



# **COMMUNITY BASED AWARENESS** **AND REHABILITATION**

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- WHO (1976) defines impairment as a normal process of change with physical, anatomical and cognitive structure coming with age or other factors but that does not interfere with the performance of activities expected from an individual.
- Persons with Disabilities are a community problem and the only way that the problem can be resolved is with an active and involved community”. It has become a truism to say that we live in a global village. Television pictures penetrate instantly to remote parts of the world. Most rural areas have the access to a transistor radio, telephones, telefax and electronics mail can bring us into instant communication with people tens of thousands of miles away.

Community Awareness is one of the important aspects of rehabilitation of disabled people. As per the NSSO survey (2003), 1.8 percent population of India is affected with disability. The WHO estimated that more than 10 percent population of the world is affected with various disabilities. Poverty, lack of health & Medical facilities and many socio –economical problems creates barriers in the rehabilitation of the disabled in the country. The government has taken many positive steps for the rehabilitation of the disabled, but lack of information and negative attitude of the community keep them away from benefiting the facilities and concessions provided by government and non-government organizations. The need of proper information and changing the negative attitude of the society, community awareness program becomes very essential in urban as well as in rural and remote area of the country.

# AIMS

- prevention
- Early identification and intervention to help children and support families.
- Closer interaction with parents.
- To admit children in schools and other rehabilitation centres.
- Relevant preparation for adult life and participation in all community services.
- Giving more opportunities to the children for their development.

# How to create awareness

- **Planning for Community Awareness**
- **Participation of the community**
- **Media for creating awareness**
- **Film, Television and Radio**
- **Written material**

## ➤ **Planning for Community Awareness**

Community awareness is important. It can be achieved only with the proper planning. The first step is to know the target group whom we want to aware. In simple word we may say it a group of people. It may be teacher, parent, scholars, women, special children and many others. The poor people in the society always considered as target group. They are affected due to lack of facility and many causes. As knowing this we could provide the facilities from early identification to treatment and education and employment effectively.

## ➤ **Participation of the community**

It means encouraging the people to involve in the activity. The impact and success of the activities are fully depended on the participation of the people. But most of the times, people wont participate in the program. It is because of lack of interest, different wrong notions, misbelieves and strong roots of traditional customs in their mind. We have to orient the people of the society with the help such as community leader, doctor, teacher, lawyer and many others.

## ➤ **Media for creating awareness**

Creating community awareness by utilizing the proper tools of media. It may be from personal communication to modern print. We can use electronic means and mass media as well as satellite communication to web world. It is very important as with the help of this we can reach and influence the large section of the society.

## ➤ **Film, Television and Radio**

The film, television and Radio are very important media tools for creating awareness. The media have great influence on the mind of the people.



They have important information can reach the people very easily. So their effective utilization always helps to create awareness. Eg. The films made on various social subjects as child marriage, illiteracy, discrimination on the basis of cast, creed and sect help in creating awareness amongst people.

## ➤ **Written material**

Creating effective awareness through proper utilization of words and pictures is also an option. The language and pictures, should always be used carefully and properly. The word and language used through the media should stress equality and active participation of the disabled people and others also. Distribution and display of material is one of the important steps in the community awareness.

- The material in print as well as audio- visual forms can be done through various channels as sending it to various media for publicity, putting it at public places, making available on Internet and Web site and many other way. Distribution of material and displaying it at various occasions through exhibitions is also important. That gives opportunities to involve the local people and make large impact on the masses.

# **COMMUNITY BASED REHABILITATION**

- The Community Based Rehabilitation (CBR) concept encourages projects and programmes that involve people with disabilities, and their families, within the communities themselves.
- CBR as a strategy supports the full participation and inclusion of persons with disabilities in the life of their communities. It refers to the strategy of meeting the needs of people with disabilities within their communities
- This is opposed to the centre-based strategy where people with disabilities must travel to a specialised institution to receive rehabilitation services.

- Institutions are often expensive to set up and run and can only cater for a small percentage of people who can access the service.
- CBR involves working closely with persons with disabilities and their families to overcome physical and sociological barriers within their communities through a holistic approach to a person and their environment in the areas of health, education, livelihood, social inclusion, skill development and empowerment.

# NEED OF CBR

- The majority of persons with disabilities live in low income countries, where they will experience poverty.
- Poverty has been shown to increase the chances of disability and disability the chances of poverty. Health care, education and livelihood services may be scarce, costly and not conducive for persons with disabilities to access due to various barriers.
- A cost-effective strategy that makes use of existing community services and promotes inclusion in place of exclusion is needed to reach persons with disabilities within their communities

# GOALS OF CBR

- **Awareness creation and advocacy:** Increasing awareness, particularly of government and (employers) in the private sector that persons with disabilities have the right, duty and ability to participate in economic activities and to access services in microfinance, business advice and promotion. They should cooperate with Disabled Persons Organizations (DPOs) in this effort.
- **Pre-vocational training:** Assisting schools which enroll persons with disabilities to give due attention to vocational skills, promote side by side with academic education.

- **Skills and vocational training:** Supporting training programmes to enhance marketable skills for persons with disabilities, to improve opportunities for employment and self-employment.
- **Self-employment:** Promotion of initiatives for the establishment of micro enterprises by persons with disabilities with business advice and provision of loans.
- **Mainstreaming:** Promoting scope of persons with disabilities to access and integrate within existing vocational training and employment programmes that were previously not accessible due to various barriers

# PREREQUISITES FOR A CBR PROGRAMME

- The setting up of a system to provide services for people with disabilities should be based on a set of Government policies and plans.
- Simple declarations of intentions, for instance, made by politicians or parties at the time ongoing elections or in political programmes.
- Acts/legislation, approved by the parliament.
- Commitments for financing over a period.
- Availability of funds for local authorities



- The country may already have Institutions and Centers, which provide specialized care, service and training of professional personnel and research.
- NGOs are in most countries still the main providers of services for persons with disabilities.
- However, NGOs have only been able to cover an estimated 2 - 3 per cent of the global needs.

The Community- Based Rehabilitation (CBR) strategy has been shown to be effective, sustainable and affordable.

The CBR has the following features:

- 1) It involves families and local community encouraging their own initiatives and using local resources, based on a technology built on indigenous and thoroughly tested methods
- 2) It is multi-sectoral and operates with a multi-level system
- 3) It addresses the needs of the target population, functional training, education opportunities for income generation and protection of rights and security.

# India: 73<sup>rd</sup> Constitutional Amendment Act of 1992

## this has been expressed as follows:

- *“ To place more and more power in the hands of the rural people to determine their own destiny.*
- *“ to enhance the capabilities of the rural people to involve themselves in the planning from below.*
- *“ to decentralize execution of all kind of development activities with effective participation of peoples.*
- *“ to orient development administration based on the philosophy of popular participation.”*

- The increase of services and efforts to provide equal opportunities, protect rights and promote full participation can only be implemented, if the required number of competent personnel is added.
- An expanded programme needs to engage persons with disabilities, their families and communities, as well as concerned non-governmental organizations, existing institutions and professionals in a joint commitment towards co-operation and support.

- Guidelines for planning, recruiting, training and managing educational programmes for personnel in order to create the service delivery system needed to implement a national CBR programme are very important.
- No major change in the quality of life and in the protection of rights of persons with disabilities can be achieved without an appropriate and effective service delivery system, eventually reaching all in need. This system should for reasons of costs and optimal use of resources be unified at the local level and specialized at higher referral levels.

# HOW DOES CBR WORK?

- Comprehensive CBR involves working with people with all forms of impairment, focusing on networking with existing health, education, livelihood and social services so that they include the needs and potentials of persons with disabilities.
- Sustainability and continuity can be achieved by encouraging persons with disabilities and their families to become involved in community affairs, and by encouraging the community to recognize and meet the aspirations and needs of persons with disabilities.

# COMMUNITY-BASED REHABILITATION

## GUIDELINES

- Recommendations to develop guidelines on community-based rehabilitation (CBR) were made during the International Consultation to Review Community-based Rehabilitation which was held in Helsinki, Finland in 2003. WHO; the International Labour Organization; the United Nations Educational, Scientific and Cultural Organization; and the International Disability and Development Consortium – notably CBM, Handicap International, the Italian Association Amici di Raoul Follereau, Light for the World, the Norwegian Association of Disabled and Sightsavers – have worked closely together to develop the *Community-based rehabilitation guidelines*. More than 180 individuals and representatives of nearly 300 organizations, mostly from low-income and middle-income countries around the world, have been involved in their development.

- Provide guidance on how to develop and strengthen CBR programmes
- Promote CBR as a strategy for community-based development involving people with disabilities
- Support stakeholders to meet the basic needs and enhance the quality of life of people with disabilities and their families
- Encourage the empowerment of people with disabilities



- **DISABILITY AND REHABILITATION SERVICES IN INDIA: ISSUES AND CHALLENGES**; [S Ganesh Kumar](#), [Gautam Roy](#), [Sitanshu Sekhar Kar](#) , Journal of family medicine and primary care, Year : 2012 , Volume : 1 , Issue : 1 , Page : 69-73

In India, a majority of the disabled resides in rural areas where accessibility, availability, and utilization of rehabilitation services and its cost-effectiveness are the major issues to be considered. Research on disability burden, appropriate intervention strategies and their implementation to the present context in India is a big challenge. Recent data was collected from Medline and various other sources and analyzed. The paper discusses various issues and challenges related to disability and rehabilitation services in India and emphasize to strengthen health care and service delivery to disabled in the community.

- It concluded that, The major challenge includes understanding the concept of disability and acceptance of CBR as a valid intervention . Prioritization of resources like finance, manpower, and materials is another important issue to be considered. Poor planning and management of CBR with lack of inter- sectoral coordination leads to poor functioning of the services to disabled. Non-availability of evidence-based facts, lack of co-ordination between the Government and NGOs, the absence of a coherent community level strategy, limited competence and capacity of decentralizing services, limited models of good practices are the other lacunas in the system.

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