



JEEVAN SHAKTI MELA: A PUBLIC ENGAGEMENT PROCESS TO RAISE AWARENESS ABOUT TYPE 2 DIABETES IN RURAL PLAINS NEPAL

(MAY 1 – APRIL 30, 2019)

Type 2 Diabetes mellitus (T2DM) is often not well understood among marginalized populations, but its prevalence is increasing, particularly in low-income countries. This study aims to increase the knowledge, understanding and motivate people from rural plains to prevent and control T2DM using participatory research and arts.

PICTORIAL CONSENT

Pictorial consent was developed which was used in the data collection process, where data was gathered from community members and health workers. The pictorial consent was developed by artists at the JWDC. The consent included consent and information process in pictures of every statement that was involved in the consent taking process.

LEARNINGS

- Engagement enabled development of collaborative networks for health promotion and community mobilization initiatives
- Helped develop knowledge about how to prevent and control diabetes among artists and others
- Enabled local artists and others to be more confident to talk about diabetes, a stigmatized illness not often discussed
- Artists overcame the fear of public performance in a patriarchal society

OUR APPROACH

This public engagement approach using participatory research, traditional arts, interactive games, and drama in Janakpur, enabling female Maithili artists from the Janakpur Women's Development Centre (JWDC) to engage with communities about T2DM had four stages:

1. **Formative research stage:** JWDC artists and researchers collaborated to plan and implement discussions with community members, people with diabetes, health workers, and pharmacists to gain insight into local understandings and effects of T2DM.
2. **Creative workshop:** Building on the formative discussions, JWDC and independent artists worked together in three workshops to create traditional Maithili paintings, props, interactive displays, and games for the funfair.
3. **Implementation of the drama and funfair:** The drama and funfair were performed in 15 communities of hard-to-reach groups in collaboration with a local organization, Relative Nepal. The festival involved 17 community performances in addition to the main event, and over 800 visitors were given a free blood glucose test.
4. **Evaluation:** JWDC artists and community members were filmed during their journey of discovery of the causes and consequences of T2DM. Group discussions were conducted with artists and villagers to know about the work.

IN PARTNERSHIP WITH

