

## Ensuring gender and equity through PPM/ISTC

**Background:** Knowledge level and health seeking behavior for TB care are significantly associated with each other. A survey in urban slum showed 90% of females heard of TB, but only 13% had proper understanding about TB. It is realized that if IEC materials be developed based on gender friendly and equitable manner; and use among poor and excluded target groups, those groups would be more aware about TB. As a result, more under notified cases could be detected and treatment adherence could be ensured in long run.

**Objective:** To develop TB related IEC materials which are gender friendly and equitable

**Methods:** Development of IEC materials was done in three different phases: message development phase (all existing IEC materials were reviewed from gender and equity perspective and developed accordingly); Implementation phase (all materials were tested in slum area of Bhaktapur district) and finalization phase.

**Findings:** A total of 16 IEC materials were reviewed. In most of the cases messages given are gender neutral. Similarly, review of different researches within and outside Nepal was done to see gender difference in TB diagnosis, care seeking and treatment and magnitude of TB among men and women. Women were found to have limited access to resources, health services, Stigma attached The appropriateness of language, technical accuracy of message and cultural sensitivity of materials was also considered and all together 16 different IEC materials was produced focusing issues of gender and equity.

**Conclusion:** some materials were developed in the form of poster through the aspect of gender and equity. However, some of the messages were difficult to finalize due to difficulty in sketching issues like health rights, access to resource, and access to services.

