



Impact evaluation of the street show “Ganth Baandh lo”

Study Design

Objective

- To measure the reach of the street show “Ganth bandh lo”.
- To assess the impact of the show in terms of knowledge, attitude and intention to follow the desired behaviour
- Obtain necessary feedback on the show from the target groups.

Geographical Coverage

- 8 SDP districts of Bihar
 - Patna, East Champaran, West Champaran, Gopalganj, Saharasa, Begusarai, Samastipur and Khagaria

Target Respondent

- Married women in 15-49 age group who have a child below 2 years or currently pregnant women
 - Husbands of married women in 15-49 age group who have a child below 2 years Or husbands of currently pregnant women
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Background characteristics of Respondents

Marital Status & Age at Marriage

Exposed

Base	Magadh (186)	Bhojpur (178)	Mithila (179)	Overall (543)
Currently Married	96	90	79	88
Age at Marriage	19	18	18	18

Non Exposed

Base	Magadh (242)	Bhojpur (238)	Mithila (240)	Overall (720)
Currently Married	97	89	79	88
Average Age at Marriage	19	18	19	19

Education status

Exposed

	Magadh (186)	Bhojpur (178)	Mithila (179)	Overall (543)
Illiterate	62	61	55	59
Literate	38	39	45	41

Non Exposed

	Magadh (242)	Bhojpur (238)	Mithila (240)	Overall (720)
Illiterate	43	56	47	49
Literate	57	44	53	51

Study Design

Sample size

SCR	No. of Gram panchayats						
		Exposed		Non Exposed		Total	
		Male	Female	Male	Female	Male	Female
Total	30	272	271	362	358	634	629

The sampling frame for the study was based on catchment area of street theatre shows.

Background Characteristic of Respondents

Occupation

BN Exposed

Base	Magadh (186)	Bhojpur (178)	Mithila (179)	Overall (543)
Housewife	41	43	44	43
Agricultural Labourer	34	30	24	30
Employed or skilled worker	25	27	32	27

BN Non Exposed

Base	Magadh (242)	Bhojpur (238)	Mithila (240)	Overall (720)
Housewife	53	44	47	48
Agricultural Labourer	23	29	24	26
Employed or skilled worker	24	27	29	26

Feedback of the show

Reach of the show

REACH

Among those in the age group 15-49 years

- Male: 15%
- Female: 15.7%
- Overall: 15.4%

Among those in the age group of 15-49 years and having a child of less than 2 years (or who is pregnant or whose wife is pregnant)

- Male: 39.3%
- Female: 40.2%
- Overall: 39.8%

Message Recall from the show— Spontaneous

	Male	Female	Total
<i>Base: Those who reported having seen the street theatre show(Gaanth bandh lo)</i>	272	271	543
Register the pregnant woman at Anganwadi centre	69	75	72
Plan for transport in advance to take the pregnant woman to the hospital	27	31	29
Save money for expenses during delivery	35	33	34
Identify place of delivery	11	17	14

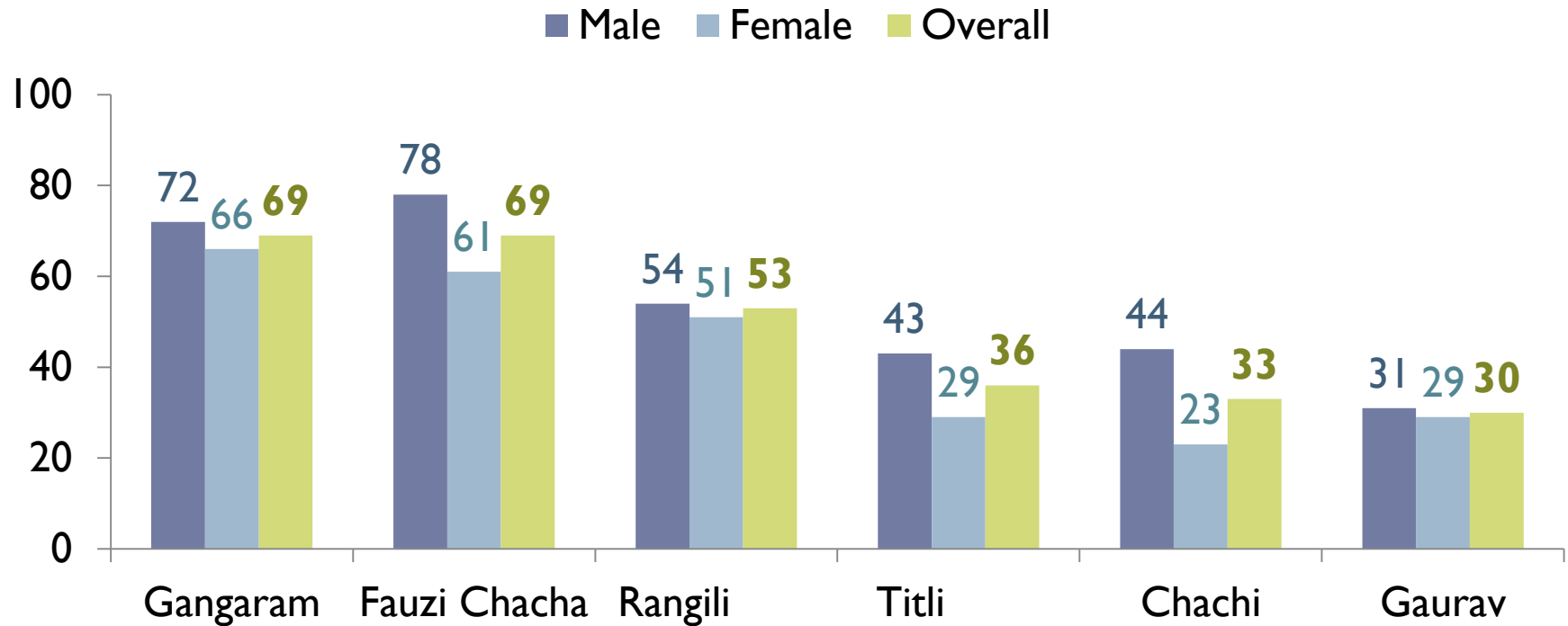
Registration with Anganwadi centre reported the highest recall among those who had seen the street theatre show (72%).The trend was similar among both males and females.

Message Recall from the show— Spontaneous+ Aided

	Male	Female	Total
<i>Base: Those who reported to have seen the street theatre show (Ganth bandh lo)</i>	272	271	543
Register the pregnant woman at Anganwadi centre	80	90	85
Plan for transport in advance to take the pregnant woman to the hospital	60	50	59
Save money for expenses during delivery	55	56	54
Identify place of delivery	45	56	50
All the above	43	49	49

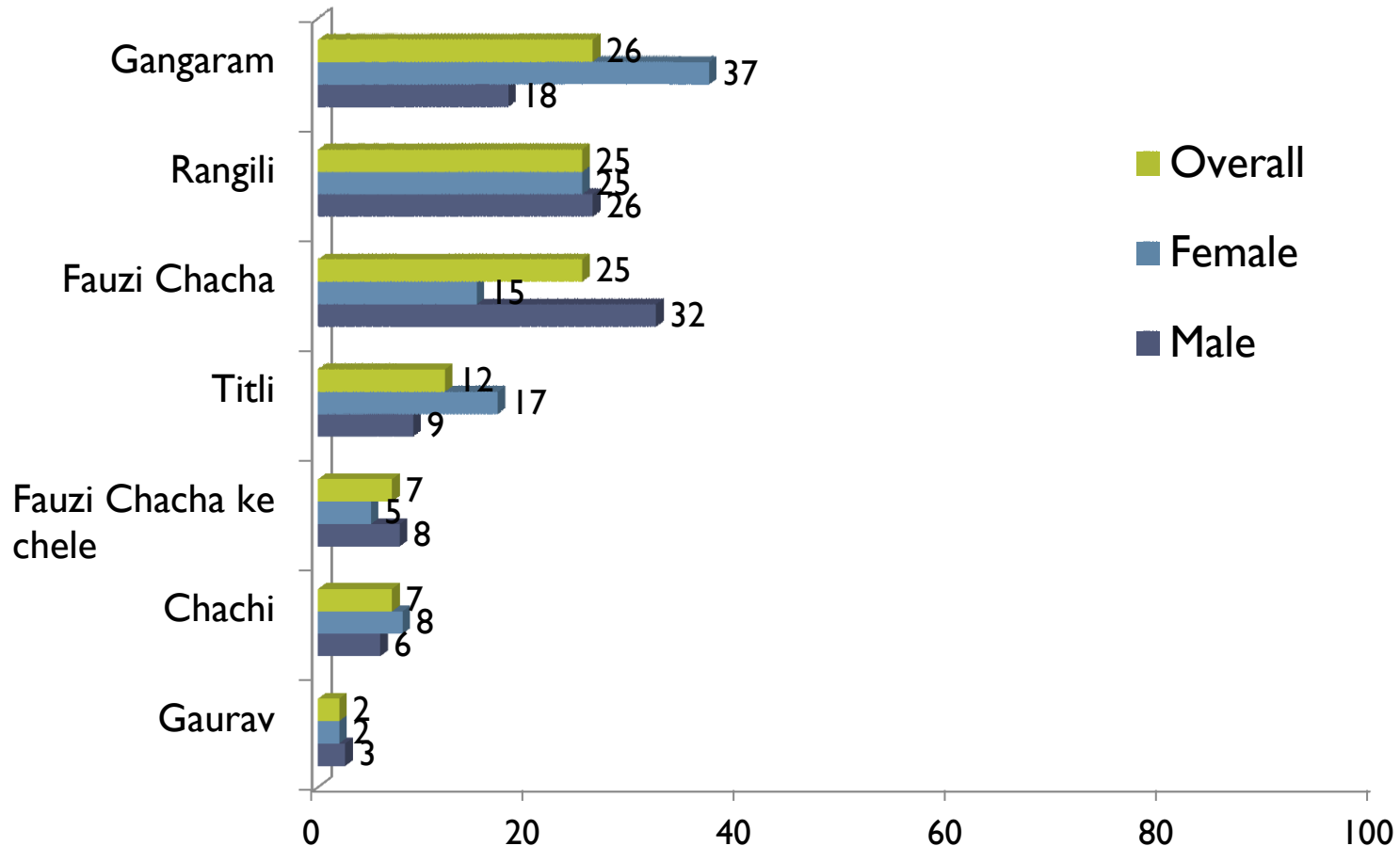
Registration with Anganwadi centre reported the highest recall among those who had seen the street theatre show (85%)

Recall of Different Characters in the show



- Gangaram and Fauzi chacha have the highest recall among all the characters.

Favourite Character

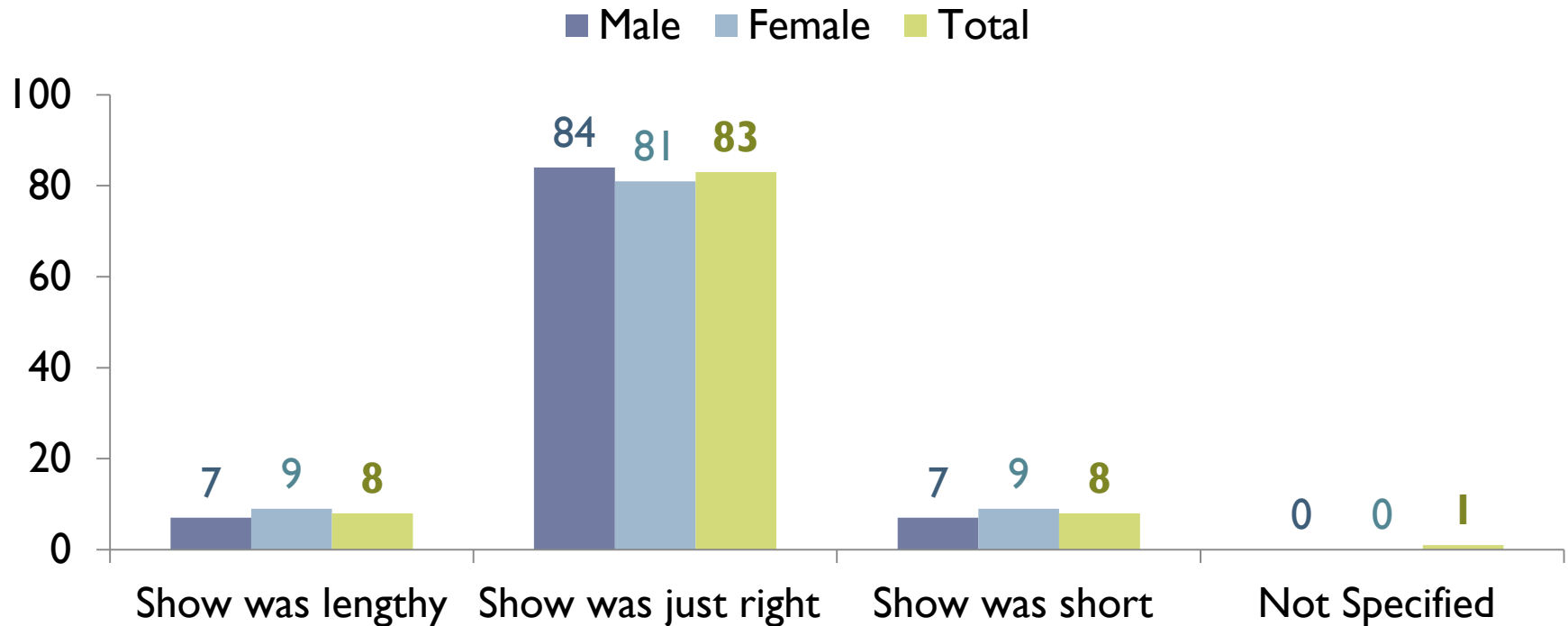


Gangaram ~ most favourite character among males

Fauzi chacha ~ most favourite among the females

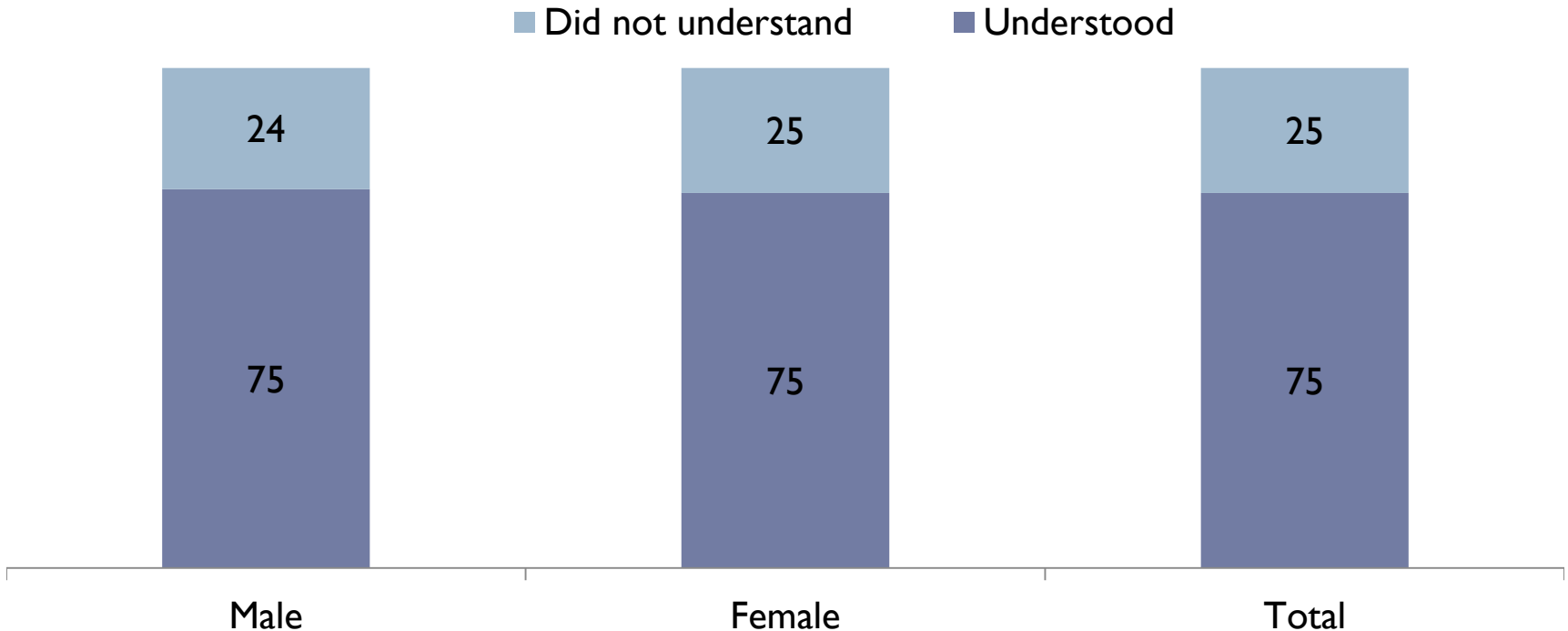
▶ 11 Base: Those who have been exposed to the street theatre(Gaanth Bandh lo) , Male: 272, Female:271, Overall:543

Feedback on Duration of Show



- Majority of respondents reported to have found the duration of the show to be just right

Ease of understanding of the Message Conveyed



Three-fourth of those who had seen the show reported that the show was easy to understand.

Likeability of the show

	Male	Female	Total
	Agree (top 2 box)	Agree (top 2 box)	Agree (top 2 box)
Likeability (those who agreed to A & B & C)	81	91	87
A. I enjoyed the street theatre performance from start to end	97	96	97
B. I liked the performance of the actors very much	82	92	87
C. The way in which messages related to maternal and child health are communicated - makes the play very unique	93	92	92
Relevance			
D. The messages communicated in the show were relevant to me	51	57	54
E. The information related to the health of a mother and her child was very useful	84	94	89

- The percentage of those who agreed to all three above mentioned statements (A, B and C) related to likeability was found to be 87%
- The percentage of those who found the show relevant and useful was found to be 53%.

New information received and discussed with others

	Male	Female	Total
Base: <i>Those who have been exposed to the street theatre(Gaanth Bandh lo)</i>	272	271	543
Received new information	94	95	95
Discussed the information provided through street theatre with anyone	70	75	72

People with whom discussion on street theatre was done		
	Male	Female
Base: <i>Those who reported discussing the street theatre with anyone</i>	190	203
Husband	-	58
Wife	66	-
MIL	-	30
Mother	9	-
Others(Friends and other relatives)	25	12

Intention to follow the advice given during the show

	Male	Female	Total
Base: <i>Those who have been exposed to the street theatre(Gaanth Bandh lo)</i>	272	271	543
Intention to follow the advice	77	88	82

Base: Those who reported to have no intention to follow the advice given during the show in near future

Knowledge indicators

Knowledge: Birth preparedness (Spontaneous+Aided)

	Male		Female		Overall	
	Exposed	Non-exposed	Exposed	Non-exposed	Male	Female
Base: All respondents	272	362	271	358	634	629
Save money for Delivery	80	76	75	70	79	72
Identification of health facility	65*	18	68*	30	49	52
Plan for transportation in advance	74*	24	73*	20	40	56
Register with ASHA/Aanganwadi	62*	25	53*	30	50	47
All the above	35*	26	26	13	27	19

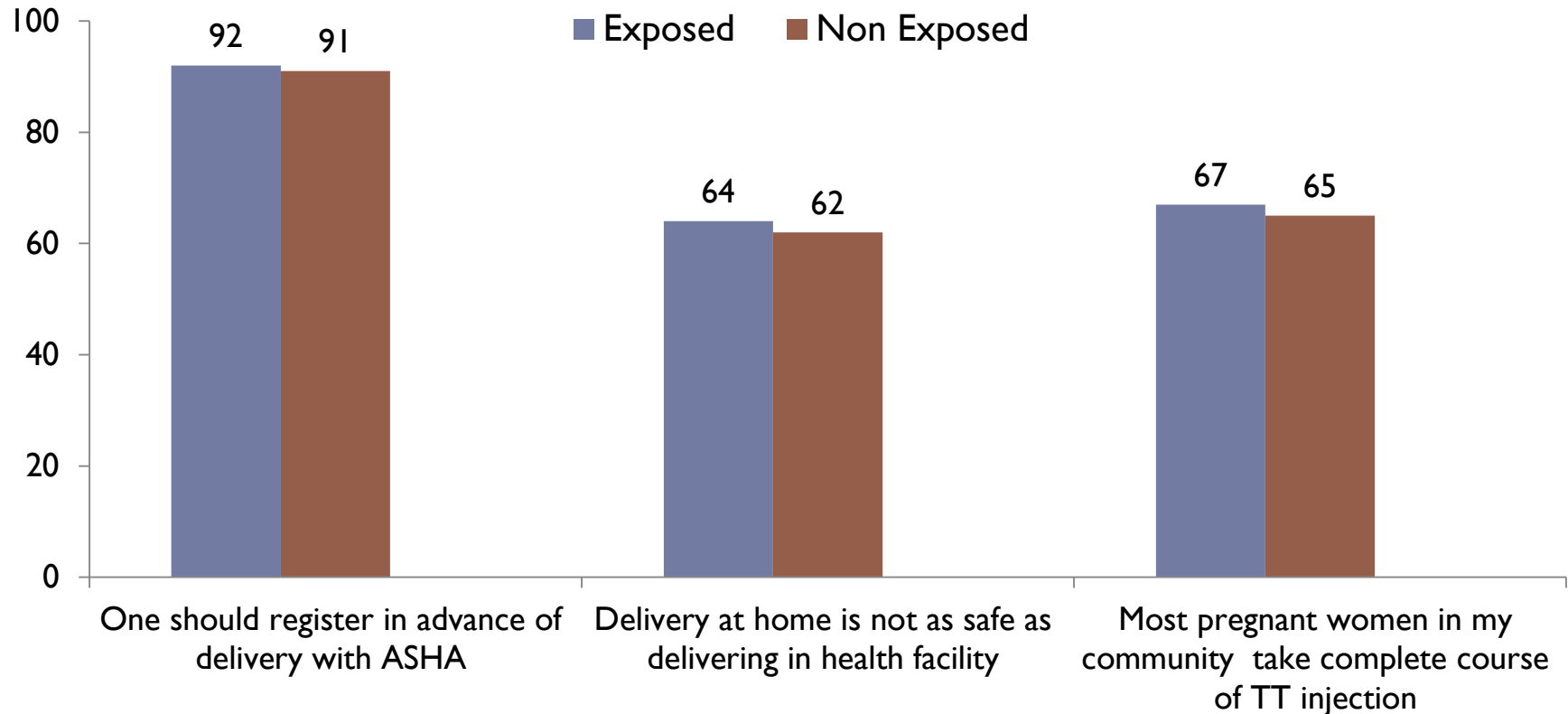
Significant increase was observed between exposed males and exposed females as compared to the non-exposed males and non-exposed females respectively

Knowledge: Benefits of birth planning

	Exposed		Non-exposed		Total	
	Male	Female	Male	Female	Male	Female
Base: All respondents	264	264	349	341	613	605
Immediate assistance available when labour pain begins	56	58	54	54	55	56
Reduce the delays that occur when woman experience obstetric complications	58	53	62	60	60	57
Planning for birth makes me feel confident about the delivery	19	18	15	22	17	20
Ensures safety of mother and child	38	31	41	31	40	31
To avoid last minute hassles	15	21	14	20	14	20
No benefits	2	1	1	2	1	2
DK/CS	3	5	3	2	3	4

No significant (at 95% confidence interval) difference was found in knowledge about birth planning benefits between the exposed and the non-exposed groups

Beliefs and social norms



No significant difference (at 95% confidence level) was found in beliefs and social norms among the exposed and non exposed respondents.

Summary

Reach

- Among those in the age group of 15-49 years reach of the street theatre was found to be 15.4%
- Among those in the age group of 15-49 years and having a child of age less than 2 years (or who is pregnant or whose wife is pregnant) the reach of the street theatre show was found to be 39.8%.

Feedback on the show

- **Recall of the message:** 49% of the those who had seen street theatre could recall all the four things to be planned for the institutional delivery.
- **Recall of the characters:** *Gangaram* and *Fauzi chacha* have the highest recall .
- **Favourite characters:** *Gangaram* was the most favourite character among the males while *Fauzi chacha* was the most favourite among the females.
- **Duration of the show:** Majority of respondents reported to have found the duration of the show to be just right
- **Relevance:** The percentage of those who found the show relevant and useful was found to be 53%.

Summary contd...

- **Ease of understanding:** Three-fourth of those who had seen the show reported that the information provided through the show was easy to understand.
- **New information:** 94% of those who have seen the show reported to have received new information from it .
- **Communication:** 72% of those who had seen the show reported to have discussed the information provided through the same with others. Of these, nearly two-thirds discussed with their spouses.
- **Knowledge indicators:**
 - Knowledge about the 4 things to be planned for birth was found to be significantly higher among the exposed males as compared to the non-exposed females.
 - Similarly among the females also the knowledge about 4 things to be planned for birth was found to be significantly higher among the exposed females as compared to non-exposed females

Summary contd...

- No significant difference was observed in knowledge about benefits of family planning between exposed and non-exposed males & exposed and non-exposed females
- **Beliefs and norms:** No significant difference was found in beliefs & social norms.

Thank you