Impact Evaluation of “Chaar Gaanth” Communication Campaign on Birth Preparedness in Bihar
Research objectives

Key objective is to measure the impact of chaar gaanth communication campaign that comprises airing of TV Ad and on ground Mobile Van activity.

To provide insight into the specific information areas listed below:
• Recall & comprehension of messages delivered
• Knowledge level among men/women
• Beliefs/ attitudes
• Self-efficacy/family support
• Social norms
• Intent to perform targeted behaviour
• Existing practices
Evaluation Framework

- **SEEN**
  - TV AD/MOBILE VAN ACTIVITY (MV) Penetration

- **INVOLVE**
  - COGNITIVE AND EMOTIONAL INSIGHTS

- **UNDERSTAND MESSAGE**
  - MESSAGE RECALL & TAKE OUT

- **MUST INFORM/ PERSUADE & CONVERT INTENTION**
  - KNOWLEDGE/IMPRESSIONS AND INTENTIONS
## Target population groups & sample spread

<table>
<thead>
<tr>
<th></th>
<th>Magadh</th>
<th></th>
<th>Bhojpur</th>
<th></th>
<th>Maithila</th>
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<tbody>
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<td>Total</td>
<td>Male</td>
<td>Female</td>
<td>Total</td>
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<td>Exposed to both</td>
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<td>66</td>
<td>133</td>
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<td>138</td>
<td>22</td>
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<td>Non-exposed</td>
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<td>920</td>
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<td>507</td>
<td>1192</td>
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</tr>
</tbody>
</table>
RESPONDENTS’ PROFILE
Household profile: Key findings

PROFILE (Target group)

- Rural
- Hindu religion
- OBC (Male & Female: 57%)
- Low SEC
- Monthly mean income for exposed: Rs. 6166; for non-exposed: Rs. 5835.
- 43% males workers
- 96% females housewives
- Males illiterate: 26%
- Females illiterate: 43%
- Males: 20-30 (58%) and 30-40 (34%) years age group
- Females: 20-30 years age group (71%)

Base: Males: 1504, Females: 1501
**Houselisting- TV Ad**

- **TV Ad Viewers**
  - Male: 63%
  - Female: 67%
  - Total: 66%

**Total TV viewers**
- Male: 44%
- Female: 33%
- Total: 35%

**Total population** (married in the age group 15-49 years)
- (Male: 3562, Female: 15118)

**Houselisting- MV activity**

- **Seen MV activity**
  - Male: 27%
  - Female: 20%
  - Total: 21%

**Total population**
- (married in the age group 15-49 years)
- (Male: 3562, Female: 15118)

*Based on household population*
Houselisting - Mobile van activity

**Seen TV Ad**
Male: 88%; Female: 85%; Total: 86%

**Mobile van activity**
(Male: 968, Female: 3024)

**Quiz**
Male: 42%; Female: 23%; Total: 28%

**Tying knot**
Male: 12%; Female: 9%; Total: 10%

<table>
<thead>
<tr>
<th></th>
<th>Only TV Ad</th>
<th>TV Ad + Quiz</th>
<th>TV Ad + Quiz + Tying knot</th>
<th>TOTAL (N)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>42</td>
<td>33</td>
<td>8</td>
<td>968</td>
</tr>
<tr>
<td>Female</td>
<td>59</td>
<td>17</td>
<td>6</td>
<td>3024</td>
</tr>
<tr>
<td>Total</td>
<td>55</td>
<td>21</td>
<td>6</td>
<td>3992</td>
</tr>
</tbody>
</table>

Based on household population
CAMPAIGN DIAGNOSTICS
MOBILE VAN ACTIVITY
Mobile Van Activity: Announcement/timing

• Most of the respondents have reported ‘word of mouth’ and ‘neighbours’ as the source of the information for the mobile van activity.

• Overall, 10% of all the respondents reported poster/banner as the source of prior information, while one-fourth of the male respondents reported to have heard prior announcements.

• The timing of the show was suitable (Male: 84%; Female: 91%).

• Most of the respondents have seen the activity within the last month (Male: 45%; Female: 41%).
Mobile Van Activity: Announcement/timing

• Most of the respondents have seen the mobile van activities during afternoons (Male: 60%; Female: 50%).

• Most of the respondents have stated that the activity lasted for 1 to 1.5 hours (Male: 80%; Female: 91%).

• Most of the respondents have attended the mobile van activity with their spouses (Male: 51%; Female: 48%).
**TV AD: Average no. of times TV AD was seen**

<table>
<thead>
<tr>
<th>Average no of times TV AD was seen</th>
<th>Exposed to TV ad only</th>
<th>Exposed to both</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Female</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

- Star Plus, Doordarshan and Mahua TV were the top 3 responses reported in the same order.
Recall and comprehension of the campaign (TV Ad and Mobile Van activity)
Campaign Diagnostics: Key messages

Female
- Transportation: 46
- Identify health facility: 58
- Save money: 87
- Registration: 51

Male
- Transportation: 63
- Identify health facility: 71
- Save money: 85
- Registration: 70

- Nearly three-fourth of the male respondents recalled saving money, identifying health facility and arranging transportation as the key messages.
- Recall of saving money is the highest across gender.
- Among females, recall from MV activity is higher than the TV Ad.

Base: Males: 945, Females: 958
Campaign Diagnostics: Key people in the TV Ad delivering the messages

- Two-third of the respondents have identified the ‘elderly person’ delivering the key message.
- Around half of the respondents have stated that the young men were delivering the key message.
Campaign Diagnostics: Tagline and meaning of the TV Ad

- More than four-fifth of the male, and three-fourth of female respondents recalled and understood the tagline.
- Recall and comprehension of the tagline is higher among males than females.
Campaign Diagnostics: Understanding “Gamcha”

**Understanding the use of Gamcha**

- Exposed to TV ad only
- Exposed to MV
- Exposed to Both

<table>
<thead>
<tr>
<th>Nothing Special</th>
<th>To remind me of important things to do</th>
<th>Community practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposed to TV ad only: 20</td>
<td>Exposed to MV: 19</td>
<td>Exposed to Both: 24</td>
</tr>
<tr>
<td>Exposed to TV ad only: 73</td>
<td>Exposed to MV: 74</td>
<td>Exposed to Both: 73</td>
</tr>
<tr>
<td>Exposed to TV ad only: 20</td>
<td>Exposed to MV: 20</td>
<td>Exposed to Both: 22</td>
</tr>
</tbody>
</table>

**Use of Gamcha and tying knots**

- Exposed to TV ad only
- Exposed to MV
- Exposed to Both

<table>
<thead>
<tr>
<th>Do you like the idea of tying knots in the gamcha?</th>
<th>Do you like the idea of using gamcha to remember things easily?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Exposed to TV ad only: 91, Exposed to MV: 98, Exposed to Both: 87</td>
<td>Exposed to TV ad only: 91, Exposed to MV: 94, Exposed to Both: 91</td>
</tr>
<tr>
<td>Exposed to TV ad only: 91, Exposed to MV: 94, Exposed to Both: 93</td>
<td>Exposed to TV ad only: 82, Exposed to MV: 94, Exposed to Both: 93</td>
</tr>
<tr>
<td>Exposed to TV ad only: 81, Exposed to MV: 94, Exposed to Both: 94</td>
<td>Exposed to TV ad only: 94, Exposed to MV: 94, Exposed to Both: 94</td>
</tr>
</tbody>
</table>

• Across groups both male and female have reported that gamcha reminds them of important things to do.

• Across groups the respondents liked the idea of using gamcha and tying knots.
Opinion on the campaign
Campaign Diagnostics: Association with the character and the situation

More than four fifth of the respondents associate themselves with the character and the situations of the TV Ad.

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposed to both</td>
<td></td>
<td>59</td>
</tr>
<tr>
<td>Exposed to Mobile Van Activity only</td>
<td>47</td>
<td>50</td>
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<tr>
<td>Exposed to TV ad only</td>
<td>48</td>
<td>47</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Agree</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Base: Males: 945, Females: 958
**Campaign Diagnostics: Opinions about the AD**

### Agree/ Disagree with the AD

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exposed to both</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agree strongly</td>
<td>47</td>
<td>74</td>
</tr>
<tr>
<td>Agree slightly</td>
<td>46</td>
<td>22</td>
</tr>
<tr>
<td>Disagree slightly</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Disagree strongly</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

### AD as a source of new information

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exposed to Both</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A lot of new information</td>
<td>47</td>
<td>55</td>
</tr>
<tr>
<td>Some new information</td>
<td>35</td>
<td>24</td>
</tr>
<tr>
<td>Very little new…</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td>No new information…</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

- More than 90% of the respondents (across gender) agree with the TV Ad.
- Around 80% respondents consider the TV Ad as a source of new information.
Campaign diagnostics: New information provided by the campaign

**Male**
- Exposed to both
- Exposed to Mobile van activity only
- Exposed to TV Ad only

- Free ambulance service to the hospital for delivery: 59
- Delivery at a government hospital: 48
- Avail Rs. 1400/1000 under Janani Suraksha Yojna for delivering at a hospital: 46
- Register pregnancy with ASHA/Anganwadi/ANM: 29
- Keep phone numbers of ASHA/Anganwadi, drivers, ambulance ready: 36
- Identify transportation to go to the health facility: 17
- Identify a health care facility: 8
- Save money for arrangement of delivery: 8

**Female**
- Exposed to both
- Exposed to Mobile van activity only
- Exposed to TV Ad only

- Free ambulance service to the hospital for delivery: 55
- Delivery at a government hospital: 47
- Avail Rs. 1400/1000 under Janani Suraksha Yojna for delivering at a hospital: 47
- Register pregnancy with ASHA/Anganwadi/ANM: 35
- Keep phone numbers of ASHA/Anganwadi, drivers, ambulance ready: 44
- Identify transportation to go to the health facility: 32
- Identify a health care facility: 15
- Save money for arrangement of delivery: 6

Base: Males: 538, Females: 525
Campaign diagnostics: Discussed the TV Ad

- Most of the respondents across groups have discussed the theme of the advertisement with others.

Base: Males: 945, Females: 958
Campaign diagnostics: Whom did you discuss with?

**Male**
- Doctor at village PHC/Sub center: Exposed to both - 3, Exposed to Mobile Van Activity only - 3, Exposed to TV ad only - 25
- Anganwadi Worker: Exposed to both - 3, Exposed to Mobile Van Activity only - 3, Exposed to TV ad only - 26
- ANM: Exposed to both - 25, Exposed to Mobile Van Activity only - 5, Exposed to TV ad only - 5
- ASHA: Exposed to both - 26, Exposed to Mobile Van Activity only - 6, Exposed to TV ad only - 6
- Other Family Members/Relatives/…: Exposed to both - 23, Exposed to Mobile Van Activity only - 4, Exposed to TV ad only - 4
- Mother: Exposed to both - 86, Exposed to Mobile Van Activity only - 84, Exposed to TV ad only - 84

**Female**
- Doctor at village PHC/Sub center: Exposed to both - 4, Exposed to Mobile Van Activity only - 4, Exposed to TV ad only - 44
- Anganwadi Worker: Exposed to both - 6, Exposed to Mobile Van Activity only - 5, Exposed to TV ad only - 5
- ANM: Exposed to both - 5, Exposed to Mobile Van Activity only - 5, Exposed to TV ad only - 5
- ASHA: Exposed to both - 5, Exposed to Mobile Van Activity only - 5, Exposed to TV ad only - 5
- Other Family Members/Relatives/…: Exposed to both - 48, Exposed to Mobile Van Activity only - 48, Exposed to TV ad only - 48
- Mother-in-law: Exposed to both - 84, Exposed to Mobile Van Activity only - 84, Exposed to TV ad only - 84

- Four out of five male/female discussed the ad with their spouses respectively.

Base: Males: 440, Females: 431
Campaign diagnostics: Intent/Motivation /Convinced

A large majority of the respondents are motivated, convinced and intend to follow the Ad.

Base: Males: 945, Females: 958
## Overall opinion

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th></th>
<th>Female</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Exposed to TV Ad only</td>
<td>Exposed to both</td>
<td>Total</td>
<td>Exposed to TV Ad only</td>
</tr>
<tr>
<td>Easy to understand the language of the TV Ad</td>
<td>94</td>
<td>90</td>
<td>92</td>
<td>90</td>
</tr>
<tr>
<td>TV Ad relevant</td>
<td>92</td>
<td>90</td>
<td>91</td>
<td>85</td>
</tr>
<tr>
<td>Liked the overall TV Ad</td>
<td>90</td>
<td>87</td>
<td>89</td>
<td>91</td>
</tr>
</tbody>
</table>

|                                | Male   |           | Female  |           |
|                                | Exposed to MV Ad only | Exposed to both | Total | Exposed to MV Ad only | Exposed to both | Total |
| Easy to understand the language of the Video session | 96     | 95        | 96      | 90        | 94       | 92    |
| MV activity relevant           | 95     | 91        | 93      | 89        | 88       | 89    |
| Liked the overall MV activity  | 93     | 86        | 90      | 90        | 92       | 91    |
Campaign diagnostics: Suggestions for improvement

**Male**

- Exposed to both
- Exposed to TV only
- Exposed to Mobile Van Activity only

<table>
<thead>
<tr>
<th>Category</th>
<th>Male</th>
<th>Female</th>
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</thead>
<tbody>
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<td>Information on appropriate food/nutrition at the...</td>
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<td>19</td>
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<tr>
<td>Material should be in local language</td>
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<td>30</td>
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<tr>
<td>Information on service points</td>
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<td>28</td>
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<tr>
<td>More detailed</td>
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<td>45</td>
</tr>
<tr>
<td>Exposed to both</td>
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<td>18</td>
</tr>
<tr>
<td>Exposed to TV only</td>
<td>55</td>
<td>29</td>
</tr>
<tr>
<td>Exposed to Mobile Van Activity only</td>
<td>48</td>
<td>33</td>
</tr>
<tr>
<td>Exposed to both</td>
<td>33</td>
<td>26</td>
</tr>
<tr>
<td>Exposed to TV only</td>
<td>35</td>
<td>34</td>
</tr>
<tr>
<td>Exposed to Mobile Van Activity only</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>Exposed to both</td>
<td>37</td>
<td>40</td>
</tr>
</tbody>
</table>

**Female**

- Exposed to both
- Exposed to TV only
- Exposed to Mobile Van Activity only

**Base:** Males: 945, Females: 958
KNOWLEDGE ABOUT BIRTH PREPAREDNESS
Knowledge: Key takeaway

• More than 90% respondents find birth preparedness useful (both exposed and non-exposed groups).

• Majority (Male: 78%; Female: 75%) of the respondents, across genders, believe planning should start as soon as the pregnancy is identified or by the 1st or 2nd trimester of pregnancy.
  - Not much difference between exposed and non-exposed groups.
  - Same holds true for time to start saving money for the delivery.

• Across genders, items to prepare for delivery such as identifying health care facility, and arranging transportation are statistically significant and
  - reported by high percentage of respondents in exposed group as compared to the non-exposed group.
Knowledge: Key takeaway

• Among males, saving money for birth preparedness (Exposed: 34%; Non-exposed: 31%) and keeping phone numbers (Exposed: 22%; Non-exposed: 21%) are statistically significant.

• The main source of information on birth preparedness:
  • Males exposed: ASHA (26%)
  • Males non-exposed: ANM (27%)
  • Female exposed: Husbands (21%)
  • Female non-exposed (20%)

• Percentage of respondents who believe that a pregnant woman should deliver at health facility is almost same across exposed and non-exposed groups (Male: 92%; Female: 93%).
Attitude: Key takeaway

• Husband should get involved in making delivery plan
  • Males: Exposed: 57%; Non-exposed: 55%
  • Females: Exposed: 44%; Non-exposed: 35%

• One should register in advance of delivery with the ASHA/AWW/ANM
  • Males: Exposed: 83%; Non-exposed: 78%

• At the time of delivery, everything cannot get arranged instantly
  • Males: Exposed: 57%; Non-exposed: 50%
  • Females: Exposed: 47%; Non-exposed: 41%

• It is not good to deliver at home even if it is convenient
  • Males: Exposed: 55%; Non-exposed: 47%
  • Females: Exposed: 44%; Non-exposed: 40%

• I think it does not attract bad luck to tell an ASHA about pregnancy
  • Males: Exposed: 56%; Non-exposed: 48%
  • Females: Exposed: 44%; Non-exposed: 38%

THE FIGURES ARE STATISTICALLY SIGNIFICANT
Self efficacy: Key takeaway

• If I plan in advance, my wife/I can deliver in a health facility, even if it is far from my home
  • Females: Exposed: 77%; Non-exposed: 72%

• I am capable of having a delivery plan ready in advance for my baby’s birth
  • Females: Exposed: 81%; Non-exposed: 76%

• I can get my husband to save money for the delivery of our baby
  • Females: Exposed: 86%; Non-exposed: 83%

• I can convince my husband to arrange for transportation, if required (for delivery)
  • Females: Exposed: 84%; Non-exposed: 83%

THE FIGURES ARE STATISTICALLY SIGNIFICANT
**Family support: Key takeaway**

- My mother will support me in getting my wife registered with ASHA/AWW/ANM during pregnancy
  - Males: Exposed: 85%; Non-exposed: 78%

- My MIL will help in birth planning during my pregnancy
  - Females: Exposed: 81%; Non-exposed: 79%

*The figures are statistically significant*
Social norms: Key takeaway

• Most pregnant women in the community prepare in advance for the delivery
  • Males: Exposed: 46%; Non-exposed: 35%
  • Female: Exposed: 46%; Non-exposed: 43%

• Insisting on a delivery at the health facility will not make the community think I am overcautious about the delivery
  • Males: Exposed: 47%; Non-exposed: 36%
  • Female: Exposed: 48%; Non-exposed: 45%

• Arranging for skilled birth attendant for conducting delivery will not make the community think I am overcautious about the delivery
  • Males: Exposed: 44%; Non-exposed: 36%
  • Female: Exposed: 51%; Non-exposed: 45%
Social norms: Key takeaway

• Everyone in the community saves money specially for the delivery
  • Males: Exposed: 48%; Non-exposed: 40%
  • Female: Exposed: 51%; Non-exposed: 48%

• Normally people in the community register pregnancy (and not only when there is a health problem/complication)
  • Males: Exposed: 50%; Non-exposed: 43%
  • Female: Exposed: 53%; Non-exposed: 45%

• Though transportation is readily available, there is a need to specially arrange for it in advance
  • Males: Exposed: 54%; Non-exposed: 47%
PRACTICE
Practice: Key takeaway

• Majority (Male: 74%; Female: 71%) of the respondents across genders, have planned for delivery as soon the pregnancy is identified or by the 1st or 2nd trimester of pregnancy.
  • Not much difference between exposed and non-exposed groups.
  • Same holds true for time to start saving money for the delivery.

• Among males, the spontaneous responses for the exposed are higher (statistically significant) than the non-exposed on key aspects of birth preparedness for institution delivery namely,
  • Identifying health care facility (Exposed: 60%; Non-exposed: 49%)
  • Arranging transportation (Exposed: 50%; Non-exposed: 33%).
• For females, the results are not statistically significant even though the spontaneous responses among exposed groups are higher than the non-exposed groups.
Practice: Key takeaway

• Among males, the spontaneous responses for the exposed are higher (statistically significant) than the non-exposed on key aspects of birth preparedness for the home delivery namely,
  • Saving money (Exposed: 77%; Non-exposed: 44%)
  • Arranging soft clean cloth (Exposed: 42%; Non-exposed: 12%)
  • For females, the results are not statistically significant.

• Higher percentages of females compared to males have reported having discussions regarding birth preparedness with their spouses and the discussion has been on:
  • Saving money (Male: 45%; Female: 56%)
  • Complication during pregnancy (Male: 45%; Female: 29%)
The TV Ad/MV activity is a source of new information and the respondents are intended/convincing with the Ad.

Robust message comprehension...recall of specific activities.

The TV Ad/MV activity evokes high involvement—has good tagline recall and fares well on most performance parameters...easy to understand, encouraging and hopeful.

The TV Ad has considerable penetration.

However, prior publicity of rural activation is a point of concern.