# EFFECT OF KNOWLEDGE OF ASHA WORKERS ON THEIR PERFORMANCE IN KOZHIKODE

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**Abstract**

The ASHA workers possess the duty of providing information to the general public in rural areas regarding the basic aspects of health like nutrition, fundamental hygiene and sanitary practices, healthy conditions of life and work atmosphere, details regarding the prevailing health-related services and the requirement of timely usage of the welfare services regarding health. With reference to the services of the ASHA workers, the present study has been done to explore and analyse the impact of the knowledge of the ASHA workers over their performance. The respondents of the study are the ASHA workers in Kozhikode who have been selected through simple random sampling. The instrument used for data collection is a questionnaire and the tool used for analysing the collected data is Regression analysis. The sample size of the study is 100. The results of the study reveal that there is significant outcome (F = 36.304; p < 0.000) which means that the knowledge significantly influences ASHA Work performance.

**Keywords:** Knowledge, Performance, ASHA Workers

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# INTRODUCTION

The ASHA (Accredited Social Health) workers is considered to be a voluntary person who operates in the health system of rural and urban areas in India. They are appointed through the NRHM scheme which was introduced in 12th April, 2005 for serving the health requirements of the vulnerable sector of the society through the provision of affordable, efficient and effective health-care.

The national rural health mission (NRHM)now its NHM has appointed one trained woman as the community health activist in each village of the nation and the name given to such health worker is ASHA (Accredited Social Health Activist). Such workers turn to be the interface amidst the health service system and the public in rural areas. They have got the role of accomplishing the national health goals as well as population policy goals.

ASHA workers are the first persons who are contacted for any type of health-related issues of the vulnerable people, in particular the kids and women. The ASHA employees help in mobilizing the community and facilitating them for getting access to health-related services that are available in PHCs.

When the responsibilities of the ASHA workers are observed, in the Indian context, it becomes important in observing that the performance of these workers is essential to improve the behavior of health-seeking of the community. Most of the studies, done in several nations, showed that the community health workers accept additional skills and responsibilities which are learned while at work.

## OBJECTIVES

The intention of the study presented here is to explore and analyze the effect of knowledge of the ASHA workers on their performance.

## REVIEW OF LITERATURE

Pal, Jayitaet al., (2019) assessed the practices and knowledge of the ASHA employees regarding the maternal and child health. The authors had also studied the factors which affected their performance. The authors had done a mixed-method research study in the Deganga block of West Bengal in India. The ASHA workers play the role of a connector amidst the health service system and the people in rural areas. They are the backbone of the national rural health mission. The curative, promotive and preventive health facilities of the rural people are taken care by the ASHA workers.

The maternal health and health of the child are considered to be crucial issues which shows the extent of the social and economic development of the nation. The ASHA workers play the role of front-line employees in the system of primary health-care delivery. The authors had carried out a mixed method research study. The qualitative section of the study was executed as a focus group discussion and the quantitative section of the study was cross-sectional and descriptive. All the ASHA workers and a mother having a baby which is less than one year of age were the respondents of the study. information was collected through an interview conducted with the help of a questionnaire. Nearly half of the respondents possessed better knowledge as well as practice regarding maternal as well as child health as well as family planning. But, they had poor level of knowledge regarding the updated dosage of tablets containing iron and folic acid, appropriate attachments methods regarding breast feeding, also missed doses regarding safe periods, IUCD, ECP and OCP. The respondents also showed decreased performance regarding the counselling to be given regarding the bad impacts of addiction at the pregnancy time, complication readiness, birth preparedness, weaning, colostrum feeding, MTP and ECP. The performance of the ASHA workers was mainly affected by the lack of adequate remuneration and job satisfaction.

Azarudeen, Mohamed et al., (2019) made a study regarding the effect of training programs over the knowledge of the maternal health-care in the context of the ASHA workers. The study was done with reference to the tribal people in Tamil Nadu. the ASHA workers prove to the backbone of the national rural health mission and provide, curative, preventive and promotive health-care facilities for the people in rural areas. The present study was conducted to review the knowledge of the ASHA workers as well as their performance with reference to their responsibilities towards maternal health. The authors had also assessed the impact of training programs given to the ASHA workers. The authors had done an interventional study which was community-based. the study was done with reference to the ASHA workers in Jawadhu Hills. Semi-structured questionnaires were administered to the respondents to evaluate the knowledge of the ASHA workers regarding maternal health-care. Next to the assessment done initially, an interventional training program was carried out and them an assessment of post-training was done. Chi-square test and proportions were executed as the statistical tools. The outcomes showed that 60% of the ASHA workers had the knowledge regarding

ANC and which enhanced through training. On the basis of the danger signs of the pregnancy, not more than 10% of the workers were aware of the vaginal bleeding, swelling of the legs, visual disturbances and all these got improved after training. It was concluded that the knowledge of the ASHA workers regarding the elements of maternal health was moderately adequate, but it improved through training.

Kumar, Santosh et al., (2012) examined the factors which affected the performance of work of the ASHA workers. It was a cross-sectional study carried out in eastern India. The authors had done a descriptive and cross-sectional study. the study had done in Banaras Hindu University of Varanasi. The respondents were 135 ASHA workers in Chiraigaon Block, Varanasi district, Uttar Pradesh. Interviews were conducted for collecting information and the result was correlated. The analysis of data was done through Chi-square. The results showed that 16.3% of the ASHA workers were aware of motivating the public for constructing toilets. 23% of them knew that minor ailments have to be given treatment by them. The low level of their knowledge regarding the responsibility influenced their practices. It was concluded that low level of knowledge about the job responsibility, delayed payments, inadequate remuneration and caste affected the performance of the ASHA workers.

## RESEARCH METHODOLOGY
The respondents of the study are the ASHA workers in Kozhikode. They have been selected as respondents through simple random sampling method of sampling and the size of the study is 100. The instrument used for data collection is a questionnaire and the tool used for analysis of the data is Regression Analysis.

## ANALYSIS AND INTERPRETATION
## RELATIONSHIP BETWEEN KNOWLEDGE AND ASHA WORKERS PERFORMANCE

| R | R Square | Adjusted R Square | F | Sig. |
|---|---|---|---|---|
| 0.837(a) | 0.701 | 0.681 | 36.304 | 0.000(a) |

a Predictors: (Constant), Knowledge

**Coefficients(a)**

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 1.092 | .200 | | 5.473 | .000 |
| ASHA Workers may be used along with standard therapy. | .157 | .033 | .294 | 4.794 | .000 |
| ASHA Workers medicines may cause side effect. | .084 | .034 | .152 | 2.449 | .016 |
| ASHA Workers medicines may interact with other medications. | .069 | .032 | .133 | 2.138 | .035 |
| There is law to regulate ASHA practices in India. | .094 | .031 | .185 | 2.994 | .004 |
| There is ASHA consultation within hospital settings in India. | .150 | .034 | .273 | 4.442 | .000 |
| There is integrative ASHA consultation within hospital settings in India | .191 | .027 | .425 | 7.038 | .000 |

a Dependent Variable: Work performance

### Interpretation
Table shows the regression analysis of overall Work performance as the dependant variable related to knowledge as independent variables. In order to identify which knowledge 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 0.701 which means that 70.1 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 ($F = 36.304$; $p < 0.000$) which means that the knowledge significantly influences (dependent variable) overall Work performance.

### FINDINGS AND SUGGESTION
Frequent refresher courses have to be implemented for improving and updating the knowledge of the ASHA workers with reference to their work to be done. Supportive supervisions for overcoming

social obstacles, required administrative steps for improving their satisfaction in job have to be followed for accomplishing optimum results from the ASHA workers.

## Conclusion

The goal of this paper is to collect more evidence about impact of knowledge of the ASHA healthcare service workers. We studied the knowledge of the AHSHs workers in Kerala and its influence on their performance. The coefficient of Regression determination ($R^2$) is 0.701 and the result shows a significant outcome (F = 36.304; p < 0.000). The result of the study shows that there is significant relationship between knowledge and Work performance of ASHA workers.

## REFERENCE

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