and exclusion procedure
- **Dependable-** The project went through rigorous project plan presentation to fellow students and supervisors before commencing the actual workshop and data collection
- **Confirmability-** The process of data analysis involved the six steps in thematic analysis as described in which assist in addressing the biases and assumptions by the author

Conclusions

- The role that health promotion plays in disease prevention and treatment and the need to fund and train more community health volunteers and gaining recognition in Kenya.
- Most communities that are living in the rural areas are underserved in health promotion due to lack of proper funding.
- Finding supportive local cultural and religious norms and practices that supports health promotion objectives is crucial for the societal acceptability of the promotion work.
- Due to the gap between the traditional societal structure (such as tradition marriage) and the formal healthcare delivery system, a substantial number of population do not get proper services (HIV-testing).

Recommendation;

- Allocate funding for underserved communities, especially in the rural areas where the majority of the population resides
- Sensitively and respectfully explore local cultural and religious norms and practices for better social acceptability of health promotion works.
- Formal health service delivery in health care must be responsive to traditional societal structures (such as marriage).

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Pictures from Kenya



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After Health Promotion

Asanteni!

Kiitoksia!

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Thank you