What works?

Understanding creative routes and triggers for development of communication for Family Planning in India

- Based on Formative Assessments and Pretest Findings

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Why do family planning messages avoid talking about emotions and love?
Why will women consider adopting contraceptives?
How do we ‘Convincingly’ convince men to adopt contraceptives?
India: A background

• India's fertility rate is 2.7
• 47.4% women marry by age 18
• Women deliver first child at age 19.8 on an average
• 48.5% of women use modern contraception
• Unmet need for FP is 12.8

Source: National Family Health Survey III (2005-06)
USAID Funded Innovations in Family Planning Services (IFPS) Technical Assistance Project (ITAP) in India

IFPS is USAID’s longest running and largest funded family planning program in the world
1992-2012
ITAP supports Phase II and III of the IFPS since 2005.
BCC in ITAP

• A multi-channel integrated approach to improve health of largely rural populations through:
  – Mass and mid-media
  – Demand generation
  – Community mobilization
  – Capacity building

• FP campaign for MOHFW developed in 2009-11
  – Delay age of marriage and first child
  – Spacing
  – Limiting
Message strategy

• Inter-spousal relationships at the core of all stories
  – Communication and joint decision-making
  – Trust, respect and understanding
  – Love and playful romance

• ‘Planning Ahead’- a ‘Smart Strategy’
  – Show couples plan during pregnancy about post-partum contraception
  – Newly weds plan for children after a while

• Range of contraceptive methods based on life-stage needs

• Family elders support couples in their decisions

• Positive image of ASHAs and other health workers
Campaign Tagline: ‘Pati Patni Karen Vichar, Swasth Nari Swasth Parivar’

Literal Meaning: Husband and wife interaction Leads to a healthy wife and family

Implied meaning: When couples start conversing, they make SMART decisions. When they choose wisely (FP methods) to achieve desired family size, they ensure a healthy and happy family.

Watch these films @ Film Festival on Dec 1st from 6:00 pm-9:30 pm
Two films of this campaign won the Judges Award at the fifth Entertainment-Education Conference in Nov 2011
Methodology

• Eight TV spots pretested through:
  – qualitative methods
  – 26 focus groups with
    • married women and men
    • influencers (mothers-in-law, sisters-in-law)

Stillometrics of TVC: Spacing for 3 years
Appeal and uniqueness

• Man being the responsible one and preparing beforehand is appealing
• Romantic overtones in the song
• Health of the mother and child as the key
• Supportive mother-in-law or family member
• Slice of life films
• Incidents/events from daily life and repetitive phrases
• Focus on the ‘Dos’ rather than the ‘Don’ts’
Comprehension: Easy to understand and remember

Repetition of the same idea in different situations is easy to understand: Things in nature happen at the RIGHT TIME.

Different instances/situations strung together are better than storylines.

Three fingers for 3-year spacing is easy to remember. This gesture also means VERY NICE.
Relevance + Acceptability = Credibility

• Close to real lives
  – Men make most of the decisions in life
  – Daily routines (agro-based families) add to relevance

• Practices and traditions that are part of culture
  – Newly weds asked when they are having their first child
  – Having a calendar with dates of religious events/festivals marked on it
Relevance + Acceptability

= Credibility

Can watch these with family on TV

Trust in IUCD was high

Busting myths related to NSV
In conclusion

Implications for communication and for developers of strategies, messages, content and products
Message creation

- Focus on ‘PLANNING’ instead on contraceptives
- Treat Delaying, Spacing and Limiting themes differently
- Contraceptive options as per the life-stage are easy to understand
- Show examples that the audiences understand
- Provide new information within the old
Creatives

- Homes, clothes, props need to look
  - ‘Lived-in’ yet neat
  - Mimic real life
  - Icons of a ‘better life’ make it aspirational
Characters

- ‘Man in Control’ or ‘Macho men’
- Woman who is supportive, yet is able to joke/laugh with husband - is aspirational for women
- Supportive mother-in-law and family members liked by most
- Supportive health care providers are critical for credibility
Cultural references and symbols

HUMOUR THE BARRIERS: Newly wed couples are constantly asked when they are having a baby

Symbols of hope, fertility, bounty need to be shown

After delivery the woman and child are allowed to go out of home after 40 days.
Thank You

For more information on the project visit www.futuresgroup.com

For more details visit www.jhuccp.org