The Influence of Media on Obstetric Health Behavior in Northern Bangladesh

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Abstract: **Media is a part and parcel of daily life and influences every sphere of life. The present study seeks to understand the influence of media on obstetric health behavior. Survey method has been executed to conduct the study. The research shows that media plays a vital role in obstetric health fields. Besides, there is a significant association between respondent's media engagement and the performance of obstetric health behaviors like ANC visits, getting assistance of skilled health personnel during delivery or types of birth attendant, intake of iron tablets and vaccination of mother (TT).**

Keywords: **Obstetric Health, Obstetric Health Behavior, Media.**

I. INTRODUCTION

Media has been playing an important role in almost every sphere of the contemporary society. Specially, it accelerates social change. Generally, media is the collective communication outlets or tools that are used to store and deliver information or data. It is either associated with communication media or the specialized mass media communication businesses such as print media and the press, photography, advertising, cinema, broadcasting (radio and television) and publishing (wikipedia). People from all social class are adopting media as an enriched source of information. Such widespread public engagement with media creates a ready platform for its applications in the obstetric health field. Obstetric health refers to the health of women during pregnancy, childbirth and postnatal period. In the discussion of obstetric health, we should know about obstetric health behavior. Obstetric health behavior is the sum total of action that is taken by a woman, her family as well as society to maintain, attain, or regain good health and to prevent illness during the period of pregnancy, childbirth and postpartum (Hossain and Rahman, 2019). In this study ANC visit (Antenatal Care), the taking of iron tablets, vaccination of mother (TT), types of birth attendant are considered as obstetric health behavior. Obstetric health is related to maternal mortality ratio (MMR). It is now widely considered as crucial indicators of overall health status of a country. According to WHO (2012), near about 287000 women die every year due to obstetric health related complications around the world. In Bangladesh it is estimated that moreover 11,000 women die for the complications during pregnancy and child birth each year (Koblinsky. *et. al*. 2008). But at present, this situation is changing. It is evident from different research reports published in recent time. "According to the Bangladesh Maternal Mortality Survey 2010, maternal mortality declined from 322 in 2001 to 194 in 2010, showing a 40 percent decline which gives an average rate of decline of about 3.3 percent per year. The Maternal Mortality Estimation Inter-agency Group (MMEIG), however, found it 170 per 100,000 live births in 2013. The overall proportion of births attended by skilled health personnel increased by more than eight-folds in the last two decades, from 5.0 percent in 1991 to 42.1 percent in 2014. In the same duration, the antenatal care coverage (at least one visit) has increased 51 percentage points; from 27.5 percent in 1993-94 to 78.6 percent in 2014(General Economics Division 2015:63)." In this circumstance it is assumed that the media could play an important role in changing obstetric health behavior and it may mitigate / decrease maternal mortality ratio (MMR). Besides, a large number of studies have been carried out in Bangladesh and abroad. Some of the studies emphasized on the relationship between media and general health (Castells, 1996; Armstrong, 1983b; Lupton, 1994; Seale. 2003; Webb et al., 2010; Korda and Itani, 2013; Daniel Catalán-Matamoros, 2011) and some of the studies emphasized on different aspects of obstetric health (Mathe, 2017; Lowe, Chen, and Huang, 2016; Ogundairo and Jegede, 2016*;* Shole, 2015; Dahal, 2013; Asundep et al., 2013; Emily, 2013; Zakar, Zakar, and Itani, 2011; Ye et al., 2010; Stella and Adesegun, 2009; Simkhada et al 2008; Adamu and Salihu, 2002; Dennis, Fung, and Grigoriadis, 2007; Khanum and Taufikuzzaman, 2012; Walton and Schbley, 2013; Taufikuzzaman, 2014; Khan, 2000). But the influence of media on obstetric health is ignored as far the knowledge of the researcher. Hence, this study strives to explore the role of media in changing obstetric health behavior. The study has been conducted in the light of Andersen's Health Care Utilization Model. In other words, this study seeks to investigate and explain the influence of media on obstetric health behavior. In doing so, the researcher explored the types of media that are currently employed in obstetric health field; examined the factors accelerating the use of media in obstetric health field; portrayed the association between respondent's media engagement and the performance of obstetric health behavior.

II. SIGNIFICANCE OF THE RESEARCH

Obstetric health care is not only important for an individual's wellbeing; it is an important social issue. Obstetric health

problem of the women may lead to social problem. In this regard Bangladesh Ministry of Health and Family Welfare (1998) mentioned that "productive morbidities diminish women's fertility, productivity and quality of life. In some cases women with such chronic problems may also become social outcastes. They may even be turned out of house and rejected by their husbands and families." Obstetric complications are responsible for such problems. Hence, it is essential to know the roles of media in mitigating obstetric complications and promote social order through changing obstetric health behavior. It is also important to understand the relation between media and obstetric health in Bangladesh.

III. THEORETICAL FRAMEWORK

The researcher has utilized Andersen's Health Care Utilization Model after required modification in response to the requirement of this research. The modified model is as follows:

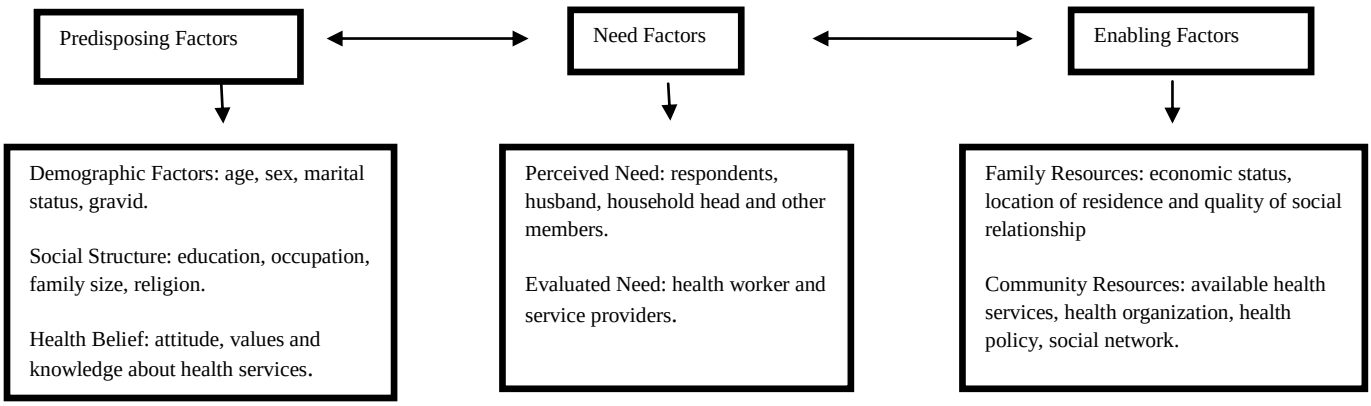

Figure 1: Reconstructed from Andersen's Health Care Utilization Model (1968)

The present study has tried to explore the role of media in reconstructing perception about predisposing factors as well as the role of media in perceiving need for obstetric health and the role of media in raising consciousness about the enabling factors.

IV. RESEARCH METHODOLOGY

The present research is explorative in nature and executes quantitative methodology social survey is used as data collection method. Tools of data collection were questionnaire, camera and mobile phone. In present study, techniques of data collection were interview, and observation. Data was collected from mainly primary source. A secondary source also applied to strengthen primary data. The study was conducted on some suburban places named *Budpara, Mirzapur, Choddopai, and Mohonpur* which is under the ward no. 30 of Rajshahi City Corporation. The area was purposively selected by the researcher. This area was cost and time effective and familiar with the researcher. For identifying the population of the given area, a baseline survey was conducted by the researcher and it had been found that the total number of households is around 2700 and the number of women who have delivered within the last two years is 1212. In 2016 it was 613 and in 2017 it was 599 (Raw data from Expanded Program on Immunization of Rajshahi City Corporation). It is censured by the local govt. and the community health center (Urban Primary Health Care Services Delivery Project) situated in the study locale. Among those 1212 women who have delivered within the last two years, 125 had been selected through purposive sampling as sample by using the sample size calculator of Australian Bureau of Statistics (ABS) which is 10% of the total population (Confidence Level = 95%, Population Size = 1212, Proportion = 0.1, Confidence Interval = 0.05, Confidence Interval: Upper = 0.15000 and Lower = 0.05000, Standard Error = 0.02551, Relative Standard Error (RSE) = 25.51, Sample Size= 125). Both individual and household had been considered as the unit of analysis of this research. In this study, researcher used simple statistical methods as tabulation, classification, frequency distribution, correlation, percentage, different measurement scales like Chi-Square Tests, One Way ANOVA etc for processing and analyzing primary data. Besides two computer software like Microsoft Office Excel-2007 and Statistical Packages for the Social Sciences (SPSS)-20 had been used for the interpretation and presentation of obtained data.

V. RESULT

5.1 Portrayal of the Media Engagement in Obstetric Health Fields

At present, media plays a vital role in our life. In this research we identified the influence of media on obstetric health behavior which is a crucial part of our life. In doing so, researcher has examined different factors related to media and obstetric health. The results are as follows:

5.1.1 Media Engagement in Getting Information about Obstetric Health

Table 1: Media engagement in getting information about obstetric health

Media Engagement in Getting Information about Obstetric Health	Frequency (f)	Percent (%)
Yes	35	28.0
No	90	72.0
Total	125	100.0

The table shows that most of the respondents did not access information from media which is 72% of the total respondents and only 28% respondents got information from media regarding obstetric health behavior. This information includes nutritious food-related information, problems of pregnancy, child health, mother health etc. It appeared that the media engagement was determined by the educational level of the respondents. A cross tabulation is presented below in this connection:

5.1.2 Relationship between Educational Qualification and Media Engagement in Getting Information about Obstetric Health

Table 2: Association between educational qualification and media engagement in getting information about obstetric health

Educational Qualification	Media Engagement in Getting Information about Obstetric Health		Total
	Yes	No	
Illiterate	0	2	2
	0.0%	100.0%	100.0%
PSC	5	16	21
	23.8%	76.2%	100.0%
JSC	0	14	14
	0.0%	100.0%	100.0%
SSC	13	39	52
	25.0%	75.0%	100.0%
HSC	6	14	20
	30.0%	70.0%	100.0%
Graduate	5	4	9
	55.6%	44.4%	100.0%
Post-Graduate	6	1	7
	85.7%	14.3%	100.0%
Total	35	90	125
	28.0%	72.0%	100.0%

The above table shows the relationship between educational qualification and media engagement in getting information about the obstetric health of the respondents. The table revealed that illiterate and JSC level people did not receive information from media. On the other hand, 23.8% PSC level respondents, 25% SSC level respondents, 30% HSC level respondents, 55.6% graduate level respondents and 85.7% post-graduate level respondents got information from media. It is observed from the above table that the rate of getting information about obstetric health from media is increasing with the rise of educational qualification of the respondents. In other words, the table shows that the media engagement is increasing with advanced educational level. The respondents who have more educational achievement are more engaged with media to obtain information regarding obstetric health. So it may be concluded that there is a significant relationship between educational qualification and media engagement in getting information about obstetric health. It is also true in the statistical test. A chi-square test between educational qualification and media engagement in getting information about obstetric health is given below in this regards:

*H0***:** There is no association between educational qualification and media engagement in getting information about obstetric health.

*H1***:** H0 is not true.

Table 3: Association between educational qualification and media engagement in getting information about obstetric health

Educational Qualification		Media Engagement in Getting Information about Obstetric Health		Total
		Yes	No	
Illiterate	Count	0	2	2
	Expected Count	0.6	1.4	2.0
PSC	Count	5	16	21
	Expected Count	5.9	15.1	21.0
JSC	Count	0	14	14
	Expected Count	3.9	10.1	14.0
SSC	Count	13	39	52
	Expected Count	14.6	37.4	52.0
HSC	Count	6	14	20
	Expected Count	5.6	14.4	20.0
Graduate	Count	5	4	9
	Expected Count	2.5	6.5	9.0
Post-Graduate	Count	6	1	7
	Expected Count	2.0	5.0	7.0
Total	Count	35	90	125
	Expected Count	35.0	90.0	125.0

Table 4: Relationship between educational qualification and media engagement in getting information about obstetric health (Chi-square)

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.632[a]	6	0.001
Likelihood Ratio	24.161	6	0.000
Linear-by-Linear Association	12.924	1	0.000
N of Valid Cases	125		
a. 5 cells (35.7%) have expected count less than 5. The minimum expected count is .56.			

Since P = .001 < .01, so our hypothesis is significance at 1% level of significance. So we may reject our null hypothesis which indicates there is a significant association between educational qualification and media engagement in getting information about obstetric health.

5.1.3 Types of Media as Source of Information

Table 5: Frequency distribution of types of media as a source of information

Types of Media	Frequency (f)	Percent (%)
TV	1	2.85
Internet	7	20
Billboards	8	22.86
Leaflets	19	54.29
Total	35	100

The above table shows that the respondents who get information from media usually use four kinds of media like television, internet, bilboard, and leaflets. 2.85% respondents receive obstetric health-related information from television, 20.00% respondents browsing different site of the internet, 22.86% receive obstetric health-related information from bilboard and 54.29% receive information from leaflet in this connection.

5.1.4 Role of Media in Changing OHB Related Conception

Table 6: The role of media in changing obstetric health behavior (OHB) related conception

Role of Media in Changing OHB Related Conception	Frequency (f)	Percent (%)
Yes	39	31.2
No	26	20.8
Unaware	60	48.0
Total	125	100.0

The above table shows that 48% respondents were not aware about the role of media in changing OHB related conception, 20.8% respondents replied that media has no contribution in changing obstetric health-related conception and 31.2% respondents replied that media has the role in changing obstetric health-related conception. Those who acknowledged the role of media in changing obstetric health behavior emphasized on the elimination of superstition related to obstetric health like food taboo. Some others say about nutrition-related consciousness increased through media. Besides, timely receiving of ANC related conception also changed through media.

5.1.5 Role of Media in Creating and Enhancing OHB Related Consciousness

Table 7: The role of media in creating and enhancing OHB related consciousness

Being Aware of OHB Through Media	Frequency (f)	Percent (%)
Yes	41	32.8
No	24	19.2
Unaware	60	48.0
Total	125	100.0

The table shows that 48% respondents were unaware about the role of media in creating and enhancing OHB related consciousness and 19.2% respondents did not think positive about it. However, 32.8% respondents think positive, and according to them media is a powerful agency for creating and enhancing consciousness about OHB. They mention many media name which includes television, internet, newspaper, social media like Facebook, Youtube etc. A few of them say that the illiterate and less educated people cannot read the newspaper or browsing the internet but they all watch television.

5.1.6 Role of Media in Changing OHB Related Conception of the Society

Table 8: Role of media in changing OHB related conception

Role of Media in Changing OHB Related Conception of Your Society	Frequency (f)	Percent (%)
Yes	33	26.4
No	19	15.2
Unaware	73	58.4
Total	125	100.0

The table shows that 26.4% of respondents provide a positive response in this regards. Whereas 15.2% respondents provide negative response and 58.4% respondents are unaware about it. Many of them who provide positive response say that media can play a vital role to change the obstetric health behavior related conception of our society through presenting the negative side of superstitions in obstetric health behavior like food taboo and restriction on mobility etc.

5.1.7 Role of Media in Establishing New Forms of OHB

Table 9: Role of media in establishing new forms of OHB

Role of Media in Establishing New forms of OHB	Frequency (f)	Percent (%)
Yes	31	24.8
No	18	14.4
Unaware	76	60.8
Total	125	100.0

The above mention table shows that most of the respondents (60.8%) are unaware of the role of media in establishing a new form of obstetric health behavior. Whereas 24.8% respondents say that media play an important role in establishing a new form of obstetric health behavior and other 14.4% give a negative response in this regard. Those who make a positive response argue that media can establish a new form of obstetric health behavior through disseminating the necessity of a new obstetric health behavior like receiving at least four ANC visits.

5.2 Relationship between Media and Obstetric Health Behavior

5.2.1 Relationship between Media Engagement in Getting Information about Obstetric Health and ANC visits

Table 10: Relationship between media engagement in getting information about obstetric health and ANC visits

Media Engagement in Getting Information about Obstetric Health	ANC visits						Total
	0 visit	1-3 visits	4 visits	5-8 visits	9-12 visits	above 12	
Yes	0	1	1	12	16	5	35
	0.0%	2.9%	2.9%	34.3%	45.7%	14.3%	100.0%
No	1	13	7	27	36	6	90
	1.1%	14.4%	7.8%	30.0%	40.0%	6.7%	100.0%
Total	1	14	8	39	52	11	125
	0.8%	11.2%	6.4%	31.2%	41.6%	8.8%	100.0%

The table showed the relationship between media engagement in information about obstetric health and ANC visits of the respondents. The table revealed that 0.8% respondents did not take any visits, 11.2% respondents took 1-3 visits, 6.4% respondents took 4 visits, 31.2% respondents took 5-8 visits, 41.6% respondents took 9-12 visits and 8.8% respondents took more than 12 visits. On the other hand, it is also displayed that 35 respondents took obstetric health-related information from media, among them 2.9% respondents took 1-3 visits, 2.9% respondents took 4 visits, 34.3% respondents took 5-8 visits, 45.7% respondents took 9-12 visits and 14.3% respondents took more than 12 visits. Besides 90 respondents did not take obstetric health-related information from media, among them1.1% did not take ANC visits, 14.4% respondents took 1-3 visits, 7.8% respondents took 4 visits, 30% respondents took 5-8 visits, 40% respondents took 9-12 visits and 6.7% respondents took more than 12 visits. From the above table, it is observed that those respondents who took obstetric health-related information from media are taking more ANC visits than those who did not take information. So it is clear to us that there is a significant relationship between media engagement in information about obstetric health and ANC visits of the respondents. This conclusion is also true in the statistical test. An ANOVA test between media engagement in getting information about obstetric health and ANC visit is given below in this regards:

H0: There is no association between media engagement in getting information about obstetric health and ANC visits.

*H1***:** H0 is not true.

Table 11: ANOVA between media engagement in getting information about obstetric health and ANC visits

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	81.792	1	81.792	4.353	0.039
Within Groups	2311.008	123	18.789		
Total	2392.800	124			

It is seen that the calculable value of F is 4.353 and the P-value is .039, which is lower than 0.05. So it may be concluded that there is a significant association between media engagement in getting information about obstetric health and ANC visits.

5.2.2 Relationship between Media Engagement in Information about Obstetric Health and Taking of Iron Tablets

Table 12: Relationship between media engagement in information about obstetric health and taking of iron tablets

Media Engagement in Getting Information about Obstetric Health	Taking of Iron Tablets		Total
	Yes	No	
Yes	27	8	35
	77.1%	22.9%	100.0%
No	53	37	90
	58.9%	41.1%	100.0%
Total	80	45	125
	64.0%	36.0%	100.0%

The table shows the relationship between media engagement in information about obstetric health and the rate of the taking of iron tablets of the respondents. It is observed from the above table that 64% respondents took iron tablets whereas 36% did not take. On the other hand, 35 (28%) respondents took obstetric health-related information from media, among them 77.1% took iron tablets and 22.9% did not take iron tablets. Besides 90 (72%) respondents did not take obstetric health-related information from media, among them 58.9% took iron tablets whereas 41.1% did not take iron tablets. So it can be said that the rate of taking iron tablets is high among those who took obstetric health-related information from media than those who did not take information. Thus it may be concluded that there is a significant association between media engagement in information about obstetric health and the rate of taking of iron tablets of the respondents. It is also true in the statistical test. A chi-square test between media engagement in information about obstetric health and taking of iron tablets is given below in this regards:

H0: There is no association between media engagement in information about obstetric health and taking of iron tablets.

H1: H0 is not true.

Table 13: Relationship between media engagement in information about obstetric health and taking of iron tablets

Media Engagement in Getting Information about Obstetric Health		Taking of Iron Tablets		Total
		No	Yes	
Yes	Count	8	27	35
	Expected Count	12.6	22.4	35.0
No	Count	37	53	90
	Expected Count	32.4	57.6	90.0
Total	Count	45	80	125
	Expected Count	45.0	80.0	125.0

Table 14: Relationship between media engagement in getting information about obstetric health and taking of iron tablets (Chi-square)

Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.644[a]	1	0.056		
Continuity Correction[b]	2.895	1	0.089		
Likelihood Ratio	3.820	1	0.051		
Fisher's Exact Test				0.064	0.042
Linear-by-Linear Association	3.615	1	0.057		
N of Valid Cases	125				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.60.					
b. Computed only for a 2x2 table					

In the current test, both variables are composed of 2 and 2 tables. So we have to accept Fisher's Exact Test for analysis of the relationship. Since P = .064 > .05, so our hypothesis is insignificant at 5% of significant. Thus it may be concluded that there is no association between media engagement in getting information about obstetric health and taking of iron tablets.

5.2.3 Relationship between Media Engagement in Getting Information about Obstetric Health and Types of Birth Attendant

Table 15: Association between media engagement in getting information about obstetric health and types of birth attendant

Media Engagement in Getting Information about Obstetric Health	Types of Birth Attendant		Total
	TBA	SBA	
Yes	1	34	35
	2.9%	97.1%	100.0%
No	7	83	90
	7.8%	92.2%	100.0%
Total	8	117	125
	6.4%	93.6%	100.0%

The table shows the relationship between media engagement in information about obstetric health and the rate of receiving assistance from skilled health professionals. It is observed that 6.4% of the total respondents received assistance from TBA (Traditional Birth Attendant) and 93.6% received assistance from SBA (Skilled Birth Attendant) during childbirth. Besides, 35 (28%) respondents took obstetric health-related information from media, among them 2.9% took assistance from TBA whereas 97.1% took from SBA. On the other hand, among the 90 (72%) respondents who did not take obstetric health-related information from media, 7.8% took assistance from TBA and 92.2% took assistance from SBA. The table revealed that those who took obstetric health-related information from media are more likely to take assistance from SBA than those who did not take information. So it may be concluded that there is a significant relationship between media engagement in information about obstetric health and the rate of receiving assistance from skilled health professionals.

5.2.4 Relationship between Media Engagement in Getting Information about Obstetric Health and Vaccination of Mother (TT)

Table 16: Relationship between media engagement in information about obstetric health and vaccination of mother (TT)

Media Engagement in Getting Information about Obstetric Health	Vaccination of Mother (TT)		Total
	Yes	No	
Yes	25	10	35
	71.4%	28.6%	100.0%
No	64	26	90
	71.1%	28.9%	100.0%
Total	89	36	125
	71.2%	28.8%	100.0%

The table shows the relationship between media engagement in information about obstetric health and TT vaccination of mother as an obstetric health behavior. The table revealed that 35 respondents took information from the media about obstetric health, among them, 71.4% took TT vaccination and 28.6% did not receive TT vaccination. On the contrary, 90 respondents did not take information from media about obstetric health, among them 71.1% took TT vaccination and 28.9% did not receive TT vaccination. It is observed from the above table that those who took information from media about obstetric health were more likely to take TT vaccination than those who did not take information from media. Though the difference is very low, it is significant. Thus it may be concluded that there is an association between media engagement in information about obstetric health and TT vaccination of mother as an obstetric health behavior.

VI. DISCUSSION

The findings of the study suggested that the obstetric health behaviors are highly influenced by media. The present study found a significant relationship between media engagement in

getting information about obstetric health and ANC visits (ANOVA, P= 0.039<0.05), getting assistance of skilled health personnel during delivery or types of birth attendant, intake of iron tablets (Chi-square test, P= 0.042<0.05) and vaccination of mother (TT).

The present world is globalized world and media is a powerful means of it. Media plays an important role to create awareness among the population. In the present study, respondents state that they receive different information from media and become aware of different obstetric complications. The awareness created by media plays a vital role in performing better obstetric health behavior like ANC visits, getting the assistance from skilled health personnel during delivery, intake of iron tablets and vaccination of mother (TT). So, it is evident that media played very important role in perceiving need for obstetric health which is related to the Perceived Need of Andersons' health care utilization model.

The study also found that many respondents get rid of superstitious culture like food taboo for media engagement in this regards. In addition, many of the respondents reveal that they know the fatal effect of obstetric complications, danger sign of pregnancy and standard routine of ANC visits, available health care organizations and services in their areas through the use of media like a leaflet, handouts, billboard, and internet. They also gather the information of free treatment for mother and child in different GO (Urban Primary Health Care Services Delivery Project) and NGO (BRAC Hospital) hospital through the media. This awareness through media had a positive impact of the number of ANC visits, getting assistance from birth attendant, intake of iron tablets and vaccination of mother (TT). Here, the role of media in raising consciousness about the enabling factors and reconstructing perception about predisposing factors of the respondents is portrayed which represent the theoretical framework of the study.

The respondents who receive information from media have used television, leaflet, handouts, billboard, and internet as a source. Among these sources handouts, leaflet and billboard are very popular among the respondents, whereas the role of television is found insignificant. There are many causes behind it such as lack of an obstetric health-related program in the private television channel. The obstetric health-related program is telecasted by only Bangladesh Television (BTV) and respondents do not watch this channel at all. Most of the respondents say that they do not know any specific program name. Many of them say about the advertisement on television which is related to nutrition. A few of them say that they use the different site of the internet from where they get information about food habit, physical exercise, vaccination, ANC visits and different government initiatives regarding obstetric health. Again many of them say that they gather information about child rearing from media.

The respondents also say that media plays a vital role in changing the lifestyle of people and it has a significant influence on health. That is to say that media has a significant role in changing obstetric health behavior related conception but it is not direct. It is indirect. It is the result of the total change.

Many respondents provide the opinion that media can establish the new form of obstetric health behavior through the dissemination of new initiatives regarding obstetric health. It makes people conscious about health care services. It can help to remove superstitious cultural practices and establish a new form of obstetric health behavior.

VII. CONCLUSION

Overall performance of obstetric health behavior like receiving of ANC visits, the assistance of skilled health personnel during delivery, TT vaccination of mother and the intake of iron tablets was found batter among the respondents than the overall country. The research found that media has a significant contribution in this. Media has enhanced the performance of obstetric health behavior by providing information and creating consciousness among the respondents. It is found that there is a significant relationship between the role of media in getting information about obstetric health and receiving of ANC visits, the assistance of skilled health personnel during delivery, TT vaccination of mother and the intake of iron tablets. Television, leaflet, handouts, billboard, and internet are used as popular media for obstetric health related information. These all are available in the study area. But all the media are not available to all the respondents because of their predisposing factors. Besides, it is a matter of sorrow that despite telecasting obstetric health-related programs in Bangladesh Television (BTV), respondents do not know about any program related to obstetric health. Generally, they do not watch the program of BTV. They watch the program of many private channel and Indian channel also. But these channels do not broadcast any particular program on obstetric health. For this reason, they do not know about the television program related to obstetric health. So the government should take necessary initiatives in this regards to ensure the obstetric health of the population that will help to achieve the goal of health and well-being of the SDGs.

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