

The 'Profit' Motive

Focus Behavior

Spacing births

- Behavioral objective: Get families of 0 and 1 parity to adopt family planning methods in order to ensure at least 3 years spacing between children
- Rationale:
 - High TFR (3.9)
 - Short birth intervals (12% births within 18 months; 29% births within 24 months; 63% births within 36 months)
 - Among lowest CPR (34%); high unmet need (23%)
 - Government of Bihar priority area
 - Overlap with Ananya focus

Strategic Approach

Target Audience

- Couple, husband and wife together
- Families of 0 and 1 parity
- With access to media
 - Radio
 - Mobile
 - TV
- With interaction with FLW

Strategic Approach

Barriers and Triggers

Barriers

- Lack of awareness about methods
- Myths about methods
- Lack of awareness of benefits of spacing
- Lack of male involvement
- Lack of spousal communication

Triggers

- Healthier children
- Healthier mother
- Better financial control
- Brighter, happier future for the family

Communication Approach Objectives

COUPLES

Encourage spousal communication
about family planning

MEN

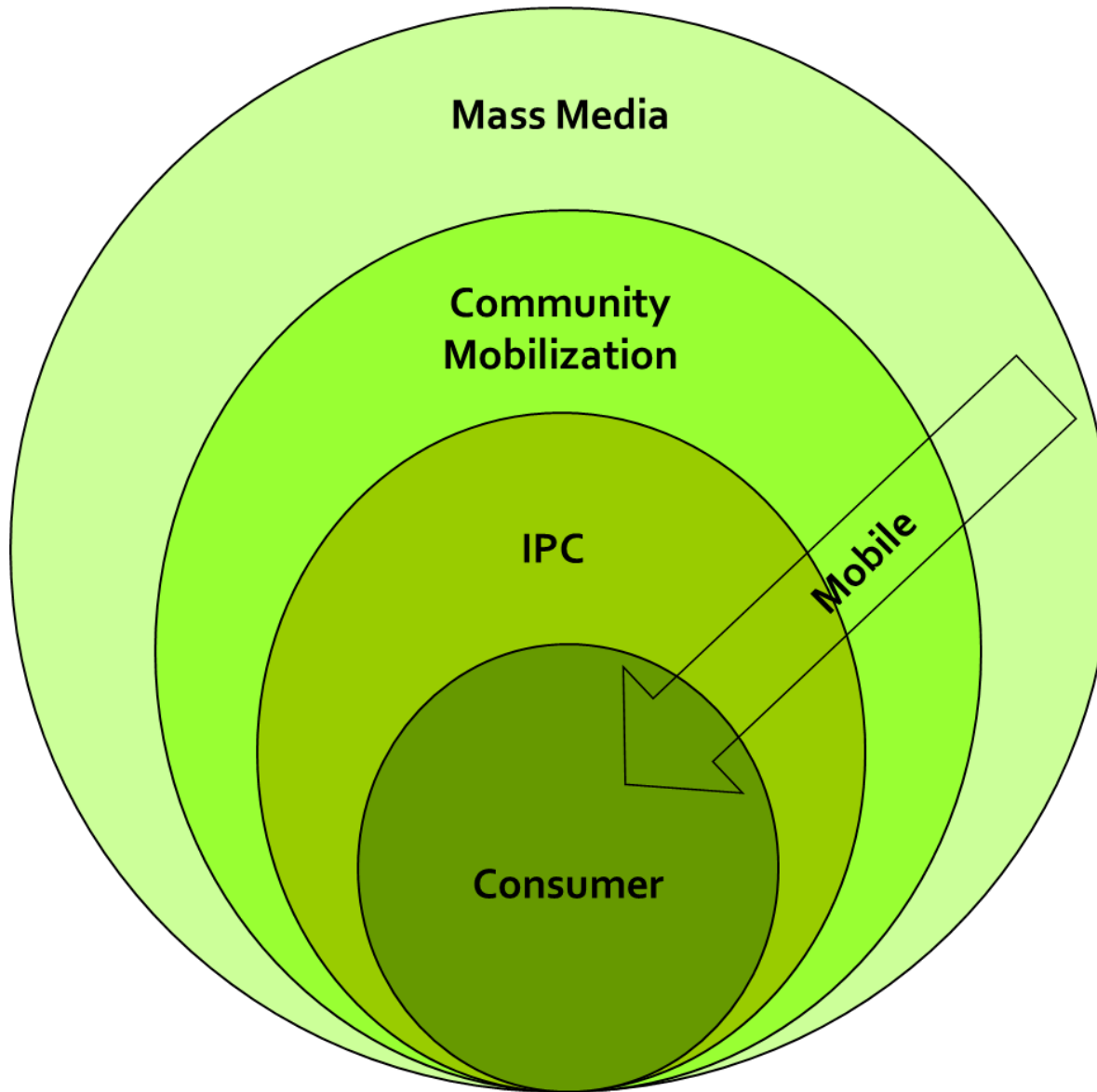
Talk to my wife about family planning

WOMEN

Initiate discussion about family planning
with my husband

Communication Approach

360 Degree Approach



Communication Analysis

- Over time family planning communication has become stale
- Most family planning campaigns have focused on benefit of family planning but few have looked at self-efficacy issues (providing agency to the women to negotiate for family planning)
- Benefits demonstration has focused on long term benefits
- How can we break the stalemate between communicators and the audience?

By creating a new language around family planning, by giving a 'code' for inter-spousal communication

And by showing benefits that
really matter...

Creative Strategy

- Translate the message into a “creative hook” that can become common currency
- Turn ‘*Ek teen do*’ into a spacing *mantra*
- Nuanced and layered communication – girl child issue, husband playing a pivotal role, complicity between husband and wife, vividification of ‘*fayda*’

Impact of 360 Degree Campaign in MP & Odisha

- 71% overall recall of the campaign
- 64% recall of main message – gap of 3 years
- 32% discussed with spouse, 20% discussed with FLWs, 17% visited health facility for info
- 5% visited health facility to get method
- Knowledge of 3 years gap (83%) among intervention group (who were exposed to our 1-3-2 campaign) and 43% among control group (Not exposed to our campaign)
- Motivated to initiate discussion with FLWs (28%) among intervention group & 3% among control group.