

# A Concurrent Evaluation of Phase II of the NRHM BCC Campaign







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## **STUDY TEAM**

### **Population Foundation of India**

Dr. Lalitendu Jagatdeb – Chief of Evaluation Team, Joint Director (Monitoring & Evaluation)

Ms. Sona Sharma – Core Team Member, Joint Director (Advocacy & Communication)

Mr. Nihar Ranjan Mishra – Core Team Member, Programme Officer (Monitoring & Evaluation)

### **MCH STAR**

Dr. Marta-Levitt-Dayal, Chief of Party

Dr. Sanjay Kumar, Senior Technical Advisor(M&E)

Ms. Kachina Chawla, Capacity Building Coordinator

Ms. Anju Dadhwal, Senior Technical Advisor, Policy Analysis and Advocacy

### **USAID**

Dr. Rajiv Tandon, Chief of Maternal and Child Health, Nutrition & Urban Health Division

Ms. Sheena Chhabra, Chief of Health Systems Division

Dr. Sanjeev Upadhyaya, Senior Advisor, Urban Health and Infectious Diseases

Dr. S. Kaushik, Senior Policy & Research Advisor

Ms. Moni. S. Sagar, BCC & Marketing Advisor

### **ORG Centre for Social Research**

(A Division of ACNielsen ORG-MARG Pvt.Ltd.)

Mr. Pramod Kumar Padhy, Director and his team

### *Design and Print:*

New Concept Information Systems Pvt. Ltd

E-mail: [communication@newconceptinfosys.com](mailto:communication@newconceptinfosys.com)

Website: [www.newconceptinfosys.com](http://www.newconceptinfosys.com)



Naresh Dayal  
Health & FW Secretary  
Tel.: 23061863 Fax.: 23061252  
e-mail: secyfw@nb.nic.in  
ndayal@nic.in



सत्यमेव जयते

भारत सरकार

स्वास्थ्य एवं परिवार कल्याण मंत्रालय  
निर्माण भवन, नई दिल्ली - 110108

Government of India  
Ministry of Health & Family Welfare  
Nirman Bhavan, New Delhi - 110108

*Dated 23rd September, 2009*

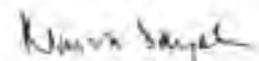
## FOREWORD

The National Rural Health Mission (2005-12) is a major flagship programme of the Ministry of Health & Family Welfare, Government of India. It is a mega effort providing integrated comprehensive primary health care to the rural population. Over the last four years of implementation, it has brought about comprehensive rejuvenation of the Public Health System in the country.

The Ministry launched the second phase of Behaviour Change Communication (BCC) Campaign during 27 December, 2008 to January 27, 2009 to increase awareness about various programmes. To find out the reach and effectiveness of the campaign, it commissioned the Population Foundation of India to conduct an external concurrent evaluation. The findings of the study provided us a wealth of information on a number of parameters such as the reach of various media in the country; the viewing pattern, listening or reading habits of our target audience.

I am sure, these findings provide timely and reliable data and it will be incorporated into the Information, Education and Communication (IEC) strategy of the Ministry to improve on our campaigns.

The Ministry lauds the efforts of the Population Foundation of India for executing this task in a timely and efficient manner.

  
(NARESH DAYAL)



*National Rural Health Mission*



Erin Soto  
Mission Director

## FOREWORD

The U.S. Agency for International Development (USAID)/India is pleased to have provided technical assistance to the Ministry of Health and Family Welfare (MoHFW) to conduct a concurrent evaluation of the second phase of the Behavior Change Communication (BCC) campaign of the National Rural Health Mission (NRHM). We applaud the Ministry for requesting an independent third-party evaluation that will allow it to track the progress and document the effectiveness of these national campaigns.

USAID is committed to supporting efforts that contribute to evidence-based program design and implementation. The USAID-funded Maternal and Child Health Sustainable Technical Assistance and Research (MCH-STAR) Initiative aims to promote such evidence-based health policies and programs through specialized Indian institutes that are able to respond to the research, policy analysis, advocacy, and technical assistance needs of state and national governments.

The Population Foundation of India (PFI), one of the MCH-STAR Initiative-supported institutions, was commissioned to undertake this evaluation of the BCC Campaign. USAID commends PFI for its responsiveness in executing this concurrent evaluation, and for its role as a technical leader in the area of maternal and child health. We hope that the Ministry finds the data that emerged from the concurrent evaluation to be useful in strengthening NRHM Behavior Change Communication strategies and activities. USAID/India encourages similar concurrent evaluations as effective tools to measure the effectiveness of other NRHM programs and schemes aimed at improving the health of India's mothers and children.

Erin Soto  
Mission Director



## Population Foundation of India



A.R. Nanda  
Executive Director

### PREFACE

The policy framework on Reproductive and Child Health in India marks the global recognition of the importance of adopting a holistic approach in meeting people's health needs instead of merely fulfilling demographic targets. Mainstreaming the role of communication in this policy framework is crucial as it catalyses demand generation. Under the Behaviour Change Communication (BCC) component of National Rural Health Mission (NRHM), there is a strong emphasis on evidence-based media planning.

With the above policy and programme formulation in view, as well as the communication needs of RCH approach under NRHM, the Ministry of Health and Family Welfare (MoHFW), Government of India initiated an integrated BCC campaign using television, radio and the print media. The campaign aimed at improving attitudes and knowledge of key target audience and promoting key programme areas and schemes under NRHM viz; age at marriage, family planning and birth spacing, ANC, immunization, newborn care, Janani Suraksha Yojana, role of ASHA etc.

In order to gauge the effectiveness of the second phase of the NRHM BCC Campaign, the MoHFW in collaboration with USAID/MCH-STAR commissioned this study through Population Foundation of India. PFI provided overall management and technical oversight to the study. The scope of work included finalization of study's terms of reference, selection of an agency to conduct the research, technical support in study design, research tools and analysis, field monitoring and ensuring high quality and timely report and its dissemination. The co-ordination with multiple stakeholders i.e the research agency, MCH-STAR, USAID and MoHFW, was a challenge to PFI. This was very successfully addressed by a well managed consultative process. The study is being recognized as a model for other partner organizations. The core team for the evaluation from PFI led by Dr. Lalitendu Jagatdeb, Joint Director (Monitoring & Evaluation) included Ms. Sona Sharma, Joint Director (Advocacy & Communication) and Mr. Nihar Ranjan Mishra, Programme Officer, (Monitoring & Evaluation).

The study has been a mammoth task and has involved many people at different levels. For PFI, it was a challenging task given the time span and geographic spread of the study area. At the same time, it was an enriching experience for the organization. The participation of various stakeholders at the national, state and district levels was tremendous. We take this opportunity to extend our appreciation to all those who have contributed towards the successful completion of this study. We feel it appropriate to mention names of organizations and individuals who were very actively involved in the evaluation process.

First and foremost, PFI would like to thank The Ministry of Health and Family Welfare for entrusting the responsibility to carry out the evaluation. We are grateful to Mr. Naresh Dayal,

Health Secretary for writing the foreword for this publication. We would like to thank Ms. Aradhana Johri, the former Joint Secretary, who requested this concurrent evaluation. We also acknowledge the support provided by various officials from MoHFW both at centre and state levels. Our special thanks to Mr. P.K. Pradhan, Additional Secretary and Mission Director, NRHM, Mr. Amit Mohan Prasad, Joint Secretary and Mr. Sanjay Prasad, Director (DC) for encouragement and guidance.

We are thankful to USAID for providing technical and financial support to carry out the evaluation. A number of key professionals from USAID were involved in the study and wholeheartedly supported the endeavour. To cite a few names—Dr. Rajiv Tandon, Chief, MCHNUH, Ms. Sheena Chhabra, Chief of Health Systems Division, Dr. Sanjeev Upadhyaya, Senior Advisor, Urban Health and Infectious Diseases, Dr. S. Kaushik, Senior Policy & Research Advisor and Ms. Moni S. Sagar, BCC & Marketing Advisor.

PFI wishes to express thanks for the technical support and extensive collaboration of the MCH-STAR team led by Dr. Marta-Levitt-Dayal, Chief of Party. Dr. Marta's leadership qualities both at the level of providing management as well as technical support have been invaluable for us to make this study successful. Other members of MCH STAR team, we would specially like to acknowledge for their contribution are Dr. Sanjay Kumar, Senior Technical Advisor (M&E), Ms. Kachina Chawla, Capacity Building Coordinator and Ms. Anju Dadhwal, Senior Technical Advisor, Policy Analysis and Advocacy.

The study was designed and evolved in a process of extended and intensive consultation with experts from various organizations. Appreciation and acknowledgement are due to Dr. K.M. Sathyanarayana, Technical Director, VISTAAR, Mr. Anand Verdhhan Sinha, Country Director, Abt Associates Inc, and Mr. V.S. Chandrashekar, Country Programme Director, PSI.

Our sincere acknowledgement and thanks to ORG Centre for Social Research (a division of ACNielsen ORG - MARG Pvt Ltd) which executed the study in the field in close collaboration with PFI. The overall guidance and support provided by Dr. Ashish Panigrahi, Executive Director of the organization is highly appreciable. The efforts of the professional team led by Mr. Pramod Kumar Padhy, Director in completing the survey of such large magnitude and delivering the results in time is commendable.

The report is a product of extensive collaborative effort of USAID, MCH-STAR and PFI. The report provides a wealth of information which may facilitate further discourse, research and intervention in this important but, as yet, nascent field of work. The contents of the report have policy relevance and offer concrete suggestions concerning what appropriate programmatic actions and change may be needed in future. We take great pleasure in disseminating the findings and recommendations which emerged out of this study. We hope the findings of the evaluation would be useful to Government towards development of their upcoming communication strategy.



A.R. Nanda  
Executive Director  
Population Foundation of India  
New Delhi



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# Acronyms and Abbreviations

ANM	Auxilliary Nurse Mid-wife
ANC	Antenatal Care
ASHA	Accredited Social Health Activist
AWW	Anganwadi Worker
BCC	Behavior Change Communication
BP	Blood Pressure
CDPO	Child Development Project Officer
CMM	Currently Married Men
CMW	Currently Married Women
CS	Civil Surgeon
Cu-T	Copper-T
DAVP	Directorate of Advertising and Visual Publicity
DD	Doordarshan
FE	Field Executives
FM	Frequency Modulation
FP	Family Planning
Hb	Hemoglobin
HH	Household
IEC	Information, Education & Communication
IFA	Iron & Folic Acid
IPC	Interpersonal Communication
ITAP	IFPS-II Technical Assistance Project
IUCD	Intrauterine Contraceptive Device
JSY	Janani Suraksha Yojana
LHV	Lady Health Visitor
MCH-STAR	Maternal & Child Health Sustainable Technical Assistance & Research
MNCH	Maternal & Newborn Child Health
MoHFW	Ministry of Health & Family Welfare
NRHM	National Rural Health Mission
OBC	Other Backward Classes
OCP	Oral Contraceptive Pill
OPD	Out Patient Department

PFI	Population Foundation of India
PPS	Probability Proportional to Size
PRI	Panchayati Raj Institution
RCH	Reproductive & Child Health
RKS	Rogi Kalyan Samiti
SC	Scheduled Caste
SPSS	Statistical Package for Social Sciences
ST	Scheduled Tribe
ToT	Training of the Trainers
TT	Tetanus Toxide
TV	Television
USAID	United States Agency for International Development
VHND	Village Health and Nutrition Day
VHSC	Village Health and Sanitation Committee

# Executive Summary

The second phase of the National Rural Health Mission's (NRHM) Behavior Change Communication (BCC) campaign was implemented nationwide by the Ministry of Health and Family Welfare (MoHFW), Government of India from 27<sup>th</sup> December, 2008 to 26<sup>th</sup> January, 2009.

The focus of this campaign was to promote existing programs and schemes, improve attitudes towards and increase knowledge on key maternal, newborn, child health and nutrition interventions and behaviors. The campaign aired sixteen television spots and seven radio spots in Hindi and released print ads in major newspapers nationwide.

The evaluation determined the extent of the campaign's reach, visibility and exposure among the target audiences as also the recall, comprehension and appeal of specific spots of the campaign. Further, the evaluation aimed to provide relevant recommendations to MoHFW to enhance the effectiveness of future large scale behavior change campaigns.

The evaluation represented urban and rural areas of 11 high focused states and other states across the country and surveyed 3575 currently married women (15-29 years of age), 1784 husbands of women (15-29 years of age) and 350 fathers and mothers-in-law. In-depth discussions were held with state level policymakers and program managers, and with 30 state, 54 district and 120 block level officials and health service providers at grassroots level to elicit their perceptions of and recommendations for improving the campaign.

The key findings of this concurrent evaluation included:

- Television has a much greater reach than radio in all locations.
- The TV spots used in the campaign appealed to most of the respondents (70-95%) who were exposed to them.
- The radio spots used in the campaign appealed to most of the respondents (73-90%) who were exposed to them.
- Creative and entertaining TV spots, without celebrities, can have as much recall, comprehension and appeal as spots featuring famous celebrities.
- Overall, language was not a major barrier to comprehension and appeal of the spots, though the campaign was done only in Hindi. The few who reported difficulties with the language in the spots were from other states, where Hindi is not the major language spoken.
- A significant proportion of respondents exposed to the TV spots, 32 to 72 percent of men and 40 to 55 percent of women, intend to take action as a result of the campaign including discussing the topic with their spouse, family members and friends; seeking services promoted in the spots; and following specific practices based on messages in the spots. Mothers-in-law discussed the contents of the spots with daughters-in-law.
- Other major sources of information on the themes of the campaign among both men and women were ANMs, ASHAs, AWWs and relatives.
- Policy makers and program managers recommended that messages in print media should avoid 'information overload', difficult words, jargon, and photographs of politicians; it should have a regional flavor for maximum effectiveness; and include complementary interpersonal communication efforts.

The following recommendations emerged from the evaluation:

- National level mass media campaigns

- should link with state level complementary BCC approaches led by local change agents such as ASHAs, ANMs and AWWs.
- Spots should be creative and entertaining.
  - To avoid message dilution, it may be beneficial to broadcast fewer themes with more intensity rather than having so many different messages.
  - The Ministry should consider tracking the frequency and timing of spots aired on TV and radio through a tracking agency.
  - The Ministry should continue to conduct periodic concurrent evaluations to improve the impact of subsequent campaigns.

### Media Preferences for Men and Women

	Women	Men
Preferred TV timings	6pm-9pm (45%)	6pm-9pm (40%)
Preferred TV channels	DD National (50%), Star plus (20%)	DD National (59%), DD News (17%)
Favorite types of TV programs	Serials (80%), Films (70%), News (28%)	Films (72%), News (65%), Serials (50%)
Preferred radio timings	No fixed slot (41%)	No fixed slot (56%)
Preferred radio stations	FM General (49%), All India Radio (34%) Radio Mirchi (15%)	All India Radio (52%), FM General (38%) Radio Mirchi (23%)
Favorite types of radio programs	Songs (93%), News (33%)	Songs (91%), News (58%)
TV spot with the highest appeal	Mona Singh (Immunization) (91%)	Ek Savera Ek Akash (95%)
Radio spot with the highest appeal	Conversation with ASHA (85%)	Jingle/Song (90%)

# Introduction

## 1.1 BACKGROUND

The Ministry of Health and Family Welfare (MoHFW), Government of India, implemented the second phase of the Behavior Change Communication (BCC) Campaign of the National Rural Health Mission (NRHM) from 27<sup>th</sup> December, 2008 to 26<sup>th</sup> January, 2009. The campaign aimed to promote existing programs and schemes, improve attitudes towards and increase knowledge of key maternal, newborn, child health and nutrition behavior change messages. In particular, the campaign focused on NRHM, the Janani Suraksha Yojana (JSY), Antenatal Care (ANC), institutional deliveries, the role of the Accredited Social Health Activist (ASHA), age at marriage, birth spacing, Village Health and Nutrition Day (VHND), immunization, Village Health and Sanitation Committee (VHSC) and newborn care. The second phase of the NRHM BCC campaign was implemented through 16 television spots, seven radio spots and 11 print advertisements.

The United States Agency for International Development (USAID), through its partner agencies, ITAP, Vistaar and PSP-One, supported the Ministry's campaign by developing several new spots for the campaign. In order to gauge the effectiveness of the second phase of the BCC campaign, MoHFW requested USAID to facilitate a concurrent evaluation, through Maternal & Child Health Sustainable Technical Assistance & Research (MCH-STAR).

USAID's MCH-STAR initiative aims to improve maternal, newborn, child health and nutrition (MNCHN) policies, program approaches and resource allocations through specialized Indian institutions that provide technical leadership and assistance, research

and evaluation, policy analysis, and advocacy. In response to the need for a concurrent evaluation, MCH-STAR through its partner, the Population Foundation of India (PFI) led the concurrent evaluation. As this was a nationwide assessment with an aggressive timeline of three months, PFI commissioned ORG Center for Social Research (a division of ACNielsen) to conduct the concurrent evaluation.

## 1.2 OBJECTIVES OF THE CONCURRENT EVALUATION

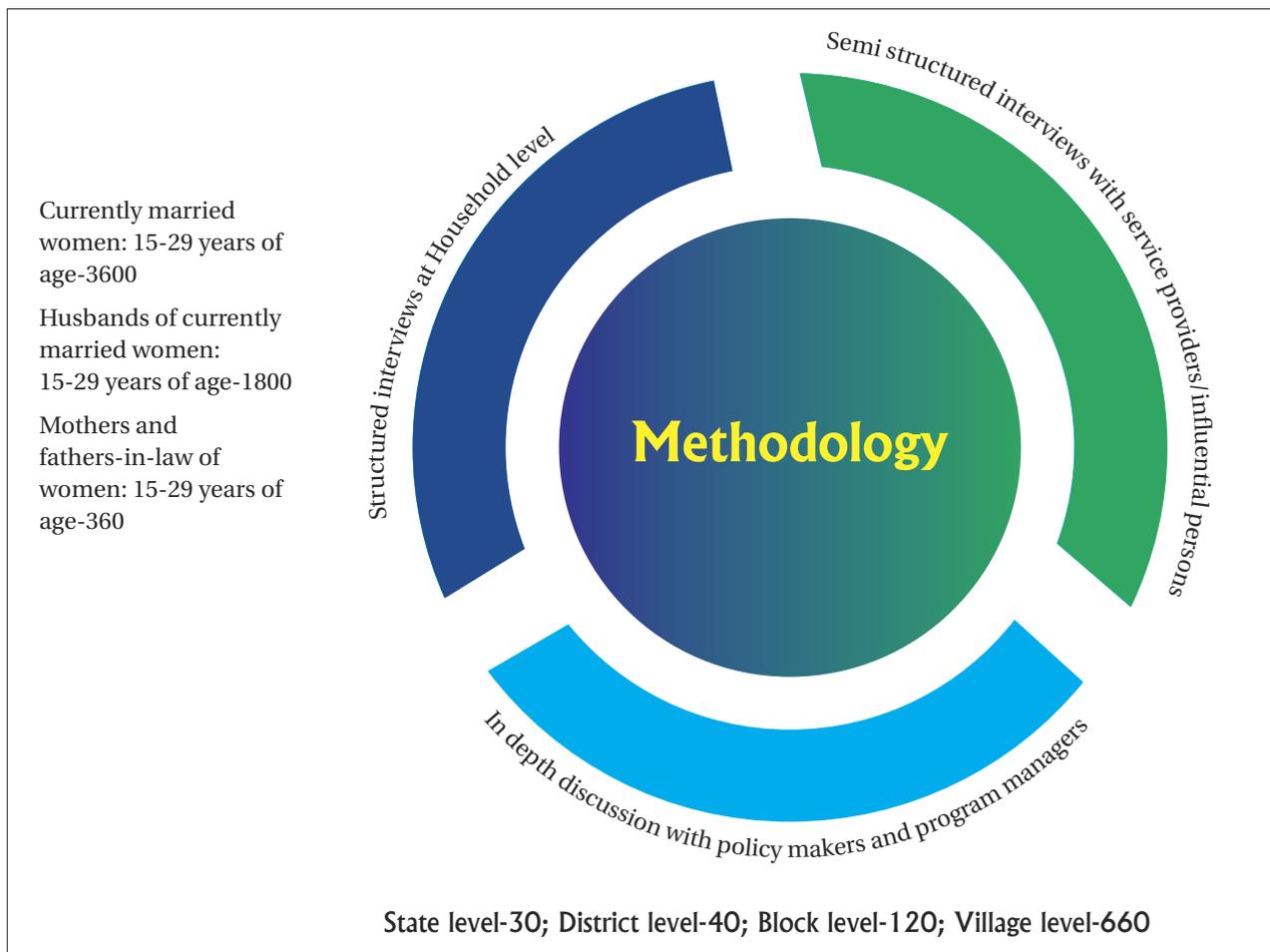
The objectives of the concurrent evaluation were to:

1. Evaluate the extent of reach/visibility and exposure of the target audiences to the campaign.
2. Evaluate target audience recall, comprehension and appeal of the theme/specific spots.
3. Assess the effects of the campaign on the perceptions of policymakers and program managers.
4. Provide feedback to MoHFW for improving future communication strategy.

## 1.3 METHODOLOGY

Both quantitative and qualitative research methodology were used in the concurrent evaluation for eliciting the required information. The evaluation focused on structured interviews with currently married women (15-29 years of age), husbands of currently married women (15-29 years of age), and mothers and fathers-in-law of the target audiences; in-depth interviews with state and district level policy makers and program managers; and semi-structured interviews with district, block and village level health and nutrition workers, who are considered local change agents (Figure 1.1).

Figure 1.1: Methodology & Proposed Sample



### 1.3.1 Geographical Coverage

A representative nation-wide sample of the target audiences was drawn from the two categories of states. The study covered 18 districts across 6 high focus states<sup>1</sup> and 5 other remaining states<sup>2</sup> (excluding Goa) in the country. (Figure 1.2)

### 1.3.2 Target Respondents

The respondents for the survey comprised the following target audience of the BCC campaign:

- Target audience at the HH (household) level (currently married women within the age group of 15-29 years, currently married men whose wives were in the age

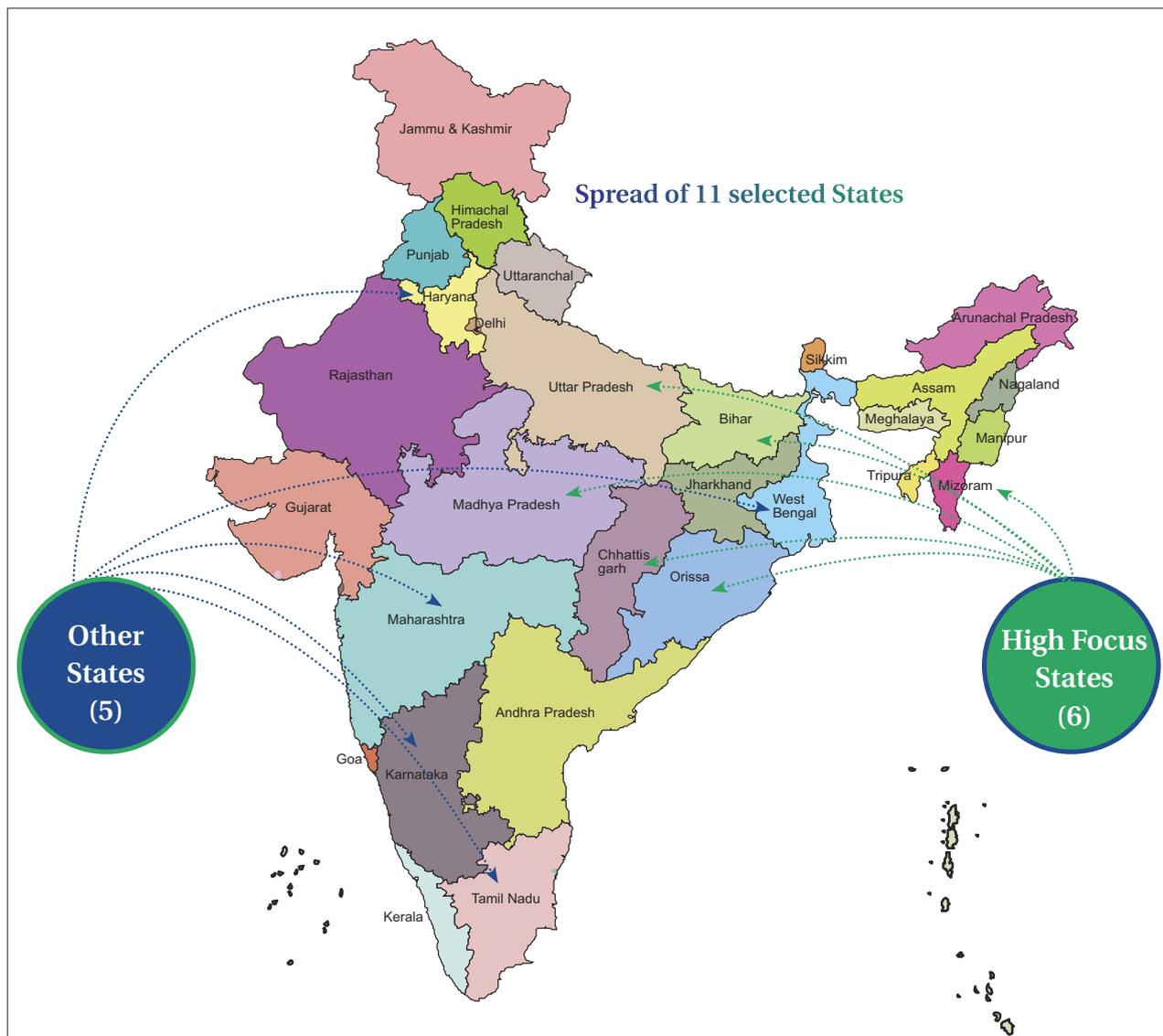
group of 15-29 years and influencers such as mothers-in-law and fathers-in-law of the women in the 15-29 year age group) having exposure to either TV or radio

- Policy makers (State Health Secretaries, NRHM Directors and Panchayati Raj Institutions (PRIs) in selected districts)
- Program managers (State RCH Officers, Officers at Directorate that look after MNCHN programs, Chief Medical Officers in selected districts and Medical Officers)
- Community influentials (ASHAs/ teachers)
- Health service providers at the grassroots level (AWWs/ANMs)

<sup>1</sup> The 18 high focus states includes eight EAG states (Bihar, Chhattisgarh, Rajasthan, Madhya Pradesh, Orissa, Jharkhand, Uttar Pradesh and Uttarakhand), Jammu and Kashmir and Himachal Pradesh, eight North- Eastern states (Assam, Arunachal Pradesh, Nagaland, Manipur, Meghalaya, Mizoram, Sikkim and Tripura)

<sup>2</sup> The other states includes: Andhra Pradesh, Karnataka, Tamil Nadu, Kerala, Punjab, Haryana, Gujarat, Maharashtra and West Bengal

Figure 1.2: Map of the geographic coverage of the concurrent evaluation



### 1.3.3 Sampling Design

The sampling design for the survey among the target audiences at the household level is outlined in Figure 1.3. Every effort was made to ensure representative sampling for the national level, high focus states, other states and urban and rural populations. For details of the sample selection process refer to Annexure 1.

In each selected cluster, an exhaustive house listing exercise was carried out to identify Currently Married Women (CMW) aged 15-29 years, Currently Married Men (CMM) whose wives were aged 15-29 years, and fathers and mothers-in-law of CMW aged 15-29 years. Eligible individuals were

randomly selected from this list and further screened for their exposure to TV or radio (including mobile phone radios) during the campaign period from last Christmas i.e. 26<sup>th</sup> December, 2008 to January 27<sup>th</sup>, 2009.

The target and actual sample coverage of eligible women, eligible men and fathers and mothers-in-law is given in Table 1.1.

An array of policy makers and program managers at the state, district and block level as well as service providers and community influencers at the village level were contacted for the concurrent evaluation study. The sample design is outlined in Figure 1.3.

Figure 1.3: The sample design for eliciting individual and HH level data

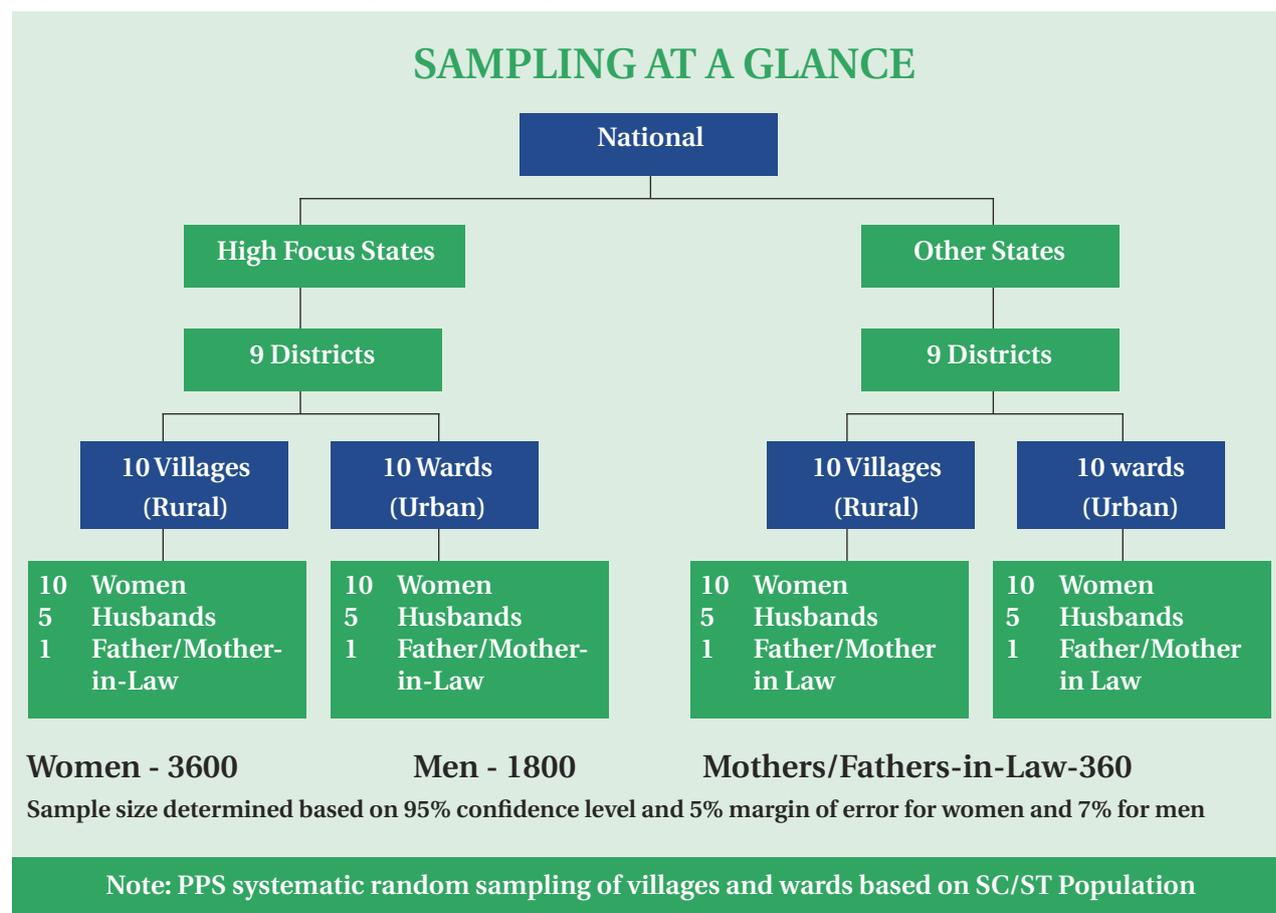


Table 1.1: Target and actual sample coverage of respondents at the household level

Respondents	High focus states		Other states		Total	
	Target	Achieved	Target	Achieved	Target	Achieved
Currently Married Women	1800	1796	1800	1779	3600	3575
Urban	900	898	900	883	1800	1781
Rural	900	898	900	896	1800	1794
Currently Married Men	900	900	900	884	1800	1784
Urban	450	450	450	437	900	887
Rural	450	450	450	447	900	897
Father/mother-in-law	180	179	180	171	360	350

### 1.4. RESEARCH INSTRUMENTS

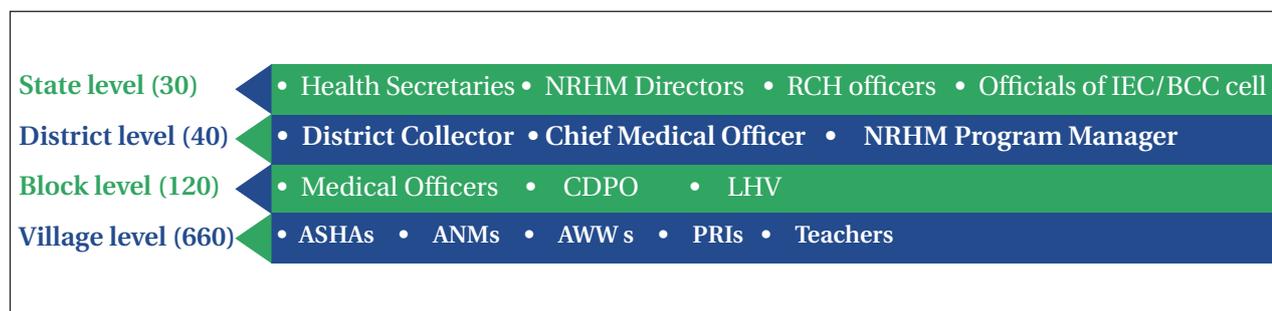
For each category of respondents, a separate questionnaire was prepared. The following research tools were developed and used for this survey:

#### A. Quantitative survey tools

- i. Listing format

- ii. Questionnaire for currently married women of 15-29 years of age
- iii. Questionnaire for husbands of currently married women of 15-29 years of age
- iv. Questionnaire for fathers/mothers-in-law of women of 15-29 years of age
- v. Semi-structured discussion guidelines for village functionaries.

**Figure 1.4: Sample coverage of Policy Makers, Program Managers, Service Providers and Community Influencers**



## B. Qualitative survey tools

- i. In-depth discussion guidelines for policy makers/program managers

All research tools were translated into the regional languages of the states selected for study. After finalization, all the questionnaires were pre-tested in two states, Uttar Pradesh and Haryana, in order to check the language, flow of questions and necessary skips and filters. The tools were modified accordingly and finalized. For the detailed data collection tools and recruitment, training, fieldwork and data processing, please see Annexure 2.

## 1.5 STIMULI PROVIDED TO THE RESPONDENTS FOR AIDED RECALL OF THE SPECIFIC TV AND RADIO SPOTS

Visual and audio stimuli were used for aided recall of the specific spots when respondents were not able to recall the spots spontaneously as listed below:

- Hints about characters involved in the spots, specific themes on which spots were telecast/broadcast and initial verbatim of the spots without giving out the exact message.
- Display of flip charts showing photographs of each spot on the specific themes for TV spots.
- Use of tape recorders for playing a portion of the radio spots.

## 1.6 FIELD CHALLENGES AND LIMITATIONS

The following problems were faced during the execution of the study:

- A major limitation encountered was the unavailability of information on the number of times each TV or Radio spot was aired during the campaign. This would have generated a richer analysis by correlating airing frequency with level of recall and message comprehension.
- Since there were 16 TV spots in the campaign, going through spots one by one during interviews would have been time consuming and tedious; therefore, spots were slotted into various themes, such as ANC, family planning, JSY and ASHA, so as to improve ease in recall by way of dealing with one theme at one time.
- For some themes such as family planning, as many as five different TV spots were aired during the campaign period. This could have led to recall issues. Colorful photographs of different TV spots were used as stimuli to aide prompted recall.
- Celebrity Juhi Chawla starred in two TV spots on different themes (ANC and family planning) wearing the same outfit. During the pre-testing exercise, this was observed to be leading to confusion in the minds of some respondents who

reported seeing the spot only to realize later on that it was a different spot. For this, investigators were instructed to lay more emphasis on the theme right at the beginning of questions regarding a particular TV spot (especially in case of these two spots), so as to ensure that questions were answered regarding that particular TV spot only.

- The time frame of the campaign was from December 26<sup>th</sup>, 2008 to January 27<sup>th</sup>, 2009. Referring to these dates again and again was proving to be quite tedious for the investigators. It was therefore decided, that instead of citing the dates repeatedly, the period would be referred to as ‘the period between Christmas and Republic Day’ after mentioning the dates once or twice. This proved to be a much easier way for respondents to remember the period in question and also helped in preventing tedious repetition.

## 1.7 PRESENTATION OF THE REPORT

The results of the study are presented in seven chapters of this report. The first chapter outlines the objectives, methodology, sampling framework and sample coverage of the study. The second chapter provides the details of profile of all the respondents covered in the study. Chapter three presents the findings on the exposure to TV and radio, and also the media habits of respondents. Chapter four outlines the exposure of target groups to the NRHM BCC campaign. In the fifth chapter, message recall, comprehension, appeal and intent to take action based on the TV spots are discussed. Chapter six explores the recall comprehension, appeal and intent to take action with respect to the radio spots under NRHM. Chapter seven highlights the conclusions and recommendations as an outcome of this concurrent evaluation.

## Chapter 2

# Household Characteristics and Profile of the Respondents

Following the randomized sampling method, the study interviewed 3,575 currently married women, 1,784 currently married men, and 350 mothers or fathers-in-law of currently married women. None of the respondents were related by marriage. The study also conducted semi-structured conversations with village functionaries and in-depth interviews with 30 state, 54 district, and 120 block level officials.

### 2.1 CURRENTLY MARRIED WOMEN

Among the 3,575 currently married women, nine percent were aged 15-19 and 52 percent were aged 25-29. Thirty-one percent were illiterate and 15 percent had gone to

secondary school. Twenty-three percent were from Scheduled Castes (SCs), eight percent were from Scheduled Tribes (STs) and 36 percent were from the Other Backward Classes (OBCs). Sixty-two percent lived in homes with a working television and thirty-one percent had a working radio. Table 2.1 summarizes the characteristics of the women respondents.

### 2.2 CURRENTLY MARRIED MEN

Among the 1,784 currently married men, 12 percent were under 20 years of age, and three percent were over 40 years of age. Fifteen percent were illiterate and 21 percent had attended secondary school. Twenty-five

**Table 2.1: Demographic and socio-economic characteristics of currently married women**

	High Focus States			Other States			Combined		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
<b>Age</b>									
15-19	8.5	6.4	8.1	11.3	4.4	8.8	9.7	5.1	8.5
20-24	41.4	37.8	40.7	40.2	38.5	39.6	40.9	38.2	40.2
25-29	50.0	55.7	51.2	48.5	57.2	51.5	49.4	56.6	51.4
<b>Educational Status</b>									
Illiterate	52.9	27.9	47.9	15.7	13.2	14.8	36.4	18.5	31.4
Literate w/o schooling	3.1	2.5	3.0	4.2	2.3	3.5	3.6	2.4	3.2
Primary	11.2	10.7	11.1	18.5	14.1	16.9	14.4	12.9	14.0
Middle	15.6	15.4	15.5	28.1	22.7	26.2	21.1	20.0	20.8
Secondary	7.0	19.6	9.5	20.3	23.6	21.5	12.9	22.2	15.4
Higher secondary	7.6	9.8	8.0	7.3	12.7	9.2	7.5	11.6	8.6
Graduate & above	2.7	14.0	5.0	5.1	10.7	7.1	3.8	11.9	6.0
Other		.2	.0	.8	.7	.8	.4	.5	.4
Average no. of living children	2.4	2.2	2.3	1.9	1.8	1.8	2.1	2.1	1.9

% having at least one child aged below 6 years	87.7	89.4	88.0	74.8	77.2	75.6	82.0	81.7	81.9
% of currently pregnant women	11.1	11.4	11.1	10.9	10.1	10.6	11.0	10.6	10.9
% of currently lactating women	46.0	37.8	44.4	27.2	23.9	26.0	37.7	28.9	35.3
<b>Caste</b>									
SC	22.5	20.1	22.0	23.7	24.1	23.9	23.1	22.6	22.9
ST	10.9	4.2	9.5	7.7	2.1	5.7	9.5	2.9	7.7
General	15.8	36.1	19.9	47.3	46.1	46.9	29.8	42.5	33.3
OBC	50.8	39.5	48.6	21.2	27.8	23.5	37.7	32.0	36.1
<b>Type of family</b>									
Nuclear	50.7	51.9	51.0	53.5	60.8	56.1	52.0	57.6	53.5
Joint/Extended	49.3	48.1	49.0	46.5	39.2	43.9	48.0	42.4	46.5
<b>Asset Ownership</b>									
Radio/Transistor	34.4	22.2	32.0	28.8	30.2	29.3	32.0	27.3	30.7
Mobile Phone with FM/Radio	13.4	28.2	16.3	15.6	26.4	19.4	14.3	27.1	17.9
Black and White TV	30.2	19.3	28.0	24.9	15.5	21.6	27.8	16.9	24.8
Color TV	26.4	73.6	35.7	45.0	73.2	54.9	34.6	73.3	45.3
HHs having working TV	47.3	82.7	54.3	61.3	82.6	68.8	53.5	82.6	61.5
HHs having working Radio	34.6	34.8	34.6	26.3	29.7	27.5	30.9	31.6	31.1
<b>Total N</b>	<b>1440</b>	<b>357</b>	<b>1797</b>	<b>1151</b>	<b>628</b>	<b>1779</b>	<b>2591</b>	<b>984</b>	<b>3575</b>

percent were from SCs and nine percent were from STs. Fifty-seven percent lived in a home with a working television and 33 percent had a working radio.

### 2.3 IN-LAWS OF CURRENTLY MARRIED WOMEN

Among the 350 mothers and fathers-in-law of currently married women, three percent were aged 30-39 while 38 percent were over 60 years of age. Almost half (46%) were illiterate, and seven percent had attended secondary school. Eighty-one percent were Hindus and 11 percent were Muslims. Nineteen percent were from SCs, 16 percent were from the STs and 34 percent were from the OBCs.

### 2.4 VILLAGE FUNCTIONARIES

Sixty-one percent of the 661 village functionaries surveyed had been in their positions fewer than six years, while 22 percent had more than 12 years of tenure.

### 2.5 PROFILE OF POLICY MAKERS AND PROGRAM MANAGERS

#### 2.5.1 State level program officials

As mentioned in the earlier chapter, discussions were held with about 30 state level officials. These included state level Health Secretaries, State NRHM Mission Directors, Information, Education & Communication (IEC) Directors, State RCH

Officers and Officers at the Directorate who look after MNCHN. Most of these officials had been working in their respective posts for 1-4 years.

### **2.5.2 District level officials**

Discussions were held with 54 district level officials in all. These officials included District Collectors, Chief Medical Officers (CMOs) and District Social Welfare Officers. Most of these

officials had been working at their present posts for 1-3 years.

### **2.5.3 Block level officials**

About 120 block level officials were contacted. These included Medical Officers, Child Development Project Officers (CDPOs) and Lady Health Visitors (LHVs). Most of these officials had been working in their respective posts for 4 years or more.

# Exposure to Media

This chapter explores the frequency of exposure to TV and radio, the most frequently watched and listened to channels and programs, and preferred timings among women, men and fathers and mothers-in-law who had any exposure to these during the campaign period.

## 3.1 EXPOSURE TO TV OR RADIO

From among all those contacted, only those who were exposed to either TV or radio during the campaign period were interviewed and included as respondents in this evaluation.

Figure 3.1 outlines the proportion of those interviewed who were exposed to TV or radio during the NRHM Phase II BCC campaign period. For both women and men, these findings are similar across high focus and other states as well as rural and urban areas, re-asserting the assumption that a combination of both TV and radio has significant reach for currently married women and their husbands

in the age group of 15-29 years throughout the country.

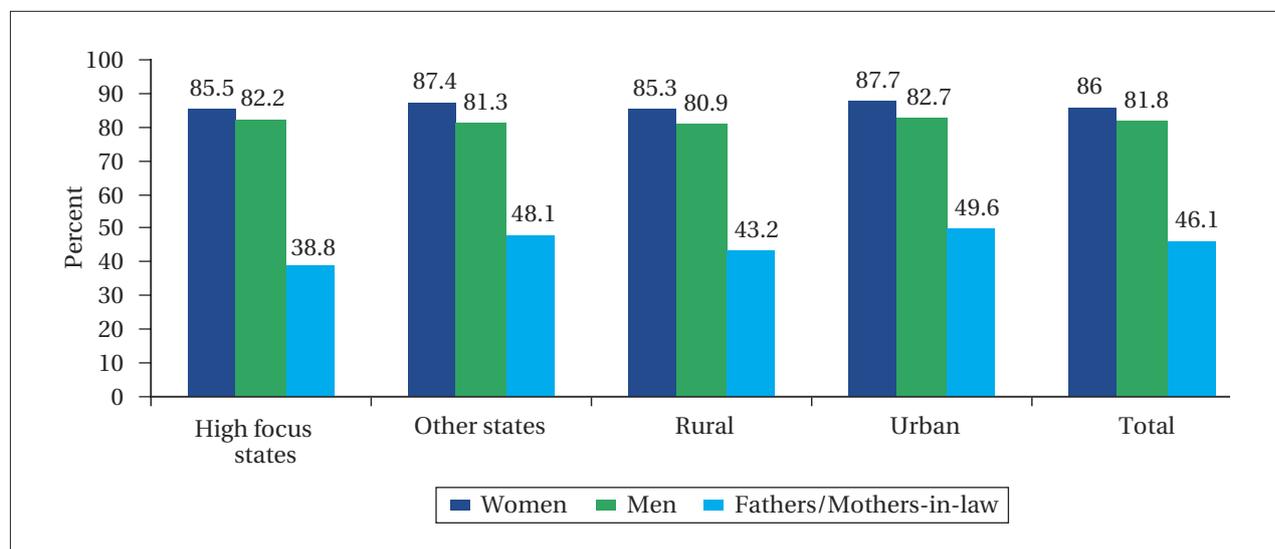
## 3.2 TV VIEWING HABITS, FAVORITE CHANNELS, PROGRAMS AND PREFERRED TIMINGS

Of those currently married women and their husbands, who were exposed to TV within the campaign period, their viewing habits, such as frequency of viewing or favorite channels, were explored in depth. Tables 3.1 and 3.2 highlight these findings for women and men respectively. For more detailed information on TV viewing habits of men and women refer to Annexure 3.

### 3.2.1 Frequency of Television Viewing

Figures 3.2 and 3.3 depict the frequency of television viewing among women and men respectively. A majority of women and men watch TV daily across the country, the exceptions being in rural areas of high focus states.

**Figure 3.1: Exposure to radio/TV during the campaign period by place of residence, type of state and gender, among those with access to radio/TV**



**Table 3.1: Viewing habits among women exposed to TV**

	High focus states	Other states	Rural	Urban	Total
Watched TV everyday	30%	66%	38%	74%	48%
<b>Most watched Channels</b>					
DD National	77%	28%	62%	24%	50%
Star Plus	20%	20%	10%	39%	20%
Zee TV	19%	17%	10%	34%	18%
<b>Most watched programs</b>					
Serials	79%	82%	78%	86%	80%
Films	70%	70%	73%	63%	70%
<b>Timings</b>					
Between 6-9pm	25%	61%	39%	57%	45%
After 9 pm	20%	19%	14%	29%	19%

Base: For 'watched TV everyday' – All respondents  
 All other questions: Female respondents exposed to TV

**Table 3.2: Viewing habits among men exposed to TV**

	High focus states	Other states	Rural	Urban	Total
Watched TV everyday	26%	55%	32%	61%	40%
<b>Most watched Channels</b>					
DD National	88%	36%	67%	41%	59%
DD News	23%	12%	18%	14%	17%
Zee Cinema	11%	12%	8%	18%	11%
Star Plus	12%	11%	5%	25%	11%
<b>Most watched programs</b>					
Films	71%	72%	71%	73%	72%
News	62%	68%	65%	67%	65%
Serials	59%	42%	48%	54%	50%
<b>Timings</b>					
Between 6-9pm	25%	52%	39%	43%	40%
After 9 pm	28%	36%	30%	37%	32%

Base: For 'watched TV everyday' – All respondents  
 Remaining: Male respondents exposed to TV

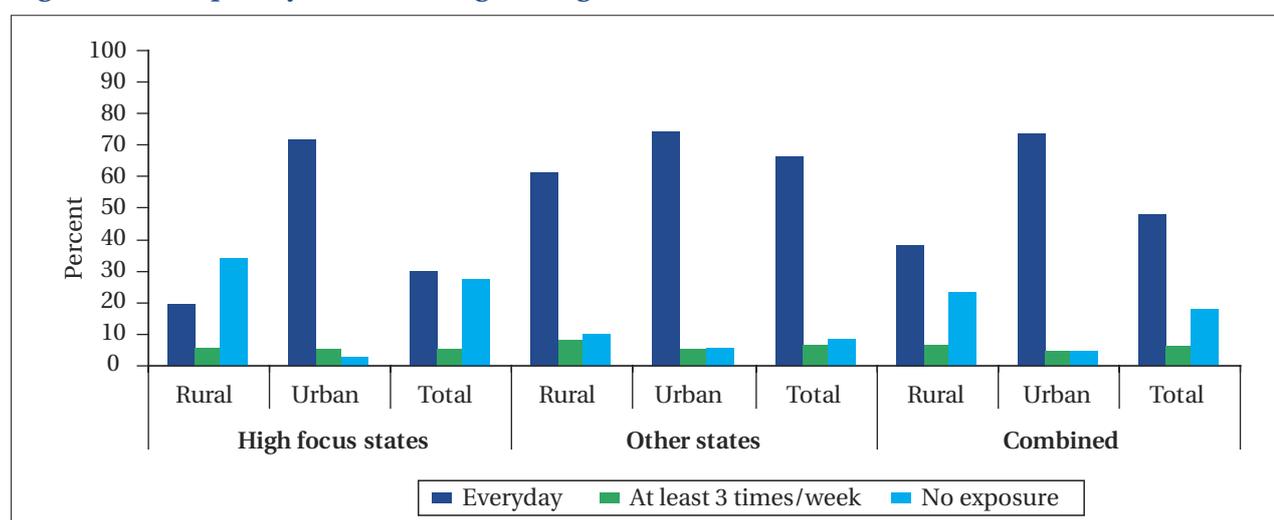
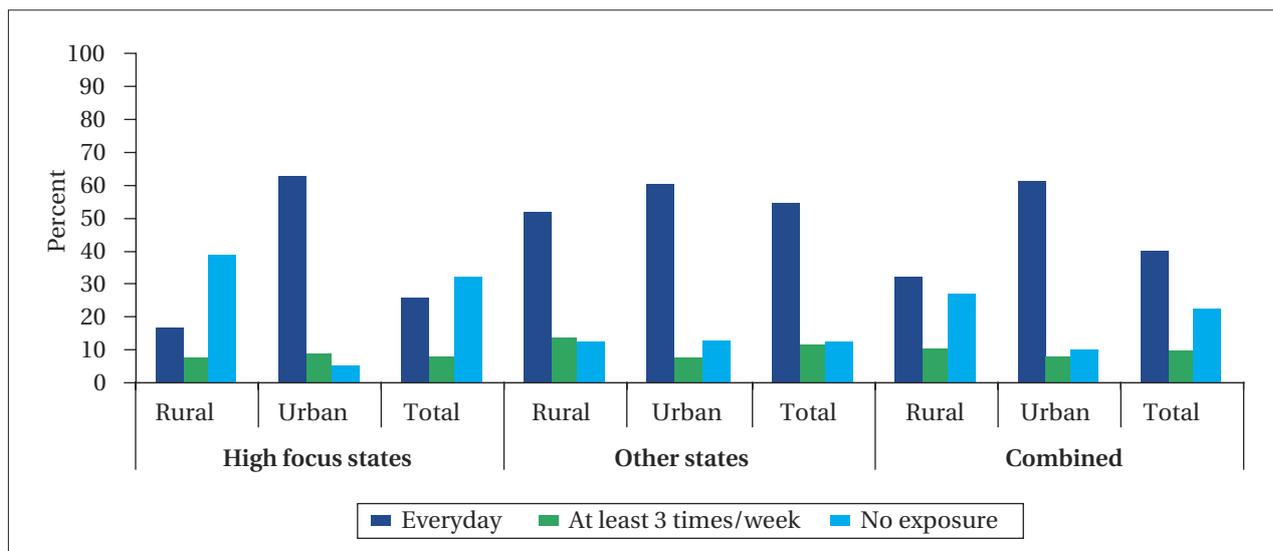
**Figure 3.2: Frequency of TV viewing among women**

Figure 3.3: Frequency of TV viewing among men



### 3.2.2 Favorite Channels

Overall, DD National was the most watched channel. While this was the most watched channel by rural women and men as well as by urban men, Star Plus emerged as the most frequently watched channel among urban women. In other states, regional channels like Sun TV, Udaya TV, KTV, ETV Bangla were mentioned by a sizeable proportion of women and men respondents (shown in Annexure 3), indicating the potential of regional media in state level campaigns.

### 3.2.3 Favorite Programs

The top three preferred programs for women and men were films, serials and news in differing orders. Women respondents preferred serials (80%), films (70%) and then the news (28%). Men, however, preferred films (72%) followed by news (65%) and serials (50%).

### 3.2.4 Preferred Viewership Timings

The most preferred timing for watching TV among women and men was the slot between 6 and 9 pm (45% for women and 40% for men). However, nearly 30 percent of both women and men respondents had no fixed time slot for watching TV (Tables 3.1 and 3.2). The proportion of women preferring the 6-9 pm time slot for watching TV was significantly higher in other states (61%) in comparison to those in high focus states (25%), and in urban

areas (57%) as compared to rural areas (39%). For men, 40 percent and 32 percent preferred to watch TV between 6 and 9 pm and after 9 pm respectively. About one-third (33%) of the men reported that they did not have a preferred fixed time for watching TV. This proportion was much higher in high focus states (51%) than in other states (19%).

## 3.3 RADIO HABITS, FAVORITE CHANNELS, PROGRAMS AND PREFERRED TIMINGS

The viewing habits, such as frequency of viewing, favourite channels and preferred timings of those currently married women & their husbands who were exposed to radio within the campaign period, were explored in depth. Tables 3.3 and 3.4 highlight these findings for women and men respectively. For more detailed information on radio listening habits of men and women refer to Annexure 4.

### 3.3.1 Frequency of Radio Listening

Just over one-fourth (34%) of women and men (26%) had exposure to the radio during the campaign period indicating a lower reach of radio as compared to TV. The proportion of women and men respondents with no exposure to radio was significantly higher in other states as compared to high focus states.

**Table 3.3: Listening habits among women exposed to radio**

	High focus states	Other states	Rural	Urban	Total
Listened to the radio everyday	11%	11%	12%	10%	11%
<b>Most popular Channels</b>					
FM General	61%	38%	53%	58%	54%
All India Radio	45%	22%	41%	21%	37%
Radio Mirchi	7%	32%	14%	19%	15%
<b>Most popular programs</b>					
Songs	93%	94%	93%	96%	94%
News	33%	42%	36%	33%	36%
<b>Timings</b>					
Between 6-9pm	17%	32%	21%	27%	22%
No fixed slot	50%	29%	45%	36%	43%

Base: 'Listening everyday' – All respondents

All other questions: Female respondents exposed to radio

**Table 3.4: Overview of listening habits among men exposed to radio**

	High focus states	Other states	Rural	Urban	Total
Listened to the radio everyday	12%	13%	13%	13%	13%
<b>Most popular Channels</b>					
All India Radio	70%	37%	59%	32%	55%
FM General	46%	20%	37%	25%	35%
Radio Mirchi	7%	36%	18%	27%	20%
<b>Most popular programs</b>					
Songs	91%	93%	92%	91%	92%
News	59%	61%	60%	60%	60%
<b>Timings</b>					
Between 6-9pm	7%	33%	18%	20%	19%
No fixed slot	80%	35%	60%	52%	58%

Base: 'Listening to radio everyday – All respondents

All other questions: Male respondents exposed to radio

The exposure to radio was higher among both women and men in rural areas than in urban areas particularly in high focus states. Moreover, among those exposed to radio, daily radio listening for women was 11 percent and for men 13 percent. These findings indicate that compared to TV, radio listening is less prevalent among both women and men, especially in urban areas and in other states.

### 3.3.2 Favorite Channels and Programs

Respondents were asked about their preference from a list of nine channels. FM General emerged as the most popular channel in terms of frequency of listening for women (54%) followed by All India Radio (37%) and Radio Mirchi (15%). For men, the radio channel most listened to was All India Radio (55%) followed by FM General (35%)

and Radio Mirchi (20%) as shown in Annexure 4. Both women and men listened to songs followed by the news.

For women respondents (Table 3.3), FM General was more frequently listened to in high focus states in comparison to other states. All India Radio had the highest reach for rural women in high focus states. Radio Mirchi was the third most popular radio channel among women with the proportion of listening relatively higher in other states as compared to high focus states.

In case of male respondents (Table 3.4), All India Radio, the most popular radio channel, was observed to be significantly more popular in high focus states as compared to other states. A higher proportion of males in rural areas listened to All India Radio than those in urban areas. FM General emerged as the second most popular channel among men with little rural-urban variation; however, twice as many men in high focus states (46%) listened to the channel compared to their counterparts in other states (20%). Radio Mirchi was the third most popular channel among men as well.

### 3.4 MEDIA EXPOSURE AMONG FATHERS AND MOTHERS-IN-LAW

Overall, daily TV viewing was fairly common among fathers and mothers-in-law who had exposure to TV or radio during the NRHM Phase II BCC Campaign period with an overall daily viewing rate of 47 percent, 31 percent in high focus states and 64 percent in other states; 57 percent in urban areas and 39 percent in rural areas. Nearly one-fourth of the fathers and mothers-in-law reportedly watched TV occasionally.

Radio listenership was quite low among the fathers and mothers-in-law in both categories of states as well as rural and urban areas. Overall, 57 percent of fathers and mothers-in-law had no exposure to radio and another 24 percent listened to radio only occasionally.

### 3.5 MEDIA EXPOSURE AMONG VILLAGE FUNCTIONARIES

Table 3.5 shows exposure of village level functionaries to TV, radio and print media. The overall percentage of those watching TV is only marginally higher than all respondents at the household level.

**Table 3.5: Percent distribution of village functionaries by their media exposure**

	High focus states			Other states			Combined		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
% watching TV	74.7	91.6	82.9	93.6	95.9	94.6	84	93.6	88.5
% listening to radio	47.2	29.3	38.6	36.3	39.3	37.7	41.8	34	38.1
% reading news papers regularly	33.1	52.7	42.6	53.2	66.9	59.5	43	59.3	50.7
<b>Total N</b>	<b>178</b>	<b>167</b>	<b>345</b>	<b>171</b>	<b>145</b>	<b>316</b>	<b>349</b>	<b>312</b>	<b>661</b>

# Exposure of Target Groups to NRHM Television and Radio Campaign Spots

In the second phase of the campaign, a total of 16 TV and 7 radio spots were broadcasted to communicate messages on issues relating to antenatal care, institutional delivery, birth spacing, family planning, immunization, newborn care, nutrition, breastfeeding, age of marriage and NRHM/health services at

Government health facilities. This chapter presents the exposure of target groups to the campaign. For the purpose of this evaluation, exposure is defined as spontaneous or prompted recognition of any given TV or radio spot listed in Tables 4.1 and 4.2.

**Table 4.1: Television spots aired in the NRHM BCC campaign**

Theme	TV spots
Antenatal Care/Institutional Delivery	Crystal Ball Sachin and Supriya (ANC) Jagmag Juhi Chawla (ANC)
Birth Spacing/Family Planning	Mehendi Holi Train Sachin and Supriya (FP) Juhi Chawla (FP)
Immunization	Juhi Chawla (Immunization) Mona Singh (Immunization)
NRHM and Health Services	Pragati on Medical Tour Ek Savera Ek Akash
Newborn Care	Radheyshyam ki Motorcycle
Nutrition/Breastfeeding	Badhte Shishu ki Badhti Zaroorat
Age of Marriage	Age of Marriage

**Table 4.2: New and old TV spots aired in the NRHM BCC campaign**

New spots	Old spots
Crystal Ball	Juhi Chawla (ANC)
Jagmag	Sachin and Supriya (ANC)
Radheyshyam ki Motorcycle	Train
Mehendi	Sachin and Supriya (FP)
Holi	Juhi Chawla (FP)
Pragati on Medical Tour	Juhi Chawla (Immunization)
Ek Savera Ek Akash	Mona Singh (Immunization)
	Badhte Shishu ki Badhti Zaroorat
	Age of Marriage

**Table 4.3: Radio spots aired in the NRHM BCC campaign**

Theme	Radio spots
Antenatal Care	Pragati talking to Papa Conversation with ASHA
Institutional Delivery and JSY	Journalist Khushi
Family Planning	Holi (Song) Mehendi (Song)
NRHM and Health Services	Pragati talking to Friends Mona Singh (Immunization)

### 4.1 THE REACH OF NRHM TV SPOTS AMONG WOMEN AND MEN

Figure 4.1. depicts the reach of any of the 16 TV spots among all women and men contacted for the study and who were exposed to TV during the NRHM phase II campaign period. The figures show that the campaign had significant exposure among those who watched TV. At the national level, 72 percent of women and 77 percent of men who were exposed to TV during the campaign period had seen at least one campaign spot. Though exposure to the campaign was greatest in urban areas and other states, exposure in all locations was fairly high.

#### 4.1.1 Number of TV Spots Viewed

An analysis of the extent of viewership of TV spots shows that approximately half of

the women and men had seen more than one spot and approximately one-third had seen at least three or more NRHM TV spots during the NRHM Phase II campaign period (Figure 4.2). Figures 4.3 and 4.4 show that the proportion of women and men viewing three or more TV spots in high focus and other states was comparable. However, considerable differences existed between the rural and urban areas. Compared to 38 percent of the women in urban areas, only 28 percent of those in rural areas had seen three or more TV spots. Similarly, three or more TV spots were seen by 33 percent men in urban areas, against 24 percent in rural areas. The greatest exposure to the campaign through TV spots was among women and men living in urban areas of high focus states.

**Figure 4.1: Exposure to any NRHM TV spot among women & men who watched TV during the campaign period**

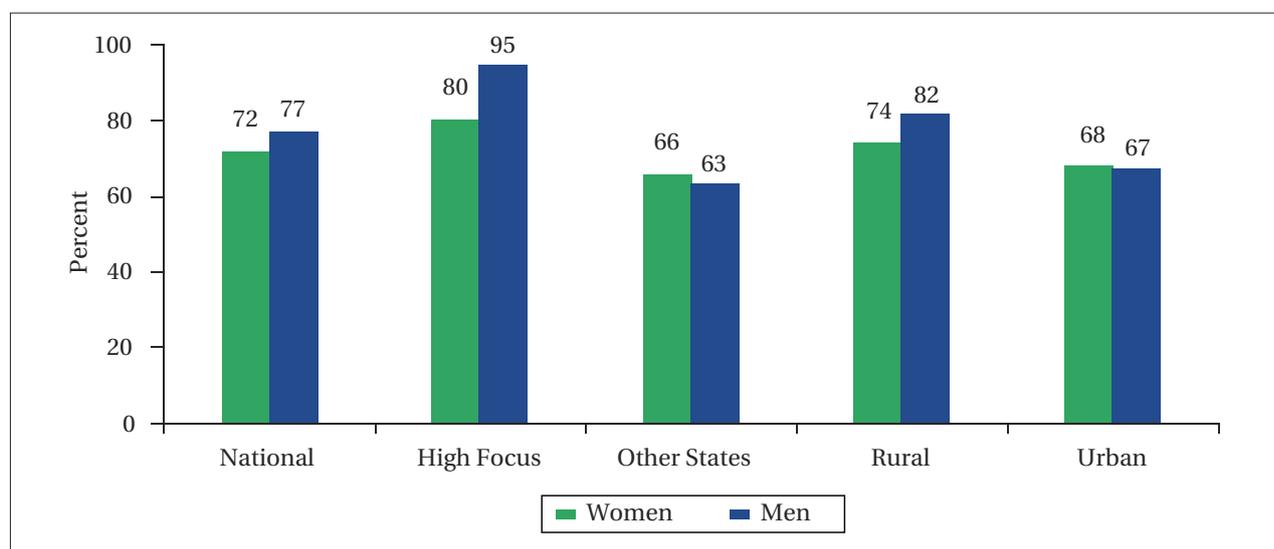


Figure 4.2: Number of TV spots seen on TV

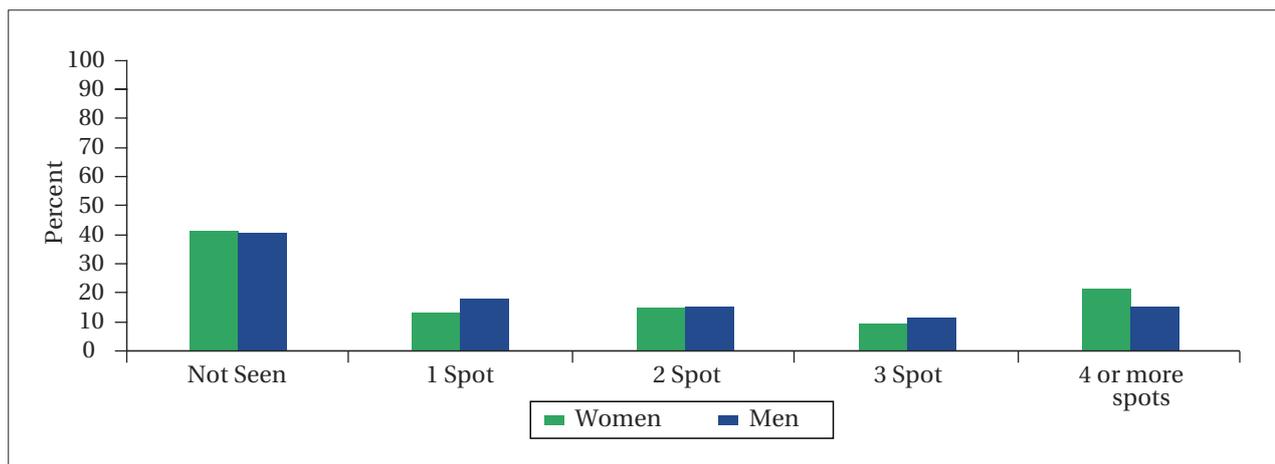


Figure 4.3: Exposure to TV spots among women

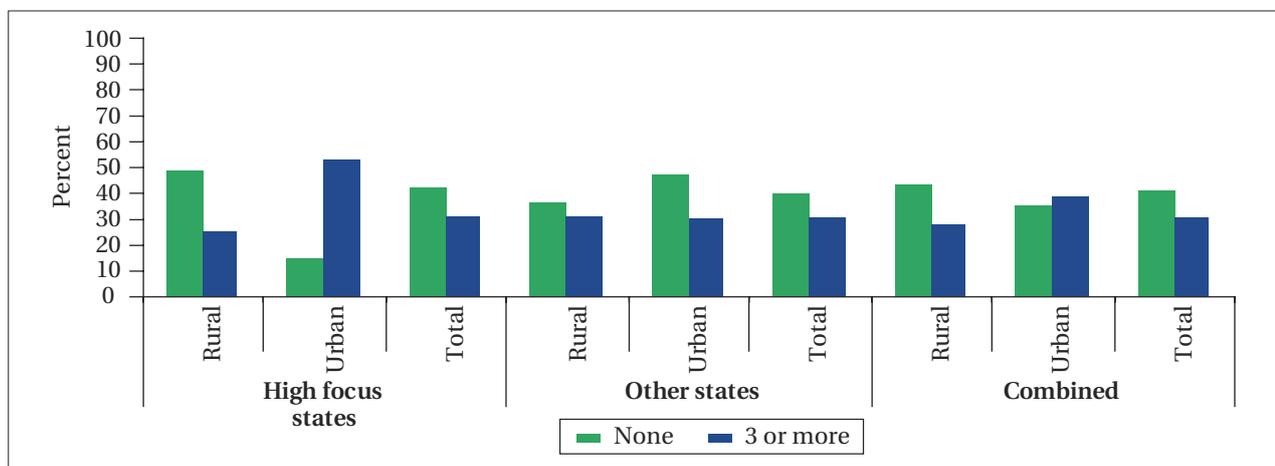
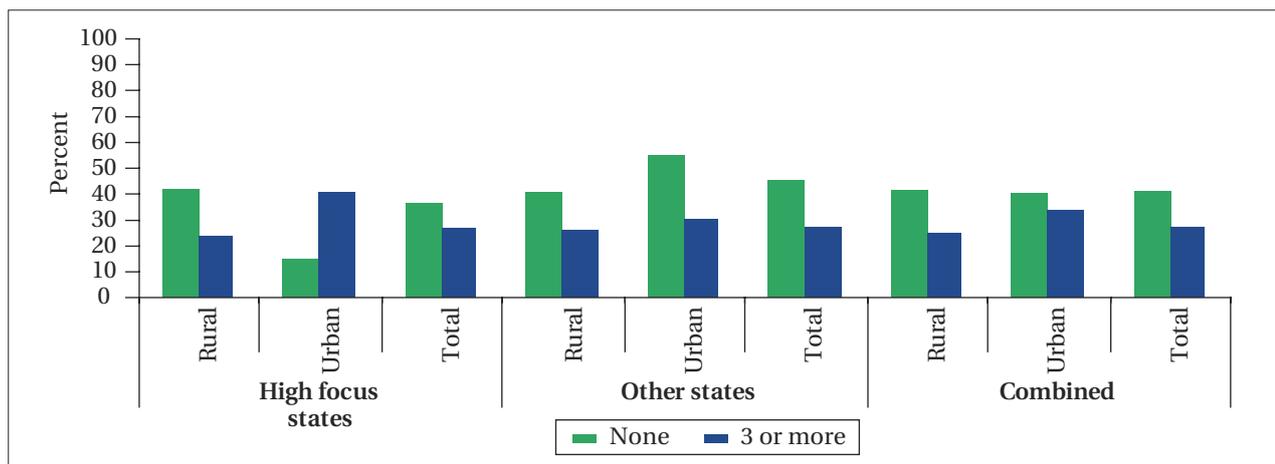


Figure 4.4: Exposure to TV spots among men

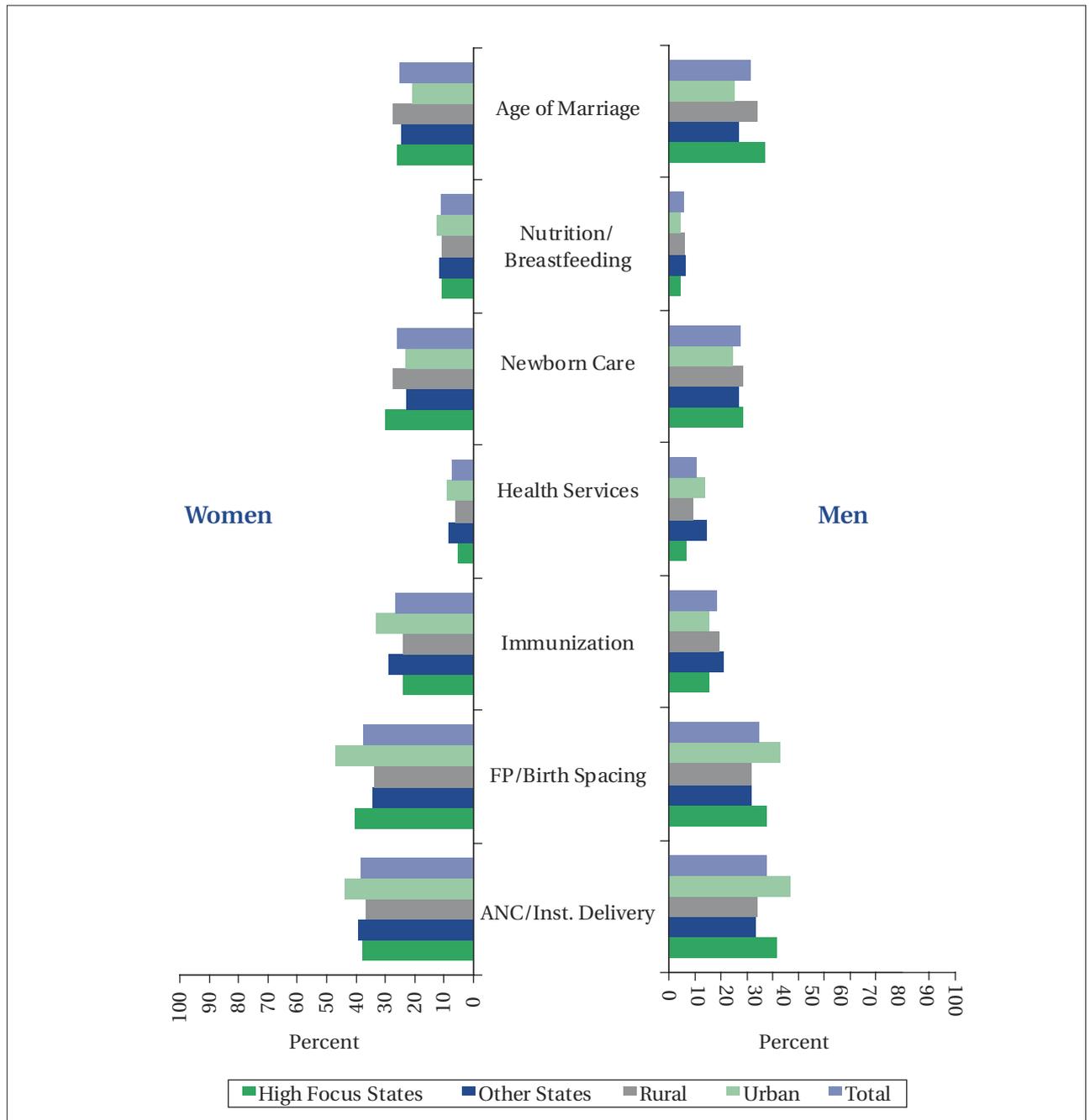


**4.1.2 Exposure to Theme Specific TV Spots**

The findings on reach of theme specific TV spots among the women exposed to TV are presented in Figure 4.5. Overall, the TV spots on antenatal care/institutional

delivery and birth spacing/family planning had the greatest reach, whereas, the spots on NRHM/health services and on nutrition/breastfeeding had the lowest reach among both women and men. In terms of urban-rural exposure, barring

Figure 4.5: Women’s & Men exposure to theme specific TV spots



the ‘age of Marriage’ and ‘Newborn care’ TV spots, the other TV spots had greater reach among the urban population. The detailed information on thematic exposure is provided in Table 4.1.

**4.1.3 Exposure to Specific TV Spots**

Figure 4.7 presents the reach of each of the 16 TV spots used in the NRHM BCC campaign among women and men.

Among all the advertisements, ‘The Train’ which gave messages on oral contraceptive pills had the maximum reach among women with 32 percent exposure during the campaign period. The spot recalled most frequently by men (29%) was ‘Age of Marriage’. The other advertisements that had a sizeable reach among women and men were: ‘Radheyshyam ki Motorcycle’ on newborn care, ‘Jagmag’ and ‘Crystal Ball’, both on ANC/

Figure 4.6: Exposure to the NRHM TV campaign by gender

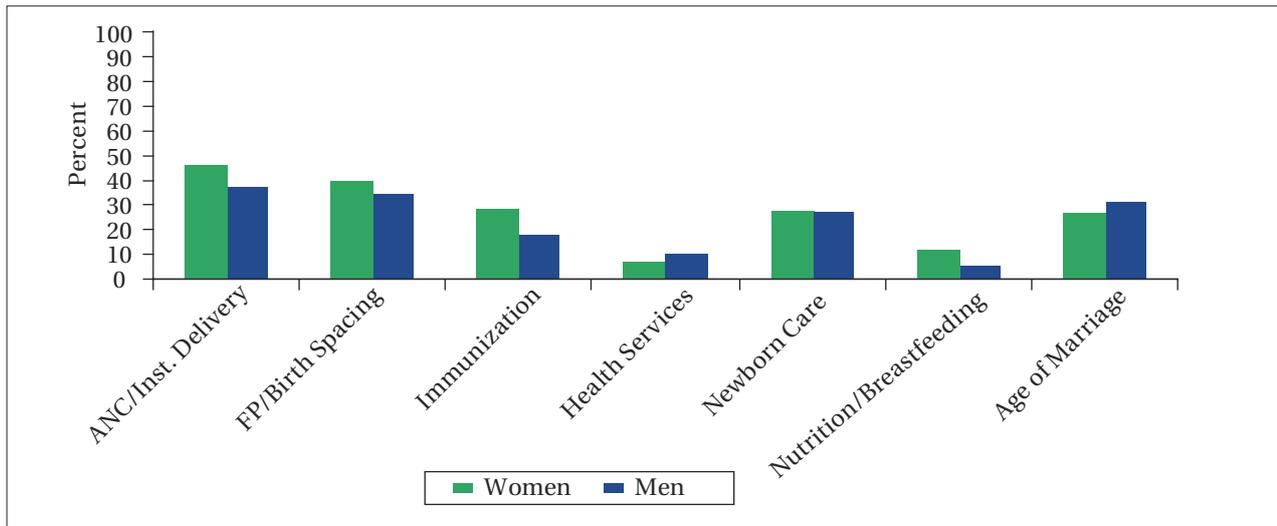
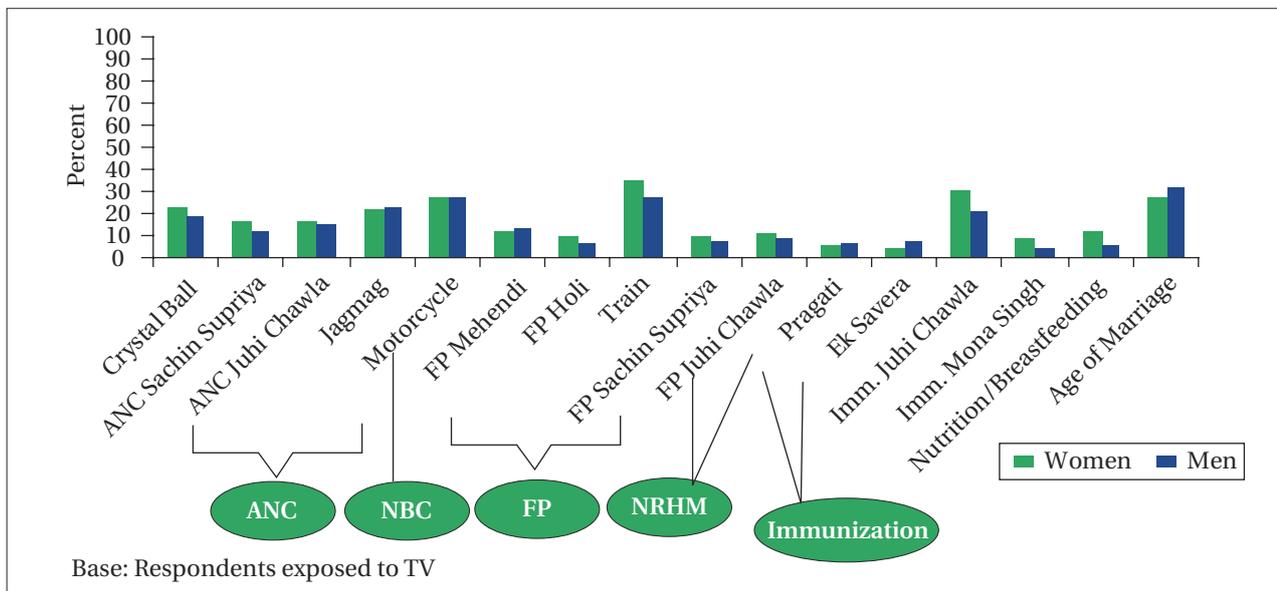


Figure 4.7: Exposure to specific TV spots



institutional delivery, and ‘Juhi Chawla on Immunization’. Several of the more frequently recalled advertisements were relatively old and have been telecasted longer than the campaign period, which may have had an effect on recall.

Among the seven new spots used in the NRHM phase II campaign, the creative advertisement with ‘Radheyshyam ki Motorcycle’ (on newborn care) had the maximum reach among both women and men. Recall was lower for the other new spots—‘Mehendi occasion’ (on FP/birth

spacing), ‘Holi/Colorful Moments’ (on IUCD), ‘Pragati on Medical Tour’ (NRHM/health services) and ‘Ek Savera Ek Akash’ (NRHM/health services). For more detailed breakdown of exposure according to geographical area and gender, please refer to Annexure 5.

#### 4.2 EXPOSURE TO NRHM RADIO SPOTS AMONG WOMEN AND MEN

Figure 4.8 depicts the reach of radio spots among all women contacted for the study as well as women who were exposed to radio during the NRHM Phase II campaign period.

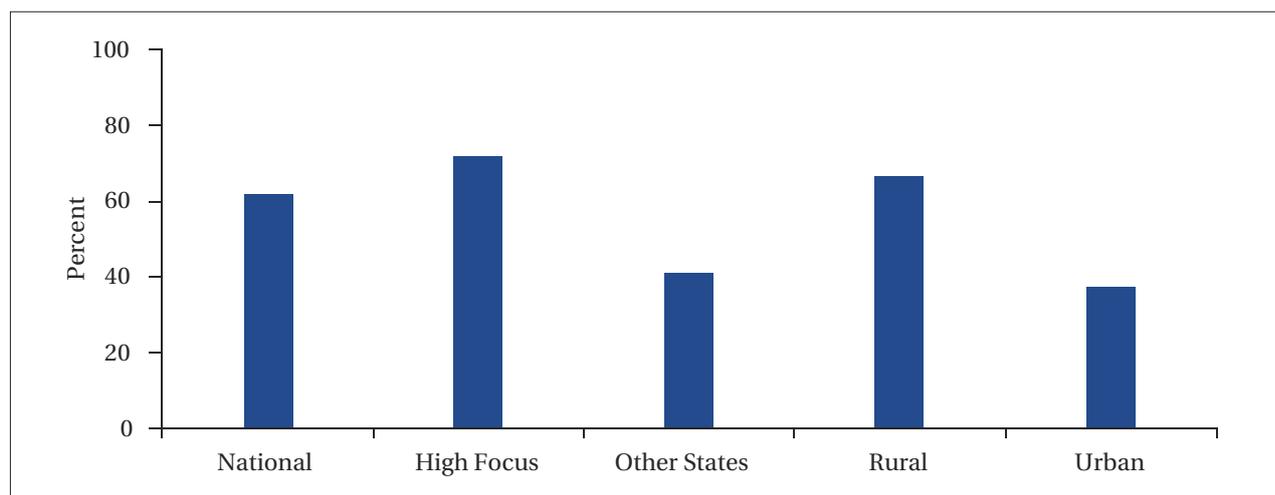


Of the women who had been exposed to radio during the campaign, 62 percent had heard at least one of the radio spots. Although radio has significant reach in high focus states and in rural areas, we see that the campaign did

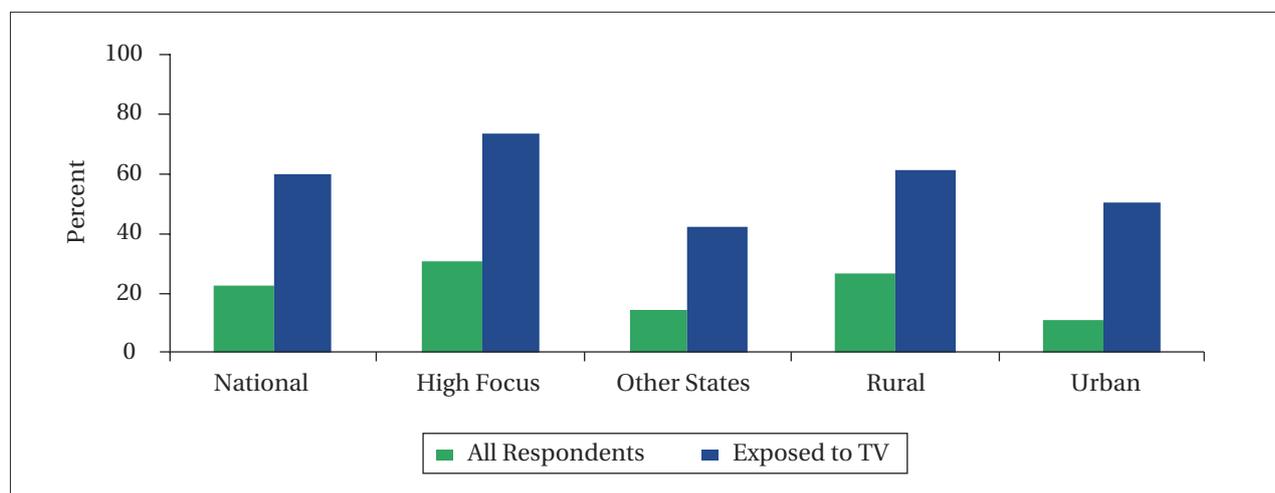
not manage to reach urban areas and other states as effectively.

The exposure to any NRHM radio spot among men exposed to radio during the campaign period is presented in Figure 4.9. Among all the men contacted in the study, reach of radio spots was only 23 percent. Of those men who had been exposed to radio during the campaign, 60 percent had heard at least one radio spot during the NRHM campaign period. As observed for women, in case of men also, respondents listening to any radio spot were also from high focus states and rural areas.

**Figure 4.8: Exposure to any NRHM radio spot among women who listened to radio during the campaign period**



**Figure 4.9: Exposure to any NRHM radio spot among men who listened to radio during the campaign period**



## Perceptions of Policymakers on Print Media

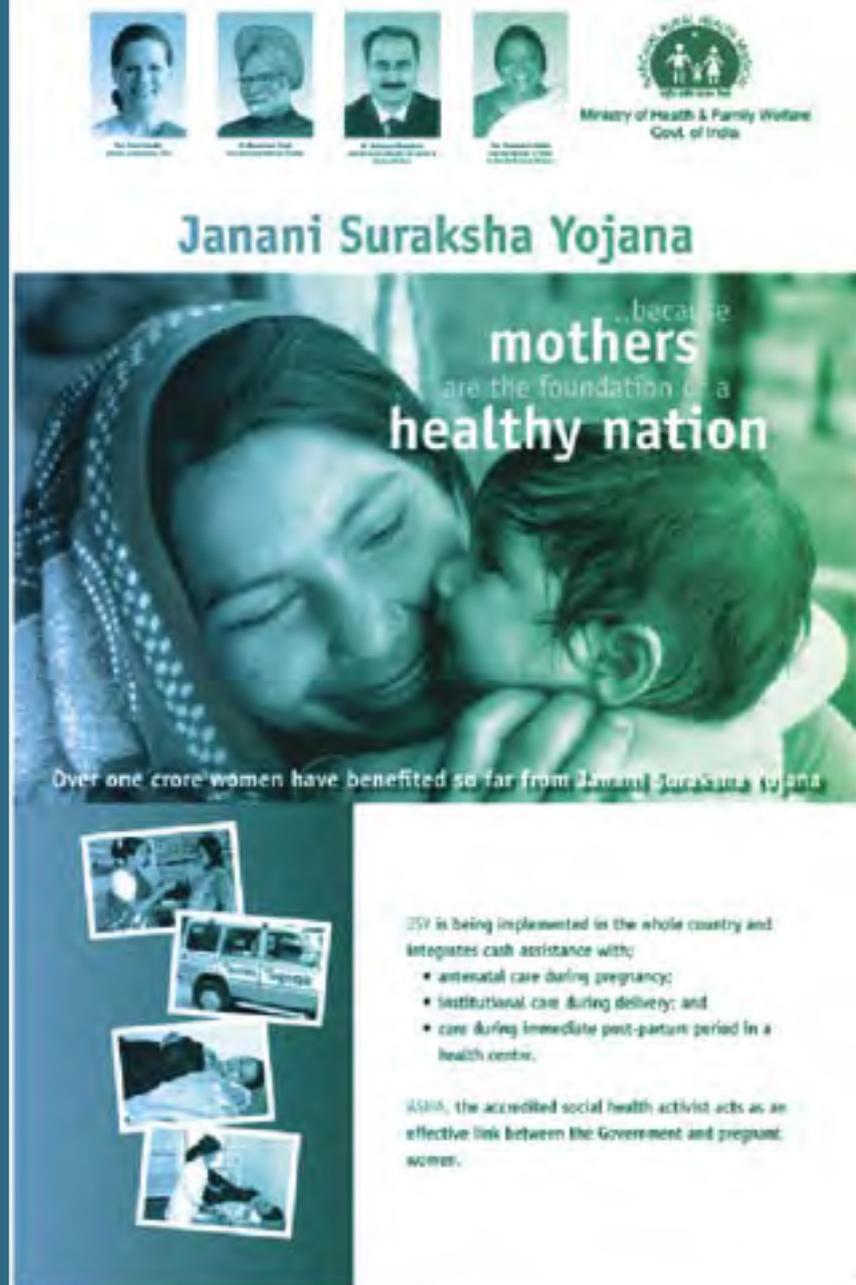
The print media campaign was designed to create a positive image of the program (NRHM) among the general public as well as the policymakers. The respondents for the print campaign were mainly policymakers and program managers in the health sector, including State level Health Secretaries, State RCH Officers, NRHM Directors, District Collector, CMO, Medical Officers, CDPO and LHVs.

The NRHM print campaign comprised about 11 print ads on various issues namely JSY, Rogi Kalyan Samiti (RKS), VHSC, VHND, age of marriage, pregnancy and ASHAs. Four of these ads were published in the leading local newspapers during the NRHM media campaign.

Most of the officials had not seen the ads. Exposure was found to be the lowest among block level officials as compared to those at the district as well as state level.

In order to achieve the maximum impact, policymakers and program managers who did see the ads have given following suggestions for future campaigns:

- Region specific photographs should be used in the ads for maximum attention.
- Photographs of politicians should be avoided as it is not very effective in grabbing the attention of the target group and often get confused with political campaigns.
- Difficult terminology should be discouraged as these words will not be comprehended by the general public.
- Involve state specific people in translating ads into local languages and choosing appropriate newspaper for advertisement will be more useful.
- Contributions of local health facilities should be highlighted.



The advertisement for Janani Suraksha Yojana (JSY) features a header with four portraits of officials: Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar, and Ms. Anand Kumar. To the right is the logo of the Ministry of Health & Family Welfare, Govt. of India. The main title is "Janani Suraksha Yojana". Below the title is a large image of a woman kissing her baby, with the text "...because mothers are the foundation of a healthy nation". A smaller text below the image states "Over one crore women have benefited so far from Janani Suraksha Yojana". The advertisement also includes a list of services provided by JSY and a description of the ASHA role.

...because mothers are the foundation of a healthy nation

Over one crore women have benefited so far from Janani Suraksha Yojana

JSY is being implemented in the whole country and integrates cash assistance with:

- antenatal care during pregnancy;
- institutional care during delivery; and
- care during immediate post-partum period in a health centre.

ASHA, the accredited social health activist acts as an effective link between the Government and pregnant women.

#### 4.2.1 Exposure to Specific Radio Spots

Among all the radio spots used in the campaign, the spot 'Conversation of a Village Woman with ASHA' (on issues relating to ANC/institutional delivery) had the maximum reach among women (36%). The spot with a 'Jingle Jagmag' (on institutional delivery) was recalled by 19 percent of the women, while a similar proportion (18%) was exposed to the spot 'Pragati talking to Papa' (on VHNDs). The radio spots 'Holi song' (on Copper-T), 'Mehendi song' (on birth spacing) and 'Journalist Khushi' (on institutional delivery/JSY) were heard by 11 percent to 13 percent women. The spot 'Pragati talking to Friends' (on NRHM/health services) had negligible reach (5%) among the women.

The spots 'Conversation of a Village Woman with ASHA', 'Jingle Jagmag' and 'Mehendi song' were mostly listened by women in high focus states and in rural areas whereas the spot 'Pragati talking to Papa' was mostly reported by women in other states.

Among men also, the spot 'Conversation of a Village Woman with ASHA' had the maximum reach (25%). This was followed by the spots 'Pragati talking to Papa' (16%), 'Journalist Khushi' (16%) and 'Jingle Jagmag' (15%). The radio spots 'Holi song', 'Mehendi song' and 'Pragati talking to Friends' was listened by 10 percent, eight percent and six percent of the men respectively. As in the case of women, the exposure among women to the spots 'Conversation of a Village Woman with ASHA', 'Jingle Jagmag' and 'Mehendi song' was significantly higher in high focus than in other states.

#### 4.3 EXPOSURE TO TV AND RADIO SPOTS AMONG FATHERS/MOTHERS-IN-LAW AND VILLAGE LEVEL FUNCTIONARIES

Over half of the fathers and mothers-in-law of women aged 15-29 years who had exposure to TV had seen any TV spot during the campaign period. The spot with maximum reach among fathers and mothers-in-law was 'Age of Marriage' (23%), followed by 'Radheyshyam ki Motorcycle' (18%) and 'Train' (16%). The spots – 'Crystal Ball', 'Juhi Chawla on Immunization', 'Nutrition/Breastfeeding', 'Sachin & Supriya (ANC)' and 'Juhi Chawla on ANC' were viewed by 10 to 13 percent of the fathers and mothers-in-law. Few in-laws recalled seeing 'Holi/Colorful Moments', 'Sachin & Supriya on Family Planning', 'Pragati on Medical Tour', 'Ek Savera Ek Akash' and 'Mona Singh on Immunization.'

Most of the village functionaries (85%) contacted for the study had seen one or more TV spot during the campaign period. The most frequently watched TV spots among the village functionaries were 'The Train' on OCP (35%), 'Age of Marriage' (34%), 'Crystal Ball' (32%), 'Juhi Chawla on Immunization' (30%), 'Radheyshyam ki Motorcycle' (26%) and 'Jagmag' (25%). The spot 'Ek Savera Ek Akash' had the lowest reach among the village functionaries (7%).

The exposure of fathers and mothers-in-law and village functionaries to radio spots was quite limited. Only 13 percent of the fathers and mothers-in-law and 15 percent of the village functionaries heard any radio spot broadcast during this BCC campaign period.

## Chapter 5

# Recall, Comprehension, Appeal and Impact of Television Spots

The present chapter aims to gain an insight into the recall, comprehension, appeal and impact, as indicated by intent to act, of specific TV spots, which respondents have been exposed to during the NRHM Phase II campaign period. For each TV spot, respondents were asked about the messages, first spontaneously, and then by prompting. Prompting was done by showing story boards and narrating key elements of the TV spot. Thereafter, aspects of the TV spot that appealed to the respondents and difficulties encountered in understanding them were discussed. Each TV spot was explored in this manner one after another. Annexures 6-22 have detailed responses for each advertisement in terms of recall, comprehension, appeal and intent to act.

## 5.1 RECALL OF THE TV SPOTS' MESSAGES

Recall is defined as the ability to remember one or more key messages from any of the TV spots. For men, the highest spontaneous recall for any message was for the 'Age of Marriage' spot where 83.5 percent of those who saw the ad recalled the message 'get your daughter married only after the age of 18 years.' The lowest spontaneously recalled message was in the spot 'Pragati on Medical Tour' where five percent men recalled the message 'due to increased funds, people themselves take decisions to fulfill local needs by forming RKS and VHSCs.'

Of the seven new advertisements launched in this campaign, 'Radheyshyam ki Motorcycle' was the TV spot that resulted in the most recall. The message on keeping a newborn with their mother was recalled by 43.8

percent women and 48.4 percent men and the message on initiating breastfeeding soon after birth was recalled by 38.9 percent of women and 47 percent of men.

Respondents were also asked if they had ever received these messages before from other sources. Interestingly, the ASHA, ANM and AWW are the primary alternative sources of such messaging. This evidence highlights the importance of ASHA, ANM, and AWW in disseminating NRHM guided messages. For more effective subsequent NRHM BCC campaigns, it would be important to explore how these frontline workers can be integrated into the campaign strategy by reinforcing messages individuals are seeing on TV or hearing through the radio.

## 5.2 COMPREHENSION OF THE TV SPOTS

Overall, the most understood advertisements were 'The Train' and the nutrition and breastfeeding ad, 'Badhte Shishu.' The spot that appeared to have the most gender differential in understanding was the family planning spot titled 'Holi', where the women who were exposed to the ad seemed to understand it far better than the men who saw the spot.

Several of the spots were found to be difficult to understand by a minority of respondents. Overall, 4.3-15.3 percent of respondents faced some difficulties in understanding the spots. Fifteen percent of women struggled the most in understanding the 'Ek savera, Ek Akash' TV spot on NRHM primarily because of 'language' (85.2%) and

the ‘message being too fast’ (14.1%). Men had the most difficulty in understanding the ‘Holi’ spot on family planning. One in ten men found these ads difficult to understand: Sachin Supriya (ANC), Juhi Chawla (ANC), ‘Radheyshyam ki Motorcycle’ (NBC), Crystal Ball (ANC), Mehendi (FP), Ek Savera Ek Akash (NRHM), Juhi Chawla (FP) and Juhi Chawla (Immunization).

Of the few who had difficulties, the main problems identified were: language; messages too fast; and difficult wordings. A vast majority of those reporting these difficulties were from other states, where Hindi may not be the local language, signaling the importance of regional campaigns, if regional impact is desired.

Interestingly, there was only a few percentage of people who reported having difficulty in understanding the campaign spots and thus, we can also conclude that Hindi is an appropriate language choice for any national campaign.

### 5.3 APPEAL OF THE TV SPOTS

The evaluation asked both men and women about whether they liked the TV spots. Most of the respondents (70-95%) liked the spots they were exposed to. The favorite TV spot among men was ‘Ek Savera, Ek Akash’ with 95.2 percent of men liking the ad followed by the ad on immunization by Juhi Chawla which 93 percent of male viewers liked. Women respondents’ favorite spots were ‘Mona Singh’ (Immunization) and ‘Radheyshyam ki Motorcycle’ and Sachin Supriya (Family Planning).

‘Message conveyed’ was the primary reason for liking the spot the respondent saw. Other aspects that were appreciated were clarity of message, characters, storyline and presentation style.

Interestingly, new creative spots like ‘Radheyshyam ki Motorcycle’ (NBC), were often as appealing as some of the older celebrity endorsed advertisements like Juhi Chawla (ANC).

Figure 5.1: Understanding of TV spots

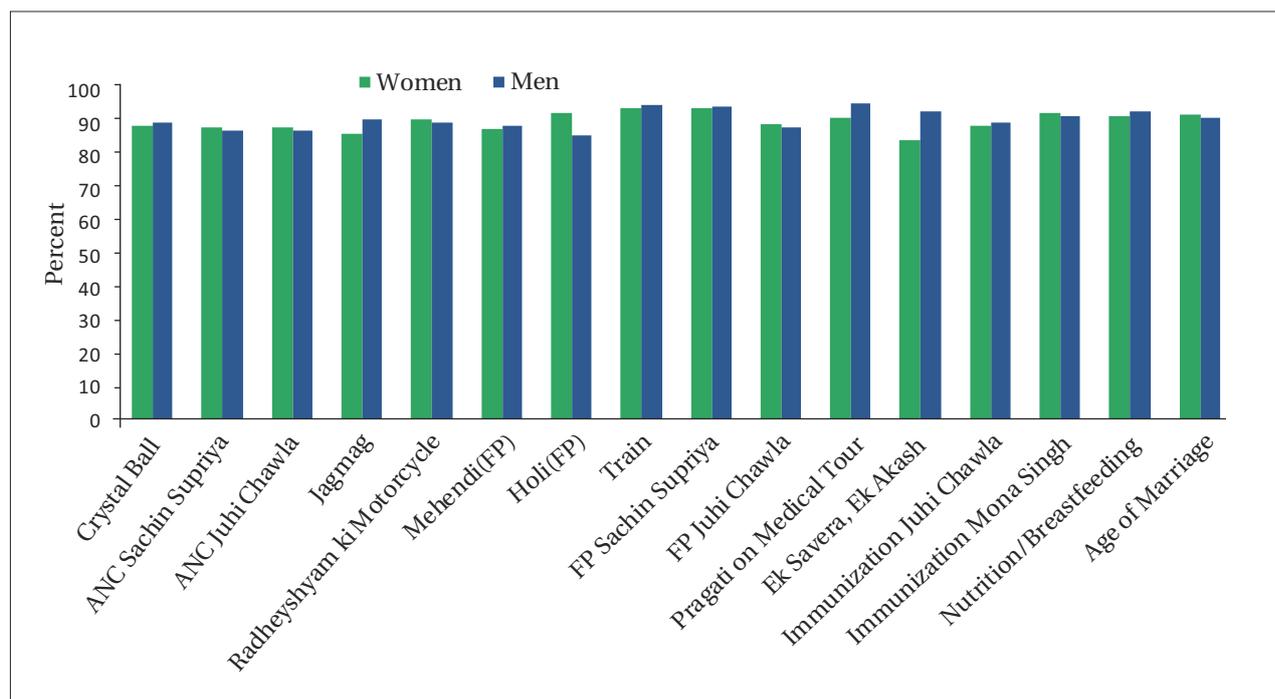
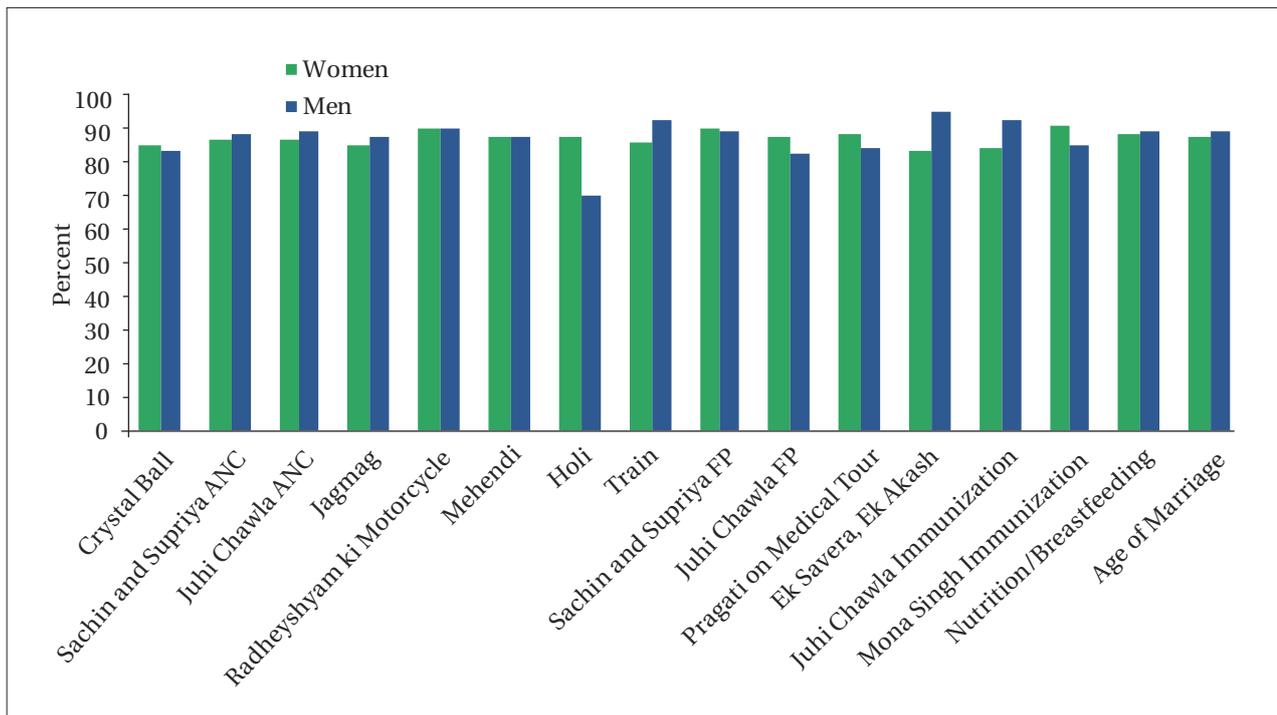


Figure 5.2: Appeal of TV spots



### 5.4 IMPACT OF THE TV SPOTS: INTENT TO TAKE ACTION

Keeping in view the short duration of the campaign as well as the large number of issues covered under the campaign, immediate change in behavior was not expected as a result of the campaign. However, an attempt has been made to assess the impact in terms of intended actions of the target groups as indicators of movement towards behavior change following their exposure to various TV spots. This section presents the overall findings on the actions that the women and men intend to take after watching specific TV spots.

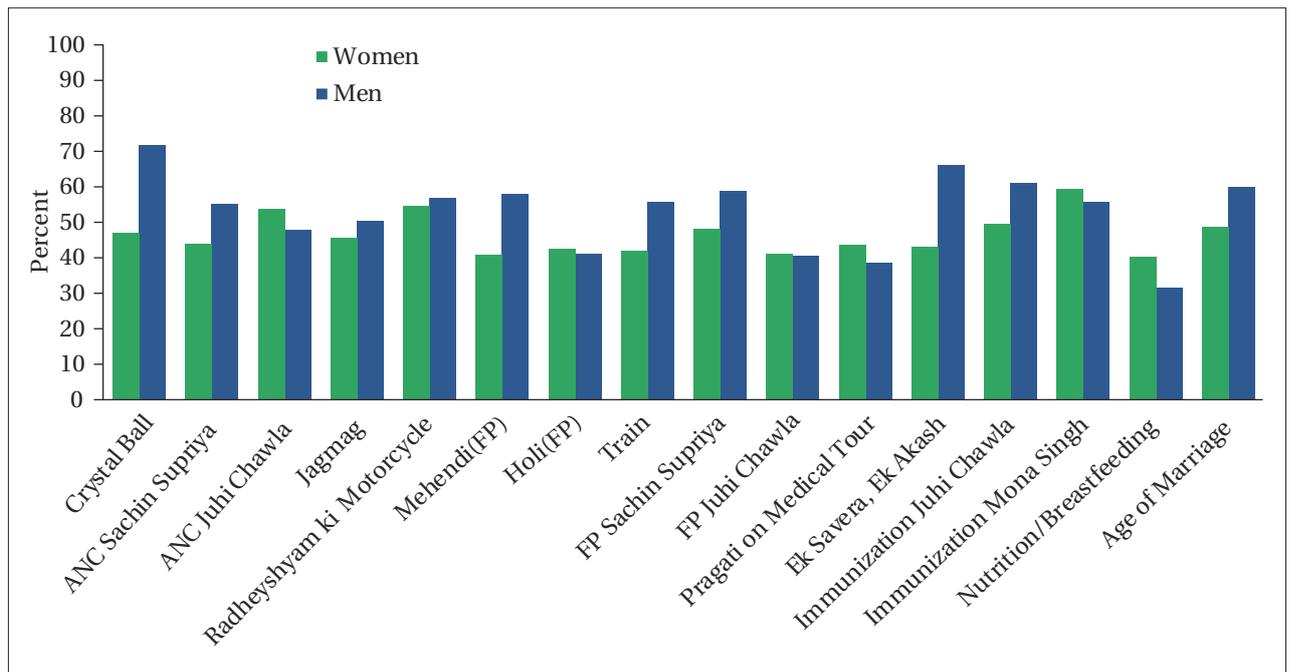
There was some intent to take action after reviewing the TV spots. Of all respondents, 32-72 percent of men and 40-60 percent of women intend to take action. The types of actions that respondents plan to take are:

- Discuss with spouses, other family members, friends and relatives

- Seek services
- Follow the practices based on messages in the spots.

Some spots were clearly more effective in increasing intent to take action among both women and men. For example, the ‘Crystal Ball’ spot on ANC resulted in a significant percentage of women intending to obtain ‘2 TT injections during pregnancy’ (48%) and or ‘consume 100 IFA tablets during pregnancy’ (38%) followed by ‘discussion with friends/relatives’ (38%). Men stated that they would ‘encourage their spouse to go for 2 TT injections during pregnancy’ (65%) and ‘encourage spouse for 100 IFA tablets during pregnancy’ (61%). The ‘Radheyshyam ki Motorcycle’ on newborn care was also a spot that was successful in stimulating an intent for women to ‘discuss with family/relatives (43%)’ or ‘discuss with spouse (36%)’.

Figure 5.3: Intent to take action after watching TV spots

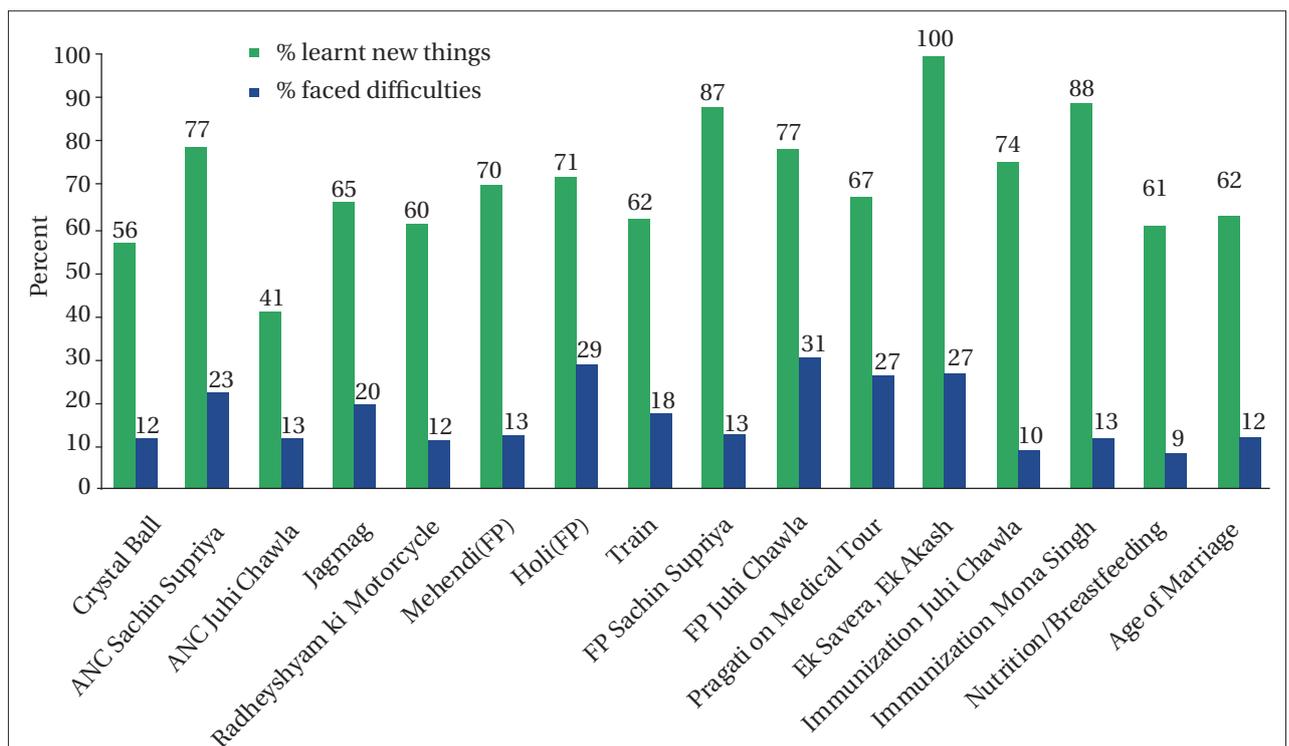


### 5.5 MESSAGE RECALL, APPEAL, COMPREHENSION AND IMPACT AMONG FATHERS/MOTHERS-IN-LAW

A majority of the fathers and mothers-in-law exposed to different TV spots could only recall the messages on various spots

after prompting. Impressive gains in new knowledge were reported by fathers and mothers-in-law from the following spots: ‘Ek Savera, Ek Akash’ (100%); ‘Mona Singh’ (immunization) (88%); ‘Sachin and Supriya’ (FP) (87%); ‘Sachin and Supriya’ (ANC) (77%); ‘Juhi Chawla’ (FP) (77%) and

Figure 5.4: New things learnt and difficulties encountered by fathers/mothers-in-law in various TV spots



## FEEDBACK ON THE NEW TV SPOTS

The campaign introduced seven new TV spots: Crystal Ball, Jagmag, Radheyshyam ki Motorcycle, Mehendi, Holi, Pragati on Medical Tour and Ek Savera, Ek Akash. The following tables provide an overview of the three most popular new TV spots for men and women. The Motorcycle on Newborn Care, Crystal Ball for ANC, and Jagmag for ANC were the most liked spots.

**Table 5.1: Popularity of new TV spots: Top three among women**

	Most recalled messages	Top three aspects liked	Top three intended actions
Radheyshyam ki Motorcycle-newborn care	<ul style="list-style-type: none"> <li>Keep newborn with mother: 44%</li> <li>Initiate breastfeeding soon after birth: 39%</li> </ul>	<ul style="list-style-type: none"> <li>Message conveyed: 91%</li> <li>Clarity of message: 88%</li> <li>Presentation style: 85%</li> </ul>	<ul style="list-style-type: none"> <li>Discuss with friends/relatives: 43%</li> <li>Discuss with spouse/family members: 36%</li> <li>Keep newborn child with mother: 35%</li> </ul>
Crystal Ball-ANC	<ul style="list-style-type: none"> <li>Take iron tablet for 100 days: 48%</li> <li>Administer 2 doses of TT injection: 46%</li> </ul>	<ul style="list-style-type: none"> <li>Message conveyed: 91%</li> <li>Clarity of message: 85%</li> <li>Storyline, presentation &amp; characters: 83% each</li> </ul>	<ul style="list-style-type: none"> <li>Administer 2 TT shots during pregnancy: 48%</li> <li>Consume 100 IFA during pregnancy: 38%</li> <li>Discuss with friends/relatives: 38%</li> </ul>
Jagmag- ANC	<ul style="list-style-type: none"> <li>Delivering at hospital is a right decision: 42%</li> <li>Give TT &amp; tablets at right time: 37.8%</li> </ul>	<ul style="list-style-type: none"> <li>Message conveyed: 87%</li> <li>Music: 82%</li> <li>Storyline &amp; clarity of message: 81% each</li> </ul>	<ul style="list-style-type: none"> <li>Administer TT during pregnancy: 40%</li> <li>Discuss with friends/relatives: 40%</li> <li>Consult with ASHA/ANM: 30%</li> </ul>

**Table 5.2: Popularity of new TV spots: Top three among men**

	Most recalled messages	Top three aspects liked	Top three intended actions
Radheyshyam ki Motorcycle-newborn care	<ul style="list-style-type: none"> <li>Keep newborn with mother: 48%</li> <li>Initiate breastfeeding immediately after birth: 47%</li> </ul>	<ul style="list-style-type: none"> <li>Message conveyed: 92%</li> <li>Presentation style: 88%</li> <li>Storyline: 87%</li> </ul>	<ul style="list-style-type: none"> <li>Encourage others to keep newborn child with mother: 44%</li> <li>Consult ASHA: 46%</li> <li>Discuss with spouse/family members: 40%</li> </ul>
Jagmag- ANC	<ul style="list-style-type: none"> <li>Delivering at hospital is a right decision: 47%</li> <li>Keep in mind to take tablets at right time: 47%</li> </ul>	<ul style="list-style-type: none"> <li>Message conveyed: 91%</li> <li>Presentation style &amp; Music: 88% each</li> </ul>	<ul style="list-style-type: none"> <li>Encourage spouse for getting TT during pregnancy: 51%</li> <li>Deliver the child in hospital: 43%</li> <li>Consult with ASHA/ANM: 40%</li> </ul>
Crystal Ball-ANC	<ul style="list-style-type: none"> <li>Iron tablet should be taken for 100 days: 53%</li> <li>Check-up should be done in health centre: 45%</li> </ul>	<ul style="list-style-type: none"> <li>Message conveyed: 87%</li> <li>Clarity of message: 82%</li> <li>Characters: 81%</li> </ul>	<ul style="list-style-type: none"> <li>Encourage spouse for 2 TT shots during pregnancy: 65%</li> <li>Encourage spouse for taking 100 IFA tablets during pregnancy: 61%</li> <li>Consult health center during pregnancy of spouse: 41%</li> </ul>

‘Juhi Chawla’ (immunization) (74%); ‘Holi/ Colorful Moments’ (71%); and ‘Mehendi’ (70%). As compared to men and women, the proportion of fathers and mothers-in-law reporting difficulties in understanding the messages was much higher.

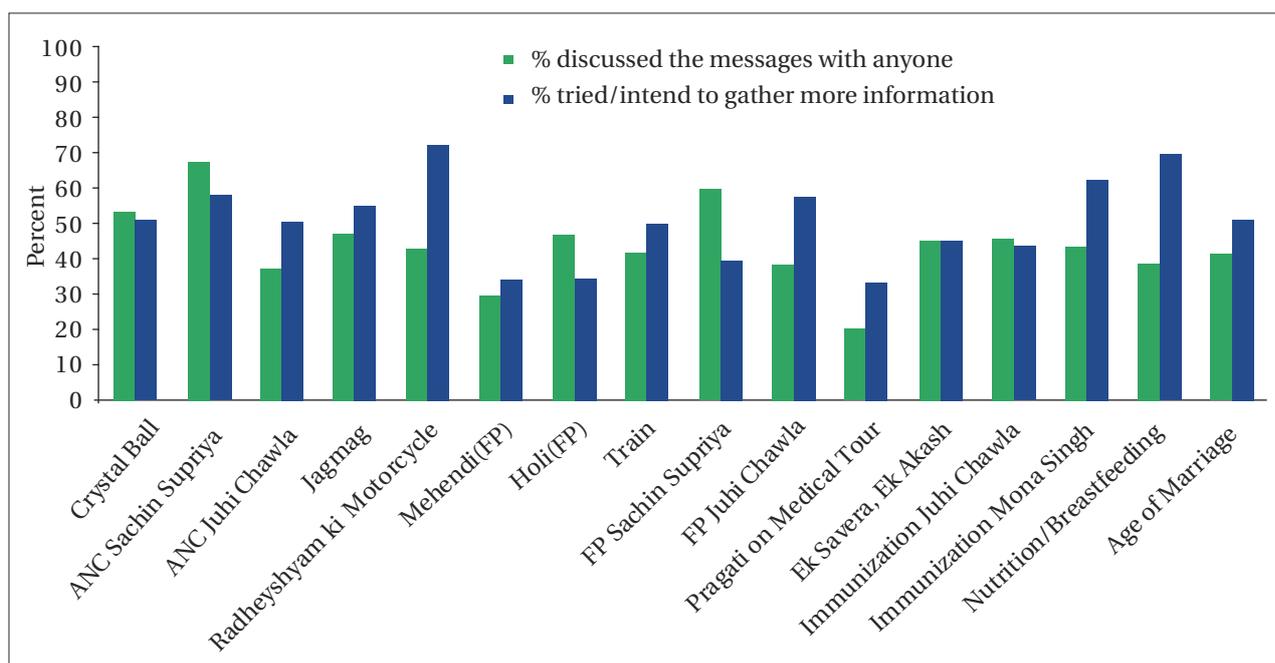
The impact of spots on fathers and mothers-in-law was assessed by asking them whether the ads had triggered any discussions with others and whether they tried/intended to gather more information after watching the spot. The findings are presented in Figure 5.5 Over two-thirds of the fathers and mothers-in-law exposed to the Sachin and Supriya ANC spot and three-fifths of those exposed to the Sachin and Supriya family planning spot discussed the contents of the spot with someone. Over half of the fathers and mothers-in-law seeing the Crystal Ball spot discussed the messages with someone. For other spots, with the exception of Mehendi and Pragati on Medical Tour, the proportion of respondents reporting discussing the spot with someone after viewing varied between 38 percent and 47 percent.

Among the fathers and mothers-in-law who had seen the ‘Radheyshyam ki Motorcycle’ spot, 72 percent reported that they tried/ intended to gather more information and 70 percent of those seeing the ‘Age of Marriage’ spot did so. Over half (58 to 63%) of the fathers and mothers-in-law seeing the Sachin and Supriya ANC spot, the Sachin and Supriya family planning spot, the Mona Singh Immunization spot and the Nutrition/ Breastfeeding spot tried/intended to gather more information about the topic.

### 5.6 MESSAGE RECALL, APPEAL AND COMPREHENSION AMONG VILLAGE FUNCTIONARIES

Among all the respondent categories, spontaneous message recall of various TV spots was the best among the village functionaries. Most of the village functionaries (81 to 94%) liked the TV spots watched by them. Message comprehension was reportedly high, with only a marginal proportion of village functionaries citing difficulties in comprehension. (Table 5.3)

**Figure 5.5: Percentage distribution of fathers/mothers-in-law by actions taken/intended after viewing TV spots**



**Table 5.3: Messages liked and difficulties encountered by village functionaries in various TV spots**

TV spots	% liked the TV spots	% faced difficulties
Crystal Ball	91	7.9
ANC Sachin and Supriya	82.4	5.9
ANC Juhi Chawla	85.5	3.6
Jagmag	83.7	8.8
Radheyshyam ki Motorcycle	86.8	6.5
FP Mehendi	88.8	9.5
FP Holi/Colorful Moments	93.5	2.6
FP Train	91.2	5.8
FP Sachin and Supriya	81.4	8.6
FP Juhi Chawla	89.2	5.9
Pragati on Medical Tour	82.7	5.3
Ek Savera Ek Akash	90.9	6.8
Imm. Juhi Chawla	92.6	3.4
Imm. Mona Singh	92.6	1.5
Nutrition/Breastfeeding	85.8	-
Age of Marriage	91.2	6.1

## 5.7 POLICYMAKERS AND PROGRAM MANAGERS' VIEWS ON THE TV AND RADIO CAMPAIGN

Though the main thrust of the discussions with policymakers and program managers remained on the NRHM print media campaign, their opinions regarding the TV and radio campaign were also solicited in these discussions.

The interaction with these officials regarding the TV and radio campaign presented an abysmal picture about exposure. This was largely attributed by these officials to the lack of time to watch TV and or listen to the radio due to their busy schedule. Officials commonly stated:

*“Where is the time madam? Yesterday we went home at 10 in the night from here (his office), work keeps us so busy that we have no time for family... and you are talking about TV? I listen to radio only while coming*

*to office... usually news...*” - District level official

Those officials who were exposed to TV or radio were unable to recall the exact messages of these spots. Their reasoning for this was that since they work on the same issues, it becomes difficult to remember what they saw where as described by the following quote aptly:

*“We are working in this area (NRHM) day in, day out... we ourselves develop these IEC materials... so we can't tell you which messages we came across in which spot... these messages are for the common man... those who hear these messages on radio or watch on TV or read in a newspaper once or twice a day will remember...”* - District level IEC official

Officials who reported exposure to social messages on TV or radio largely recall spots on HIV/AIDS and polio which are more frequently aired.

## Chapter 6

# Recall, Comprehension Appeal and Impact of Radio Spots

The present chapter aims to gain an insight into the recall, comprehension, appeal and impact, measured by intent to act, of specific radio spots among women and men. In order to analyze the recall of messages, respondents who heard the campaign radio spots were probed to recall the specific messages they had heard during the period of the campaign. For each radio spot, respondents were asked about the messages, first spontaneously, and then if needed, by prompting (playing a portion of the spot on a tape recorder). Respondents were then asked about the appeal of the spot along with any difficulties encountered in understanding the radio spot. The following sections highlight message recall, comprehension, appeal and impact of the radio spots. For more details on each of the spots, refer to Annexures 22-28.

### 6.1 RECALL OF RADIO SPOTS

Spontaneous recall of messages among those exposed to radio spots varied between one percent and 61 percent. After prompting, the recall increased from 69 to 100 percent for the various spots. Overall recall was relatively better in high focus states rather than in other states.

For women, the message with the highest spontaneous recall (61%) was ‘the birth of every child should take place in a hospital’ from the ‘Journalist Khushi’ radio spot. For men, the highest (56.4%) spontaneous recalled message was ‘Deliver the child only at the hospital’, also from the ‘Journalist Khushi’ spot.

The key message spontaneously recalled least was the same for both women and men

but from different radio spots. The message “NRHM – because a healthy nation starts with a healthy family – with you” was least recalled by women in the ‘Pragati talking to Friends’ spot (1%) and by men in the ‘conversation with ASHA’ (2%).

### 6.2 COMPREHENSION OF THE RADIO SPOT

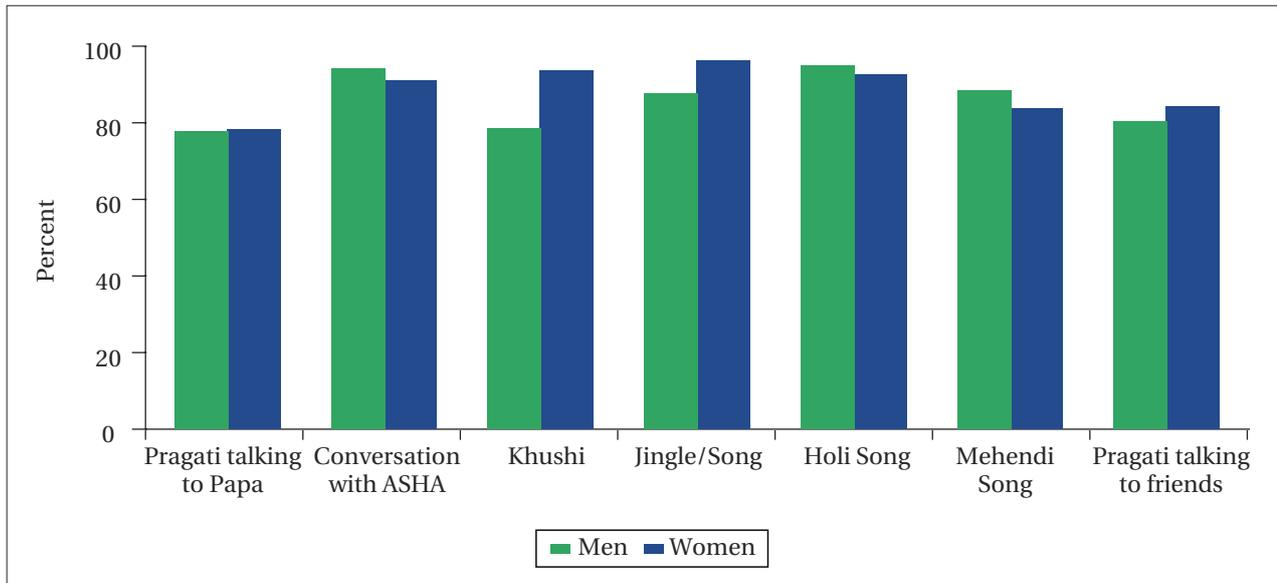
Comprehension is measured by ease or difficulty in understanding of the radio spot. Overall, difficulty in understanding radio spots ranged between 4 percent and 22 percent. Language and speed of message delivery were some of difficulties encountered by listeners. The spot most difficult (22%) to understand for both women and men was ‘Pragati talking to Papa.’ Language and pace of message were cited as the biggest impediments to understanding. However, this was noticed predominantly in other states.

### 6.3 APPEAL OF THE RADIO SPOT

Overall, 73 to 90 percent of respondents found the radio spots appealing. The favorite spot among women was ‘Conversation with ASHA’, where 85 percent of those who heard the spot enjoyed it. The most appealing spot for male respondents was ‘Jingle/Song’ (90%). The aspect most appreciated in the ads was ‘the message conveyed.’ This finding reiterates the importance of ASHA and incorporating her role as an interpersonal communicator in any campaign strategy by getting her to reinforce radio messages.

The spots with the least appeal were ‘Pragati talking to Papa’ (73%) for women and the ‘Holi song’ (74%) spot for men.

Figure 6.1: Men/Women who did not have any difficulties in understanding radio spots



Note: Base: Respondents watched the Radio Spots

This shows that although spots target both genders equally, some have greater appeal to one gender.

### 6.4 INTENT TO TAKE ACTION AFTER LISTENING TO RADIO SPOTS

As was the case with TV spots, the short duration of the campaign means that it is highly unlikely that there will be any immediate behavior change as a direct result of this campaign. An attempt has been made to assess the impact in terms of intended

actions of the target groups as markers of movement towards behavior change following their exposure to various TV spots. The intent to act for those who heard a radio spot ranged from 23 to 74 percent.

For men, the spot ‘Holi Song’ resulted in the largest (74%) intent to take action. For women, the spot ‘Conversation with ASHA’ resulted in the largest (58%) intent to take action. For women, the spot ‘Holi Song’ spurred the least (23%) intent to take action. For men, the spot ‘Jingle/Songs’ was least

Figure 6.2: Radio spots liked by respondents

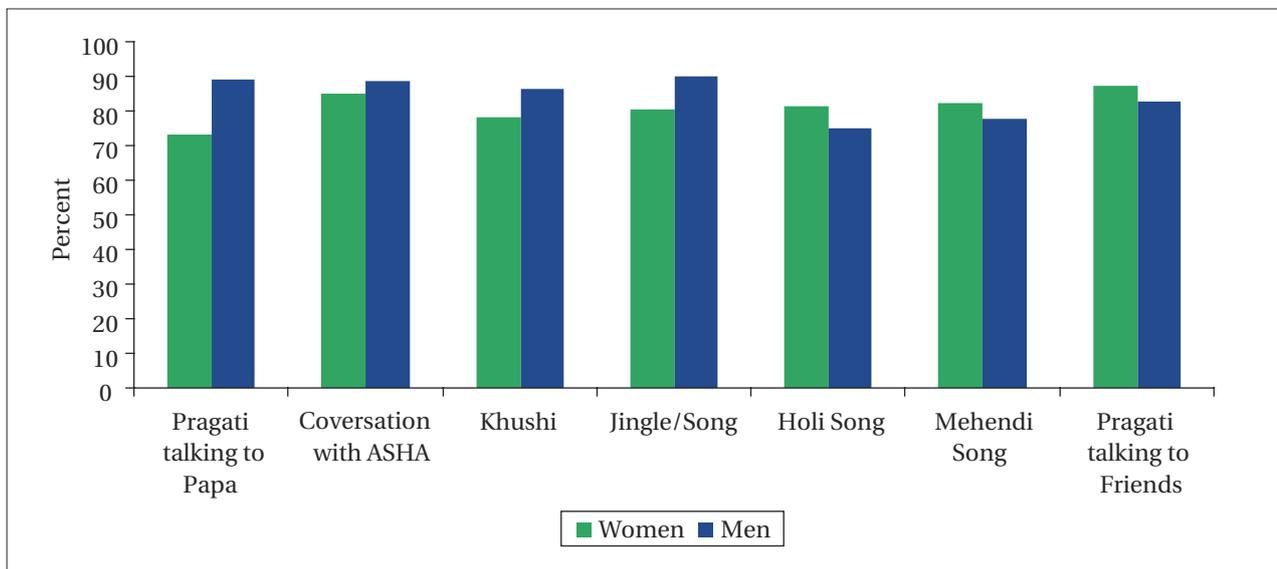
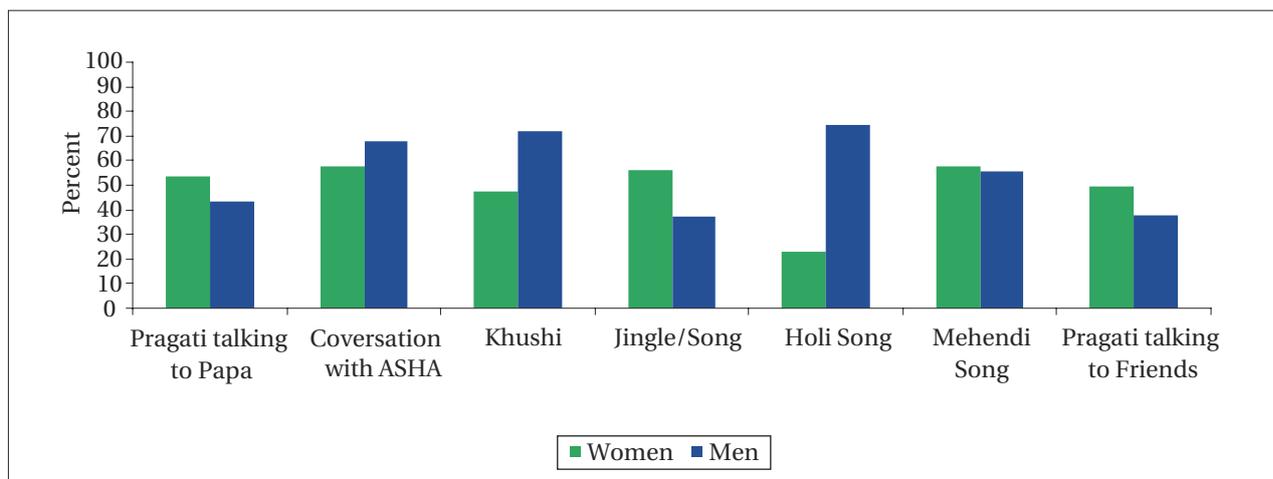


Figure 6.3: Intends to take action after listening to radio spots



(37%) likely to result in any intent to take action. Both women and men had expressed their intention to interact with ASHA and also with their friends and relatives. They have also expressed more desire to access the services like institutional delivery and family planning.

### 6.5 IMPACT OF THE RADIO CAMPAIGN IN PROMOTING KNOWLEDGE ON NRHM/HEALTH SERVICES

All women and men who had listened to any radio spot were asked, “Has the NRHM radio campaign, in any way, increased your knowledge about various NRHM/health services offered at Government health facilities?” The respondents, who affirmed that the radio campaign had increased their knowledge about various NRHM/health services, were further asked to mention the type of services on which they acquired more knowledge. Over two-fifths of the women exposed to any radio spot reported that they had acquired knowledge on NRHM/health services as a result of the radio campaign. Respondents reported that they acquired information on JSY (38%), antenatal care (34%), ASHA (31%), child immunization (31%), family planning/birth spacing (28%) and immunization of mothers (25%) as a result of listening to the radio campaign.

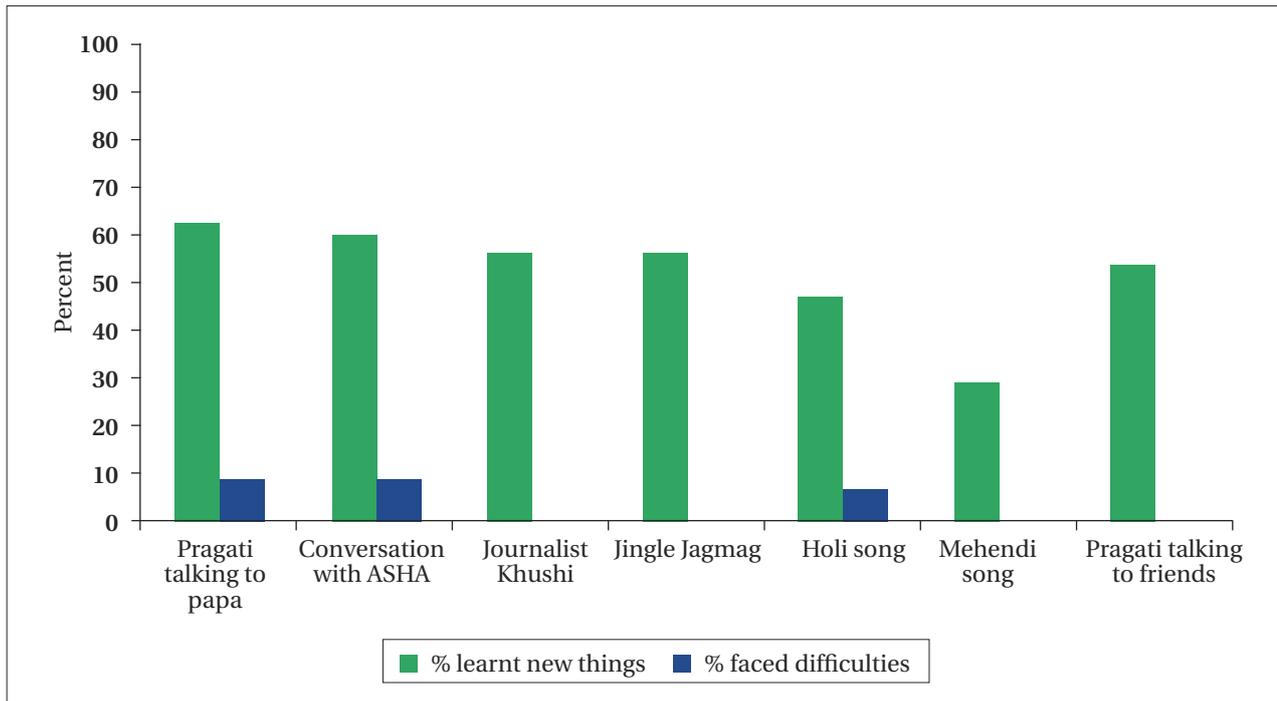
Compared to other states, a significantly higher proportion of women in high focus states reportedly acquired knowledge about JSY (high focus 42%, other states 16%), ASHA (high focus 33%, other states 23%), and immunization of mothers (high focus 27%, other states 13%).

Overall, 39 percent of men exposed to any radio spot reported that they acquired knowledge on NRHM/health services due to the radio campaign. Many gained knowledge on child immunization (42%), antenatal care (39%), institutional delivery (33%), JSY (32%) and family planning/birth spacing (24%). Acquiring knowledge on antenatal care, institutional delivery and JSY was mentioned mostly by the respondents in high focus states.

### 6.6 MESSAGE RECALL, COMPREHENSION AND APPEAL OF RADIO SPOTS AMONG FATHERS AND MOTHERS-IN-LAW

The majority of fathers and mothers-in-law who listened to different radio spots could only recall the messages after prompting. Between 70 percent and 78 percent of the fathers and mothers-in-law who heard the radio spots, ‘Pragati talking to Papa’, ‘Conversation with ASHA’, ‘Journalist Khushi’ and ‘Jingle Jagmag’, reported that they learned

Figure 6.4: Mothers/Fathers-in-law appeal and comprehension



something new from these radio spots. Fathers and mothers-in-law reported having learned the most from the ‘Pragati talking to Papa’ (78%) and learned the least from the spot, ‘Mehendi’ (36%).

None of the fathers/mothers-in-law who listened to the radio spots, ‘Journalist Khushi’, ‘Jingle Jagmag’, ‘Mehendi song’ and ‘Pragati talking to Friends’, faced any difficulty in understanding the messages given in the spots. A few encountered problems in understanding the messages given in the spots, ‘Pragati talking to Papa’ (11%), ‘Conversation with ASHA’ (11%) and ‘Holi song (8%).’

### 6.7 IMPACT OF THE RADIO CAMPAIGN ON FATHERS/ MOTHERS-IN-LAW

The impact of the radio spots on fathers and mothers-in-law was assessed by asking them whether the spots had triggered any discussions with others and whether they tried/intended to gather more information after hearing the spot. Thirty-five to forty-seven percent of the fathers and mothers-in-law exposed to ‘Jingle Jagmag’,

‘Pragati talking to Papa’, ‘Journalist Khushi’ and ‘Conversation with ASHA’ discussed the content of the spots with someone. This was lower for ‘Holi song’ (17%) and ‘Pragati talking to Friends’ (22%).

Among the fathers and mothers-in-law who had heard ‘Jingle Jagmag’, 82 percent reported that they tried to/intended to gather more information about the spot as did 73 percent of those hearing ‘Mehendi song.’ The corresponding proportion varied between 33 and 82 percent for other spots.

### 6.8 MESSAGE RECALL, COMPREHENSION AND APPEAL OF RADIO SPOTS AMONG VILLAGE FUNCTIONARIES

Most of the messages given in various radio spots were recalled by the village functionaries, although the majority of them could be recalled only after prompting. Almost all the village functionaries liked the radio spots heard. In general, the village functionaries did not face any difficulty in understanding the messages given in various radio spots.

# Conclusions and Recommendations

The conclusions and recommendations drawn from the findings of this evaluation are presented in this chapter.

## 7.1 REACH/VISIBILITY AND EXPOSURE TO THE CAMPAIGN

Reach of combined TV and radio is extensive with 86 percent of the women, 82 percent of the men and 46 percent of the fathers and mothers-in-law having watched television or listened to radio during the campaign period. TV had the greatest reach among all target audiences even in rural areas. The overall findings indicate that the campaign had reached the intended audience to a large extent.

Among those exposed to TV, the vast majority of women and men had seen at least one NRHM TV spot during Phase II of the campaign period. More than one fifth of women and 15 percent men had seen four or more of the total 16 TV spots, indicating good visibility of the spots broadcast.

The exposure of TV spots among mothers-in-law and fathers-in-law was much higher (56%) than that of radio spots (13%).

Though overall radio listenership is lower than TV viewership, radio is still a significant medium of health messaging, especially in rural areas.

## 7.2 RECALL, COMPREHENSION AND APPEAL OF THEME/SPECIFIC SPOTS

Overall, the recall of ANC/institutional delivery and birth spacing/family planning spots was higher than other themes among both women and men. This may be a result of more spots on these themes – there were four

and five spots on ANC/institutional delivery as against one to two spots covering the other themes. This suggests that a greater number of spots on a single theme will result in greater recall. This, however, needs to be confirmed against data on the airing frequency of each particular spot and each theme.

Among the 16 TV spots, the ‘Train’ spot (contraceptive pills) had the highest recall followed by ‘Age of Marriage’, ‘Juhi Chawla on Immunization’ and ‘Radheyshyam ki Motorcycle’ (newborn care). Of the seven radio spots aired, ‘Conversation of a Village Woman with ASHA’ on issues relating to ANC/institutional delivery had the maximum recall among both women and men. Respondents appreciated the characters, storyline and creative nature of the spots.

Spontaneous recall of TV spot messages ranged between 20 and 45 percent and between 25 and 50 percent for the radio spots. With the inclusion of prompting, the recall was as high as 70 to 100 percent for both TV and radio spots. This indicates that the frequency of airing the spots and, hence, the opportunity to see (OTS) or hear was adequate to get the messages across. However, an in-depth analysis on the exposure versus the channels and programs mostly viewed/heard by the respondents would reveal whether the media plan was cost-effective.

Most respondents found the spots they were exposed to appealing. Only a few reported some difficulties in understanding the spots, with language being the main barrier. A majority of those who reported difficulties in language were from other states (where Hindi is not the major language spoken). However, the positive aspect is that, in spite

of the language in the spots being Hindi, the spots were understood and liked by a majority of the respondents even from other states.

A significant proportion of respondents reported that they intend to take some action as a result of the campaign. These intentions are indicative of a movement towards behavior change and signify that the spots are having their desired effects of moving the audience forward in the behavior change continuum.

The fact that 40-60 percent of mothers-in-law discussed the content of the spots with their daughters-in-law, and between 35 and 55 percent tried to gather more information on the messages in the spots, are remarkable immediate outcomes of the spots.

Among all the respondent categories, message recall of various TV spots was the best among the village functionaries and health workers. While there could be a certain amount of knowledge bias here, the fact that they do remember the messages provides a tremendous potential to be tapped.

### 7.3 PERCEPTIONS OF POLICY MAKERS AND PROGRAM MANAGERS

Policy makers and program managers were able to recall the print advertisements after aiding with showing hard copies of the ads. Common perceptions, opinions and suggestions expressed were as follows:

- Messages in the print media should be clear at a glance and should avoid 'information overload' and difficult words/jargon.
- Photographs used in the ads should have regional flavour for maximum attention.
- Involvement of states in such campaigns was strongly recommended as it can not only help in proper translation as well as reach of these messages through popular

local papers, but also their penetration at district level and below.

### 7.4 KEY RECOMMENDATIONS FOR THE COMMUNICATION STRATEGY AND NEXT STEPS

The following recommendations emerged from the study:

- The study provides details on the viewing habits, preferred timings, channels and programs for both TV and radio. These can form the basis for the selection of channels and programs for future campaigns.
- The mass media strategy could also take into account the rural-urban and other differentials in reach of media as also the preference of channels etc., for strategic placement of spots relevant to particular audience segments.
- Media plans to DAVP usually specify the frequency of release everyday on a particular channel and a list of channels and spots for the broadcast. A specific media plan with instructions on the frequency of each particular spot will help in tracking the actual release and impact of the spot.
- As suggested by the policymakers and program managers at the state level, the national mass media campaign could be aligned to state level campaigns, which would include local adaptations on mass media and interpersonal communication through ASHA/ANM/AWW to enhance impact.
- In such synchronized campaigns, it is recommended that an overarching theme is developed that has a common string running through and binding all campaign components together. The development or identification of such a theme must be based on research.
- Further analysis of the media preferences against the level of exposure/message recall and the frequency of release would provide useful insights for media

planning. Similarly, an analysis of the creative content of spots with the appeal and intention to act could be useful in developing spots with creative treatment that is effective.

- A qualitative study to build on the results of this evaluation is recommended for

understanding the reasons for better/poor recall/comprehension of certain spots over others.

- Periodic evaluations of campaigns implemented in future are recommended to keep a track of the impact and to ensure value for money spent.

# Annexures

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## Annexure 1

# Sampling Design for the Survey among Target Audiences at the Household Level

The sampling design proposed for the concurrent evaluation study aimed to provide estimates on post-campaign assessment of TV and radio spots immediately following the completion of Phase II of the BCC campaign at the national level as well as separately for the two strata of states i.e. 18 high focus states and all other remaining states. It was essential that the sample was sufficient to provide rural-urban differentials within each stratum of states. Thus, the sample size of target audiences was fixed in such a manner that statistically robust estimates could be provided at the following levels:

- Rural areas of 18 high focus states
- Rural areas of other specified states
- Urban areas of 18 high focus states
- Urban areas of other specified states
- National rural estimates
- National urban estimates
- National estimates

As the sample size was fixed at the sub-national level i.e for the first four strata, the national level estimates were based on much larger sample size and hence, these estimates were more precise with minimum possible margin of error.

The sample size for the survey among eligible women (currently married women within the age group of 15-29 years and exposed to either TV or radio) and the eligible men (men married to women in the age group of 15-29

years and exposed to either TV or radio) was estimated based on the standard formula for one point sample estimation. The following formula was used for estimating the required sample size of eligible women:

(i) The Formula

$$n = \frac{Z_{1-\alpha/2}^2 * P * (1 - P)}{d^2} * D$$

Where:

- n = Required sample size
- $Z_{1-\alpha/2}$  = Standard normal value at (1-a) % level of confidence i.e. the Z - score corresponding to ' $\alpha/2$ ' level of confidence
- P = Anticipated proportion of the indicator
- d = Standard error
- D = Design effect

The sample size for survey among the eligible women was calculated on the basis of following factors:

- Expected value of the indicator (assumed as 50percent)<sup>1</sup> at the completion of second phase of the campaign (eg. the proportion of eligible women who were exposed to the spots through TV/radio during the campaign period)
- Confidence level (95%)
- Margin of error (5% for eligible women and 7% for eligible men)
- Design effect<sup>2</sup> (2)

<sup>1</sup> P value of 50 percent is conventionally assumed to work out maximum sample size in such situations where no prior estimates of P are available from any secondary sources.

<sup>2</sup> A multi-stage sampling procedure was adopted with districts, villages, clusters and households as the different stages for selection of the target audiences at the household level. The standard error of an estimated indicator due to the suggested sampling design was much higher than that of the estimated indicator based on the simple random sampling design. Keeping in view the several stages involved in sampling of target audiences at the household level, while working out the sample sizes, the design effect of 2 was applied for the current study.

## SAMPLE WEIGHTS

For each group of states, the weights were developed taking into account the sampling procedure followed and the conditional probabilities attached to the units selected at different stages of sampling.

The sample sizes were worked out to be able to provide estimates separately for the four sub-strata [rural areas of high focus and other states and urban areas of high focus and other states]. For obtaining national estimates, necessary correction factors were also worked out to take care of rural-urban disproportionate sampling and the two state (high focus and other state) groups' level.

## SELECTION OF RURAL VILLAGES AND CLUSTERS AND URBAN SAMPLES

Within each village selected for the concurrent evaluation, two clusters/segments were selected following modified cluster sampling techniques<sup>3</sup>. This approach involved the following steps:

- Preparation of sketch map of sample clusters (with the help of Pradhan and other knowledgeable and elders residents of the village and transact walk by field personnel).
- Formation of sub-clusters/segments of approximately equal size, say about 30 households, covering all communities in the village, starting from the north-eastern direction of the village and then moving clock-wise.

- Randomly selecting two clusters/segments using random number table (to eliminate bias in selection of clusters).
- Contacting all the households in the selected cluster one by one to identify the households having at least one eligible woman and assigning serial numbers to the households having the eligible women.

The selection of the urban sample was made as mentioned in the following steps:

- The total sample of urban public sector units (PSUs) was distributed across the selected districts (as followed for survey in rural areas) in each state group equally. Thus, in each selected district, 10 urban PSUs were covered for the study.
- In each selected district, the required number of urban PSUs/wards was selected following PPS systematic random sampling procedure after arranging all the urban wards in the district in descending order of SC/ST population as per 2001 Census.
- All the selected urban PSUs/wards were segmented to a number of clusters/segments (each segment having around 30 households) and two clusters/segments were selected randomly for the study. The formation of clusters was the same as proposed for rural areas.
- The selection of the different household level target audiences from the selected clusters/segments of the urban PSUs was made following the same procedure described for selection of different categories of target audiences in rural areas.

<sup>3</sup> As described by Anthony G Turner, Robert J Magnani and Muhammad Shuaib in their article on “A not quite as quick but much cleaner alternative to the Expanded Programme on Immunization (EPI) cluster survey design” published in International Journal of Epidemiology, 1996;25:198-203

## Annexure 2

# Recruitment, Training, Fieldwork and Data Processing

## 2.1 RECRUITMENT, TRAINING AND FIELDWORK

### 2.1.1 Recruitment of Field Staff

While selecting the field staff, it was ensured that skilled male and female candidates with prior experience of social research are recruited. Further, efforts were also made to recruit field workers with previous experience of conducting health/RCH studies. Keeping in mind the dropout rate, 20 percent extra candidates were recruited and trained. A total of 35 field teams were recruited across the country to complete the entire field work within the stipulated time period of two weeks. Each field team recruited for the survey had one supervisor, three female interviewers and two male interviewers.

### 2.1.2 Training of Field Staff

A two-day training of the trainers (ToT) was organized in Delhi for all the team members and field executives. During the ToT, all the questionnaires developed for the study and the research methodology were discussed in detail. The professionals and the field executives participating in the ToT imparted training to field staff in 11 states. Training was organised in 11 locations namely Bhopal (Madhya Pradesh and Chhattisgarh states), Lucknow (UP), Patna (Bihar), Bhubaneswar (Orissa), Aizawl (Mizoram), Delhi (Haryana), Kolkata (West Bengal), Kolhapur and Pune (Maharashtra), Bangalore (Karnataka) and Madurai (Tamil Nadu).

The training of field teams comprised both classroom training as well as field practice. In the classroom training sessions, apart from background and objectives of the study, instructions in interviewing techniques, field

procedures for the survey, guest lectures on RCH, and the contents of the questionnaire were discussed in great detail. Mock calls were also conducted in the classroom before taking the investigators to the field for trial calls. Trial calls by supervisors and interviewers were made in order to ensure a clear understanding of each item in the tools. Separate training sessions were conducted for investigators involved in the quantitative survey and research assistants involved in qualitative discussions.

### 2.1.3 Fieldwork and Monitoring

The fieldwork was carried out simultaneously in all the states covered in the study. It was initiated on 10<sup>th</sup> February, 2009 and completed on 26<sup>th</sup> February, 2009. A total of 35 teams, each team consisting of 1 supervisor, 2 male and 3 female investigators, were deployed to complete the field work in all the 11 states within the stipulated time.

The field work for survey of target audiences at the block and village level was undertaken by separate teams of research assistants and senior male investigators. While the interviews at the block level were undertaken by the research assistants, the interviews at the village level were carried out by the senior male investigators. A total of 12 teams, each team consisting of one research assistant and one senior male investigator, were deployed across all the regions for completing the field work for this component within a period of two weeks.

The in-depth discussions among the policy makers and program managers were undertaken by the professionals and the field executives involved in the study.

For proper monitoring of fieldwork and ensuring the quality of data collected, emphasis was given on the following aspects:

- Scrutiny of questionnaires by the supervisors on a daily basis
- Re-visit to the respondents in case of discrepancies
- Observation of some interviews carried out by the field staff
- Spot checks to verify the accuracy of information collected
- Maintenance of log sheets by field executives indicating team performance
- Field visits by the concerned research professionals for monitoring fieldwork and providing technical guidance to the field staff
- Involvement of research professionals in qualitative calls, especially with high state level officials like health secretaries, Directors (NRHM), Directors and Joint Directors (IEC and RCH).

## 2.2 DATA PROCESSING AND ANALYSIS

In view of the time constraints of the study, data were handled at four centers namely Delhi, Lucknow, Baroda and Hyderabad where in-house facilities to handle large volumes of data are available. A senior system analyst, with the support of a programmer, monitored the data entry at the four centers.

Before data entry, each and every questionnaire was scrutinized with respect to completeness and consistency of the questionnaires and coding of open-ended questions. The scrutiny and coding of the questionnaires was initiated one week after the launch of field work. All office editors and supervisors were briefed about scrutiny and coding procedures. The core study team members also supervised the entire scrutiny operation for monitoring the quality output.

The data entry operation was carried out using data entry and editing software CS Pro and was finalized after getting approval from PFI/MCH-STAR. The data entry operation was

initiated within one week of receiving the first set of completed questionnaires. Computer based checks were used to clean the data and the inconsistencies were resolved on the basis of responses recorded in the questionnaires. The system analyst for the study as well as the core study team members closely monitored the data entry operations.

The core team members and the system analyst, under the guidance of the team leader, prepared the analysis/tabulation plan. The tabulation plan was finalized in consultation with PFI and the BCC campaign technical team. The required tables were generated using the latest version of SPSS.

The BCC campaign related information was analyzed separately for each theme and specific TV/radio spots within each theme. The information regarding TV spots was elicited first, followed by radio spots clubbed theme-wise (for example, age at marriage, antenatal care, natal care.....). Care was taken to put spots with the same theme together in the questionnaire.

While the extent of exposure to media (radio, including radio with mobile phone and TV) was estimated among all the women and men based on the household listing exercise, the indicators relating to reach/exposure of the campaign were analyzed for all the respondents who were exposed to TV or radio (including radio with mobile phone) since last Christmas/27<sup>th</sup> December, 2008.

The issues relating to recall of messages, comprehension of intended meaning of messages, appeal of the spots, and likes and dislikes of the spots were analyzed for the respondents who were exposed to specific spots on different themes.

Attempts were also made to analyze the impact of the campaign in terms of the extent of practice and intent to practice specific behaviors among the exposed respondents.

## Annexure 3

# TV Viewing Habits

## 3.1 FREQUENCY OF WATCHING TV

In order to understand the frequency of exposure to TV, all the respondents were probed separately for frequency of watching the medium. Table 3.1 presents the findings on this. Nearly half of women (among those who had exposure to TV/radio) watched TV everyday (48%). This proportion was much higher in other states (66%) in comparison to high focus states (30%). Women watching TV occasionally was much higher in high focus states (29%) as compared to other states (8%). While almost three-fourths of the women in urban areas watched TV everyday, less than two-fifths of their counterparts in rural areas watched it everyday. About 23 percent of the women in rural areas had no exposure to TV as compared to a meager five percent in urban areas.

When the same information was elicited from men, similar patterns emerged as existed with women (Table 3.1). Overall, two-fifths of men reported watching TV everyday. This was significantly higher in other states (high focus 26%, others 55%) and urban areas (rural 32%, urban 61%). About 23 percent of the total men reported no exposure to TV whatsoever. This percentage was higher in high focus states (32%) compared to other states (13%) and also higher in rural areas (27%) than in urban areas (10%).

The above findings indicate that TV viewing is less prevalent in high focus states in comparison to other states. Similarly, it is more popular in urban areas than in rural areas.

**Table 3.1: Percentage are distribution of women and men by frequency of watching TV**

	High focus states			Other states			Combined		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
<b>Women</b>									
At least 3 times/week	5.6	5.2	5.5	7.9	4.4	6.6	6.6	4.7	6.1
Once or twice/week	4.6	5.5	4.8	9.7	4.5	7.9	6.9	4.8	6.3
Once a fortnight	1.7	1.2	1.6	1.9	.9	1.5	1.8	1.0	1.6
Once a month	.2	1.0	.3	1.6	.7	1.3	.8	.8	.8
Occasionally	32.6	13.1	28.8	7.5	8.4	7.8	21.5	10.1	18.3
No response	1.6	.2	1.3	.1	.5	.3	.9	.4	.8
No exposure	34.0	2.3	27.7	9.8	5.8	8.4	23.3	4.6	18.1
<b>Total N</b>	<b>1440</b>	<b>357</b>	<b>1797</b>	<b>1151</b>	<b>628</b>	<b>1779</b>	<b>2591</b>	<b>984</b>	<b>3575</b>
<b>Men</b>									
Everyday	16.6	63.0	25.9	51.8	60.3	54.7	32.3	61.3	40.2
At least three times a week	7.7	8.9	8.0	13.8	7.8	11.8	10.4	8.2	9.8
Once or twice in a week	6.1	2.0	5.3	9.7	5.3	8.2	7.7	4.1	6.7
Once a fortnight	.3	.0	.2	3.8	1.2	2.9	1.9	.7	1.6
Once a month	.1	.2	.1	1.4	.2	1.0	.7	.2	.5
Occasionally	29.6	19.7	27.6	6.6	12.1	8.5	19.3	14.9	18.1
CS/No response	.7	.6	.7	.4	.5	.4	.5	.6	.5
No exposure	39.0	5.5	32.3	12.5	12.6	12.5	27.1	10.0	22.5
<b>Total N</b>	<b>720</b>	<b>180</b>	<b>900</b>	<b>580</b>	<b>304</b>	<b>884</b>	<b>1300</b>	<b>484</b>	<b>1784</b>

### 3.2 FREQUENTLY WATCHED CHANNELS

The respondents were asked about their preference from a comprehensive list of 84 different channels which included regional channels as well. As expected, DD National

emerged as the most frequently watched channel among both women (50%) as well as men (59%). While this was the most watched channel by rural women and men as well as by urban men, Star Plus emerged as the most frequently watched channel among urban women (Table 3.2).

**Table 3.2: Percentage distribution of women and men by frequently watched channels**

	High focus states			Other states			Combined		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
<b>Women</b>									
DD National	89.1	43.0	76.7	36.9	13.5	28.4	61.8	24.4	49.8
Star Plus	6.9	54.2	19.6	13.7	30.2	19.7	10.4	39.1	19.6
Zee TV	9.1	44.4	18.6	11.0	27.9	17.1	10.1	34.0	17.8
Sun TV	.1	.1	.1	10.5	38.4	20.6	5.5	24.2	11.5
Colors	1.8	36.5	11.1	6.1	13.2	8.7	4.0	21.9	9.8
Zee Cinema	5.8	9.0	6.6	6.3	12.8	8.6	6.0	11.4	7.8
Udaya TV	0.0	0.0	0.0	15.0	9.3	12.9	7.8	5.8	7.2
DD Regional	2.9	.2	2.1	14.0	6.3	11.2	8.7	4.0	7.2
DD News	12.5	5.3	10.5	3.9	1.6	3.1	8.0	2.9	6.4
KTV	0.0	.4	.1	5.3	21.9	11.3	2.8	13.9	6.3
ETV Bangla	0.0	.0	.0	7.9	11.2	9.1	4.1	7.1	5.1
Star Gold	4.5	8.4	5.6	2.7	8.1	4.7	3.6	8.2	5.1
Star Ustav	7.7	3.3	6.5	5.0	1.1	3.6	6.3	2.0	4.9
Sony	2.5	8.7	4.2	2.9	6.6	4.3	2.7	7.4	4.2
Set Max	2.1	4.1	2.7	5.8	3.3	4.9	4.1	3.6	3.9
Sahara One	1.5	12.2	4.3	3.5	3.0	3.3	2.5	6.4	3.8
ETV Marathi	0.0	0.0	0.0	9.3	1.1	6.3	4.9	.7	3.5
Star One	1.7	10.6	4.1	1.9	4.1	2.7	1.8	6.5	3.3
Zee Bangla	.1	.7	.3	3.3	9.5	5.6	1.8	6.2	3.2
Zee Smile	3.8	2.5	3.5	2.9	1.2	2.3	3.3	1.7	2.8
Aaj Tak	1.0	5.9	2.3	2.7	3.8	3.1	1.8	4.6	2.7
<b>Total N</b>	<b>950</b>	<b>348</b>	<b>1298</b>	<b>1038</b>	<b>591</b>	<b>1629</b>	<b>1988</b>	<b>939</b>	<b>2927</b>
<b>Men</b>									
DD National	95.0	69.4	87.9	42.3	23.1	35.7	66.8	41.2	58.7
DD News	23.2	22.8	23.1	13.6	8.5	11.9	18.1	14.1	16.8
Zee Cinema	5.2	25.6	10.9	11.1	12.7	11.6	8.4	17.7	11.3
Star Plus	3.8	31.2	11.5	6.0	21.0	11.1	5.0	25.0	11.3
Sun TV	0.0	0.0	0.0	10.4	36.2	19.2	5.5	22.1	10.8
Zee TV	4.3	14.3	7.1	8.6	18.7	12.1	6.6	17.0	9.9
DD Regional	11.5	17.9	13.3	9.6	2.5	7.2	10.5	8.5	9.8
KTV	0.0	0.0	0.0	6.9	27.3	13.9	3.7	16.7	7.8
Star Gold	4.2	20.9	8.9	3.6	13.2	6.9	3.9	16.2	7.8
Aaj Tak	4.3	15.3	7.4	6.2	7.0	6.5	5.3	10.3	6.9

Udaya TV	0.0	.8	.2	13.6	9.1	12.1	7.3	5.9	6.9
Star News	1.7	12.3	4.7	5.5	13.9	8.4	3.7	13.2	6.7
Sony	4.5	8.8	5.7	1.7	16.4	6.8	3.0	13.4	6.3
Set Max	3.0	8.2	4.5	1.1	16.2	6.3	2.0	13.1	5.5
Star One	1.0	15.8	5.1	4.3	4.9	4.5	2.8	9.1	4.8
Sun News	0.0	.6	.2	4.0	14.3	7.5	2.1	9.0	4.3
EV Bangla	0.0	0.0	0.0	6.3	10.1	7.6	3.4	6.2	4.2
Star Ustav	8.3	2.8	6.8	2.8	.4	2.0	5.4	1.4	4.1
Star Sports	.6	3.9	1.5	2.3	10.3	5.0	1.5	7.8	3.5
Sun Music	0.0	1.5	.4	2.3	12.4	5.8	1.3	8.2	3.4
ETV Marathi	0.0	0.0	0.0	8.3	1.6	6.0	4.5	1.0	3.4
ETV Kannada	0.0	0.0	0.0	5.3	4.9	5.1	2.8	3.0	2.9
Zee News	0.0	9.0	2.5	1.4	5.3	2.8	.8	6.8	2.7
Zee Bangla	0.0	0.0	0.0	2.6	8.2	4.5	1.4	5.0	2.5
<b>Total N</b>	<b>440</b>	<b>170</b>	<b>610</b>	<b>508</b>	<b>266</b>	<b>773</b>	<b>947</b>	<b>436</b>	<b>1383</b>

For women respondents, DD National was watched much more frequently in high focus states (77%) in comparison to other states (28%). Similarly, the channel was more frequently watched in rural areas (62%) in comparison to urban areas (24%). Overall, Star Plus channel emerged as a distant second in terms of popularity after DD National among women (Table 3.2). The third most popular channel for women respondents was Zee TV (18%). This was also similar across type of states and this channel was also more popular among urban women (34%).

For male respondents, while DD National was a clear winner in terms of overall popularity, respondents in high focus states emerged to be watching the channel relatively more frequently (88%) as compared to their counterparts in other states (36%). Across places of residence, rural men (67%) watched the channel relatively more frequently than men in urban areas (51%).

DD News (17%) emerged as a distant second most popular channel among men after DD National (Table 3.2). While no major variation emerged across rural and urban areas, men in high focus states

(23%) watched DD News somewhat more frequently in comparison to their counterparts in other states (12%). Overall, Zee Cinema and Star Plus were the third most popular channels among men. This was similar across high focus and other states, though the channel was watched relatively more by men in urban areas (18%) as compared to those in rural areas (8%).

The regional channels like Sun TV, Udaya TV, KTV, ETV Bangla were mentioned by a sizeable proportion of women and men respondents (10 to 20%) in other states.

### 3.3 PREFERRED TIMINGS

The most preferred timing of watching TV across women and men was the slot between 6-9 pm (45%). However, nearly 30 percent of both women and men respondents had no fixed slots (30%) for watching TV (Table 3.3).

The proportion of women preferring the time slot of 6-9 pm for watching TV was significantly higher in other states (61%) in comparison to those in high focus states (25%). Also, the proportion of women preferring this slot was higher in urban areas (57%) as compared to rural areas (39%) (Table 3.3).

**Table 3.3: Percentage distribution of women and men by preferred timings of watching TV**

	High focus states			Other states			Combined		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
<b>Women</b>									
Before 9 am	1.0	.8	.9	1.5	4.4	2.6	1.2	3.1	1.8
9 – 12 pm	1.2	4.2	2.0	5.9	7.4	6.5	3.7	6.2	4.5
12 – 3 pm	20.9	28.0	22.8	17.6	18.8	18.0	19.2	22.2	20.1
3 – 6 pm	10.1	10.7	10.3	23.6	16.1	20.9	17.2	14.1	16.2
6 – 9 pm	17.7	46.0	25.3	59.2	63.1	60.6	39.4	56.8	44.9
After 9 pm	10.9	44.0	19.8	17.3	20.9	18.6	14.2	29.4	19.1
No fixed slot	57.6	22.3	48.2	13.6	17.4	14.9	34.6	19.2	29.7
<b>Total N</b>	<b>950</b>	<b>348</b>	<b>1299</b>	<b>1038</b>	<b>591</b>	<b>1629</b>	<b>1988</b>	<b>939</b>	<b>2927</b>
<b>Men</b>									
Before 9 am	3.8	4.9	4.1	10.0	1.7	7.2	7.1	3.0	5.8
9 – 12 pm	.3	6.4	2.0	6.5	4.4	5.8	3.6	5.2	4.1
12 – 3 pm	2.8	.8	2.3	2.4	8.7	4.6	2.6	5.6	3.6
3 – 6 pm	2.7	3.5	2.9	6.5	5.5	6.2	4.8	4.7	4.8
6 – 9 pm	18.1	43.8	25.3	57.2	42.0	52.0	39.0	42.7	40.2
After 9 pm	23.9	36.8	27.5	36.1	36.6	36.3	30.4	36.7	32.4
No fixed slot	60.2	28.6	51.4	15.2	25.7	18.8	36.1	26.8	33.2
<b>Total N</b>	<b>440</b>	<b>170</b>	<b>610</b>	<b>508</b>	<b>266</b>	<b>773</b>	<b>947</b>	<b>436</b>	<b>1383</b>

In case of men, 40 percent and 32 percent preferred to watch TV between 6-9 pm and after 9 pm respectively. The corresponding proportions were relatively higher for other states and urban areas. About one-third (33%) of the men reported that there was no fixed slot for watching TV. This proportion was much higher in high focus states (51%) than in other states (19%).

### 3.4 PREFERRED PROGRAMS

For women respondents who preferred watching serials and films, the proportion was similar across type of states as well as places of residence (Table 3.4). However, in high focus states, urban women clearly prefer watching serials whereas in rural areas women prefer films and serials

**Table 3.4: Percentage distribution of women and men by preferred programs on TV**

	High focus states			Other states			Combined		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
<b>Women</b>									
Films	73.3	60.3	69.8	72.4	64.8	69.6	72.8	63.2	69.7
News	15.9	23.4	17.9	33.5	38.9	35.4	25.1	33.2	27.7
Reality shows	3.0	3.3	3.1	4.3	5.4	4.7	3.7	4.6	4.0
Serials	73.5	92.5	78.6	81.6	81.7	81.6	77.7	85.7	80.3
Educational programs	1.9	1.3	1.7	1.4	1.6	1.4	1.6	1.4	1.6

Songs	19.7	21.4	20.2	22.8	45.9	31.2	21.3	36.8	26.3
Talk shows	.6	.9	.7	.9	2.5	1.5	.8	1.9	1.1
Live shows	.4	.4	.4	.7	1.7	1.1	.6	1.2	.8
Sports	.5	1.1	.7	3.3	2.3	2.9	1.9	1.9	1.9
Choupal (prog. for farmers)	.6	.1	.5	.0		.0	.3	.0	.2
Other	.2	2.0	.7	1.4	1.4	1.4	.8	1.6	1.1
<b>Total N</b>	<b>950</b>	<b>348</b>	<b>1299</b>	<b>1038</b>	<b>591</b>	<b>1629</b>	<b>1988</b>	<b>939</b>	<b>2927</b>
<b>Men</b>									
Films	73.5	65.8	71.3	69.4	76.8	71.9	71.3	72.5	71.7
News	57.5	74.3	62.2	70.8	62.3	67.9	64.6	67.0	65.4
Reality shows	2.9	2.0	2.6	4.5	9.0	6.1	3.7	6.3	4.5
Serials	59.1	59.8	59.3	38.2	49.5	42.1	47.9	53.5	49.7
Educational programs	1.4	6.1	2.7	.5	1.7	.9	.9	3.4	1.7
Songs	36.4	27.2	33.8	27.0	54.9	36.6	31.3	44.1	35.3
Talk shows	1.4	1.1	1.3	.7	5.2	2.3	1.0	3.6	1.8
Live shows	.1	3.6	1.1	1.1	3.6	2.0	.7	3.6	1.6
Sports	31.9	27.9	30.8	18.5	25.6	20.9	24.7	26.5	25.3
Choupal (prog. for farmers)	4.6	.7	3.5	.0	.0	.0	2.1	.3	1.6
Other	.5	.2	.4	.5	.1	.4	.5	.1	.4
<b>Total N</b>	<b>440</b>	<b>170</b>	<b>610</b>	<b>508</b>	<b>266</b>	<b>773</b>	<b>947</b>	<b>436</b>	<b>1383</b>

equally. For those women preferring news, while similarities were observed across place of residence, proportion of women in other states who preferred news was relatively higher (35%) than those in high focus states (18%).

In case of male respondents who preferred news to other programs on TV, the proportion was similar across type (Table 3.4). For men preferring serials over other programs on TV, the proportion in high focus states was relatively higher (59%) in comparison with other states (42%).

### 3.5 TOP TEN MOST WATCHED CHANNELS

The TV programs watched by women on the top 10 most watched channels are presented in Table 3.5. Films were watched by 72 to 89 percent of women on the top 10 most watched channels and serials were watched by 54 to 76 percent of women on these channels. The proportion of women watching serials was higher in case of Colors (78%), Udaya TV (64%) and Zee TV (63%) compared to other most watched channels. The proportion of women watching songs was highest for Sun TV (69%) and KTV (68%). The corresponding proportion varied between 24 and 44 percent for other most watched channels.

**Table 3.5: Percentage distribution of women by programs watched on top 10 most watched channels**

Top 10 channels	Films	News	Reality	Serials	Educational	Songs	Talk shows	Live shows	Sports
DD National	72.4	64.1	3.5	55.2	2.0	34.4	1.5	1.4	29.3
Star Plus	75.0	67.0	4.5	73.1	5.8	41.0	0.1	4.2	27.8
Zee TV	78.5	68.5	6.1	63.4	5.3	43.6	1.3	2.3	35.9
Sun TV	81.4	70.4	8.2	23.4	-	68.8	8.8	4.2	18.9
Colors	74.4	53.8	8.1	77.9	5.2	40.5	5.5	7.3	31.4
Zee Cinema	89.1	70.1	5.4	43.4	4.1	35.0		4.9	26.4
Udaya TV	75.6	74.6	1.9	64.4	1.5	33.5	1.1	1.4	13.3
DD Regional	81.2	73.2	2.1	47.9	4.1	41.6	1.2	1.3	21.0
DD News	79.3	76.3	6.8	43.7	2.1	24.1	0.8	0.9	36.3
KTV	82.5	61.1	2.6	27.6	-	68.2	5.5	5.3	20.9

## Annexure 4

# Radio Listening Habits

## 4.1 FREQUENCY OF RADIO LISTENING

As Table 4.1 shows, almost two-thirds (66%) of currently married women and 63 percent of the men had no exposure to the radio. The proportion of women as well as men respondents having no exposure to radio was significantly higher in other states as compared to high focus states. The exposure to radio was higher among both women and men in rural areas than in urban areas. However, frequent radio listening was marginal with only 11 percent of the women and 13 percent of men reportedly listening to the radio everyday. These findings indicate that radio listening is less prevalent among both women and men, especially in urban areas and in other states.

## 4.2 MOST POPULAR RADIO CHANNELS

The respondents were asked about their preference from a list of nine different channels. FM General emerged as the most popular channel in terms of frequency of listening for women (54%) followed by All India Radio (37%) and Radio Mirchi (15%). In case of men, the radio channel most listened to was All India Radio (55%) followed by FM General (35%) and Radio Mirchi (20%) as shown in Table 4.2.

For women respondents, FM General was more frequently listened to in high focus states (61%) in comparison to other states (38%). The channel was also more popular

**Table 4.1: Percentage distribution of women and men by frequency of listening to radio**

	High focus states			Other states			Combined		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
<b>Women</b>									
Everyday	12.0	7.2	11.1	11.1	11.2	11.2	11.6	9.8	11.1
At least 3 times/week	5.7	1.5	4.8	2.7	1.6	2.3	4.3	1.6	3.6
Once or twice/week	4.5	2.6	4.1	3.8	1.3	2.9	4.2	1.7	3.5
Once a fortnight	1.9	.5	1.6	.6	.8	.7	1.4	.7	1.2
Once a month	7.3	1.1	6.1	1.3	.5	1.0	4.6	.7	3.6
Occasionally	19.5	8.2	17.3	3.6	5.0	4.1	12.5	6.2	10.7
No exposure	49.1	78.9	55.0	76.9	79.6	77.8	61.4	79.3	66.3
<b>Total N</b>	<b>1440</b>	<b>357</b>	<b>1797</b>	<b>1151</b>	<b>628</b>	<b>1779</b>	<b>2591</b>	<b>984</b>	<b>3575</b>
<b>Men</b>									
Everyday	13.0	9.2	12.3	11.8	14.7	12.8	12.5	12.6	12.5
At least 3 times/week	2.2	2.0	2.1	9.4	1.8	6.8	5.4	1.9	4.5
Once or twice/week	2.5	.4	2.1	4.8	.7	3.4	3.5	.6	2.7
Once a fortnight	.8	.0	.7	3.4	.4	2.4	2.0	.3	1.5
Once/month	1.0	.2	.8	.6	.2	.5	.8	.2	.6
Occasionally	28.2	2.6	23.1	7.4	8.7	7.9	18.9	6.4	15.5
No exposure	52.3	85.4	58.9	62.5	73.5	66.3	56.9	77.9	62.6
<b>Total N</b>	<b>720</b>	<b>180</b>	<b>900</b>	<b>580</b>	<b>304</b>	<b>884</b>	<b>1300</b>	<b>484</b>	<b>1784</b>

**Table 4.2: Percentage distribution of women and men by channels frequently listened to on radio**

	High focus states			Other states			Combined		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
<b>Women</b>									
All India Radio	47.3	18.1	44.6	22.0	22.5	22.1	40.6	20.9	37.2
FM General	59.9	75.6	61.3	32.7	47.8	37.6	52.6	58.1	53.5
FM Gold (106.4)	4.2	5.8	4.3	12.8	9.1	11.6	6.5	7.9	6.7
Radio Mirchi	5.6	20.2	6.9	38.7	17.8	31.9	14.4	18.7	15.1
Radio City	10.3	6.1	9.9	2.2	7.9	4.0	8.2	7.2	8.0
<b>Total N</b>	<b>733</b>	<b>75</b>	<b>809</b>	<b>266</b>	<b>128</b>	<b>394</b>	<b>1000</b>	<b>203</b>	<b>1203</b>
<b>Men</b>									
All India Radio	72.5	30.2	69.5	38.5	32.0	36.7	59.4	31.6	55.0
FM General	46.2	45.8	46.1	21.4	17.7	20.4	36.7	24.6	34.7
FM Gold (106.4)	4.3	20.5	5.4	15.9	29.4	19.5	8.7	27.2	11.7
Radio Mirchi	4.5	33.7	6.6	40.6	24.9	36.3	18.4	27.1	19.8
Radio City	3.0	34.3	5.2	7.1	5.2	6.6	4.6	12.3	5.8
<b>Total N</b>	<b>348</b>	<b>26</b>	<b>374</b>	<b>217</b>	<b>81</b>	<b>298</b>	<b>565</b>	<b>107</b>	<b>672</b>

in rural areas (41%) in comparison to urban areas (21%). The popularity of All India Radio was relatively higher among women in high focus states (45%) as compared to other states (22%). Rural women (41%) were twice as likely to listen to All India Radio as compared to their urban counterparts (21%). For Radio Mirchi, which was the third most popular radio channel among women, the proportion was relatively higher in other states (32%) as compared to high focus states (7%).

In case of male respondents, All India Radio, the most popular radio channel, was observed to be significantly more popular in high focus states (70%) as compared to other states (37%). Also, respondents in rural areas emerged to be listening to the channel twice as often (59%) as compared to their counterparts in urban areas (32%). As mentioned before, FM General emerged as the second most popular channel among men (Table 4.2). While no major variation emerged across rural and urban

**Table 4.3: Percentage distribution of women and men by preferred timings of listening to the radio**

	High focus states			Other states			Combined		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
<b>Women</b>									
Before 9 am	4.1	12.1	4.8	11.3	16.7	13.1	6.0	15.0	7.5
9 – 12 pm	8.8	23.8	10.2	10.1	22.4	14.1	9.2	22.9	11.5
12 – 3 pm	23.1	10.4	21.9	17.5	11.3	15.5	21.6	11.0	19.8
3 – 6 pm	17.7	4.8	16.5	12.3	17.6	14.0	16.3	12.9	15.7
6 – 9 pm	18.1	9.1	17.3	29.7	37.5	32.2	21.2	27.0	22.2
After 9 pm	4.4	11.9	5.1	11.5	13.5	12.1	6.3	12.9	7.4
No fixed slot	49.4	57.5	50.1	31.4	22.5	28.5	44.6	35.5	43.1
<b>Total N</b>	<b>733</b>	<b>75</b>	<b>809</b>	<b>266</b>	<b>128</b>	<b>394</b>	<b>1000</b>	<b>203</b>	<b>1203</b>

Men									
Before 9 am	3.7	27.4	5.4	13.9	10.0	12.8	7.6	14.3	8.7
9 – 12 pm	3.9	18.2	4.9	8.2	10.9	8.9	5.6	12.7	6.7
12 – 3 pm	4.0	14.3	4.7	15.0	12.2	14.2	8.2	12.7	8.9
3 – 6 pm	3.7	1.1	3.5	4.6	13.2	7.0	4.1	10.3	5.1
6 – 9 pm	5.8	20.1	6.8	38.1	19.8	33.1	18.2	19.8	18.5
After 9 pm	10.2	21.2	11.0	19.3	15.0	18.1	13.7	16.5	14.1
No fixed slot	80.3	31.9	76.9	26.4	58.9	35.2	59.6	52.3	58.4
<b>Total N</b>	<b>348</b>	<b>26</b>	<b>374</b>	<b>217</b>	<b>81</b>	<b>298</b>	<b>565</b>	<b>107</b>	<b>672</b>

**Table 4.4: Percentage distribution of women and men by programs preferred on radio**

	High focus states			Other states			Combined		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
<b>Women</b>									
News	33.7	23.7	32.8	43.9	37.8	41.9	36.4	32.6	35.8
Educational programs	8.9	3.6	8.4	1.9	3.6	2.5	7.0	3.6	6.5
Songs	92.9	98.6	93.4	94.0	93.6	93.9	93.2	95.5	93.6
Talk shows	6.4	3.6	6.2	10.2	8.6	9.7	7.4	6.8	7.3
Celebrity shows	1.5	.1	1.3	3.9	8.6	5.4	2.1	5.5	2.7
Sports	.2	.1	.2	.4	.7	.5	.3	.5	.3
Other	1.3	.3	1.2	4.3	2.9	3.8	2.1	2.0	2.1
<b>Total N</b>	<b>733</b>	<b>75</b>	<b>809</b>	<b>266</b>	<b>128</b>	<b>394</b>	<b>1000</b>	<b>203</b>	<b>1203</b>
<b>Men</b>									
News	58.1	68.9	58.8	62.5	57.1	61.0	59.8	60.0	59.8
Educational programs	5.5	3.9	5.4	1.3	8.1	3.1	3.9	7.0	4.4
Songs	90.5	91.0	90.5	93.2	91.2	92.7	91.6	91.1	91.5
Talk shows	1.7	5.6	2.0	2.2	19.9	7.0	1.9	16.4	4.2
Celebrity shows	2.0	3.5	2.1	2.4	9.4	4.3	2.2	8.0	3.1
Sports	14.6	11.4	14.4	3.5	4.9	3.8	10.3	6.5	9.7
Other	2.3		2.2	1.2		.9	1.9		1.6
<b>Total N</b>	<b>348</b>	<b>26</b>	<b>374</b>	<b>217</b>	<b>81</b>	<b>298</b>	<b>565</b>	<b>107</b>	<b>672</b>

areas, men in high focus states (46%) listened to the channel relatively more frequently in comparison to their counterparts in other states (20%). Radio Mirchi was the third most popular channel among men as well (Table 4.2). This proportion was similar across rural and urban areas at an aggregated level, though the channel was listened to much more frequently by men in other states (36%) as compared to those in high focus states (7%).

#### 4.3 PREFERRED TIMINGS OF LISTENING TO RADIO

For 43 percent of women and 58 percent of men, there was no fixed slot in which they preferred to listen to the radio (Table 4.3). The proportion of respondents reporting no fixed slots for listening to radio were mostly from high focus states (women 50%, men 77%). In other states, around 30 percent of women and

men reported listening to radio between 6 and 9 pm.

#### **4.4 PREFERRED TYPES OF RADIO PROGRAMS**

As Table 4.4 shows, the majority of women (94%) and men (92%) prefer to listen to songs on the radio. The findings are similar across high focus and other states

as well as rural and urban areas. Men were significantly more likely to listen to the news on radio (60%) in comparison to women (36%). The proportion of men reportedly listening to news was similar across high focus and other states. However, among women, the corresponding proportion was considerably higher in other states (42%) compared to the high focus states (33%).

## Annexure 5

# Details on Exposure

## 5.1 EXPOSURE TO THEME-SPECIFIC TV SPOTS

The 16 TV spots used during the campaign covered seven specific themes/issues. These were antenatal care/institutional delivery, birth spacing/family planning, immunization, newborn care, nutrition/breastfeeding, NRHM/health services and age of marriage. There were four spots on ANC/institutional delivery, five spots on birth spacing/family planning, two spots each on immunization and NRHM/health services, and one spot each on newborn care, nutrition/breastfeeding and age of marriage. The findings on reach of theme-specific TV spots among the women exposed to TV have been presented in Table 5.1.

**Exposure to TV spots on ANC/institutional delivery:** Overall, two-fifths of women and one-third of men had seen at least one of the four TV spots focusing on ANC/institutional delivery. Overall, the proportion of women who reported viewing any spot on ANC/institutional delivery was comparable in the two types of states as well as in rural and urban areas. A higher proportion of men in urban areas (43%) compared to rural areas (31%) reported exposure to any TV spot on ANC/institutional delivery. Women in urban areas of high focus states (53%) were significantly more likely to have viewed TV spots around this thematic area as compared to their rural counterparts, or women in urban and rural areas of other states. Similar exposure levels were observed among urban men of high focus states.

**Table 5.1: Percentage distribution of women and men by exposure to theme specific TV spots**

Themes	High focus states			Other states			Combined		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
<b>Women</b>									
ANC/Inst. delivery	32.9	52.8	36.9	38.8	36.9	38.1	35.5	42.7	37.5
FP/Birth spacing	32.9	65.9	39.5	32.8	34.5	33.4	32.9	45.8	36.4
Immunization	18.2	44.7	23.5	29.7	25.3	28.2	23.3	32.4	25.8
Health services	3.8	8.7	4.8	7.9	8.6	8.2	5.6	8.7	6.5
Newborn care	30.3	26.3	29.2	23.3	20.4	22.3	26.6	22.6	25.3
Nutrition/Breastfeeding	7.9	17.3	10.4	12.4	9.1	11.2	10.3	12.1	10.9
Age of marriage	27.2	20.3	25.3	26.0	20.4	24.0	26.6	20.4	24.6
<b>Total N</b>	<b>1439</b>	<b>357</b>	<b>1796</b>	<b>1151</b>	<b>628</b>	<b>1779</b>	<b>2591</b>	<b>984</b>	<b>3575</b>
<b>Men</b>									
ANC/Inst. delivery	33.3	55.1	37.6	28.1	35.1	30.5	30.9	42.5	34.1
FP/Birth spacing	29.7	52.2	34.2	27.6	31.3	28.9	28.7	39.1	31.5
Immunization	13.1	17.8	14.0	23.1	11.5	19.1	17.5	13.8	16.5
Health services	4.9	9.4	5.8	12.4	14.3	13.0	8.2	12.5	9.4
Newborn care	26.6	23.3	25.7	25.5	22.0	24.3	26.0	22.5	24.9
Nutrition/Breastfeeding	3.4	4.4	3.7	6.8	3.2	5.6	5.2	3.7	4.7
Age of marriage	34.9	30.7	33.7	27.8	17.8	24.4	31.1	22.8	28.5
<b>Total N</b>	<b>720</b>	<b>180</b>	<b>900</b>	<b>583</b>	<b>304</b>	<b>887</b>	<b>1303</b>	<b>484</b>	<b>1787</b>

**Exposure to TV spots on birth spacing/family planning:** A total of five TV spots were beamed in the campaign to communicate messages on issues relating to birth spacing/family planning. Overall, 36 percent of the women and 32 percent of men reported viewing any TV spot on birth spacing/family planning. As in the case of ANC/institutional delivery, urban women and men living in high focus states reported highest exposure to TV spots on this theme. Among all the TV spots broadcast during the BCC campaign, the greatest exposure (66%) was reported by urban women in high focus states to the TV spots on birth spacing/family planning (Table 5.1).

**Exposure to TV spots on immunization:** One-fourth of the women and 17 percent of men had exposure to either of the two TV spots on immunization. For both women and men, in contrast to the findings observed

for the spots on birth spacing/family planning and ANC/institutional delivery, the proportion reporting exposure to any TV spot on immunization was marginally higher in other states compared to the high focus states. Overall, women, living in urban areas of high focus states, and men residing in rural areas of other states were most likely to have viewed the immunization spots on television.

**Exposure to TV spots on NRHM/health services:** The two TV spots used on NRHM/health services at Government facilities could reach only seven percent of the women and nine percent of the men. Television spots on this theme were reported to be viewed by the least number of women in either urban or rural areas of high focus or other states. Among men, the proportion watching any TV spot on NRHM/health services was only slightly higher in other states (14%) and in urban areas (13%).

**Table 5.2: Percentage distribution of women by exposure to specific TV spots**

TV spots	High focus states			Other states			Combined		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
Crystal Ball	31.3	18.9	28.0	13.2	17.0	14.6	21.9	17.7	20.5
ANC Sachin and Supriya	8	19	11	19	19	19	13	19	15
ANC Juhi Chawla	8.9	23.1	12.7	16.1	20.2	17.6	12.7	21.3	15.4
Jagmag	27.6	18.7	25.2	16.2	15.1	15.8	21.6	16.4	20.0
Radheyshyam ki Motorcycle	30.3	26.3	29.2	23.3	20.4	22.3	26.6	22.6	25.3
FP Mehendi	7.2	12.2	8.5	14.1	10.4	12.8	10.8	11.1	10.9
FP Holi	10.7	11.6	10.9	6.1	8.6	7.0	8.3	9.7	8.8
FP Train	41.0	54.3	44.6	25.1	16.3	21.9	32.7	30.4	32.0
FP Sachin Supriya	5.0	11.7	6.8	8.1	14.0	10.2	6.6	13.1	8.7
FP Juhi Chawla	5.0	11.4	6.7	10.2	17.7	12.9	7.7	15.4	10.2
Pragati on Medical Tour	3.4	6.3	4.2	6.4	5.6	6.1	5.0	5.8	5.2
Ek Savera, Ek Akash	3.1	4.2	3.4	4.5	5.2	4.8	3.9	4.8	4.2
Imm. Juhi Chawla	24.6	42.6	29.4	28.0	22.4	26.0	26.4	29.9	27.5
Imm. Mona Singh	3.8	8.0	4.9	10.4	10.4	10.4	7.3	9.5	8.0
Nutrition/Breastfeeding	7.9	17.3	10.4	12.4	9.1	11.2	10.3	12.1	10.9
Age of Marriage	27.2	20.3	25.3	26.0	20.4	24.0	26.6	20.4	24.6
<b>Total N</b>	<b>950</b>	<b>348</b>	<b>1298</b>	<b>1038</b>	<b>591</b>	<b>1629</b>	<b>1988</b>	<b>939</b>	<b>2927</b>

**Table 5.3: Percentage distribution of men by exposure to specific TV spots**

TV spots	High focus states			Other states			Combined		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
Crystal Ball	19.7	35.3	24.1	7.9	15.7	10.6	13.4	23.4	16.5
ANC Sachin and Supriya	3.6	18.2	7.7	10.1	21.8	14.1	7.1	20.4	11.3
ANC Juhi Chawla	10.7	20.0	13.3	10.4	24.5	15.2	10.6	22.7	14.4
Jagmag	30.6	22.1	28.2	11.3	22.6	15.2	20.2	22.4	20.9
Radheyshyam ki Motorcycle	26.6	23.3	25.7	25.5	22.0	24.3	26.0	22.5	24.9
FP Mehendi	8.5	15.3	10.4	12.6	15.7	13.7	10.7	15.6	12.2
FP Holi	6.8	9.4	7.5	5.7	3.2	4.9	6.2	5.6	6.0
FP Train	32.4	32.8	32.5	15.2	25.2	18.6	23.2	28.1	24.8
FP Sachin and Supriya	5.0	10.1	6.5	6.4	8.6	7.1	5.8	9.2	6.8
FP Juhi Chawla	7.7	8.2	7.8	6.3	13.7	8.8	6.9	11.5	8.4
Pragati on Medical Care	6.4	8.2	6.9	6.1	4.7	5.6	6.3	6.1	6.2
Ek Savera, Ek Akash	1.8	5.0	2.7	9.0	13.9	10.7	5.6	10.5	7.2
Imm. Juhi Chawla	19.1	17.7	18.7	22.5	10.3	18.3	20.9	13.2	18.5
Imm. Mona Singh	2.5	1.7	2.3	6.2	5.6	6.0	4.5	4.1	4.4
Nutrition/Breastfeeding	3.4	4.4	3.7	6.8	3.2	5.6	5.2	3.7	4.7
Age of Marriage	34.9	30.7	33.7	27.8	17.8	24.4	31.1	22.8	28.5
<b>Total N</b>	<b>440</b>	<b>170</b>	<b>610</b>	<b>508</b>	<b>266</b>	<b>773</b>	<b>947</b>	<b>436</b>	<b>1383</b>

**Exposure to TV spots on newborn care:**

Although only one TV spot was used on newborn care, one-fourth of the women as well as men exposed to TV reported that they had seen any TV spot on newborn care. For both women and men, the reach of the spot on newborn care was better in high focus states and in rural areas.

**Exposure to TV spots on nutrition/**

**breastfeeding:** Exposure to the TV spot on nutrition/breastfeeding was reported by 11 percent and five percent of women and men respectively. The findings are similar across type of state and rural and urban areas. Television

spots on this theme were reported to be viewed by the least number of men in either urban or rural areas of high focus or other states.

**Exposure to TV spots on age of marriage:**

One-fourth of the women and 29 percent of men reported viewing a TV spot on age of marriage. The women in high focus and other states had same level of exposure in this regard. A higher proportion of rural women (26%) than their urban counterparts (20%) had exposure to the TV spots on age of marriage. Among men, a higher proportion of respondents in high focus states and those in rural areas had seen the TV spot on age of marriage (Table 5.1).

## Annexure 6

# Crystal Ball (Antenatal Care)

## TV Spot



“Mein Hoon Gaon ki ASHA” – I am the ASHA of the village



ASHA sharing information on ANC with a couple

**Table 6.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Crystal Ball - ANC**

Particulars		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Safety of both mother and child is in hands of both husband and wife	S	14.4	29.5	19.0	23.9	20.4
	P	82.8	59.5	73.9	72.8	73.6
Check-up in health centre	S	46.5	30.5	38.2	45.5	40.2
	P	51.4	61.4	56.5	52.3	55.4
Iron tablet for 100 days	S	59.5	31.4	42.4	64.1	48.4
	P	37.7	54.9	51.0	27.7	44.5
Prepare Jachcha Bachcha card	S	25.0	19.1	19.1	32.0	22.6
	P	72.1	69.2	75.0	60.4	71.0
Administer 2 doses of TT injection	S	53.2	34.8	45.7	46.6	46.0
	P	45.1	54.1	48.0	50.3	48.7
Deliver child at hospital only	S	30.6	19.5	27.0	24.2	26.2
	P	64.7	69.6	65.3	70.0	66.6
Feed additional diet/food	S	8.3	18.8	10.9	16.5	12.5
	P	83.0	60.7	75.8	70.1	74.2
Everybody remember that ASHA knows everything	S	6.0	14.9	8.0	13.4	9.5
	P	81.3	58.7	72.4	72.2	72.3
Visit health center, register in JSY & get both safe family and financial benefits	S	8.9	9.1	8.5	10.5	9.0
	P	81.0	61.6	73.7	72.4	73.4

Particulars	High focus	Other states	Rural	Urban	Total
% learnt new things from the TV spot	63.4	61.2	61.8	64.6	62.5
Total N	363	238	435	166	601
<b>Aspects liked in the TV spot</b>					
The message conveyed	95.4	89.7	94.1	90.5	93.1
Clarity of message	91.4	77.1	85.9	85.1	85.7
Storyline	89.9	77.7	85.7	83.6	85.1
Presentation style	87.1	77.2	82.7	84.4	83.2
Characters	84.8	81.7	84.3	81.6	83.6
Music	74.5	77.0	76.6	72.5	75.5
Overall	84.9	84.9	84.3	86.4	84.9
Total N	363	238	435	166	601
<b>% encountered difficulties in understanding</b>					
Language	12.3	58.4	30.2	69.0	45.9
Wordings	2.8	15.2	5.8	20.7	11.8
Message too fast	74.2	28.6	46.9	32.2	41.0
Too many messages	15.4	10.0	19.0	.4	11.5
Other	1.0	7.9	9.7	.6	6.0
Total N	18	48	39	27	66

**Table 6.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Crystal Ball - ANC**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Safety of both mother and child is in hands of both husband and wife	S	20.7	40.6	25.1	31.1	27.8
	P	71.3	52.3	67.1	61.3	64.5
Check-up in health center	S	45.7	44.8	37.5	55.1	45.4
	P	52.6	52.9	60.1	43.5	52.7
Iron tablet for 100 days	S	61.3	38.5	47.4	60.1	53.1
	P	34.7	54.4	47.6	34.4	41.7
Prepare Jachcha Bachcha card	S	49.8	39.1	42.2	50.6	46.0
	P	44.2	44.7	46.3	42.1	44.4
Administer 2 doses of TT injection	S	28.9	34.7	26.4	36.7	31.0
	P	66.8	59.7	71.5	55.3	64.3
Deliver child at hospital only	S	37.0	37.0	34.7	39.9	37.0
	P	61.3	60.5	63.9	57.4	61.0
Feed additional diet/food	S	11.2	29.5	18.2	17.2	17.8
	P	74.6	65.2	72.7	69.4	71.3
Everybody remember that ASHA knows everything	S	5.2	23.1	8.0	16.1	11.6
	P	69.3	61.8	74.8	56.5	66.6

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
Visit health center, register in JSY & get both safe family and financial benefits	S	11.6	23.3	10.8	22.0	15.8
	P	72.4	60.1	75.0	59.3	68.0
<b>% learnt new things from the TV spot</b>		68.0	82.5	66.0	82.2	73.2
<b>Total N</b>		<b>147</b>	<b>82</b>	<b>127</b>	<b>102</b>	<b>229</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		82.2	94.6	90.8	81.5	86.6
Clarity of message		76.6	89.4	87.3	73.6	81.2
Storyline		72.0	88.6	85.4	68.7	78.0
Presentation style		75.7	88.9	85.3	74.4	80.4
Characters		73.9	93.5	85.3	75.4	80.9
Music		74.2	92.1	88.4	71.0	80.7
Overall		77.5	94.3	88.1	77.8	83.5
<b>Total N</b>		<b>147</b>	<b>82</b>	<b>127</b>	<b>102</b>	<b>229</b>
<b>% encountered difficulties in understanding</b>		7.6	15.3	9.5	11.4	10.4
Language		24.5	48.6	43.6	30.6	37.3
Wordings		65.2	34.0	40.8	56.8	48.6
Message too fast		39.2	1.4	1.5	37.4	19.1
Too many messages		33.8	14.8	10.4	37.6	23.7
Other		3.3	18.4	21.7	.5	11.3
<b>Total N</b>		<b>11</b>	<b>13</b>	<b>12</b>	<b>12</b>	<b>24</b>

**Table 6.3: Percentage distribution of women and men by intended action after watching TV spot: Crystal Ball - ANC**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after watching TV spot	45.9	48.8	41.5	61.7	47.1
<b>Total N</b>	<b>364</b>	<b>238</b>	<b>435</b>	<b>166</b>	<b>601</b>
Administer 2 TT shots during pregnancy	42.9	55.4	43.1	56.5	48.0
Consume 100 IFA during pregnancy	37.5	38.7	30.5	51.1	38.0
Consult a health center during pregnancy	20.2	30.9	22.5	28.2	24.6
Take help of husband during pregnancy	14.5	20.8	14.6	21.3	17.1
Ensure rest during pregnancy	13.1	20.3	13.2	21.0	16.0
Consume additional food during pregnancy	9.4	19.2	12.4	15.3	13.4
Prefer institutional deliveries	14.6	24.6	16.2	23.0	18.7
Prepare Jachcha Bachcha card	20.7	28.4	23.2	25.0	23.8
Consult ASHA	25.8	28.3	27.6	25.4	26.8
Take benefits of JSY	21.1	27.1	22.6	25.2	23.6
Acquire more information	12.6	8.5	12.9	7.4	10.9
Discuss with spouse/family members	24.7	16.6	22.6	19.2	21.4
Discuss with friends/relatives	43.6	30.5	36.5	41.4	38.3
Encourage others for availing services	25.0	9.0	15.8	23.0	18.4
<b>Total N</b>	<b>167</b>	<b>116</b>	<b>180</b>	<b>103</b>	<b>283</b>
<b>Men</b>					
% who intend to take action after watching TV spot	75.1	66.3	69.5	75.0	71.9
<b>Total N</b>	<b>147</b>	<b>82</b>	<b>127</b>	<b>102</b>	<b>229</b>
Encourage spouse for taking 2 TT shots during pregnancy	67.7	60.5	58.1	73.5	65.3
Encourage spouse for taking 100 IFA tablets during pregnancy	65.0	53.9	56.9	66.5	61.3
Consult a health center during pregnancy of spouse	37.6	46.7	38.3	43.2	40.6
Help spouse during pregnancy	35.7	30.1	33.6	34.2	33.9
Ensure rest during pregnancy	21.0	33.7	22.4	28.4	25.2
Consume additional food during pregnancy	28.1	16.3	23.7	24.9	24.2
Prefer institutional deliveries	28.3	43.9	26.2	41.8	33.4
Prepare Jachcha Bachcha card	35.8	39.2	32.2	42.4	37.0
Consult ASHA	31.2	29.7	24.7	37.6	30.7
Take benefits of JSY	26.8	27.0	20.9	33.7	26.8
Acquire more information	6.7	26.3	6.4	21.0	13.2
Discuss with spouse/family members	16.0	24.1	11.1	27.4	18.7
Discuss with friends/relatives	9.7	41.7	13.1	28.5	20.2
Encourage others for availing services	11.9	17.1	6.0	22.3	13.6
<b>Total N</b>	<b>110</b>	<b>54</b>	<b>88</b>	<b>76</b>	<b>164</b>

## Annexure 7

# Sachin and Supriya (Antenatal Care)

## TV Spot



Sachin and Supriya  
– Reel life actors  
and real life couple  
talk on the  
importance of  
male participation  
in ANC



**Table 7.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Sachin and Supriya - ANC**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Pregnant women should take rest	S	34.5	40.3	36.0	42.2	38.5
	P	63.3	50.0	54.1	54.4	54.2
Pregnant women should take iron tablets	S	35.6	20.2	15.7	39.2	25.1
	P	61.7	72.7	77.0	57.5	69.2
Pregnant women should be administered TT injection	S	47.1	23.7	18.9	49.5	31.1
	P	50.9	67.1	72.3	46.3	61.9
Pregnant women should have check-up done by doctor	S	20.8	29.3	21.3	34.7	26.6
	P	73.5	61.9	68.6	60.9	65.5
If every husband takes care of his wife by taking her to right doctor for check-up and provides all love to her wife before delivery, then every mother and her child will be healthy	S	15.6	6.8	9.5	9.7	9.6
	P	74.8	75.4	72.3	79.7	75.2
Healthy nation/Bharat begins with healthy family ...from you	S	9.5	5.6	5.8	8.4	6.8
	P	80.0	77.3	77.2	79.6	78.2
<b>% learnt new things from the TV spot</b>		<b>66.6</b>	<b>62.2</b>	<b>65.1</b>	<b>61.4</b>	<b>63.6</b>
<b>Total N</b>		<b>141</b>	<b>305</b>	<b>268</b>	<b>178</b>	<b>446</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		89.7	94.5	92.8	93.2	92.9

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
Clarity of the message	81.1	86.3	84.4	85.0	84.6
Celebrity	91.1	88.9	91.0	87.6	89.6
Storyline	77.8	83.8	82.8	80.5	81.9
Presentation style	82.2	85.8	85.0	84.1	84.7
Characters	77.0	87.7	84.8	83.4	84.3
Music	66.9	85.3	81.3	76.7	79.5
Overall	81.9	89.0	86.6	87.0	86.7
<b>Total N</b>	<b>141</b>	<b>305</b>	<b>268</b>	<b>178</b>	<b>446</b>
<b>% encountered difficulties in understanding</b>	<b>11.9</b>	<b>11.2</b>	<b>13.3</b>	<b>8.7</b>	<b>11.5</b>
Language	47.9	66.8	59.6	62.6	60.5
Wordings	13.5	17.7	17.0	14.8	16.3
Message too fast	40.3	31.0	32.8	37.1	34.1
Too many messages	2.1	1.1	1.0	2.3	1.4
Other		1.2	1.2		.8
<b>Total N</b>	<b>17</b>	<b>34</b>	<b>36</b>	<b>15</b>	<b>51</b>

**Table 7.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Sachin and Supriya - ANC**

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total	
<b>Messages</b>						
Pregnant women should take rest	S	49.8	57.0	44.0	63.0	54.8
	P	46.8	41.1	55.4	33.2	42.8
Pregnant women should take iron tablets	S	65.9	41.4	26.6	65.5	48.7
	P	33.7	47.7	58.2	32.4	43.5
Pregnant women should be administered TT injection	S	42.5	41.2	35.6	46.1	41.6
	P	56.1	46.8	49.3	49.8	49.5
Pregnant women should be checked up by doctor	S	56.3	33.7	27.6	50.3	40.5
	P	41.8	56.7	60.4	46.0	52.2
If every husband takes care of his wife by taking her to right doctor for check-up and provides all love to her wife before delivery, then every mother and her child will be healthy	S	17.8	27.9	10.7	35.5	24.9
	P	67.1	61.7	69.4	58.7	63.3
Healthy nation/Bharat begins with healthy family ...from you	S	18.5	28.7	5.7	40.7	25.6
	P	65.6	57.4	72.8	50.0	59.8
<b>% learnt new things from the TV spot</b>		<b>62.1</b>	<b>76.8</b>	<b>78.1</b>	<b>68.1</b>	<b>72.4</b>
<b>Total N</b>		<b>47</b>	<b>109</b>	<b>67</b>	<b>89</b>	<b>156</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		80.2	96.0	93.4	89.6	91.3
Clarity of the message		80.2	86.3	87.7	82.0	84.5
Celebrity		75.9	85.2	86.8	79.1	82.4
Storyline		86.7	81.3	83.5	82.4	82.9

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
Presentation style	85.0	78.3	92.3	71.2	80.3
Characters	76.2	89.3	87.0	84.2	85.4
Music	75.5	82.7	84.2	77.8	80.6
Overall	79.1	92.1	91.5	85.7	88.2
<b>Total N</b>	<b>47</b>	<b>109</b>	<b>67</b>	<b>89</b>	<b>156</b>
<b>% encountered difficulties in understanding</b>	<b>17.7</b>	<b>23.8</b>	<b>20.1</b>	<b>23.3</b>	<b>21.9</b>
Language	18.6	61.1	49.3	51.8	50.8
Wordings	41.0	33.5	34.9	35.6	35.3
Message too fast	41.1	26.1	37.1	25.0	29.7
Too many messages	61.6	7.1	19.5	20.7	20.3
<b>Total N</b>	<b>8</b>	<b>26</b>	<b>13</b>	<b>21</b>	<b>34</b>

**Table 7.3: Percentage distribution of women and men by intended action after watching TV spot Sachin and Supriya - ANC**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after watching TV spot	42.2	45.0	37.4	54.1	44.1
<b>Total N</b>	<b>141</b>	<b>305</b>	<b>268</b>	<b>178</b>	<b>446</b>
Administer TT during pregnancy	62.5	52.9	47.1	64.9	55.8
Consume IFA during pregnancy	51.8	22.5	26.7	36.3	31.4
Consult a doctor during pregnancy	22.1	31.0	13.7	43.5	28.3
Take help of husband during pregnancy	8.9	17.3	9.3	20.4	14.8
Ensure rest during pregnancy	12.2	35.1	22.7	33.9	28.2
Acquire more information	18.4	17.2	16.1	19.0	17.6
Discuss with spouse/family members	45.5	37.9	36.1	44.6	40.2
Discuss with relatives/friends	44.3	45.1	46.0	43.6	44.8
Encourage others for availing services	16.3	15.0	16.7	14.0	15.4
<b>Total N</b>	<b>60</b>	<b>137</b>	<b>101</b>	<b>96</b>	<b>197</b>
<b>Men</b>					
% who intend to take action after watching TV spot	64.4	51.1	47.1	61.2	55.1
<b>Total N</b>	<b>47</b>	<b>109</b>	<b>67</b>	<b>89</b>	<b>156</b>
Encourage spouse for taking TT during pregnancy	70.1	57.8	40.6	74.6	62.1
Encourage spouse for taking IFA during pregnancy	46.0	14.7	21.6	28.0	25.6
Consult a doctor during pregnancy of spouse	26.8	53.4	13.7	61.8	44.1
Help spouse during pregnancy	43.0	32.2	20.9	44.8	36.0
Ensure rest during pregnancy	32.3	38.2	17.5	47.0	36.1
Acquire more information	15.3	29.8	19.6	27.7	24.7
Discuss with spouse/family members	35.4	67.2	47.8	60.9	56.1
Discuss with friends/relatives	17.3	46.7	46.7	30.4	36.4
Encourage others for taking TT during pregnancy	20.3	22.2	12.0	27.1	21.5
<b>Total N</b>	<b>30</b>	<b>56</b>	<b>32</b>	<b>54</b>	<b>86</b>

## Annexure 8

## Juhi Chawla (Antenatal Care)

## TV Spot



Actor Juhi Chawla  
talking on  
Antenatal Care



**Table 8.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Juhi Chawla - ANC**

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total	
<b>Messages</b>						
Take care of woman during pregnancy and keep her happy	S	21.1	30.2	23.6	31.0	26.8
	P	74.7	63.3	70.7	63.4	67.5
Keep in mind that she should take proper food and rest	S	35.5	27.2	23.5	38.7	30.2
	P	60.7	67.2	71.8	56.0	64.8
Check-up from a doctor at least three times	S	45.5	26.0	32.3	34.1	33.1
	P	51.2	61.3	57.8	57.4	57.6
In every check-up the blood pressure should measure normal/OK	S	17.7	9.3	12.9	11.7	12.4
	P	72.6	81.3	79.1	76.9	78.1
In every check-up the weight should measure normal/OK	S	28.2	21.6	24.4	23.6	24.0
	P	62.5	66.0	64.3	65.4	64.8
In every check-up the iron measure in the blood should be OK	S	11.5	10.7	7.9	14.9	11.0
	P	77.9	78.8	82.9	72.9	78.5
Delivery should take place in a hospital or under the supervision of a doctor	S	12.3	12.4	9.3	16.2	12.4
	P	76.6	76.8	78.5	74.4	76.7
Health of mother is health of family	S	6.0	10.0	4.6	13.5	8.5
	P	78.4	77.8	81.1	74.1	78.0
<b>% learnt new things from the TV spot</b>		<b>64.6</b>	<b>70.7</b>	<b>69.8</b>	<b>66.8</b>	<b>68.4</b>
<b>Total N</b>		<b>164</b>	<b>287</b>	<b>251</b>	<b>200</b>	<b>451</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		91.6	93.5	94.9	90.0	92.8
Clarity of the message		87.0	87.1	89.2	84.4	87.1

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
Celebrity	83.3	90.2	90.8	83.7	87.7
Storyline	80.5	80.0	82.7	77.0	80.2
Presentation style	79.4	84.8	85.7	79.3	82.9
Characters	86.4	86.9	90.3	82.2	86.7
Music	78.3	81.7	86.4	72.9	80.4
Overall	84.9	87.1	90.8	80.6	86.3
<b>Total N</b>	<b>164</b>	<b>287</b>	<b>252</b>	<b>200</b>	<b>451</b>
<b>% encountered difficulties in understanding</b>	<b>13.7</b>	<b>10.7</b>	<b>10.4</b>	<b>13.4</b>	<b>11.8</b>
Language	36.0	67.5	49.9	58.3	54.1
Wordings	22.7	7.3	5.8	21.8	13.9
Message too fast	48.9	28.7	55.2	19.8	37.3
Too many messages	6.3	11.6	11.2	7.5	9.4
Other	.2			.2	.1
<b>Total N</b>	<b>22</b>	<b>31</b>	<b>26</b>	<b>27</b>	<b>53</b>

**Table 8.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Juhi Chawla - ANC**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Take care of woman during pregnancy and keep her happy	S	43.8	49.7	40.9	53.7	47.2
	P	51.5	47.0	55.3	42.3	48.8
Keep in mind that she should take proper food and rest	S	40.3	38.3	29.9	48.5	39.1
	P	53.7	59.9	66.9	47.8	57.4
Check-up from a doctor at least three times	S	30.8	38.4	24.7	46.0	35.3
	P	59.0	56.6	64.4	50.7	57.6
In every check-up the blood pressure should measure normal/OK	S	23.2	21.6	10.1	34.4	22.2
	P	61.3	68.1	74.9	55.7	65.3
In every check-up the weight should measure normal/OK	S	27.8	20.9	14.1	33.4	23.7
	P	58.6	67.7	76.7	51.1	64.0
In every check-up the iron measure in the blood should be OK	S	21.8	18.1	8.9	30.4	19.6
	P	68.1	68.9	77.3	59.7	68.6
Delivery should take place in a hospital or under the supervision of a doctor	S	32.0	30.7	21.6	41.0	31.2
	P	62.3	59.6	70.1	51.3	60.7
Health of mother is health of family	S	26.8	22.1	19.8	28.4	24.1
	P	67.0	67.6	73.6	61.1	67.4
<b>% learnt new things from the TV spot</b>		<b>75.7</b>	<b>75.3</b>	<b>73.1</b>	<b>77.9</b>	<b>75.5</b>
<b>Total N</b>		<b>81</b>	<b>118</b>	<b>100</b>	<b>99</b>	<b>199</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		77.4	95.5	92.8	83.3	88.1
Clarity of the message		77.9	84.0	86.9	76.1	81.5
Celebrity		82.8	90.3	91.9	82.5	87.2
Storyline		78.3	82.5	87.7	73.8	80.8

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
Presentation style	82.9	92.2	92.9	83.9	88.4
Characters	83.9	85.6	87.5	82.2	84.9
Music	71.7	86.7	90.5	70.6	80.6
Overall	84.2	91.9	93.0	84.6	88.8
<b>Total N</b>	<b>81</b>	<b>118</b>	<b>100</b>	<b>99</b>	<b>199</b>
<b>% encountered difficulties in understanding</b>	<b>10.6</b>	<b>14.3</b>	<b>12.0</b>	<b>13.7</b>	<b>12.8</b>
Language	17.5	85.0	69.6	55.8	62.3
Wordings	66.0	27.9	44.5	37.5	40.8
Message too fast	40.2	8.6	17.6	20.8	19.3
Too many messages	23.3	5.1	7.2	14.8	11.2
<b>Total N</b>	<b>9</b>	<b>17</b>	<b>12</b>	<b>14</b>	<b>26</b>

**Table 8.3: Percentage distribution of women and men by intended action after watching TV spot Juhi Chawla - ANC**

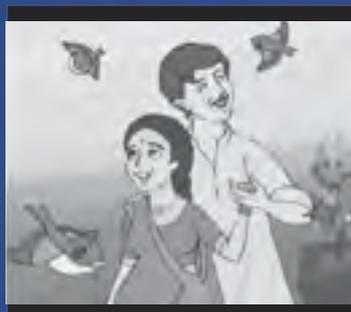
Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after watching TV spot	60.2	50.3	48.1	61.2	53.9
<b>Total N</b>	<b>164</b>	<b>287</b>	<b>252</b>	<b>200</b>	<b>451</b>
Avail ANC check-ups	48.1	33.1	28.9	49.4	39.2
Check-up BP/weights/Hb. level during ANC	23.6	23.7	17.3	29.9	23.7
Ensure good food during pregnancy	20.8	23.8	20.7	24.5	22.6
Ensure rest during pregnancy	14.6	19.5	11.1	23.8	17.5
Prefer institutional deliveries	12.2	13.4	8.5	17.2	12.9
Acquire more information	15.6	15.5	22.3	8.8	15.5
Discuss with spouse/family members	46.2	48.7	51.7	43.7	47.7
Discuss with friends/relatives	31.3	40.6	34.2	39.3	36.8
Encourage others for availing services	14.5	10.2	5.9	18.0	12.0
<b>Total N</b>	<b>99</b>	<b>144</b>	<b>121</b>	<b>122</b>	<b>243</b>
<b>Men</b>					
% who intend to take action after watching TV spot	32.7	58.3	41.9	53.8	47.8
<b>Total N</b>	<b>81</b>	<b>118</b>	<b>100</b>	<b>99</b>	<b>199</b>
Encourage spouse to avail ANC check-ups	72.8	64.4	46.2	82.9	66.8
Encourage spouse for measuring BP/weights/Hb. level during ANC	47.0	30.4	24.6	43.2	35.0
Encourage spouse for taking good food during pregnancy	37.9	53.4	27.4	66.2	49.1
Encourage spouse for rest during pregnancy	22.3	14.9	6.7	25.1	17.0
Prefer institutional deliveries	36.7	57.4	34.8	64.8	51.6
Acquire more information	5.2	22.9	4.8	28.4	18.0
Discuss with spouse/family members	11.4	63.4	47.2	50.1	48.9
Discuss with friends/relatives	10.4	39.0	33.0	29.5	31.0
Encourage others for availing ANC services	23.5	41.1	15.7	52.3	36.2
<b>Total N</b>	<b>27</b>	<b>68</b>	<b>42</b>	<b>53</b>	<b>95</b>

# Jagmag Animated Spot (Antenatal Care)

## TV Spot



Jagmag Jagmag



**Table 9.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Jagmag - ANC**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Keep in mind that all care is taken till the time of delivery	S	20.1	29.4	22.1	30.0	24.2
	P	76.0	53.5	67.4	62.5	66.1
It is necessary to give TT and iron tablets at right time	S	46.5	26.7	31.8	54.5	37.8
	P	52.3	55.2	59.4	37.4	53.6
All listen to advice of ANM and ASHA	S	4.7	8.4	5.6	8.1	6.3
	P	89.4	67.6	80.5	77.7	79.8
Delivering at hospital is the right decision	S	57.7	22.8	44.6	35.8	42.3
	P	37.0	61.6	43.9	58.6	47.8
You also get attention of doctor, services and medicines at hospitals	S	7.8	7.7	7.4	8.8	7.7
	P	84.7	67.2	77.9	74.3	77.0
Go go go and find out the hospital near to your house	S	13.5	7.1	10.7	10.7	10.7
	P	80.3	66.2	74.4	73.3	74.1
In order to reach there, keep the means of transport ready day and night	S	9.7	11.6	10.1	11.5	10.5
	P	79.5	58.1	71.2	66.8	70.1
Safety of mother and child is in the hands of family	S	9.8	13.9	11.1	12.9	11.6
	P	80.6	62.5	72.8	72.3	72.6
<b>% learnt new things from the TV spot</b>		<b>60.3</b>	<b>54.5</b>	<b>54.3</b>	<b>67.2</b>	<b>57.7</b>
<b>Total N</b>		<b>327</b>	<b>257</b>	<b>430</b>	<b>154</b>	<b>584</b>

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
<b>Aspects liked in the TV spot</b>					
The message conveyed	93.4	79.1	86.8	87.9	87.1
Clarity of the message	87.6	73.4	80.5	83.9	81.4
Storyline	83.4	79.8	80.8	84.4	81.8
Presentation style	80.3	80.2	77.9	86.8	80.3
Characters	82.1	76.2	77.4	85.1	79.5
Music	86.5	76.0	82.0	81.5	81.9
Overall	88.9	79.1	83.3	88.0	84.6
<b>Total N</b>	<b>327</b>	<b>257</b>	<b>430</b>	<b>154</b>	<b>584</b>
<b>% encountered difficulties in understanding</b>					
Language	39.8	58.1	51.3	59.7	53.7
Wordings	27.6	11.0	9.7	28.1	15.0
Message too fast	45.8	27.2	29.9	36.4	31.7
Too many messages	9.3	.5	1.9	4.6	2.7
Other	.8	13.2	14.0	.7	10.2
<b>Total N</b>	<b>19</b>	<b>60</b>	<b>57</b>	<b>22</b>	<b>79</b>

**Table 9.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Jagmag - ANC**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Keep in mind that all care is taken till the time of delivery	S	41.7	55.4	42.1	57.4	47.3
	P	55.7	44.1	55.7	41.8	51.0
It is necessary to give TT and iron tablets at right time	S	55.3	33.5	44.7	50.0	46.5
	P	43.8	63.5	54.1	47.4	51.8
All listen to advice of ANM and ASHA	S	42.5	25.5	30.4	45.7	35.6
	P	55.7	63.2	65.3	45.9	58.7
Delivering at hospital is the right decision	S	51.7	41.0	45.5	51.0	47.3
	P	48.2	57.3	53.8	48.2	51.9
You also get attention of doctor, services and medicines at hospitals	S	13.8	15.5	10.9	21.4	14.5
	P	81.1	79.3	83.7	73.7	80.3
Go go go and find out the hospital near to your house	S	16.9	14.9	12.5	23.1	16.1
	P	80.2	64.3	74.6	72.1	73.7
In order to reach there keep the means of transport ready day and night	S	23.4	18.5	17.7	28.8	21.4
	P	69.6	70.8	75.2	60.2	70.1
Safety of mother and child is in the hands of family	S	13.1	20.4	10.5	27.0	16.0
	P	80.7	72.5	82.7	67.0	77.4
<b>% learnt new things from the TV spot</b>		<b>71.7</b>	<b>77.1</b>	<b>70.0</b>	<b>81.6</b>	<b>73.9</b>
<b>Total N</b>		<b>173</b>	<b>117</b>	<b>192</b>	<b>98</b>	<b>290</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		91.8	91.5	92.5	90.0	91.7
Clarity of the message		85.4	78.9	80.8	86.6	82.8

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
Storyline	85.9	87.1	86.6	85.9	86.4
Presentation style	89.7	85.4	87.1	89.6	87.9
Characters	84.2	83.4	83.1	85.4	83.8
Music	88.5	86.0	88.8	84.8	87.5
Overall	88.1	86.9	88.7	85.4	87.6
<b>Total N</b>	<b>173</b>	<b>117</b>	<b>192</b>	<b>98</b>	<b>290</b>
<b>% encountered difficulties in understanding</b>	<b>4.3</b>	<b>16.1</b>	<b>9.6</b>	<b>8.0</b>	<b>9.1</b>
Language	1.3	89.2	71.8	46.8	64.4
Wordings	17.6	29.1	29.3	17.6	25.8
Message too fast	68.9	38.3	49.9	39.8	46.9
Too many messages	31.1	2.3	0.0	35.2	10.4
Other	1.3	8.6	0.0	22.0	6.5
<b>Total N</b>	<b>7</b>	<b>19</b>	<b>18</b>	<b>8</b>	<b>26</b>

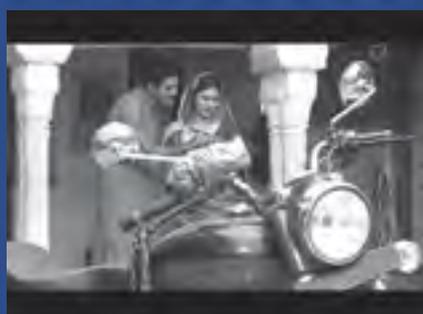
**Table 9.3: Percentage distribution of women and men by intended action after watching TV spot: Jagmag - ANC**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after watching TV spot	44.8	47.1	43.1	53.3	45.8
<b>Total N</b>	<b>327</b>	<b>257</b>	<b>430</b>	<b>154</b>	<b>585</b>
Administer TT during pregnancy	43.1	35.7	33.7	53.4	39.8
Consult with ASHA/ANM	30.0	28.9	25.7	38.0	29.5
Deliver the child in hospital	21.9	22.8	24.4	17.6	22.3
Arrange transport for delivery in advance	6.1	14.5	4.5	22.1	9.9
Acquire more information	12.4	23.1	18.2	15.1	17.3
Discuss with spouse/family members	26.3	31.2	28.5	28.7	28.5
Discuss with friends/relatives	35.2	45.1	39.7	39.7	39.7
Encourage others for availing services	17.7	4.1	9.9	15.2	11.6
<b>Total N</b>	<b>147</b>	<b>121</b>	<b>186</b>	<b>82</b>	<b>268</b>
<b>Men</b>					
% who intend to take action after watching TV spot	44.8	58.6	42.6	65.8	50.4
<b>Total N</b>	<b>173</b>	<b>117</b>	<b>192</b>	<b>98</b>	<b>290</b>
Encourage spouse for TT during pregnancy	42.1	61.4	37.5	68.7	51.2
Consult with ASHA/ANM	50.3	28.5	41.2	38.6	40.0
Deliver the child in hospital	34.5	52.7	30.5	59.1	43.1
Arrange transport for delivery in advance	28.5	36.9	22.4	45.3	32.5
Acquire more information	28.0	26.6	21.2	35.2	27.4
Discuss with spouse/family members	27.2	25.6	40.3	8.8	26.4
Discuss with friends/relatives	27.3	24.0	36.5	12.1	25.7
Encourage others for availing services	10.1	0.0	6.1	4.4	5.4
<b>Total N</b>	<b>77</b>	<b>69</b>	<b>82</b>	<b>64</b>	<b>146</b>

## Annexure 10

# Radheyshyam ki Motorcycle (Newborn Care)

## TV Spot



Newborn care



A still from Radheyshyam ki Motorcycle

**Table 10.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Radheyshyam ki Motorcycle - Newborn Care**

Particulars ( S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Keep newborn with the mother	S	49.7	37.7	40.9	51.1	43.8
	P	50.1	50.0	52.9	43.1	50.1
Initiate breastfeeding immediately after birth	S	46.1	31.3	37.7	41.8	38.9
	P	52.1	61.1	57.5	53.8	56.5
Save the newborn from getting cold	S	19.2	20.6	16.3	28.8	19.9
	P	75.9	64.8	74.2	61.4	70.5
Do not bathe the child till 24 hours of birth	S	17.2	11.4	12.6	18.9	14.4
	P	75.0	64.7	72.3	64.1	70.0
Take special care if the baby's weight is less than 2 kg at the time of birth; such baby should be given bath only after the umbilical cord waves off	S	10.6	5.6	9.3	5.1	8.1
	P	80.1	73.2	76.5	77.2	76.7
Listen to advices of ASHA and ANM	S	11.2	6.7	10.4	5.5	9.0
	P	78.5	57.7	66.6	72.7	68.3
<b>% learnt new things from the TV spot</b>		<b>74.4</b>	<b>64.6</b>	<b>68.6</b>	<b>72.1</b>	<b>69.6</b>
<b>Total N</b>		<b>379</b>	<b>363</b>	<b>530</b>	<b>212</b>	<b>742</b>

Particulars ( S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
<b>Aspects liked in the TV spot</b>					
The message conveyed	93.7	88.2	91.8	89.0	91.0
Clarity of the message	90.1	84.9	88.6	85.0	87.5
Storyline	89.0	77.9	83.6	83.6	83.6
Presentation style	88.6	83.2	87.5	82.1	86.0
Characters	84.9	84.4	87.1	78.6	84.6
Music	82.3	82.0	84.8	75.6	82.2
Overall	93.3	85.9	91.3	85.6	89.7
<b>Total N</b>	<b>379</b>	<b>363</b>	<b>530</b>	<b>212</b>	<b>742</b>
<b>% encountered difficulties in understanding</b>					
Language	22.1	60.5	37.0	56.0	44.7
Wordings	25.0	9.0	20.8	7.9	15.6
Message too fast	62.8	44.0	46.1	60.2	51.8
Too many messages	6.2	8.9	8.6	6.5	7.8
Other	.2	1.5		2.3	.9
<b>Total N</b>	<b>28</b>	<b>41</b>	<b>41</b>	<b>28</b>	<b>69</b>

**Table 10.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Radheyshyam ki Motorcycle - Newborn Care**

Particulars ( S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total	
<b>Messages</b>						
Keep newborn with the mother	S	55.2	42.8	44.8	57.7	48.4
	P	44.5	53.4	53.2	39.7	49.4
Initiate breastfeeding immediately after birth	S	52.9	42.1	46.9	47.2	47.0
	P	37.4	52.9	45.3	47.2	45.8
Save the newborn from getting cold	S	37.5	25.8	28.4	37.9	31.1
	P	59.2	69.4	67.1	58.9	64.8
Do not bathe the child till 24 hours of birth	S	26.8	18.1	17.8	32.6	22.0
	P	56.7	67.4	65.1	56.2	62.6
Take special care if the baby's weight is less than 2 kg at the time of birth; such baby should be given bath only after the umbilical cord waves off	S	18.3	22.3	17.0	29.2	20.5
	P	66.5	69.4	69.7	64.1	68.1
Listen to advices of ASHA and ANM	S	22.0	14.9	17.1	20.7	18.1
	P	71.8	64.5	68.4	66.3	67.8
<b>% learnt new things from the TV spot</b>		<b>73.0</b>	<b>76.4</b>	<b>75.2</b>	<b>74.0</b>	<b>74.9</b>
<b>Total N</b>		<b>156</b>	<b>188</b>	<b>246</b>	<b>98</b>	<b>344</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		90.4	93.1	96.2	80.9	91.9

Particulars ( S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
Clarity of the message	77.2	87.3	83.5	80.6	82.7
Storyline	81.5	92.2	90.2	80.2	87.4
Presentation style	84.3	90.4	89.8	82.2	87.6
Characters	78.1	87.9	85.5	78.2	83.4
Music	81.5	90.3	89.2	79.0	86.3
Overall	84.0	94.8	93.3	81.4	89.9
<b>Total N</b>	<b>156</b>	<b>188</b>	<b>246</b>	<b>98</b>	<b>344</b>
<b>% encountered difficulties in understanding</b>	<b>7.9</b>	<b>11.7</b>	<b>7.5</b>	<b>16.1</b>	<b>10.0</b>
Language	14.0	73.9	65.3	36.9	52.3
Wordings	47.9	13.8	21.7	31.3	26.1
Message too fast	53.9	21.3	20.9	47.4	33.1
Too many messages	19.2	2.8	3.3	15.1	8.7
Other	10.0	0.0	6.4	.3	3.6
<b>Total N</b>	<b>12</b>	<b>22</b>	<b>18</b>	<b>16</b>	<b>34</b>

**Table 10.3: Percentage distribution of women and men by intended action after watching TV spot Radheyshyam ki Motorcycle - Newborn Care**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
<b>% who intend to take action after watching TV spot</b>	<b>57.7</b>	<b>51.4</b>	<b>52.2</b>	<b>60.6</b>	<b>54.6</b>
<b>Total N</b>	<b>379</b>	<b>362</b>	<b>530</b>	<b>212</b>	<b>742</b>
Keep newborn child with the mother	44.8	22.9	29.2	46.6	34.7
Initiate breastfeeding immediately after birth	31.8	20.5	25.1	29.8	26.6
Protect the child from cold	18.9	19.5	18.4	20.8	19.2
Shall not bathe the baby till first 24 hours	24.2	34.9	22.3	43.8	29.1
Take birth weight of the child	11.6	12.9	11.8	13.1	12.2
Consult ASHA	17.9	27.0	16.3	34.5	22.1
Acquire more information	19.5	13.6	15.6	19.2	16.8
Discuss with spouse/family members	32.2	41.3	36.2	36.8	36.4
Discuss with friends/relatives	40.4	45.5	40.5	47.7	42.8
Encourage others for proper newborn care	13.2	12.9	12.9	13.4	13.1
<b>Total N</b>	<b>219</b>	<b>186</b>	<b>276</b>	<b>129</b>	<b>405</b>
<b>Men</b>					
<b>% who intend to take action after watching TV spot</b>	<b>56.6</b>	<b>57.0</b>	<b>52.4</b>	<b>67.8</b>	<b>56.8</b>
<b>Total N</b>	<b>156</b>	<b>188</b>	<b>246</b>	<b>98</b>	<b>344</b>
Encourage for keeping newborn child with mother	61.8	29.0	34.8	61.5	43.9
Encourage for initiating breastfeeding immediately after birth	31.9	29.2	18.5	53.7	30.4

Intended actions	High focus	Other states	Rural	Urban	Total
Encourage for protecting the child from cold	25.2	17.7	18.2	26.7	21.1
Encourage for not to bathe the baby till first 24 hours	40.5	34.6	21.5	68.0	37.3
Take birth weight of the child	27.7	20.3	13.7	43.0	23.7
Consult ASHA	52.7	41.0	36.5	65.3	46.3
Acquire more information	6.7	18.6	12.3	14.9	13.2
Discuss with spouse/family members	14.7	60.7	45.1	29.8	39.9
Discuss with friends/relatives	12.8	49.4	40.2	18.6	32.9
Encourage others for proper newborn care	.4	10.7	.0	17.7	6.0
<b>Total N</b>	89	107	129	67	196

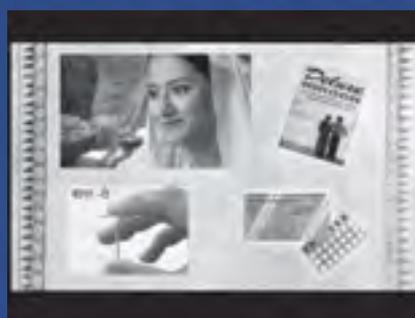
## Annexure 11

# Mehendi (Family Planning)

## TV Spot



Sharing on family planning and inter-spousal communication while applying Mehendi



Family planning- A basket of choices by NRHM

**Table 11.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Mehendi - FP**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
We are happy as life's every decision is taken jointly (by husband and wife) like when to have child, spacing between children	S	47.5	52.2	50.0	51.7	50.6
	P	45.6	39.4	41.0	42.7	41.5
Both of you meet ASHA in your village, she will arrange to provide you complete information on family planning methods from nearby health center	S	11.8	7.4	5.1	16.7	8.9
	P	83.2	79.6	84.0	74.4	80.8
Birth at right time and right interval give mother and child good/complete health	S	31.5	15.5	15.7	32.1	21.0
	P	66.6	68.8	70.8	62.3	68.0
Because, healthy nation/Bharat begins with healthy family ...from you	S	9.5	9.1	5.9	16.1	9.2
	P	86.0	66.5	75.5	68.5	73.2
% learnt new things from the TV spot		64.5	64.8	68.1	57.5	64.7
<b>Total N</b>		<b>111</b>	<b>208</b>	<b>215</b>	<b>104</b>	<b>319</b>

Particulars ( S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
<b>Aspects liked in the TV spot</b>					
The message conveyed	94.4	90.3	92.7	89.6	91.7
Clarity of the message	80.8	82.9	82.7	81.0	82.2
Storyline	83.2	87.5	88.6	80.7	86.0
Presentation style	89.1	85.5	89.9	80.2	86.7
Characters	80.6	87.7	88.2	79.0	85.2
Music	76.0	81.7	81.6	75.8	79.7
Overall	87.2	87.2	88.8	83.8	87.2
<b>Total N</b>	<b>111</b>	<b>208</b>	<b>215</b>	<b>104</b>	<b>319</b>
<b>% encountered difficulties in understanding</b>					
Language	61.9	84.9	75.7	82.6	79.5
Wordings	21.1	9.2	15.3	9.3	12.0
Message too fast	37.3	28.4	38.1	24.2	30.5
Too many messages	.5	.2	.3	.2	.2
<b>Total N</b>	<b>9</b>	<b>29</b>	<b>17</b>	<b>21</b>	<b>38</b>

**Table 11.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Mehendi - FP**

Particulars ( S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
We are happy as life's every decision is taken jointly (by husband and wife) like when to have child, spacing between children	S	39.5	40.2	34.3	48.3	39.9
	P	54.0	53.1	56.8	48.3	53.4
Both of you meet ASHA in your village, she will arrange to provide you complete information on family planning methods from nearby health centre	S	17.9	13.1	7.9	25.3	14.9
	P	73.5	74.6	76.7	70.4	74.2
Birth at right time and right interval give mother and the child good/complete health	S	26.0	24.1	11.9	44.2	24.8
	P	66.6	59.7	70.1	50.6	62.3
Because, healthy nation/Bharat begins with healthy family ...from you	S	8.4	15.1	6.8	21.3	12.6
	P	81.4	71.0	79.2	68.3	74.9
% learnt new things from the TV spot		60.4	69.4	67.0	64.4	66.0
<b>Total N</b>		<b>64</b>	<b>105</b>	<b>101</b>	<b>68</b>	<b>169</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		94.4	90.3	91.4	92.6	91.9
Clarity of the message		86.7	82.5	83.9	84.3	84.1
Storyline		86.8	83.7	85.1	84.4	84.8

Particulars ( S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
Presentation style	88.0	80.1	81.3	85.6	83.1
Characters	84.9	79.4	82.4	80.1	81.5
Music	88.4	81.5	87.6	78.8	84.1
Overall	93.8	83.2	87.1	87.2	87.2
<b>Total N</b>	<b>64</b>	<b>105</b>	<b>101</b>	<b>68</b>	<b>169</b>
<b>% encountered difficulties in understanding</b>	<b>5.8</b>	<b>14.1</b>	<b>13.0</b>	<b>7.9</b>	<b>11.0</b>
Language	0.0	56.1	42.5	50.9	44.9
Wordings	42.4	2.2	6.9	18.2	10.2
Message too fast	63.9	62.8	62.0	65.7	63.0
Too many messages	17.5	5.8	11.4	0.0	8.1
Other	2.6	0.0	0.0	1.8	.5
<b>Total N</b>	<b>4</b>	<b>14</b>	<b>13</b>	<b>5</b>	<b>19</b>

**Table: 11.3: Percentage distribution of women and men by intended action after watching TV spot Mehendi - FP**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after watching TV spot	47.6	37.5	39.1	45.1	41.0
<b>Total N</b>	<b>110</b>	<b>208</b>	<b>215</b>	<b>104</b>	<b>319</b>
Interact with ASHA regarding family planning	41.7	21.8	25.9	36.7	29.8
Acquire more information	33.6	21.3	25.7	27.2	26.2
Discuss with spouse/family members	27.8	31.8	33.5	24.4	30.2
Discuss with friends/relatives	29.6	34.8	33.8	30.8	32.7
Encourage others for family planning/spacing	38.9	33.6	35.0	37.0	35.7
Encourage others for small family	48.9	24.8	26.3	49.3	34.5
<b>Total N</b>	<b>53</b>	<b>78</b>	<b>84</b>	<b>47</b>	<b>131</b>
<b>Men</b>					
% who intend to take action after watching TV spot	68.5	51.8	56.6	60.2	58.0
<b>Total N</b>	<b>64</b>	<b>105</b>	<b>101</b>	<b>68</b>	<b>169</b>
Interact with ASHA regarding family planning	30.7	39.6	26.2	49.0	35.7
Acquire more information	12.7	14.3	7.3	22.6	13.6
Discuss with spouse/family members	32.5	42.9	26.5	54.9	38.3
Discuss with friends/relatives	40.1	49.6	30.7	65.9	45.4
Encourage others for family planning/spacing	47.7	39.9	48.3	36.3	43.3
Encourage others for small family	29.1	26.8	20.2	38.5	27.8
<b>Total N</b>	<b>43</b>	<b>55</b>	<b>57</b>	<b>41</b>	<b>98</b>

# Holi (Family Planning)

## TV Spot

Colorful  
moments and  
Copper T



**Table 12.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Holi - FP**

Particulars ( S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
There is no tension in the sweet moments of life because new Copper-T's safety is always with me	S	40.8	41.8	38.8	45.6	41.2
	P	46.3	48.1	49.1	43.5	47.1
In case you want to become a mother for second time it can be easily removed also	S	15.1	23.9	12.7	30.6	19.1
	P	76.7	63.9	78.8	56.9	71.0
With this new Copper-T there is no tension	S	14.3	23.4	15.4	23.7	18.4
	P	77.4	58.9	76.0	56.7	69.1
Get more information from ANM of nearby health center	S	3.5	13.5	1.7	19.5	8.0
	P	83.9	70.0	82.4	69.2	77.7
Accept Copper-T from local trained health worker at the right time	S	5.9	8.1	2.8	14.3	6.9
	P	86.7	72.1	85.8	70.0	80.2
This is the time of new and safe Copper-T	S	23.9	21.7	20.7	26.9	22.9
	P	68.5	63.6	70.8	58.2	66.3
Because, healthy nation/Bharat begins with healthy family ...from you	S	6.5	14.5	5.0	19.3	10.1
	P	85.7	67.3	81.5	70.3	77.5
<b>% learnt new things from the TV spot</b>		<b>71.3</b>	<b>62.0</b>	<b>65.0</b>	<b>71.0</b>	<b>67.1</b>
<b>Total N</b>		<b>142</b>	<b>115</b>	<b>166</b>	<b>91</b>	<b>257</b>

Particulars ( S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
<b>Aspects liked in the TV spot</b>					
The message conveyed	91.8	94.5	98.0	83.9	93.0
Clarity of the message	84.7	84.6	86.6	81.2	84.7
Storyline	87.9	82.7	88.0	81.1	85.6
Presentation style	91.1	81.7	89.3	82.6	86.9
Characters	82.7	89.8	91.4	75.8	85.9
Music	76.3	85.1	87.2	67.6	80.2
Overall	87.0	88.9	94.2	76.4	87.8
<b>Total N</b>	<b>142</b>	<b>115</b>	<b>166</b>	<b>91</b>	<b>257</b>
<b>% encountered difficulties in understanding</b>					
Language	54.9	63.2	54.6	63.2	58.7
Wordings	27.7	32.8	42.5	16.5	30.1
Message too fast	18.9	25.9	22.3	22.1	22.2
Too many messages	10.8	28.9		40.0	19.1
Other		3.2	2.8		1.5
<b>Total N</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>19</b>

**Table 12.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Holi - FP**

Particulars ( S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total	
<b>Messages</b>						
There is no tension in the sweet moments of life because new Copper-T's safety is always with me	S	41.5	14.2	32.2	22.2	29.2
	P	47.9	61.4	49.5	64.7	54.0
In case you want to become a mother for second time it can be easily removed also	S	42.4	5.7	24.9	28.1	25.9
	P	57.1	65.8	60.2	63.0	61.0
With this new Copper-T there is no tension	S	24.8	11.1	17.0	22.4	18.6
	P	63.0	59.6	57.4	71.3	61.5
Get more information from ANM of nearby health center	S	5.0	7.4	4.1	10.8	6.1
	P	93.2	74.7	87.2	79.3	84.9
Accept Copper-T from local trained health worker at the right time	S	12.3	13.3	6.1	28.6	12.7
	P	85.6	59.8	79.6	60.6	74.0
This is the time of new and safe Copper-T	S	33.7	3.5	18.6	23.6	20.1
	P	59.3	70.8	68.0	56.2	64.5
Because, healthy nation/Bharat begins with healthy family ...from you	S	9.4	3.3	2.4	16.9	6.7
	P	77.9	78.2	81.4	69.9	78.0
% learnt new things from the TV spot		73.8	86.7	81.3	75.7	79.7
<b>Total N</b>		<b>46</b>	<b>37</b>	<b>59</b>	<b>25</b>	<b>83</b>

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
<b>Aspects liked in the TV spot</b>					
The message conveyed	76.7	88.0	88.1	66.8	81.8
Clarity of the message	69.2	76.3	76.7	62.2	72.4
Storyline	67.5	81.6	78.3	63.2	73.9
Presentation style	66.6	80.1	78.0	60.2	72.7
Characters	69.2	86.0	80.1	69.0	76.8
Music	74.0	81.2	86.1	56.2	77.3
Overall	66.5	75.1	74.7	60.1	70.4
<b>Total N</b>	<b>46</b>	<b>37</b>	<b>59</b>	<b>25</b>	<b>83</b>
<b>% encountered difficulties in understanding</b>					
Language	5.5	54.2	48.0	38.2	44.4
Wordings	32.5	2.7	.8	22.4	8.7
Message too fast	24.4	46.9	51.9	25.9	42.4
Too many messages	88.8	4.6	.6	57.8	21.5
<b>Total N</b>	<b>2</b>	<b>9</b>	<b>7</b>	<b>4</b>	<b>12</b>

**Table: 12.3: Percentage distribution of women and men by intended action after watching TV spot: Holi - FP**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after watching TV spot	37.8	48.3	37.0	52.3	42.5
<b>Total N</b>	<b>142</b>	<b>115</b>	<b>166</b>	<b>91</b>	<b>257</b>
Think of accepting Copper-T	28.9	43.0	21.2	55.1	36.1
Visit nearest health center for Copper-T	9.1	33.1	15.5	28.8	21.3
Consult ANM	14.4	18.9	15.0	18.8	16.7
Acquire more information	38.4	7.6	31.0	12.2	22.8
Discuss with spouse/family members	30.1	45.9	30.3	48.1	38.1
Discuss with friends/relatives	38.5	43.6	41.0	41.1	41.1
Encourage others for Copper-T	28.5	26.0	13.5	44.8	27.2
<b>Total N</b>	<b>54</b>	<b>55</b>	<b>61</b>	<b>48</b>	<b>109</b>
<b>Men</b>					
% who intend to take action after watching TV spot	38.5	44.2	36.0	53.3	41.1
<b>Total N</b>	<b>46</b>	<b>38</b>	<b>59</b>	<b>25</b>	<b>84</b>

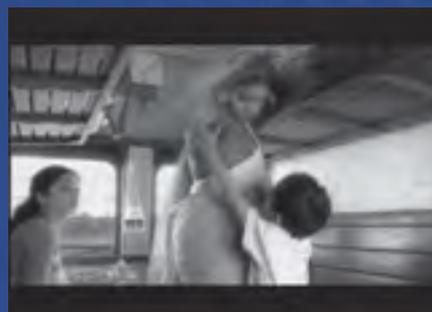
Intended actions	High focus	Other states	Rural	Urban	Total
Encourage spouse for accepting Copper-T			10.8		21.3
Visit nearest health center for Copper-T			27.5		32.5
Consult ANM			40.3		33.9
Acquire more information			21.3		19.1
Discuss with spouse/family members			25.6		36.1
Discuss with friends/relatives			78.8		70.4
Encourage others for Copper-T			.5		.9
<b>Total N</b>	<b>17</b>	<b>17</b>	<b>21</b>	<b>13</b>	<b>34</b>

# Train (Family Planning)

## TV Spot



In the train



Information on OCPs, by a lady doctor to another co-passenger in the train

**Table 13.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Train - FP**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
This is new generation contraceptive pill ...Fully safe	S	74.2	57.9	65.3	74.2	68.0
	P	25.4	35.2	31.3	24.3	29.1
Take one contraceptive pill daily; if you forget, take 2 pills the next day	S	35.6	22.8	29.6	33.1	30.7
	P	60.4	68.0	64.4	60.7	63.3
Around 8 crore women in the world use contraceptive pills; you also use it	S	13.5	8.0	11.1	12.3	11.4
	P	76.8	78.4	77.7	76.7	77.4
% learnt new things from the TV spot		59.8	64.1	63.1	57.5	61.4
<b>Total N</b>		<b>579</b>	<b>357</b>	<b>651</b>	<b>285</b>	<b>936</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		93.5	96.5	96.6	90.3	94.7
Clarity of the message		87.8	87.0	88.7	84.8	87.5
Storyline		82.0	83.8	83.9	79.9	82.7
Presentation style		81.1	86.4	85.3	78.1	83.1
Characters		80.9	85.7	83.8	80.2	82.7
Music		73.3	79.2	77.6	70.9	75.6
Overall		83.8	88.2	87.2	81.5	85.5
<b>Total N</b>		<b>579</b>	<b>357</b>	<b>651</b>	<b>285</b>	<b>936</b>

Particulars ( S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
<b>% encountered difficulties in understanding</b>	5.1	6.9	6.1	5.1	5.8
Language	40.9	65.1	54.8	44.2	51.9
Wordings	17.4	22.3	11.4	42.1	19.6
Message too fast	60.4	36.5	51.8	43.1	49.5
Too many messages	.9	2.6	.4	5.0	1.7
Other	.4	5.9	3.7	.7	2.9
<b>Total N</b>	<b>30</b>	<b>25</b>	<b>40</b>	<b>15</b>	<b>55</b>

**Table 13.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Train - FP**

Particulars		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
This is new generation contraceptive pill ...Fully safe	S	73.4	59.1	64.8	71.9	67.4
	P	24.9	37.9	32.4	26.9	30.4
Take one contraceptive pill daily; if you forget, take 2 pills the next day	S	27.2	45.1	24.0	53.9	34.7
	P	69.3	51.2	72.2	42.9	61.7
Around 8 crore women in the world use contraceptive pills you also use it	S	27.1	19.8	23.3	25.3	24.0
	P	64.5	69.5	68.0	64.2	66.6
% learnt new things from the TV spot		56.4	76.0	67.3	59.8	64.6
<b>Total N</b>		<b>198</b>	<b>145</b>	<b>220</b>	<b>123</b>	<b>343</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		92.6	96.4	94.3	94.1	94.2
Clarity of the message		85.1	87.8	86.1	86.4	86.2
Storyline		85.5	88.9	84.6	91.0	86.9
Presentation style		89.4	83.5	86.9	86.9	86.9
Characters		88.8	86.0	91.1	81.4	87.6
Music		84.1	85.9	88.0	79.3	84.9
Overall		92.4	91.7	92.5	91.3	92.1
<b>Total N</b>		<b>198</b>	<b>145</b>	<b>220</b>	<b>123</b>	<b>343</b>
<b>% encountered difficulties in understanding</b>		2.4	8.4	4.6	5.4	4.9
Language		34.6	59.7	49.8	57.1	52.7
Wordings		18.7	35.6	34.9	24.8	30.9
Message too fast		65.1	39.4	49.6	42.1	46.6
Too many messages		14.3	0.0	0.0	10.1	4.0
<b>Total N</b>		<b>5</b>	<b>12</b>	<b>10</b>	<b>7</b>	<b>17</b>

**Table: 13.3: Percentage distribution of women and men by intended action after watching TV spot: Train - FP**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after watching TV spot	41.6	42.3	41.2	43.5	41.9
<b>Total N</b>	<b>579</b>	<b>357</b>	<b>650</b>	<b>285</b>	<b>936</b>
Think of using oral pills	51.0	43.6	46.3	52.1	48.1
In case of forgetting pills on any day, shall take it on next day	18.0	16.9	13.2	26.8	17.5
Acquire more information	13.8	9.3	12.7	10.5	12.0
Discuss with spouse/family members	26.8	34.5	28.9	31.7	29.8
Discuss with friends/relatives	36.4	50.3	41.0	43.4	41.8
Encourage others for oral pills	24.3	17.1	17.4	30.3	21.5
<b>Total N</b>	<b>241</b>	<b>151</b>	<b>268</b>	<b>124</b>	<b>392</b>
<b>Men</b>					
% who intend to take action after watching TV spot	47.8	66.5	53.0	60.6	55.7
<b>Total N</b>	<b>199</b>	<b>144</b>	<b>220</b>	<b>123</b>	<b>343</b>
Encourage spouse for use of oral pills	68.8	55.0	52.5	76.6	61.9
Acquire more information	20.7	33.2	17.7	41.6	27.0
Discuss with spouse/family members	22.9	61.3	32.1	58.0	42.2
Discuss with friends/relatives	53.3	73.4	61.5	66.4	63.4
Encourage others for oral pills	23.2	42.6	13.5	63.3	32.9
<b>Total N</b>	<b>95</b>	<b>96</b>	<b>117</b>	<b>74</b>	<b>191</b>

## Annexure 14

## Sachin Supriya (Family Planning)

## TV Spot

Table 14.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Sachin and Supriya - FP

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
One should have a family where they can give right education, better life and maintain health of children	S	35.8	44.1	44.7	37.5	41.2
	P	62.0	52.8	52.1	60.1	56.0
If the family is small and there is spacing between birth of children then both mother and children will remain healthy	S	41.8	26.4	29.6	33.9	31.7
	P	53.1	67.7	65.8	59.3	62.7
Today there are also many choices like condom, Copper-T, pill	S	28.2	31.2	27.3	33.2	30.2
	P	69.9	54.5	65.0	54.3	59.8
Select any one of the methods on the basis of advice of doctor or health worker	S	13.2	6.3	7.7	9.7	8.7
	P	72.4	84.2	78.2	82.2	80.1
Because, healthy nation/Bharat begins with healthy family ...from you	S	20.8	10.0	11.3	16.3	13.7
	P	74.3	67.5	71.4	68.3	69.9
% learnt new things from the TV spot		71.7	67.0	76.5	60.3	68.6
<b>Total N</b>		<b>87</b>	<b>167</b>	<b>131</b>	<b>123</b>	<b>254</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		90.2	97.0	93.7	95.6	94.6
Clarity of the message		71.5	85.1	73.2	88.1	80.4
Celebrity		74.2	88.8	78.3	89.6	83.8
Storyline		82.7	80.8	82.3	80.7	81.5
Presentation style		87.2	85.7	88.3	84.0	86.2
Characters		86.9	87.2	87.7	86.4	87.1
Music		77.5	86.9	85.5	81.7	83.7
Overall		90.2	89.5	90.2	89.3	89.8
<b>Total N</b>		<b>87</b>	<b>167</b>	<b>131</b>	<b>123</b>	<b>254</b>
<b>% encountered difficulties in understanding</b>		<b>10.3</b>	<b>3.1</b>	<b>5.7</b>	<b>5.5</b>	<b>5.6</b>
Language						
Wordings						
Message too fast						
Too many messages						
Other						
<b>Total N</b>		<b>9</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>14</b>

**Table 14.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Sachin and Supriya - FP**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
One should have a family where they can give right education, better life and maintain health of children	S	32.9	33.9	26.6	42.9	33.5
	P	65.8	62.1	71.0	53.7	63.7
If the family is small and there is spacing between birth of children then both mother and children will remain healthy	S	45.4	20.2	33.9	26.3	30.7
	P	43.7	78.8	57.3	73.6	64.2
Today there are also many choices like condom, Copper-T, pill	S	53.4	32.8	47.9	32.5	41.4
	P	36.8	58.3	43.0	58.0	49.4
Select any one of the methods on the basis of advice of doctor or health worker	S	19.9	5.6	14.3	7.9	11.6
	P	61.9	80.9	68.8	78.7	73.0
Because, healthy nation/Bharat begins with healthy family ...from you	S	25.9	8.7	18.5	12.3	15.9
	P	71.0	77.5	71.7	79.1	74.8
% learnt new things from the TV spot		53.7	77.2	77.4	53.8	67.4
<b>Total N</b>		<b>39</b>	<b>56</b>	<b>55</b>	<b>40</b>	<b>95</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		87.3	93.1	98.2	80.5	90.7
Clarity of the message		84.1	90.3	96.8	75.4	87.7
Celebrity		86.2	90.8	94.7	81.0	88.9
Storyline		86.2	90.4	94.2	81.0	88.6
Presentation style		87.4	87.8	93.0	80.2	87.6
Characters		79.9	89.2	95.6	71.4	85.4
Music		79.7	87.3	96.6	67.3	84.2
Overall		85.6	91.2	96.8	78.0	88.8
<b>Total N</b>		<b>39</b>	<b>56</b>	<b>55</b>	<b>40</b>	<b>95</b>
<b>% encountered difficulties in understanding</b>						
Language						
Wordings						
Message too fast						
Too many messages						
Other						
<b>Total N</b>		<b>1</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>5</b>

**Table: 14.3: Percentage distribution of women and men by intended action after watching TV spot: Sachin and Supriya - FP**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after watching TV spot	50.1	47.3	52.7	43.5	48.3
<b>Total N</b>	<b>88</b>	<b>167</b>	<b>131</b>	<b>123</b>	<b>254</b>
Adopt small family	80.5	42.3	50.0	63.7	56.0
Ensure proper spacing between births	34.7	12.8	19.7	22.0	20.7
Accept some family planning method	39.4	25.1	27.7	33.4	30.2
Consult doctor/health center	24.5	19.3	17.6	25.8	21.2
Acquire more information	16.5	18.6	20.2	14.8	17.8
Discuss with spouse/family members	24.3	29.5	21.8	35.2	27.7
Discuss with friends/relatives	13.1	38.0	30.9	26.6	29.1
Encourage others for small family	9.8	30.1	11.5	37.3	22.8
<b>Total N</b>	<b>44</b>	<b>79</b>	<b>69</b>	<b>54</b>	<b>123</b>
<b>Men</b>					
% who intend to take action after watching TV spot	64.2	55.2	63.8	52.4	59.0
<b>Total N</b>	<b>39</b>	<b>56</b>	<b>55</b>	<b>40</b>	<b>95</b>
Adopt small family	62.5	35.4	29.9	77.2	47.7
Ensure proper spacing between births	21.5	19.3	11.7	34.5	20.3
Accept some family planning method	39.8	29.6	23.3	52.4	34.2
Consult doctor/health center	19.7	3.5	9.1	13.8	10.9
Acquire more information	11.1	30.7	7.3	45.8	21.8
Discuss with spouse/family members	7.9	16.2	10.2	16.1	12.4
Discuss with friends/relatives	48.4	82.6	65.5	69.7	67.1
Encourage others for small family	44.4	71.5	67.6	45.3	59.2
Encourage others for family planning/spacing	16.8	21.4	11.3	32.5	19.3
<b>Total N</b>	<b>25</b>	<b>31</b>	<b>35</b>	<b>21</b>	<b>56</b>

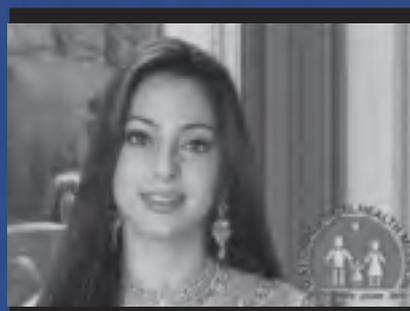
Annexure 15

# Juhi Chawla (Family Planning)

## TV Spot



Juhi Chawla - film actress



Juhi Chawla sensitizing on the basket of options for family planning

**Table 15.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Juhi Chawla - Family Planning**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Daughter or son; good care of children is taken in a small family	S	41.3	39.8	39.2	41.4	40.3
	P	53.2	58.1	57.1	56.3	56.7
By spacing the birth of children for two to three years mother's health is maintained	S	39.1	28.9	25.3	38.9	31.9
	P	54.4	64.3	68.7	53.6	61.4
Frequent births badly affect the health of the mother	S	24.8	31.8	24.0	35.8	29.7
	P	63.9	64.7	71.6	56.9	64.5
If children are born at close birth intervals, they remain weak from the time of birth onwards	S	15.0	18.9	16.4	19.3	17.8
	P	66.6	72.0	74.7	65.9	70.4
At your convenience and doctor's advice select any one of the family planning methods	S	5.7	8.8	7.9	7.8	7.9
	P	71.5	80.0	76.6	78.5	77.5
For permanent protection, operation is an easy and reliable method	S	7.0	17.7	10.0	19.4	14.6
	P	69.4	66.4	72.6	61.6	67.3
Government has made available all the facilities at your nearby health centre ... now what is the delay for	S	4.4	7.8	7.2	6.4	6.8
	P	67.9	77.8	75.3	74.5	74.9
Healthy Nation/Bharat begins with a healthy family ...from you	S	11.8	14.1	11.5	15.6	13.5
	P	71.5	68.0	70.5	67.5	69.0
% learnt new things from the TV spot		70.8	69.9	74.5	65.5	70.1
<b>Total N</b>		<b>87</b>	<b>211</b>	<b>153</b>	<b>145</b>	<b>298</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		88.4	95.3	96.7	89.6	93.3

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
Clarity of the message	82.7	87.9	89.1	83.5	86.4
Celebrity	83.5	90.1	88.7	87.6	88.2
Storyline	74.9	81.0	81.9	76.3	79.2
Presentation style	76.9	85.9	83.8	82.7	83.3
Characters	73.8	85.2	80.9	82.8	81.8
Music	60.2	84.0	80.4	73.5	77.0
Overall	86.4	87.8	89.1	85.5	87.4
<b>Total N</b>	<b>87</b>	<b>211</b>	<b>153</b>	<b>145</b>	<b>298</b>
<b>% encountered difficulties in understanding</b>	<b>19.4</b>	<b>7.4</b>	<b>12.8</b>	<b>8.8</b>	<b>10.9</b>
Language	13.2	77.2	45.8	40.8	43.8
Wordings	32.9	17.5	34.7	11.4	25.5
Message too fast	53.0	10.2	28.8	38.2	32.5
Too many messages	3.5	6.8		12.9	5.1
Other	.3	3.8		5.1	2.0
<b>Total N</b>	<b>17</b>	<b>16</b>	<b>20</b>	<b>13</b>	<b>33</b>

**Table 15.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Juhi Chawla - Family Planning**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Daughter or son; good care of children is taken in a small family	S	46.1	64.6	61.4	51.3	57.0
	P	52.2	32.9	36.2	46.8	40.8
By spacing the birth of children for two to three years mother's health is maintained	S	51.8	29.8	35.2	43.7	38.9
	P	43.3	57.7	57.4	44.4	51.8
Frequent births badly affect the health of the mother	S	41.7	20.4	28.6	29.8	29.2
	P	57.3	68.7	68.1	58.7	64.0
If children are born at close birth intervals, they remain weak from the time of birth onwards	S	19.8	15.1	14.4	20.5	17.0
	P	75.2	73.4	78.5	68.3	74.1
At your convenience and doctor's advice select any one of the family planning methods	S	15.9	10.8	14.1	11.3	12.9
	P	65.9	72.0	71.0	67.5	69.5
For permanent protection, operation is an easy and reliable method	S	29.4	12.8	21.2	17.6	19.6
	P	55.9	70.7	66.9	61.7	64.6
Government has made available all the facilities at your nearby health centre ... now what is the delay for	S	5.3	15.0	5.8	17.8	11.0
	P	62.9	76.5	75.5	65.0	70.9
Healthy Nation/Bharat begins with a healthy family ...from you	S	33.9	19.0	21.0	30.5	25.1
	P	43.4	65.3	62.1	48.8	56.3
<b>% learnt new things from the TV spot</b>		<b>73.6</b>	<b>62.5</b>	<b>66.2</b>	<b>68.2</b>	<b>67.1</b>
<b>Total N</b>		<b>48</b>	<b>68</b>	<b>66</b>	<b>50</b>	<b>116</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		86.0	92.7	94.0	84.7	90.0
Clarity of the message		79.2	81.5	81.1	79.8	80.5

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
Celebrity	84.5	90.9	90.2	85.7	88.2
Storyline	80.8	79.6	81.3	78.5	80.1
Presentation style	87.2	73.7	78.9	79.6	79.2
Characters	76.1	80.9	79.4	78.2	78.9
Music	77.6	71.0	77.1	69.4	73.7
Overall	80.9	83.8	85.2	79.1	82.6
<b>Total N</b>	<b>48</b>	<b>68</b>	<b>66</b>	<b>50</b>	<b>116</b>
<b>% encountered difficulties in understanding</b>	<b>6.2</b>	<b>15.3</b>	<b>15.9</b>	<b>5.9</b>	<b>11.5</b>
Language	77.2	59.9	70.4	40.0	63.7
Wordings		38.3	30.7	26.8	29.9
Message too fast	24.3	14.6	17.9	12.6	16.7
Too many messages	.3	9.0		32.0	7.1
<b>Total N</b>	<b>3</b>	<b>10</b>	<b>10</b>	<b>3</b>	<b>13</b>

**Table: 15.3: Percentage distribution of women and men by intended action after watching TV spot: Juhi Chawla - Family Planning**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
<b>% who intend to take action after watching TV spot</b>	47.0	38.8	32.9	49.9	41.2
<b>Total N</b>					
Adopt small family	53.7	50.2	28.7	67.2	51.3
Ensure proper spacing between births	38.8	7.3	21.5	15.3	17.8
Accept some family planning method	34.6	33.6	20.4	43.5	34.0
Acquire more information	21.2	23.7	15.6	28.0	22.9
Discuss with spouse/family members	21.4	45.1	40.4	34.8	37.1
Discuss with friends/relatives	36.7	58.4	50.3	51.7	51.2
Encourage others for small family	39.6	26.6	19.3	39.1	31.0
Encourage others for family planning/spacing	22.9	23.0	23.9	22.2	22.9
<b>Total N</b>	<b>41</b>	<b>82</b>	<b>50</b>	<b>73</b>	<b>123</b>
<b>Men</b>					
<b>% who intend to take action after watching TV spot</b>	42.6	39.2	30.7	53.5	40.6
<b>Total N</b>	<b>48</b>	<b>68</b>	<b>66</b>	<b>50</b>	<b>116</b>
Adopt small family	37.0	71.9	32.9	74.7	56.8
Ensure proper spacing between births	14.4	25.2	6.4	31.0	20.5
Accept some family planning method	14.3	42.1	5.5	48.5	30.1
Acquire more information	6.4	45.3	20.7	34.4	28.5
Discuss with spouse/family members	20.9	50.1	26.4	45.7	37.5
Discuss with friends/relatives	39.0	50.9	35.6	53.3	45.8
Encourage others for small family	37.4	30.4	30.5	35.5	33.4
Encourage others for family planning/spacing	6.0	44.9	8.9	42.6	28.2
<b>Total N</b>	<b>20</b>	<b>27</b>	<b>20</b>	<b>27</b>	<b>47</b>

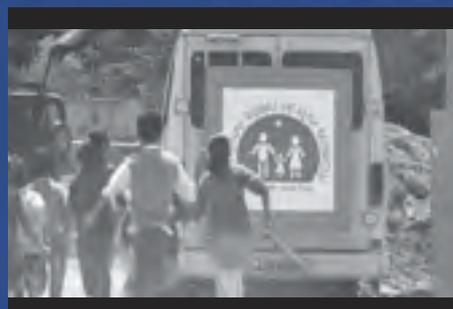
## Annexure 16

# Pragati on Medical Tour (NRHM/Health Services)

## TV Spot



Pragati proudly sharing with her father the improvement of health services in the country



NRHM reaching to all the corners of the country

**Table 16.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Pragati on Medical Tour - NRHM/Health Services**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Feel proud to see the improvement in health services in such small villages	S	45.5	31.6	34.4	40.4	36.5
	P	48.6	60.4	58.5	52.2	56.2
Fast spreading health centers	S	38.1	15.4	19.5	30.3	23.4
	P	54.9	69.1	67.6	57.8	64.1
Better services, instruments, doctors and nurses	S	20.1	10.6	12.4	16.6	13.9
	P	73.3	74.5	76.2	70.3	74.1
Care of new born	S	20.8	18.9	5.3	45.2	19.6
	P	77.7	72.5	86.7	52.2	74.4
Increased utilization of hospitals for delivery	S	13.9	10.9	7.2	20.4	11.9
	P	83.1	76.4	85.8	66.3	78.8
Increasing OPD services	S	3.2	6.6	3.0	9.8	5.4
	P	66.0	62.7	60.8	69.5	63.9
Due to increased funds, people themselves take decisions to fulfill the local needs by forming RKSs and VHSCs	S	4.3	6.1	1.7	12.2	5.5
	P	58.1	55.5	51.8	64.7	56.4
<b>% learnt new things from the TV spot</b>		64.2	63.0	58.6	72.2	63.4
<b>Total N</b>		54	99	98	55	153
<b>Aspects liked in the TV spot</b>						
The message conveyed		92.7	91.7	92.9	90.5	92.1

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
Clarity of the message	75.4	84.2	81.0	81.3	81.1
Storyline	74.9	75.8	73.1	79.8	75.5
Presentation style	86.8	85.6	85.8	86.4	86.0
Characters	88.1	82.4	86.6	80.4	84.4
Music	72.6	73.9	76.2	68.5	73.5
Overall	87.1	88.6	88.0	88.1	88.0
<b>Total N</b>	<b>54</b>	<b>99</b>	<b>98</b>	<b>55</b>	<b>153</b>
<b>% encountered difficulties in understanding</b>	<b>5.8</b>	<b>10.3</b>	<b>10.2</b>	<b>6.0</b>	<b>8.7</b>
Language					
Wordings					
Message too fast					
Too many messages					
Other					
<b>Total N</b>	<b>3</b>	<b>10</b>	<b>10</b>	<b>3</b>	<b>13</b>

**Table 16.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Pragati on Medical Tour - NRHM/Health Services**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Feel proud to see the improvement in health services in such small villages	S	47.8	36.1	41.6	42.6	41.9
	P	48.7	59.3	53.3	55.8	54.1
Fast spreading health centers	S	45.1	24.9	31.7	41.8	34.8
	P	50.0	52.4	52.5	48.2	51.2
Better services, instruments, doctors, nurses	S	43.6	29.3	38.1	32.4	36.3
	P	53.9	61.7	55.5	63.1	57.9
Care of new born	S	11.2	27.7	21.1	16.1	19.6
	P	87.3	64.3	73.9	79.7	75.6
Increased utilization of hospitals for delivery	S	13.3	17.9	10.0	28.3	15.6
	P	84.4	72.6	83.4	67.2	78.4
Increasing OPD services	S	13.1	23.3	18.7	17.3	18.2
	P	75.6	53.3	66.5	59.2	64.3
Due to increased funds, people themselves take decisions to fulfill the local needs by forming RKSs and VHSCs	S	0.3	10.0	1.4	13.8	5.2
	P	84.5	71.4	86.1	59.5	77.9
<b>% learnt new things from the TV spot</b>		<b>59.3</b>	<b>48.7</b>	<b>59.2</b>	<b>42.1</b>	<b>54.0</b>
<b>Total N</b>		<b>42</b>	<b>44</b>	<b>59</b>	<b>27</b>	<b>86</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		78.3	96.9	97.0	66.8	87.7
Clarity of the message		76.6	82.1	92.2	50.5	79.3
Storyline		86.7	81.0	92.9	63.5	83.8

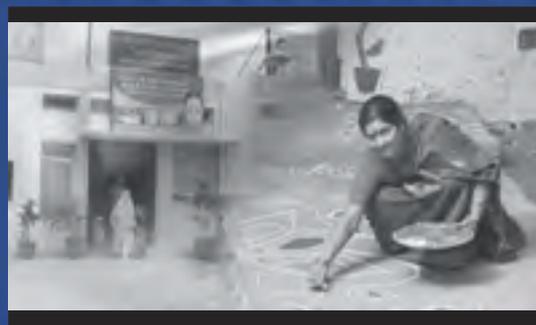
Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
Presentation style	77.9	88.7	94.0	59.5	83.4
Characters	85.6	90.0	93.5	74.9	87.8
Music	86.4	86.8	93.5	71.2	86.6
Overall	77.6	91.2	96.7	57.0	84.5
<b>Total N</b>	<b>42</b>	<b>44</b>	<b>59</b>	<b>27</b>	<b>86</b>
<b>% encountered difficulties in understanding</b>	<b>2.0</b>	<b>6.5</b>	<b>3.6</b>	<b>5.8</b>	<b>4.3</b>
Language	42.7	44.9	27.3	68.2	44.4
Wordings	57.3	12.6	14.1	35.2	22.9
Message too fast	57.3	44.4	58.6	31.8	47.4
Too many messages	57.3	0.0	0.0	31.8	13.2
<b>Total N</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>4</b>

**Table 16.3: Percentage distribution of women and men by intended action after watching TV spot: Pragati on Medical Tour - NRHM/Health Services**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
<b>% who intend to take action after watching TV spot</b>	<b>54.2</b>	<b>37.9</b>	<b>43.4</b>	<b>44.1</b>	<b>43.7</b>
<b>Total N</b>	<b>54</b>	<b>99</b>	<b>98</b>	<b>55</b>	<b>153</b>
Acquire more knowledge about health services	46.7	20.4	31.6	32.4	31.9
Visit Government hospitals	9.8	17.5	10.0	21.5	14.1
Interact with RKs	9.0	26.5	4.0	45.0	18.8
Interact with VHSCs	7.1	23.9	4.7	37.4	16.5
Acquire more information	18.3	23.8	24.0	16.8	21.4
Discuss with spouse/family members	30.8	49.0	44.7	34.4	41.0
Discuss with friends/relatives	17.3	53.1	40.6	31.7	37.4
Encourage others for using Government health services	27.0	31.0	13.7	56.8	29.2
<b>Total N</b>	<b>29</b>	<b>38</b>	<b>43</b>	<b>24</b>	<b>67</b>
<b>Men</b>					
<b>% who intend to take action after watching TV spot</b>	<b>33.6</b>	<b>43.3</b>	<b>42.6</b>	<b>29.4</b>	<b>38.5</b>
<b>Total N</b>	<b>42</b>	<b>44</b>	<b>59</b>	<b>27</b>	<b>86</b>
Acquire more knowledge about health services			40.6		50.6
Visit Government hospitals			44.0		36.6
Interact with RKs			22.5		35.9
Interact with VHSCs			22.7		33.8
Acquire more information			39.6		35.8
Discuss with spouse/family members			30.7		38.6
Discuss with friends/relatives			29.1		30.1
Encourage others for using Government health services			3.7		12.5
<b>Total N</b>	<b>14</b>	<b>19</b>	<b>25</b>	<b>8</b>	<b>33</b>

# Ek Savera Ek Akash (NRHM/Health Services)

## TV Spot



A still from  
'Ek Savera Ek  
Akash'



**Table 17.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Ek Savera Ek Akash - NRHM/Health Services**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Healthy Nation/Bharat begins with healthy family	S	25.4	25.8	23.7	28.9	25.7
	P	71.2	60.5	66.8	60.3	64.4
Trained health worker is available in every village	S	12.6	12.9	12.1	14.0	12.8
	P	86.8	72.5	75.9	80.6	77.7
Every mother should get proper antenatal care	S	53.6	15.3	28.4	30.6	29.2
	P	46.1	75.5	64.9	64.9	64.9
See healthy child in lap of every mother	S	9.9	18.4	2.3	37.4	15.3
	P	75.0	67.0	78.4	55.6	69.9
Every family should get better nutrition	S	8.6	9.9	7.6	12.6	9.5
	P	74.2	76.1	72.0	81.2	75.4
Let us take the oath that better health services reach every village	S	22.4	8.1	11.3	16.8	13.3
	P	60.6	68.2	60.2	74.3	65.4
National Rural Health Mission	S	6.8	6.4	4.5	10.0	6.5
	P	92.3	58.8	75.3	63.6	71.0
% learnt new things from the TV spot		87.7	65.5	77.2	67.5	73.6
Total N		44	78	77	45	122

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
<b>Aspects liked in the TV spot</b>					
The message conveyed	99.1	75.3	83.2	85.2	84.0
Clarity of the message	61.4	79.3	73.1	72.3	72.8
Storyline	74.3	79.0	76.7	78.4	77.3
Presentation style	87.2	83.6	89.2	77.6	84.9
Characters	62.6	77.6	73.1	70.5	72.1
Music	72.7	76.4	83.0	61.7	75.1
Overall	80.7	85.3	87.6	76.8	83.6
<b>Total N</b>	<b>44</b>	<b>78</b>	<b>77</b>	<b>45</b>	<b>122</b>
<b>% encountered difficulties in understanding</b>					15.3
Language					85.2
Wordings					11.7
Message too fast					14.1
Too many messages					2.3
<b>Total N</b>	<b>2</b>	<b>17</b>	<b>15</b>	<b>4</b>	<b>19</b>

**Table 17.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Ek Savera Ek Akash - NRHM/Health Services**

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total	
<b>Messages</b>						
Healthy Nation/Bharat begins with healthy family	S	36.2	25.0	16.9	38.4	26.8
	P	62.9	55.8	54.4	60.1	57.0
Trained health worker is available in every village	S	58.0	25.1	14.8	49.1	30.6
	P	41.4	48.3	44.6	50.1	47.1
Every mother should get proper antenatal care	S	34.0	31.6	13.1	54.2	32.0
	P	57.3	62.9	76.8	44.6	62.0
See healthy child in the lap of every mother	S	63.4	19.7	11.7	44.8	26.9
	P	36.6	61.4	59.0	55.2	57.2
Every family should get better nutrition	S	30.1	17.7	9.9	31.4	19.8
	P	68.8	62.6	61.5	66.1	63.6
Let us take the oath that better health services reach every village	S	54.0	24.1	14.6	45.9	29.1
	P	39.9	52.4	51.9	48.6	50.3
National Rural Health Mission	S	3.2	32.1	6.4	51.8	27.3
	P	79.1	63.7	85.7	43.5	66.3
<b>% learnt new things from the TV spot</b>		59.6	85.4	80.0	82.5	81.1
<b>Total N</b>		<b>16</b>	<b>83</b>	<b>53</b>	<b>46</b>	<b>99</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		95.4	92.0	88.3	97.6	92.6

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
Clarity of the message	70.2	91.3	84.7	91.6	87.8
Storyline	79.7	93.8	91.7	91.2	91.4
Presentation style	99.3	95.3	93.2	99.3	96.0
Characters	74.6	88.9	83.4	90.1	86.5
Music	72.5	88.2	82.2	89.5	85.6
Overall	95.2	95.1	91.2	99.9	95.2
<b>Total N</b>	<b>16</b>	<b>83</b>	<b>53</b>	<b>46</b>	<b>99</b>
<b>% encountered difficulties in understanding</b>	<b>0.0</b>	<b>7.9</b>	<b>11.8</b>	<b>.5</b>	<b>6.6</b>
Language					
Wordings					
Message too fast					
Too many messages					
<b>Total N</b>	<b>0</b>	<b>7</b>	<b>7</b>	<b>0</b>	<b>7</b>

**Table: 17.3: Percentage distribution of women and men by intended action after watching TV spot: Ek Savera Ek Akash - NRHM/Health Services**

Particulars	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
<b>% who intend to take action after watching TV spot</b>	37.4	46.3	46.7	36.9	43.1
<b>Total N</b>	<b>44</b>	<b>78</b>	<b>77</b>	<b>45</b>	<b>122</b>
Acquire more knowledge about health services	92.8	39.7	52.9	64.0	56.4
Visit Government hospitals	51.2	12.3	26.9	19.4	24.5
Discuss with spouse/family members	34.1	50.1	24.5	89.2	45.1
Discuss with friends/relatives	3.4	66.8	50.9	38.1	46.8
Encourage others for using Government health services	.5	22.0	.9	46.0	15.2
<b>Total N</b>	<b>44</b>	<b>78</b>	<b>77</b>	<b>45</b>	<b>122</b>
<b>Men</b>					
<b>% who intend to take action after watching TV spot</b>	58.0	67.9	54.7	79.8	66.2
<b>Total N</b>	<b>16</b>	<b>83</b>	<b>53</b>	<b>46</b>	<b>99</b>
Acquire more knowledge about health services		60.8	18.3	90.4	58.3
Visit Government hospitals		44.4	58.7	23.0	38.9
Discuss with spouse/family members		91.5	83.7	83.7	83.7
Discuss with friends/relatives		52.0	24.3	74.7	52.3
Encourage others for using Government health services		55.3	13.5	80.2	50.5
<b>Total N</b>	<b>10</b>	<b>56</b>	<b>29</b>	<b>37</b>	<b>66</b>

## Annexure 18

## Juhi Chawla (Immunization)

## TV Spot



Juhi Chawla (Immunization 1a)



Immunization 1b



Immunization 1c

**Table 18.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Juhi Chawla - Immunization**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Come out of your home and immunize your child	S	46.4	35.3	40.9	39.9	40.6
	P	49.3	56.4	52.9	53.3	53.0
In the first year, vaccination/immunization for 4 times not 2 or 3	S	31.4	29.9	25.8	39.6	30.6
	P	64.1	49.5	58.8	51.9	56.4
After immunization some children might get fever but it is important, as it protects the child from dangerous diseases	S	8.9	10.5	8.8	11.6	9.8
	P	86.6	79.9	84.9	79.6	83.1
Immunization is the only protection against measles	S	20.3	13.8	15.8	19.0	16.9
	P	77.0	71.2	73.2	75.3	74.0
At the age of 9 month it is necessary to administer measles vaccine and if it is not administered due to some reason then go immediately for administering it	S	13.1	15.0	10.9	20.2	14.1
	P	78.3	62.5	70.3	69.4	70.0
Measles make your child weak and susceptible to diarrhea and pneumonia	S	8.8	5.7	7.1	7.1	7.1
	P	83.2	70.0	75.1	78.4	76.3
Immunization at the right time will protect from measles	S	16.6	12.4	13.9	15.4	14.4
	P	75.5	70.2	72.1	73.8	72.7

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
For immunization, contact ANM, ASHA or AWW	S	10.9	10.7	10.7	10.9	10.8
	P	78.3	66.1	71.9	71.9	71.9
May god save such mothers from bad eyes	S	14.9	7.7	11.3	10.7	11.1
	P	70.6	64.0	66.4	68.6	67.1
<b>% learnt new things from the TV spot</b>		<b>70.1</b>	<b>57.4</b>	<b>61.3</b>	<b>67.3</b>	<b>63.4</b>
<b>Total N</b>		<b>382</b>	<b>423</b>	<b>524</b>	<b>281</b>	<b>805</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		91.4	93.5	93.9	89.9	92.5
Clarity of the message		83.3	84.3	84.1	83.2	83.8
Celebrity		86.4	87.3	88.9	83.1	86.9
Storyline		81.8	83.0	84.4	78.7	82.4
Presentation style		79.3	84.4	82.1	81.6	82.0
Characters		79.9	84.0	83.4	79.7	82.1
Music		68.3	79.2	75.2	71.8	74.0
Overall		83.5	84.7	85.9	80.8	84.1
<b>Total N</b>		<b>382</b>	<b>423</b>	<b>524</b>	<b>281</b>	<b>805</b>
<b>% encountered difficulties in understanding</b>		<b>8.7</b>	<b>13.5</b>	<b>12.6</b>	<b>8.7</b>	<b>11.2</b>
Language		25.5	87.9	67.4	58.8	65.0
Wordings		32.6	5.9	15.1	17.3	15.7
Message too fast		45.1	8.4	16.6	35.8	21.8
Too many messages		5.0	5.6	3.7	9.9	5.4
Other		.2	6.8	5.9	.2	4.4
<b>Total N</b>		<b>33</b>	<b>57</b>	<b>66</b>	<b>24</b>	<b>90</b>

**Table 18.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Juhi Chawla - Immunization**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Come out of home and immunize your child	S	51.6	30.3	39.4	41.3	39.8
	P	46.6	43.3	43.4	49.5	44.7
In the first year, vaccination/immunization for 4 times not 2 or 3	S	42.7	30.0	36.7	32.2	35.7
	P	52.0	45.2	45.1	59.1	48.2
After immunization some children might get fever but it protects the entire life of the child from dangerous diseases	S	19.8	18.1	20.8	12.0	18.8
	P	63.5	57.1	57.6	67.9	59.9

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
There is only protection against measles and that is immunization	S	42.6	20.8	32.4	23.8	30.5
	P	47.0	54.5	48.3	61.3	51.2
At the age of 9 month it is necessary to administer measles vaccine and if it is not administered due to some reason then go immediately for administering it	S	26.6	14.4	20.3	18.1	19.8
	P	68.4	57.2	59.5	71.3	62.2
Measles make your child weak and susceptible to diarrhea and Pneumonia	S	24.8	10.0	17.6	13.1	16.6
	P	67.5	60.3	62.0	68.8	63.5
Immunization at right time will protect from measles	S	43.0	16.5	31.2	18.4	28.3
	P	50.8	57.9	51.9	64.6	54.8
For immunization contact ANM or ASHA or AWW	S	27.2	10.9	19.9	12.0	18.2
	P	64.5	58.5	57.9	72.6	61.2
May god save such mothers from bad eyes	S	20.2	9.0	14.5	12.5	14.0
	P	64.5	57.2	57.1	71.9	60.5
<b>% learnt new things from the TV spot</b>		<b>69.4</b>	<b>57.3</b>	<b>66.0</b>	<b>51.4</b>	<b>62.7</b>
<b>Total N</b>		<b>114</b>	<b>141</b>	<b>198</b>	<b>57</b>	<b>255</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		95.0	96.6	98.5	86.9	95.9
Clarity of the message		83.1	87.9	88.1	77.9	85.8
Celebrity		83.4	91.1	90.2	79.0	87.7
Storyline		81.8	90.0	89.8	74.3	86.3
Presentation style		80.1	85.2	86.8	69.6	83.0
Characters		82.3	89.1	89.5	74.3	86.1
Music		76.2	85.7	86.6	63.5	81.4
Overall		90.1	95.1	96.1	81.8	92.9
<b>Total N</b>		<b>114</b>	<b>141</b>	<b>198</b>	<b>57</b>	<b>255</b>
<b>% encountered difficulties in understanding</b>		<b>5.2</b>	<b>14.1</b>	<b>9.8</b>	<b>11.3</b>	<b>10.1</b>
Language		6.7	60.2	49.8	43.0	48.0
Wordings		21.9	42.9	46.0	15.0	38.2
Message too fast		15.4	19.8	20.6	13.5	18.8
Too many messages		77.9	18.2	25.2	51.2	31.7
<b>Total N</b>		<b>6</b>	<b>20</b>	<b>19</b>	<b>7</b>	<b>26</b>

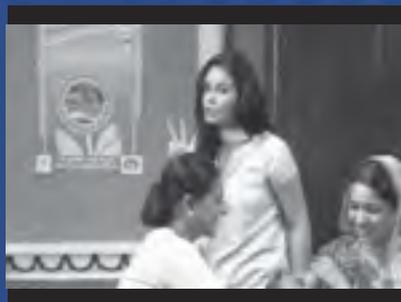
**Table 18.3: Percentage distribution of women and men by intended action after watching TV spot: Juhi Chawla - Immunization**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after watching TV spot	48.2	51.1	51.8	45.8	49.7
<b>Total N</b>	<b>382</b>	<b>423</b>	<b>524</b>	<b>281</b>	<b>805</b>
Administer 4 vaccines to the child in the first 1 year of child	49.2	50.3	46.2	57.4	49.8
Get child immunized against measles	31.6	14.6	22.2	23.1	22.5
Consult ASHA/ANM/AWW	26.2	23.4	19.6	35.4	24.7
Acquire more information	32.0	30.6	33.0	27.7	31.3
Discuss with spouse/family members	27.7	47.1	40.8	32.6	38.2
Discuss with friends/relatives	22.2	35.4	25.3	37.9	29.3
Encourage others for availing services	11.3	7.2	5.3	17.2	9.1
<b>Total N</b>	<b>184</b>	<b>217</b>	<b>272</b>	<b>129</b>	<b>401</b>
<b>Men</b>					
% who intend to take action after watching TV spot	58.8	62.7	60.0	64.4	61.0
<b>Total N</b>	<b>114</b>	<b>141</b>	<b>198</b>	<b>57</b>	<b>255</b>
Administer 4 vaccines to the child in the first 1 year	55.0	31.3	40.4	44.9	41.5
Get child immunized against measles	40.2	36.5	36.8	42.1	38.1
Consult ASHA/ANM/AWW	23.1	18.7	16.0	35.3	20.6
Acquire more information	24.0	13.2	18.1	17.1	17.8
Discuss with spouse/family members	19.1	59.9	47.6	25.6	42.4
Discuss with friends/relatives	33.5	58.4	48.0	46.8	47.7
Encourage others for availing services	20.3	7.3	11.1	18.7	12.9
<b>Total N</b>	<b>67</b>	<b>89</b>	<b>119</b>	<b>37</b>	<b>156</b>

## Annexure 19

## Mona Singh (Immunization)

## TV Spot



Mona Singh talks of the TT injection



Encouraging the mother-in-law for taking the daughter-in-law to the health care centre for her vaccination

**Table 19.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Mona Singh - Immunization**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Now you get free AD injection for each immunization – now there is no fear of infection	S	47.9	34.3	42.4	30.9	38.0
	P	45.0	56.8	49.9	59.5	53.6
It is your right to ask for free AD injection for your child	S	33.9	10.9	13.3	23.4	17.2
	P	54.3	76.4	74.6	63.4	70.4
Free AD injection is totally safe	S	20.1	17.1	16.2	20.7	17.9
	P	70.8	67.7	72.3	62.5	68.6
Just one injection one time so what to fear of	S	20.7	30.5	27.0	29.1	27.8
	P	65.0	57.8	60.3	59.0	59.8
On confirmation of pregnancy it is extremely necessary to take 2 TT injection so that at time of birth both mother and child are safe	S	18.9	14.8	9.9	25.7	15.9
	P	77.4	76.2	84.5	63.7	76.6
This way in next month remember to take second dose of TT injection	S	17.2	9.8	8.5	17.3	11.9
	P	76.9	79.9	81.6	75.1	79.1
For TT injection contact ANM, ASHA or AWW	S	15.9	5.8	3.4	16.9	8.5
	P	73.0	70.1	76.5	61.8	70.9

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
May god save such mothers from bad eyes	S	12.0	10.1	12.1	8.3	10.7
	P	69.4	64.5	63.7	69.3	65.8
<b>% learnt new things from the TV spot</b>		<b>73.8</b>	<b>67.1</b>	<b>69.4</b>	<b>68.3</b>	<b>69.0</b>
<b>Total N</b>		<b>64</b>	<b>170</b>	<b>145</b>	<b>89</b>	<b>234</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		91.5	95.7	98.3	88.3	94.5
Clarity of the message		81.7	91.5	91.9	83.9	88.8
Celebrity		89.2	91.8	95.7	83.5	91.1
Storyline		81.6	82.8	90.1	69.9	82.4
Presentation style		82.1	90.0	95.6	75.3	87.9
Characters		83.2	90.6	96.2	76.2	88.6
Music		76.2	88.7	95.8	68.1	85.3
Overall		85.4	92.4	97.5	79.0	90.5
<b>Total N</b>		<b>64</b>	<b>170</b>	<b>145</b>	<b>89</b>	<b>234</b>
<b>% encountered difficulties in understanding</b>						
Language		6.5	7.8	6.3	9.5	7.5
Wordings						
Message too fast						
Too many messages						
Other						
<b>Total N</b>		<b>4</b>	<b>13</b>	<b>9</b>	<b>8</b>	<b>17</b>

**Table 19.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Mona Singh - Immunization**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Now you get free AD injection for each immunization – now there is no fear of infection	S	36.5	37.5	37.4	36.8	37.3
	P	56.9	53.1	56.4	48.3	54.0
It is your right to ask for free AD injection for your child	S	35.9	4.8	9.7	17.6	12.0
	P	57.5	84.8	83.0	67.5	78.5
Free AD injection is totally safe	S	26.6	23.5	26.5	18.7	24.2
	P	52.6	68.9	63.4	69.2	65.1
Just one injection one time so what to fear of	S	35.2	15.8	12.7	38.6	20.3
	P	53.3	75.3	79.5	47.8	70.2
On confirmation of pregnancy it is extremely necessary to take 2 TT injection so that at time of birth both mother and child are safe	S	43.7	16.9	24.1	20.8	23.2
	P	43.1	71.8	63.4	69.2	65.1
This way in next month remember to take second dose of TT injection	S	23.1	16.8	17.3	20.8	18.3
	P	61.2	62.9	65.5	55.3	62.5
For TT injection contact ANM, ASHA or AWW	S	22.5	7.2	9.9	12.7	10.8
	P	68.7	74.1	79.0	58.1	72.9
May god save such mothers from bad eyes	S	6.1	7.3	2.7	17.3	7.0
	P	65.7	60.7	71.2	39.3	61.8
<b>% learnt new things from the TV spot</b>		<b>88.7</b>	<b>75.9</b>	<b>88.1</b>	<b>57.0</b>	<b>78.9</b>
<b>Total N</b>		<b>14</b>	<b>46</b>	<b>42</b>	<b>18</b>	<b>60</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		89.0	89.7	95.6	74.8	89.5
Clarity of the message		80.2	87.0	95.4	61.7	85.5
Celebrity		82.9	82.4	87.5	70.5	82.5
Storyline		80.2	83.3	84.2	78.5	82.6
Presentation style		84.4	79.5	83.9	72.8	80.7
Characters		83.0	73.8	80.6	64.9	76.0
Music		48.3	77.0	76.6	55.5	70.3
Overall		75.9	88.0	96.2	58.8	85.2
<b>Total N</b>		<b>14</b>	<b>46</b>	<b>42</b>	<b>18</b>	<b>60</b>
<b>% encountered difficulties in understanding</b>		<b>5.5</b>	<b>9.3</b>	<b>5.7</b>	<b>14.8</b>	<b>8.4</b>
Language						
Wordings						
Message too fast						
Too many messages						
<b>Total N</b>		<b>1</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>5</b>

**Table 19.3: Percentage distribution of women and men by intended action after watching TV spot: Mona Singh - Immunization**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after watching TV spot	68.2	56.1	60.9	57.1	59.5
<b>Total N</b>	<b>64</b>	<b>170</b>	<b>145</b>	<b>89</b>	<b>234</b>
Use one injection only one time	26.9	30.8	23.5	40.2	29.6
Use AD injections	27.7	39.4	31.1	43.8	35.7
Immunize the child	18.9	18.4	20.4	15.4	18.6
Take 2 doses of TT during pregnancy	15.6	21.8	10.6	35.8	19.8
Consult ASHA/ANM/AWW	4.4	18.3	7.8	24.6	13.9
Acquire more information	12.7	6.9	6.3	12.9	8.7
Discuss with spouse/family members	21.1	21.5	17.7	27.7	21.3
Discuss with friends/relatives	31.6	61.0	50.1	54.5	51.7
Encourage others for availing services	37.2	2.9	11.4	17.6	13.7
<b>Total N</b>	<b>44</b>	<b>95</b>	<b>88</b>	<b>51</b>	<b>139</b>
<b>Men</b>					
% who intend to take action after watching TV spot	76.6	49.5	59.2	47.7	55.8
<b>Total N</b>	<b>14</b>	<b>46</b>	<b>42</b>	<b>18</b>	<b>60</b>
Use one injection only one time		42.8	37.9		43.4
Use AD injections		24.0	17.4		31.1
Immunize the child		3.1	23.2		25.2
Take 2 doses of TT during pregnancy		26.0	25.4		24.1
Consult ASHA/ANM/AWW		36.5	50.4		41.3
Acquire more information		8.9	2.1		6.2
Discuss with spouse/family members		74.1	57.2		51.4
Discuss with friends/relatives		45.8	36.8		37.9
Encourage others for availing services		.4	4.2		3.4
<b>Total N</b>	<b>11</b>	<b>23</b>	<b>26</b>	<b>8</b>	<b>34</b>

## Annexure 20

# Badhte Shishu ki Badhti Zaroorat (Nutrition and Breastfeeding)

## TV Spot



Colostrum  
feeding  
immediately  
after birth



Exclusive  
breastfeeding for  
first six months

**Table 20.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Badhte Shishu ki Badhti Zaroorat - Nutrition and Breastfeeding**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
For better growth of the child, feed the child only mother's milk for first 6 months; after that, along with breast milk, give the child other supplementary food	S	56.9	50.0	50.8	56.8	52.9
	P	42.9	49.9	49.2	42.7	46.9
At the age of 6 months start feeding the child daliya made of rice and flour	S	36.8	12.5	19.8	28.3	22.9
	P	60.8	80.4	73.5	69.6	72.1
Feed the child homemade paste/semi-solid food without spice	S	9.7	7.2	5.5	13.3	8.3
	P	84.8	76.6	80.2	80.0	80.1
Give the child fruits and vegetables	S	8.3	10.6	2.4	22.6	9.6
	P	78.4	79.6	85.4	68.0	79.1
Give supplementary food 5-6 times in a day	S	8.9	7.2	4.2	14.5	7.9
	P	76.5	78.6	80.0	73.5	77.7
Continue breastfeeding for 2 years	S	5.8	24.5	17.3	15.2	16.5
	P	77.1	66.4	73.5	66.3	71.0
Fulfill the growing needs of the child through adequate supplementary food	S	5.9	4.8	3.9	7.8	5.3
	P	79.7	75.1	77.4	76.4	77.1

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
Initiate breastfeeding within one hour of birth	S	16.3	14.8	14.5	17.0	15.4
	P	74.4	79.5	79.3	73.7	77.3
Feeding the child mother's first thick yellowish milk i.e colostrum keeps the child away from diseases	S	11.6	11.6	9.3	15.8	11.6
	P	74.1	70.1	72.1	71.4	71.8
Mother's first milk also provides adequate quantities of vitamins and proteins	S	7.6	4.4	4.0	9.0	5.8
	P	76.6	83.8	79.7	82.7	80.8
For the first 6 months feed the child mother's milk only. Do not feed anything else.	S	19.4	13.0	14.6	17.8	15.8
	P	65.8	77.5	72.5	72.6	72.5
Remember, for the first 6 months mother's milk is the best and complete nutrition for the child	S	9.8	8.5	8.3	10.4	9.1
	P	79.7	71.8	73.1	78.8	75.1
<b>% learnt new things from the TV spot</b>		<b>68.1</b>	<b>76.6</b>	<b>76.5</b>	<b>66.7</b>	<b>73.0</b>
<b>Total N</b>		<b>136</b>	<b>182</b>	<b>204</b>	<b>114</b>	<b>318</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		91.2	97.0	97.1	89.9	94.5
Clarity of the message		85.4	89.5	90.4	83.1	87.7
Storyline		80.0	89.4	92.4	72.7	85.4
Presentation style		82.5	85.3	89.7	74.1	84.1
Characters		80.1	87.3	91.2	71.9	84.3
Music		74.7	86.6	88.4	69.3	81.5
Overall		83.1	91.9	93.6	78.3	88.1
<b>Total N</b>		<b>136</b>	<b>182</b>	<b>204</b>	<b>114</b>	<b>318</b>
<b>% encountered difficulties in understanding</b>		<b>6.1</b>	<b>10.0</b>	<b>8.5</b>	<b>8.0</b>	<b>8.3</b>
Language		.9	81.7	49.6	69.3	56.3
Wordings		34.9	1.2	16.2	3.3	11.7
Message too fast		75.4	18.3	41.3	26.6	36.2
Other		.9	0.0	0.0	.8	.3
<b>Total N</b>		<b>8</b>	<b>18</b>	<b>17</b>	<b>9</b>	<b>26</b>

**Table 20.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Badhte Shishu ki Badhti Zaroorat - Nutrition and Breastfeeding**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
For better growth of the child, feed the child only mother's milk for first 6 months; after that, along with breast milk, give child other supplementary food	S	67.2	68.1	72.5	53.3	67.8
	P	29.2	28.5	22.9	46.7	28.7
At the age of 6 months start feeding the child daliya made of rice and flour	S	10.5	19.8	15.5	20.2	16.6
	P	86.7	77.3	82.1	75.6	80.5

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
Feed the child homemade paste/semi-solid food without spice	S	18.0	10.4	14.3	9.1	13.0
	P	65.8	61.8	55.7	86.4	63.2
Give the child fruits and vegetables	S	9.9	7.8	8.0	10.0	8.5
	P	77.6	85.4	81.3	86.9	82.7
Give supplementary food 5-6 times in a day	S	21.6	14.3	17.6	14.3	16.8
	P	65.0	70.0	64.6	79.6	68.3
Continue breastfeeding for 2 years	S	6.5	18.3	11.8	21.6	14.2
	P	86.4	62.1	69.3	74.2	70.5
Fulfill the growing needs of the child through adequate supplementary food	S	.7	13.4	9.6	7.3	9.0
	P	80.7	74.0	72.4	88.3	76.3
Initiate breastfeeding within one hour of birth	S	18.3	12.2	9.6	28.8	14.3
	P	78.1	82.0	84.6	68.5	80.7
Feeding the child mother's first thick yellowish milk i.e colostrum keeps the child away from diseases	S	8.9	14.8	12.6	13.2	12.7
	P	78.5	67.9	70.6	74.5	71.5
Mother's first milk also provides adequate quantities of vitamins and proteins	S	21.4	7.7	13.3	9.6	12.4
	P	65.1	63.5	61.1	73.2	64.1
For the first six months feed the child mother's milk only. Do not feed anything else other than this	S	6.4	7.4	5.7	11.0	7.0
	P	89.8	69.8	75.0	81.7	76.6
Remember, for the first 6 months mother's milk is the best and complete nutrition for the child	S	14.9	20.8	17.8	21.5	18.7
	P	80.2	69.0	72.7	73.3	72.8
<b>% learnt new things from the TV spot</b>		91.2	64.1	67.7	91.1	73.4
<b>Total N</b>		<b>22</b>	<b>43</b>	<b>49</b>	<b>16</b>	<b>65</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		90.2	92.8	92.5	90.3	91.9
Clarity of the message		73.4	93.5	89.2	78.4	86.6
Storyline		75.5	95.6	90.0	84.8	88.7
Presentation style		75.0	88.1	84.0	82.3	83.6
Characters		80.3	87.0	84.1	86.7	84.7
Music		81.6	86.8	83.7	89.0	85.0
Overall		80.9	93.7	90.4	85.8	89.3
<b>Total N</b>		<b>22</b>	<b>43</b>	<b>49</b>	<b>16</b>	<b>65</b>
<b>% encountered difficulties in understanding</b>		5.1	8.0	6.2	9.3	7.0
Language						
Wordings						
Message too fast						
Too many messages						
<b>Total N</b>		<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>4</b>

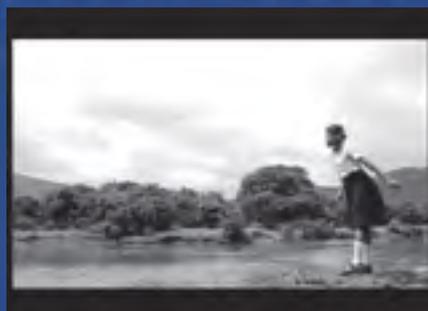
**Table 20.3: Percentage distribution of women and men by intended action after watching TV spot: Badhte Shishu ki Badhti Zaroorat - Nutrition and Breastfeeding**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after watching TV spot	37.6	42.1	36.3	47.2	40.2
<b>Total N</b>	<b>136</b>	<b>182</b>	<b>204</b>	<b>114</b>	<b>318</b>
Ensure exclusive breastfeeding for 1 <sup>st</sup> 6 months	47.4	50.7	51.7	46.2	49.4
Initiate supplementary feeding after 6 months	36.8	30.9	26.0	43.1	33.2
Initiate breastfeeding within one hour of birth	9.2	9.4	1.5	20.1	9.3
Feed colostrum to the child	21.4	18.6	10.6	32.3	19.7
Acquire more information	7.6	14.3	5.5	20.2	11.6
Discuss with spouse/family members	21.5	32.5	27.4	29.0	28.1
Discuss with friends/relatives	31.5	44.2	46.5	29.0	39.1
Encourage others on child feeding practices	20.1	10.8	.9	33.2	14.5
<b>Total N</b>	<b>51</b>	<b>77</b>	<b>74</b>	<b>54</b>	<b>128</b>
<b>Men</b>					
% who intend to take action after watching TV spot	48.2	22.9	22.9	58.2	31.5
<b>Total N</b>	<b>22</b>	<b>43</b>	<b>49</b>	<b>16</b>	<b>65</b>
Encourage exclusive breastfeeding for 1 <sup>st</sup> 6 months					67.2
Encourage Initiation of supplementary feeding after 6 months					30.1
Encourage initiation of breastfeeding within one hour of birth					37.4
Encourage feeding colostrum to the child					29.2
Acquire more information					36.8
Discuss with spouse/family members					21.5
Discuss with friends/relatives					26.8
Encourage others on child feeding practices					1.5
<b>Total N</b>	<b>11</b>	<b>10</b>	<b>12</b>	<b>9</b>	<b>21</b>

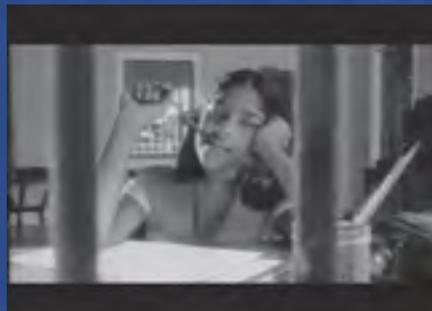
## Annexure 21

## Age at Marriage

## TV Spot



.....Let her play



Delay the age at marriage- Let her go to school and study



Black and White TV spot

**Table 21.1: Messages recalled, aspects liked and difficulties encountered by women in TV spot: Age at Marriage**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Keep the dreams and health of your daughters intact	S	23.9	21.6	22.8	22.2	22.6
	P	74.1	69.3	70.6	73.8	71.5
Get them married only after the age of 18 years	S	83.6	79.9	80.6	84.2	81.6
	P	14.7	16.8	16.1	14.9	15.8
National Rural Health Mission..... Healthy Nation/Bharat begins with healthy family ...from you	S	10.1	6.2	7.7	8.9	8.0
	P	80.3	71.4	74.4	78.3	75.5
<b>% learnt new things from the TV spot</b>		66.3	64.5	64.7	67.0	65.3
<b>Total N</b>		<b>329</b>	<b>390</b>	<b>528</b>	<b>191</b>	<b>719</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		95.9	90.3	91.7	96.2	92.9
Clarity of the message		88.6	83.7	83.5	92.6	85.9
Storyline		87.6	77.2	80.3	86.4	81.9
Presentation style		88.3	79.8	84.0	82.8	83.7
Characters		88.2	78.2	84.1	79.2	82.8
Music		85.4	75.3	81.3	76.1	79.9
Overall		93.5	82.4	87.6	87.2	87.5
<b>Total N</b>		<b>329</b>	<b>390</b>	<b>528</b>	<b>191</b>	<b>719</b>

Particulars (S= Spontaneous response P= Prompt response)	High focus	Other states	Rural	Urban	Total
<b>% encountered difficulties in understanding</b>	6.5	9.1	8.2	7.1	7.9
Language	34.3	58.8	49.9	48.7	49.6
Wordings	27.3	35.0	38.4	12.1	32.1
Message too fast	65.1	18.0	33.8	41.8	35.7
Too many messages	11.2	3.2	3.6	14.6	6.2
Other	.3	.2	0.0	1.1	.3
<b>Total N</b>	<b>21</b>	<b>36</b>	<b>43</b>	<b>14</b>	<b>57</b>

**Table 21.2: Messages recalled, aspects liked and difficulties encountered by men in TV spot: Age at Marriage**

Particulars (S= Spontaneous response P= Prompt response)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Keep the dreams and health of your daughters intact	S	25.2	34.7	29.5	30.4	29.7
	P	72.9	58.0	66.6	63.4	65.8
Get them married only after the age of 18 years	S	93.2	72.9	82.2	87.3	83.5
	P	5.8	26.5	16.8	12.4	15.7
National Rural Health Mission..... Healthy Nation/Bharat begins with healthy family ...from you	S	14.6	15.9	15.2	15.3	15.2
	P	78.9	65.9	74.0	68.9	72.7
<b>% learnt new things from the TV spot</b>		62.1	61.1	62.9	57.6	61.6
<b>Total N</b>		<b>206</b>	<b>189</b>	<b>295</b>	<b>100</b>	<b>395</b>
<b>Aspects liked in the TV spot</b>						
The message conveyed		88.8	94.6	93.4	86.4	91.6
Clarity of the message		81.2	85.7	84.1	80.9	83.3
Storyline		82.2	87.4	85.7	81.6	84.7
Presentation style		86.0	86.3	88.1	80.2	86.1
Characters		83.2	86.7	86.7	79.5	84.9
Music		83.0	85.6	91.6	62.5	84.2
Overall		86.9	92.3	92.8	79.9	89.5
<b>Total N</b>		<b>206</b>	<b>189</b>	<b>295</b>	<b>100</b>	<b>395</b>
<b>% encountered difficulties in understanding</b>		5.3	12.1	7.5	11.8	8.6
Language		12.0	48.7	37.2	35.9	36.8
Wordings		45.7	46.3	45.9	46.6	46.1
Message too fast		31.0	27.3	30.6	24.4	28.5
Too many messages		45.6	0.0	10.8	22.3	14.8
<b>Total N</b>		<b>11</b>	<b>23</b>	<b>22</b>	<b>12</b>	<b>34</b>

**Table 21.3: Percentage distribution of women and men by intended action after watching TV spot: Age at Marriage**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after watching TV spot	47.7	49.6	46.7	54.5	48.7
Total N	329	390	528	191	719
Acquire more information	32.3	19.4	22.5	31.6	25.2
Discuss with spouse/family members	20.2	28.6	23.1	29.2	24.9
Discuss with friends/relatives	33.7	57.9	45.7	50.4	47.1
Encourage others for ensuring that girls marry after the age of 18 years	50.4	35.5	39.1	49.5	42.2
Total N	157	194	247	104	351
<b>Men</b>					
% who intend to take action after watching TV spot	64.9	54.5	59.4	61.4	59.9
Total N	206	189	295	100	394
Acquire more information	30.4	13.3	21.6	26.9	23.0
Discuss with spouse/family members	20.4	32.8	24.3	30.2	25.8
Discuss with friends/relatives	30.8	61.1	45.3	40.0	44.0
Encourage others for ensuring that girls marry after the age of 18 years	86.5	59.9	74.6	76.0	75.0
Total N	133	103	175	61	236



# Pragati Talking to Papa (Antenatal Care)

## Radio Spot

**Table 22.1: Messages recalled, aspects liked and difficulties encountered by women in radio spot: Pragati talking to papa - ANC**

Particulars		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Checkups of pregnant women are done on VHND	S	29.9	13.4	21.1	27.9	22.2
	P	64.3	63.8	63.4	67.7	64.0
Tetanus injections are given	S	48.6	47.6	45.4	63.5	48.2
	P	45.0	43.1	46.9	28.3	44.1
Iron pills are given	S	32.5	12.2	22.0	28.6	23.0
	P	60.6	70.8	67.9	51.2	65.4
Nutrition related advice is given	S	15.7	2.6	9.3	11.3	9.6
	P	68.8	58.5	67.1	46.2	64.0
Children are immunized	S	12.1	22.2	13.7	34.4	16.8
	P	78.2	64.4	74.7	55.4	71.8
Their (children's) weight is taken	S	6.0	3.3	3.9	9.4	4.7
	P	71.9	65.5	68.9	69.2	68.9
Better health services have reached the door step of people in the villages. Many more people than before are taking benefits of these services.	S	21.5	2.8	13.3	10.1	12.8
	P	58.9	64.8	59.1	76.0	61.7
National Rural Health Mission – Because, healthy nation/Bharat begins with healthy family ...from you		15.7	.4	9.9	.9	8.6
		63.2	70.1	63.4	83.5	66.4
<b>% learnt new things from the Radio spot</b>		<b>79.2</b>	<b>69.0</b>	<b>73.9</b>	<b>77.0</b>	<b>74.4</b>
<b>Aspects liked in the Radio spot</b>						
The message conveyed		88.1	78.7	81.8	94.2	83.7
Clarity of the message		78.1	66.5	70.0	87.9	72.7
Jingle tune/music		77.4	84.7	80.6	81.9	80.8
Presentation style		77.9	71.6	74.9	75.2	75.0
Overall		80.3	65.1	72.1	79.7	73.2
<b>% encountered difficulties in understanding</b>		<b>4.7</b>	<b>42.3</b>	<b>22.4</b>	<b>21.6</b>	<b>22.2</b>
<b>Total N</b>		<b>115</b>	<b>101</b>	<b>183</b>	<b>33</b>	<b>216</b>

**Table 22.2: Messages recalled, aspects liked and difficulties encountered by men in radio spot: Pragati talking to papa - ANC**

Particulars		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Checkups of pregnant women are done on VHND	S	4.9	12.8	7.1	17.3	9.3
	P	88.6	76.3	82.5	79.2	81.7
Tetnus injections are given	S	46.0	41.3	31.3	85.7	43.4
	P	49.6	45.1	56.7	13.1	47.1
Iron pills are given	S	25.8	19.8	21.8	24.6	22.4
	P	69.5	69.1	67.6	75.3	69.3
Nutrition related advice is given	S	1.0	4.9	.6	12.3	3.2
	P	83.5	63.0	76.6	56.1	72.0
Children are immunized	S	24.8	28.6	20.2	50.5	26.9
	P	75.2	58.7	75.2	33.6	66.0
Their (children's) weight is taken	S	3.2	14.2	5.3	23.7	9.4
	P	75.5	66.2	75.3	52.5	70.3
Better health services have reached the door step of people in the villages. Many more people than before are taking benefits of these services	S	8.4	8.2	10.5	.5	8.3
	P	78.2	61.8	70.1	65.3	69.0
National Rural Health Mission – Because, healthy nation/Bharat begins with healthy family ...from you	S	11.7	.4	6.7	.8	5.4
	P	78.6	70.4	79.8	53.4	74.0
<b>% learnt new things from the Radio spot</b>		89.7	77.3	81.9	85.9	82.8
<b>Aspects liked in the Radio spot</b>						
The message conveyed		86.3	85.2	83.3	94.0	85.7
Clarity of the Message		88.7	85.3	84.4	95.1	86.8
Jingle tune/music		83.6	87.9	83.9	93.5	86.0
Presentation style		83.3	88.6	83.0	97.8	86.3
Overall		86.6	91.0	86.7	97.3	89.1
<b>% encountered difficulties in understanding</b>		4.2	35.7	17.1	38.6	21.8
<b>Total N</b>		<b>47</b>	<b>61</b>	<b>84</b>	<b>24</b>	<b>108</b>

**Table 22.3: Percentage distribution of women and men by intended action after Listening radio spot: Pragati talking to papa - ANC**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after listening the radio spot	45.7	62.0	55.5	40.9	53.3
<b>Total N</b>	<b>115</b>	<b>101</b>	<b>183</b>	<b>33</b>	<b>216</b>
Participate in VHNDs	7.6	7.9	6.0		7.7
Avail services on VHNDs	16.2	17.1	17.9		16.7
Acquire more information	38.4	17.2	25.9		26.9
Discuss with spouse/family members	29.0	57.8	41.0		44.6
Discuss with friends/relatives	26.6	52.3	37.7		40.5
Encourage others for availing services	10.2	10.5	10.4		10.3
<b>Total N</b>	<b>53</b>	<b>62</b>	<b>102</b>	<b>13</b>	<b>115</b>
<b>Men</b>					
% who intend to take action after listening to radio spot	39.9	45.8	41.5	49.0	43.2
<b>Total N</b>	<b>47</b>	<b>61</b>	<b>84</b>	<b>24</b>	<b>108</b>
Encourage spouse for participating in VHNDs		29.0	29.7		37.1
Encourage spouse for availing services on VHNDs		22.8	29.9		29.7
Acquire more information		46.7	19.2		36.1
Discuss with spouse/family members		24.2	29.2		24.9
Discuss with friends/relatives		54.1	44.9		42.4
Encourage others for availing services		10.8	9.6		13.7
<b>Total N</b>	<b>19</b>	<b>28</b>	<b>35</b>	<b>12</b>	<b>47</b>

## Annexure 23

# Conversation with ASHA (Antenatal Care)

## Radio Spot

**Table 23.1: Messages recalled, aspects liked and difficulties encountered by women in radio spot: Conversation with ASHA - ANC**

Particulars (S= Spontaneous P= Prompted)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
What should be done on confirmation of pregnancy? After checkup at health center, jaccha baccha (mother-child) card should be prepared	S	25.1	28.0	24.7	32.6	25.4
	P	71.2	69.1	71.5	65.6	71.0
Definitely take iron tablets for 100 days	S	41.4	23.4	38.4	49.6	39.4
	P	57.5	76.4	60.5	49.9	59.6
If the women are pregnant, take care now, then will remain healthy themselves and the child will also be born healthy	S	8.1	15.1	8.2	16.3	8.9
	P	79.3	72.7	79.7	67.1	78.5
During pregnancy along with additional food and work, rest is also important	S	12.0	18.9	12.6	14.9	12.8
	P	79.2	71.2	79.3	68.3	78.3
Definitely administer 2 Tetanus injections at the interval of one month	S	41.3	51.3	41.1	54.9	42.4
	P	56.2	44.5	56.7	36.9	54.9
Get registered each under JSY and get both safe delivery and financial assistance	S	24.1	14.6	24.2	11.7	23.1
	P	66.1	58.3	64.4	73.4	65.2
National Rural Health Mission – Because, healthy nation/Bharat begins with healthy family ...from you	S	1.6	4.0	1.5	5.4	1.9
	P	69.0	74.7	69.1	75.2	69.7
<b>% learnt new things from the radio spot</b>		<b>80.9</b>	<b>72.9</b>	<b>82.4</b>	<b>55.7</b>	<b>80.0</b>
<b>Aspects liked in the radio spot</b>						
The message conveyed		91.0	92.4	91.7	86.3	91.2
Clarity of the message		86.3	91.0	87.5	79.9	86.8
Jingle tune/music		72.6	95.7	75.8	68.8	75.1
Presentation style		70.1	85.8	70.5	85.2	71.9
Overall		84.8	88.7	85.8	79.2	85.2
<b>% encountered difficulties in understanding</b>		<b>4.4</b>	<b>17.6</b>	<b>5.7</b>	<b>8.0</b>	<b>5.9</b>
<b>Total N</b>		<b>386</b>	<b>48</b>	<b>395</b>	<b>39</b>	<b>434</b>

**Table 23.2: Messages recalled, aspects liked and difficulties encountered by men in radio spot: Conversation with ASHA - ANC**

Particulars (S= Spontaneous P= Prompted)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
What should be done on confirmation of pregnancy? After checkup at health center, 'jaccha baccha' (mother-child) card should be prepared	S	31.9	37.4	30.3	47.7	33.0
	P	65.6	49.3	64.3	51.5	62.4
Definitely take iron tablets for 100 days	S	47.4	16.9	43.0	32.0	41.3
	P	52.6	80.7	56.9	65.6	58.2
If the women are pregnant, take care now, then will remain healthy themselves and the child will also be born healthy	S	5.7	26.3	6.0	31.2	9.8
	P	85.1	51.2	83.3	50.5	78.3
During pregnancy along with additional food and work, rest is also important	S	18.2	8.7	17.5	9.7	16.3
	P	77.1	88.1	77.9	87.0	79.3
Definitely administer 2 Tetanus injections at the interval of one month	S	37.9	16.7	35.3	24.8	33.7
	P	57.9	67.1	58.8	64.9	59.8
Get registered each under JSY and get both safe delivery and financial assistance	S	18.9	.6	16.1	10.6	15.3
	P	75.6	79.0	76.2	76.9	76.3
National Rural Health Mission – Because, healthy nation/Bharat begins with healthy family ...from you	S	.4	6.6	1.4	2.9	1.6
	P	77.2	78.3	75.9	85.9	77.5
<b>% learnt new things from the radio spot</b>		<b>83.2</b>	<b>90.9</b>	<b>84.7</b>	<b>84.6</b>	<b>84.7</b>
<b>Aspects liked in the radio spot</b>						
The message conveyed		94.5	100.0	96.3	91.7	95.6
Clarity of the message		77.0	89.0	79.3	79.8	79.4
Jingle tune/music		85.7	91.2	87.5	83.1	86.8
Presentation style		86.1	88.6	87.6	80.7	86.6
Overall		87.3	93.8	87.3	95.8	88.6
<b>% encountered difficulties in understanding</b>		<b>4.9</b>	<b>25.4</b>	<b>10.0</b>	<b>3.5</b>	<b>9.0</b>
<b>Total N</b>		<b>134</b>	<b>33</b>	<b>142</b>	<b>25</b>	<b>167</b>

**Table 23.3: Percentage distribution of women and men by intended action after listening to the radio spot: Conversation with ASHA - ANC**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after listening the radio spot	59.9	38.9	59.2	41.5	57.6
<b>Total N</b>	<b>386</b>	<b>48</b>	<b>395</b>	<b>39</b>	<b>434</b>
Administer 2 TT shots during pregnancy	63.4		62.5		61.6
Consume 100 iron tablets during pregnancy	53.1		52.9		52.6
Receive ANC check-up at health centers	19.4		18.4		19.3
Prepare 'jaccha baccha' card at health centers	4.8		6.6		6.6
Ensure good food during pregnancy	3.0		3.2		4.8
Ensure rest during pregnancy	1.7		2.6		2.5
Take care advantages of JSY	18.5		17.4		17.3
Acquire more information	6.6		7.0		7.0
Discuss with spouse/family members	29.9		32.3		31.2
Discuss with relatives/friends	29.1		30.0		29.9
Encourage others for availing services	6.9		5.5		6.7
<b>Total N</b>	<b>231</b>	<b>19</b>	<b>234</b>	<b>16</b>	<b>250</b>
<b>Men</b>					
% who intend to take action after listening to radio spot	69.0	62.5	72.6	40.0	<b>67.7</b>
<b>Total N</b>	<b>134</b>	<b>33</b>	<b>142</b>	<b>25</b>	<b>167</b>
Encourage spouse for administering 2 TT shots during pregnancy	42.1	36.1	39.2		41.0
Encourage spouse for consuming IFA during pregnancy	34.2	11.6	30.7		30.0
Encourage spouse for receiving ANC check-up at health centers	33.2	15.8	29.3		30.0
Prepare 'jaccha baccha' card at health centers	8.7	11.1	8.9		9.2
Ensure good food during pregnancy	5.0	10.1	4.4		6.0
Ensure rest during pregnancy	5.8	6.8	6.4		6.0
Take advantages of JSY	14.0	5.9	13.4		12.5
Acquire more information	.1	34.9	4.1		6.5
Discuss with spouse/family members	29.3	52.7	34.0		33.6
Discuss with friends/relatives	39.8	68.3	45.0		45.0
Encourage others for availing services	.5	3.4	.4		1.0
<b>Total N</b>	<b>92</b>	<b>21</b>	<b>103</b>	<b>10</b>	<b>113</b>

# Journalist Khushi (Institutional Delivery & JSY)

## Radio Spot

**Table 24.1: Messages recalled, aspects liked and difficulties encountered by women in radio spot: Journalist Khushi - Institutional Delivery & JSY**

Particulars (S= Spontaneous P= Prompted)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
The birth of every child should take place at hospital	S	68.3	49.6	58.2	74.7	61.3
	P	25.9	43.7	35.1	21.7	32.6
Proper care of both mother and the child is taken in the hospital	S	18.8	15.3	13.7	33.8	17.5
	P	64.7	76.3	70.5	62.6	69.0
In case of any complications during delivery, there are good doctors and nurses to take care of it at the hospital. All medicines are also immediately available there.	S	12.0	13.9	10.4	22.5	12.7
	P	73.1	69.1	71.3	72.9	71.6
More than one crore women have benefited from the services and financial assistance from JSY NRHM	S	6.5	18.6	6.1	31.9	11.0
	P	63.4	48.7	57.9	58.0	57.9
Deliver the child only at the hospital	S	27.9	49.1	32.8	48.6	35.8
	P	66.7	44.9	61.0	47.7	58.5
Because, healthy nation/Bharat begins with healthy family ...from you	S	3.8	7.4	3.6	11.6	5.1
	P	77.8	57.2	68.0	79.2	70.1
<b>% learnt new things from the radio spot</b>		<b>72.0</b>	<b>58.0</b>	<b>69.1</b>	<b>57.1</b>	<b>66.8</b>
<b>Aspects liked in the radio spot</b>						
The message conveyed		93.9	88.1	89.8	99.9	91.7
Clarity of the message		79.3	53.2	72.0	58.7	69.5
Jingle tune/music		82.2	80.8	80.7	85.9	81.7
Presentation style		89.0	73.0	81.3	90.4	83.0
Overall		82.7	70.3	76.4	85.2	78.1
<b>% encountered difficulties in understanding</b>		<b>7.5</b>	<b>44.5</b>	<b>24.2</b>	<b>9.3</b>	<b>21.4</b>
<b>Total N</b>		<b>80</b>	<b>48</b>	<b>104</b>	<b>24</b>	<b>128</b>

**Table 24.2: Messages recalled, aspects liked and difficulties encountered by men in radio spot: Journalist Khushi - Institutional Delivery & JSY**

Particulars (S= Spontaneous P= Prompted)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
The birth of every child should take place at hospital	S	71.1	27.1	48.4	61.7	50.1
	P	28.9	72.9	51.6	38.3	49.9
Proper care of both mother and the child is taken in the hospital	S	11.5	15.0	12.0	21.6	13.2
	P	88.1	76.5	83.5	76.0	82.6
In case of any complications during delivery, there are good doctors and nurses to take care of it at the hospital. All medicines are also immediately available there.	S	1.3	3.1	2.4	.5	2.2
	P	95.5	80.3	86.6	99.4	88.2
More than 1 crore women have benefited from the services and financial assistance from JSY NRHM	S	1.9	3.1	2.8	.5	2.5
	P	85.1	62.9	79.2	42.2	74.5
Deliver the child only at the hospital	S	65.3	46.6	53.6	75.8	56.4
	P	32.8	53.4	45.3	24.2	42.6
Because, healthy nation/Bharat begins with healthy family ...from you	S	3.0	3.0	3.4		3.0
	P	87.3	78.7	82.2	90.2	83.2
<b>% learnt new things from the radio spot</b>		83.5	47.0	64.7	75.6	66.1
<b>Aspects liked in the radio spot</b>						
The message conveyed		87.8	85.3	86.1	90.6	86.6
Clarity of the message		86.4	66.8	83.3	34.0	77.1
Jingle tune/music		77.9	85.3	80.6	87.6	81.5
Presentation style		80.8	82.4	80.3	90.3	81.6
Overall		87.4	85.3	84.7	98.2	86.4
<b>% encountered difficulties in understanding</b>		3.2	10.4	7.4	1.6	6.7
<b>Total N</b>		<b>56</b>	<b>51</b>	<b>94</b>	<b>13</b>	<b>107</b>

**Table 24.3: Percentage distribution of women and men by intended action after listening to the radio spot: Journalist Khushi - Institutional Delivery & JSY**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after listening the radio spot	36.9	65.6	48.7	43.1	47.6
<b>Total N</b>	<b>80</b>	<b>48</b>	<b>104</b>	<b>24</b>	<b>128</b>
Deliver the child in health institutions	42.5	23.8	33.3		32.9
Take benefits of JSY	42.9	8.7	29.6		25.3
Acquire more information	1.3	11.4	6.1		6.5
Discuss with spouse/family members	20.1	40.5	23.6		30.6
Discuss with friends/relatives	27.2	87.8	57.4		58.4
Encourage others for availing services	15.5	9.4	5.3		12.4
<b>Total N</b>	<b>29</b>	<b>32</b>	<b>51</b>	<b>10</b>	<b>61</b>
<b>Men</b>					
% who intend to take action after listening to radio spot	68.8	74.9	69.6	86.5	71.7
<b>Total N</b>	<b>56</b>	<b>51</b>	<b>94</b>	<b>13</b>	<b>107</b>
Encourage spouse for delivering in hospital	89.9	30.6	67.2		60.4
Take benefits of JSY	68.7	26.0	51.8		47.5
Acquire more information	29.4	19.0	25.8		24.2
Discuss with spouse/family members	4.3	45.2	16.4		24.6
Discuss with friends/relatives	8.2	79.7	34.7		43.8
Encourage others for availing services	.1	39.2	22.9		19.5
<b>Total N</b>	<b>39</b>	<b>38</b>	<b>65</b>	<b>12</b>	<b>77</b>

## Annexure 25

# Jingle Jagmag (Institutional Delivery)

## Radio Spot

**Table 25.1: Messages recalled, aspects liked and difficulties encountered by women in radio spot: Jingle Jagmag - Institutional Delivery**

Particulars (S= Spontaneous P= Prompted)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Getting delivery done in hospital is a wise decision	S	60.7	50.3	58.5	66.1	59.0
	P	36.5	40.4	37.5	32.2	37.1
Find out which hospital is near to your house	S	17.2	20.1	16.9	26.8	17.6
	P	77.8	53.3	75.0	60.1	73.9
Arrangement to reach there (hospital) from your house should be available day and night	S	14.6	8.1	13.6	13.1	13.6
	P	77.6	48.3	73.2	69.1	72.9
Get registered under JSY of NRHM and get both safe delivery and financial assistance	S	15.8	7.2	14.6	12.9	14.4
	P	76.9	41.0	71.5	66.5	71.2
Because, healthy nation/Bharat begins with healthy family ...from you	S	5.2	5.1	4.7	10.7	5.2
	P	80.0	55.7	76.6	70.3	76.1
<b>% learnt new things from the radio spot</b>		76.9	63.1	75.1	69.4	74.7
<b>Aspects liked in the radio spot</b>						
The message conveyed		87.2	68.1	83.2	96.3	84.2
Clarity of the message		80.9	43.1	74.5	78.7	74.8
Jingle tune/music		79.0	98.7	82.3	79.6	82.1
Presentation style		78.8	62.8	77.2	65.1	76.3
Overall		84.0	61.8	80.8	76.6	80.5
<b>% encountered difficulties in understanding</b>		3.9	57.2	12.1	16.9	12.5
<b>Total N</b>		<b>189</b>	<b>36</b>	<b>208</b>	<b>17</b>	<b>225</b>

**Table 25.2: Messages recalled, aspects liked and difficulties encountered by men in radio spot: Jingle Jagmag - Institutional Delivery**

Particulars (S= Spontaneous P= Prompted)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
Getting delivery done in hospital is a wise decision	S	53.5	33.0	52.7	34.2	50.8
	P	44.9	52.0	43.8	63.3	45.8
Find out which hospital is near to your house	S	15.1	22.8	13.8	36.7	16.1
	P	81.7	55.4	80.6	58.0	78.3
Arrangement to reach there (hospital) from your house should be available day and night	S	1.9	10.0	1.6	14.8	2.9
	P	94.0	50.9	90.2	72.7	88.4
Get registered under JSY of NRHM and get both safe delivery and financial assistance	S	2.3	20.4	1.6	31.6	4.6
	P	88.8	44.9	85.3	64.2	83.2
Because, healthy nation/Bharat begins with healthy family ...from you	S	1.8	10.5	1.5	15.5	2.9
	P	89.9	45.2	86.4	64.2	84.1
<b>% learnt new things from the radio spot</b>		82.9	57.5	81.9	59.4	79.6
<b>Aspects liked in the radio spot</b>						
The message conveyed		90.9	74.2	88.5	90.9	88.7
Clarity of the message		74.8	79.7	73.5	91.9	75.4
Jingle tune/music		74.7	70.9	72.5	90.1	74.2
Presentation style		84.2	87.3	83.3	95.7	84.6
Overall		90.1	87.3	89.1	95.7	89.8
<b>% encountered difficulties in understanding</b>		.3	27.3	2.6	14.3	3.8
<b>Total N</b>		<b>85</b>	<b>13</b>	<b>88</b>	<b>10</b>	<b>98</b>

**Table 25.3: Percentage distribution of women and men by intended action after listening to the radio spot: Jingle Jagmag - Institutional Delivery**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after listening the radio spot	54.8	62.6	56.9	45.2	56.0
<b>Total N</b>	<b>189</b>	<b>36</b>	<b>208</b>	<b>17</b>	<b>225</b>
Deliver the child at hospital	50.9	18.9	45.7		45.2
Enquire about nearest health facility for delivery	15.0	5.0	13.1		13.2
Arrange transport in advance for delivery	5.5		4.8		4.5
Take benefit of JSY	35.5	7.5	31.1		30.5
Acquire more information	4.0	14.3	4.6		5.8
Discuss with spouse/family members	26.0	23.9	24.9		25.6
Discuss with friends/relatives	37.7	44.1	38.9		38.8
Encourage others for availing services	13.7	68.3	23.6		23.4
Other	.9	38.2	7.2		7.6
<b>Total N</b>	<b>104</b>	<b>22</b>	<b>118</b>	<b>8</b>	<b>126</b>
<b>Men</b>					
% who intend to take action after listening to radio spot	33.2		35.6		37.1
<b>Total N</b>	<b>86</b>		<b>88</b>		<b>98</b>
Encourage spouse for delivering at hospital	64.0		64.0		61.8
Enquire about nearest health facility for delivery	36.7		35.3		36.7
Arrange transport in advance for delivery	24.8		25.5		28.2
Take benefit of JSY	48.7		47.8		48.0
Acquire more information	.7		0.0		1.3
Discuss with spouse/family members	25.7		27.3		27.8
Discuss with friends/relatives	22.2		22.2		22.4
Encourage others for availing services	0.0		0.0		.4
<b>Total N</b>	<b>57</b>	<b>5</b>	<b>57</b>	<b>5</b>	<b>62</b>

# Holi Song (Family Planning)

## Radio Spot

**Table 26.1: Messages recalled, aspects liked and difficulties encountered by women in radio spot: Holi Song - FP**

Particulars (S= Spontaneous P= Prompted)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
There is no tension in the sweet moments of life because new Copper-T's safety is always with me	S	18.0	20.9	16.7	39.2	18.6
	P	69.4	71.6	71.9	47.7	69.8
In case you want to become a mother for second time it can be easily removed also	S	18.5	9.8	15.8	26.6	16.7
	P	79.9	80.4	82.6	51.0	80.0
With this new Copper-T there is no tension	S	6.6	12.4	6.2	24.4	7.8
	P	71.6	81.7	75.1	57.5	73.6
Get more information from ANM at nearby health centre	S	16.6	.2	14.4	2.3	13.3
	P	76.3	84.8	78.2	75.6	78.0
Accept Copper-T from local trained health worker at the right time	S	8.6	.0	7.4	1.4	6.9
	P	83.5	87.2	85.0	76.2	84.3
This is the time of new and safe Copper-T	S	25.1	29.8	24.1	47.5	26.1
	P	67.5	63.6	68.7	45.4	66.7
Because, healthy nation/Bharat begins with healthy family ...from you	S	7.7	1.3	6.5	5.2	6.4
	P	82.9	80.4	83.5	70.8	82.4
<b>% learnt new things from the radio spot</b>		<b>83.5</b>	<b>75.7</b>	<b>81.5</b>	<b>86.6</b>	<b>82.0</b>
<b>Aspects liked in the radio spot</b>						
The message conveyed		88.5	94.6	89.3	94.1	89.7
Clarity of the message		78.5	86.6	80.7	73.6	80.1
Jingle tune/music		73.8	90.3	76.3	85.6	77.1
Presentation style		81.3	85.1	81.5	88.2	82.1
Overall		80.8	83.9	80.8	88.2	81.4
<b>% encountered difficulties in understanding</b>		<b>3.6</b>	<b>11.8</b>	<b>5.0</b>	<b>7.8</b>	<b>5.2</b>
<b>Total N</b>		<b>129</b>	<b>32</b>	<b>147</b>	<b>14</b>	<b>161</b>

**Table 26.2: Messages recalled, aspects liked and difficulties encountered by men in radio spot: Holi Song - FP**

Particulars (S= Spontaneous P= Prompted)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
There is no tension in the sweet moments of life because new Copper-T's safety is always with me	S	10.8	15.1	9.5	31.5	12.6
	P	82.4	63.0	75.7	67.0	74.4
In case you want to become a mother for second time it can be easily removed also	S	35.3	10.1	23.1	36.4	25.0
	P	61.5	77.1	71.6	45.1	67.9
With this new Copper-T there is no tension	S	10.3	.5	6.8	2.8	6.3
	P	72.8	62.5	71.1	53.3	68.6
Get more information from ANM of nearby health centre	S	.2	6.0		18.4	2.6
	P	76.7	72.7	81.0	38.2	75.1
Accept Copper-T from local trained health worker at the right time	S	.7	4.7		16.9	2.4
	P	94.3	73.3	86.3	81.8	85.7
This is the time of new and safe Cu.T	S	19.7	68.3	33.2	79.3	39.6
	P	53.2	9.9	38.0	19.9	35.4
Because, healthy nation/Bharat begins with healthy family ...from you	S	1.6	20.7	1.1	61.0	9.5
	P	81.0	56.9	76.7	36.8	71.1
<b>% learnt new things from the radio spot</b>		86.7	80.1	87.1	65.0	84.0
<b>Aspects liked in the radio spot</b>						
The message conveyed		99.8	77.8	89.4	99.3	90.8
Clarity of the message		59.4	73.2	59.6	98.6	65.0
Jingle tune/music		82.9	67.0	77.8	67.8	76.4
Presentation style		79.8	73.0	73.6	98.1	77.0
Overall		80.0	67.3	73.7	81.4	74.8
<b>% encountered difficulties in understanding</b>		8.6	5.9	6.3	15.2	7.5

**Table: 26.3: Percentage distribution of women and men by intended action after Listening radio spot: Holi song - FP**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after listening the radio spot	18.3	42.5	19.5	62.0	23.1
<b>Total N</b>	<b>129</b>	<b>32</b>	<b>147</b>	<b>14</b>	<b>161</b>
Shall accept Copper-T	43.3		32.9		29.3
Visit nearest health center for Cu.T	7.3		6.6		10.6
Consult ANM	2.9		2.2		5.7
Acquire more information	21.0		17.2		13.4
Discuss with spouse/family members	21.0		38.1		38.2
Discuss with friends/relatives	24.9		27.2		37.4
Encourage others for availing services	26.0		25.3		21.0
<b>Total N</b>	<b>23</b>	<b>14</b>	<b>29</b>	<b>8</b>	<b>37</b>
<b>Men</b>					
% who intend to take action after listening to radio spot	74.1	74.3	81.8	27.2	74.2
<b>Total N</b>	<b>41</b>	<b>28</b>	<b>59</b>	<b>10</b>	<b>69</b>
Encourage spouse for accepting Cu.T	44.6	14.1	30.5		32.1
Take spouse to nearest health center for Cu.T	32.7	6.3	19.7		21.9
Consult ANM	21.6	20.3	22.0		21.0
Acquire more information	9.7	90.4	45.2		42.9
Discuss with spouse/family members	32.4	87.5	56.3		55.0
Discuss with friends/relatives	47.2	66.7	57.0		55.2
Encourage others for accepting Cu.T	.9	1.7	0.0		1.3
<b>Total N</b>	<b>30</b>	<b>21</b>	<b>48</b>	<b>3</b>	<b>51</b>

## Annexure 27

# Mehendi Song (Family Planning)

## Radio Spot

**Table 27.1: Messages recalled, aspects liked and difficulties encountered by women in radio spot: Mehendi Song - FP**

Particulars (S= Spontaneous P= Prompted)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
We are happy as life's every decision is taken jointly (by husband and wife); like when to have child, spacing between children	S	34.3	15.7	31.8	22.2	30.8
	P	59.5	61.1	59.9	59.2	59.8
Both of you meet ASHA in your village , she will arrange to provide you complete information on family planning methods from nearby health center	S	12.9	1.0	10.5	11.8	10.6
	P	76.5	90.7	78.4	85.6	79.2
Birth at right time and right interval give mother and the child good/complete health	S	24.0	28.4	24.3	29.4	24.8
	P	60.7	66.2	60.7	69.8	61.7
Because, healthy nation/Bharat begins with healthy family ...from you	S	3.1	12.0	1.3	33.3	4.8
	P	80.4	69.6	82.1	47.6	78.4
<b>% learnt new things from the radio spot</b>		74.8	63.9	73.1	69.3	72.7
<b>Aspects liked in the radio spot</b>						
The message conveyed		87.8	59.2	81.6	88.5	82.4
Clarity of the message		82.5	64.5	78.2	86.8	79.1
Jingle tune/music		83.3	83.8	84.2	76.6	83.4
Presentation style		87.7	64.5	84.1	77.0	83.3
Overall		86.3	64.5	82.8	77.6	82.2
% encountered difficulties in understanding		4.3	42.6	12.8	1.3	11.5
<b>Total N</b>		<b>113</b>	<b>26</b>	<b>124</b>	<b>15</b>	<b>139</b>

**Table 27.2: Messages recalled, aspects liked and difficulties encountered by men in radio spot: Mehendi Song - FP**

Particulars (S= Spontaneous P= Prompted)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
We are happy as life's every decision is taken jointly (by husband and wife); like when to have child, spacing between children	S	36.5	31.8	37.1	15.8	35.4
	P	60.3	65.9	60.5	74.0	61.5

Particulars (S= Spontaneous P= Prompted)		High focus	Other states	Rural	Urban	Total
Both of you meet ASHA in your village, she will arrange to provide you complete information on family planning methods from nearby health center	S	11.3		9.0	6.8	8.8
	P	74.8	84.1	76.9	76.1	76.9
Birth at right time and right interval give mother and the child good/complete health	S	29.4	11.9	26.2	16.2	25.4
	P	57.7	85.8	64.2	61.7	64.0
Because, healthy nation/Bharat begins with healthy family ...from you	S	12.3		9.8	6.8	9.6
	P	62.6	99.9	69.9	83.3	70.9
% learnt new things from the radio spot		72.6	69.6	72.6	63.2	71.9
<b>Aspects liked in the radio spot</b>						
The message conveyed		92.1	100.0	93.4	98.9	93.9
Clarity of the message		72.4	84.6	74.6	81.5	75.1
Jingle tune/music		70.9	83.6	72.6	88.0	73.8
Presentation style		79.2	79.5	78.3	90.1	79.2
Overall		71.2	100.0	76.5	90.9	77.6
% encountered difficulties in understanding		12.0	31.8	17.8	.2	16.4
Total N		43	13	52	4	56

**Table 27.3: Percentage distribution of women and men by intended action after listening radio spot: Mehendi Song - FP**

Intended actions	High focus	Other states	Rural	Urban	Total
<b>Women</b>					
% who intend to take action after listening the radio spot	51.4	83.0	58.9	45.3	57.4
Total N	113	26	124	15	139
Interact with ASHA for family planning	66.2	29.8	56.8		56.3
Acquire more information	20.4	15.4	20.5		19.0
Discuss with spouse/family members	26.7	53.0	36.5		33.9
Discuss with friends/relatives	17.4	58.1	27.2		28.5
Encourage others for availing services	5.0	7.1	3.4		5.6
Total N	58	22	73	7	80
<b>Men</b>					
% who intend to take action after listening to radio spot	56.7		55.9		55.5
Total N	44	13	52	5	57
Interact with ASHA for family planning	61.0		56.8		57.6
Acquire more information	18.1		12.7		14.3
Discuss with spouse/family members	26.0		30.4		31.1
Discuss with friends/relatives	16.9		33.4		33.4
Encourage others for availing services	1.1		2.1		2.9
Total N	25	6	29	2	31

## Annexure 28

# Pragati Talking to Friends (Health Services)

## Radio Spot

**Table 28.1: Messages recalled, aspects liked and difficulties encountered by women in radio spot: Pragati talking to friends - Health Services**

Particulars (S= Spontaneous P= Prompted)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
There has been so much improvement in the health services in small villages	S	44.7	49.8	41.5	80.3	45.9
	P	47.1	50.2	51.5	18.7	47.8
People are getting together to think of solutions for health problems of the villages- such a good change!	S	8.5	46.7	13.2	46.3	16.9
	P	84.0	51.2	80.3	48.5	76.8
Like RKSs in hospitals are getting together with local people for development of health services	S	7.7	12.4	9.5	2.7	8.7
	P	80.3	74.4	77.3	92.2	79.0
Funds have increased, new health centers are coming up, better facilities, instruments, doctors, nurses, increase in use of hospitals for delivery, care of new born babies- Looking at all this today I feel proud to be an Indian!	S	15.1	14.8	16.0	7.4	15.0
	P	82.3	72.6	79.1	88.7	80.2
National Rural Health Mission – because a healthy nation starts with a healthy family- with you!	S	.9	1.7	.6	4.6	1.1
	P	93.7	87.3	92.4	91.9	92.3
<b>% learnt new things from the radio spot</b>		56.5	32.4	49.6	64.1	51.2
<b>Aspects liked in the radio spot</b>						
The message conveyed		94.7	78.0	90.7	93.3	91.0
Clarity of the message		73.4	57.6	72.2	51.6	69.9
Jingle tune/music		86.9	78.0	83.9	93.1	85.0
Presentation style		89.6	47.1	83.7	52.6	80.3
Overall		89.9	78.0	86.5	93.4	87.3
<b>% encountered difficulties in understanding</b>		16.3	31.8	21.9	2.0	19.7
<b>Total N</b>		47	13	53	7	60

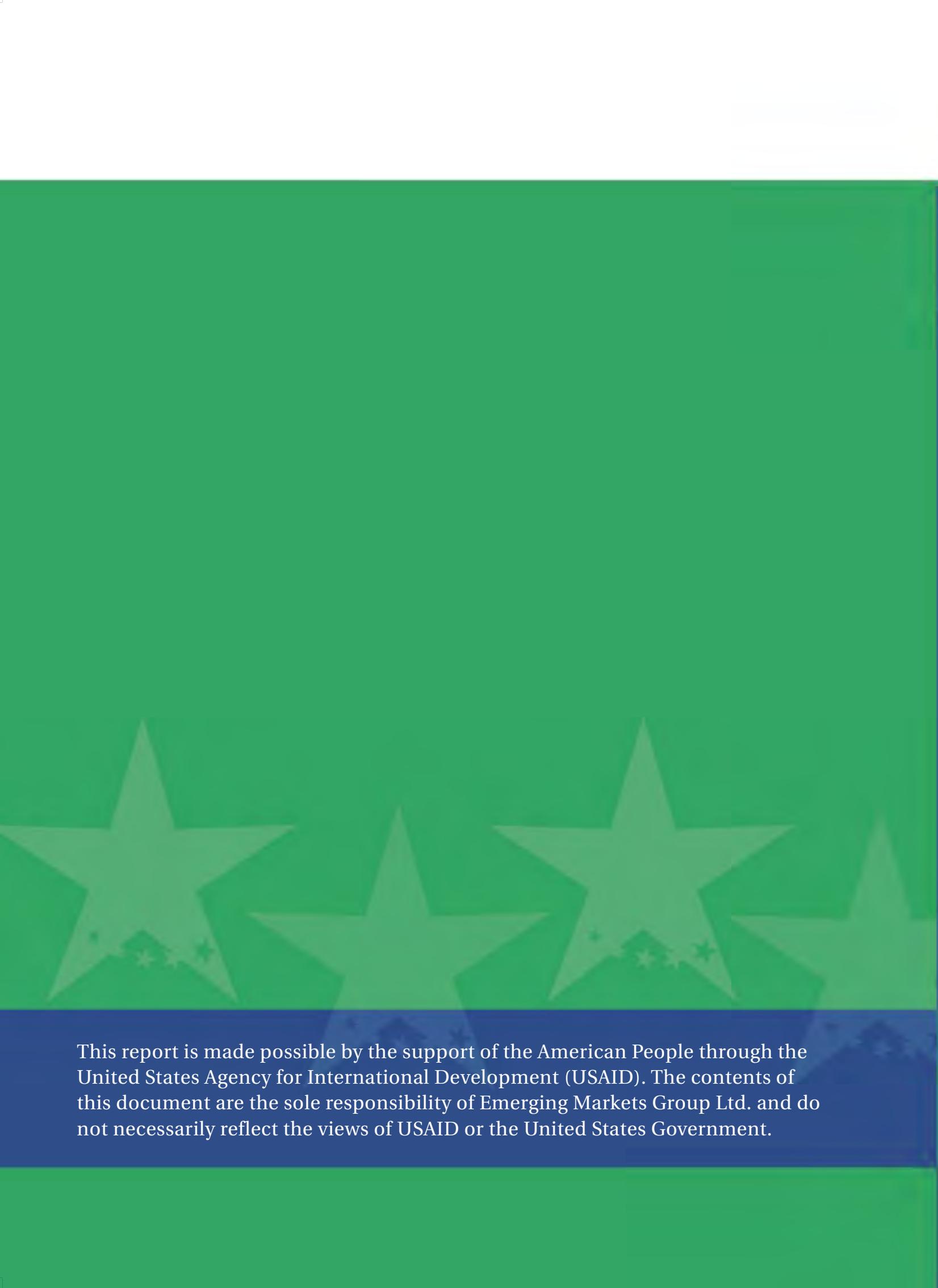
**Table 28.2: Messages recalled, aspects liked and difficulties encountered by men in radio spot: Pragati talking to friends - Health Services**

Particulars (S= Spontaneous P= Prompted)		High focus	Other states	Rural	Urban	Total
<b>Messages</b>						
There has been so much improvement in the health services in small village	S	31.9	68.6	33.7	82.0	46.5
	P	68.1	19.9	60.1	18.0	48.9
People are getting together to think of solutions for health problems of the villages- such a good change!	S	0.0	34.4	8.5	28.1	13.7
	P	97.3	29.1	84.6	30.1	70.1
Like RKSs in hospitals are getting together with local people for development of health services	S	0.0	21.3	0.0	32.0	8.5
	P	95.6	28.3	84.4	25.6	68.8
Funds have increased, new health centers are coming up, better facilities, instruments, doctors, nurses, increase in use of hospitals for delivery, care of new born babies- Looking at all this today, I feel proud to be an Indian!	S	33.6	5.0	27.5	7.6	22.2
	P	65.2	44.6	57.8	54.7	57.0
National Rural Health Mission –because a healthy nation starts with a healthy family- with you!	S	0.0	18.7	0.0	28.1	7.4
	P	100.0	30.9	85.3	37.0	72.5
<b>% learnt new things from the radio spot</b>		61.2	26.2	54.2	28.1	47.3
<b>Aspects liked in the radio spot</b>						
The message conveyed		89.9	74.6	91.9	61.5	83.8
Clarity of the message		87.9	62.5	85.4	56.8	77.8
Jingle tune/music		89.9	69.2	89.0	61.3	81.6
Presentation style		87.8	74.6	91.9	56.7	82.6
Overall		88.0	74.6	91.9	57.2	82.7
<b>% encountered difficulties in understanding</b>		0.0	14.2	6.6	3.2	5.7
<b>Total N</b>		<b>24</b>	<b>16</b>	<b>29</b>	<b>11</b>	<b>40</b>

**Table 28.3: Percentage distribution of women and men by intended action after listening to the radio spot: Pragati talking to friends - Health Services**

Intended actions		High focus	Other states	Rural	Urban	Total
<b>Women</b>						
% who intend to take action after listening the radio spot		62.4	3.9	50.6	40.3	49.5
<b>Total N</b>		<b>47</b>	<b>13</b>	<b>53</b>	<b>7</b>	<b>60</b>
<b>Men</b>						
% who intend to take action after listening to radio spot		60.0	3.4	47.6	9.6	37.5
<b>Total N</b>		<b>24</b>	<b>16</b>	<b>29</b>	<b>11</b>	<b>40</b>





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