

Family Planning

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Process Evaluation of
Family Planning Campaign
in Chhattisgarh



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List of Acronyms

AIDS	Acquired Immuno Deficiency Syndrome
DAVP	Directorate of Advertising and Visual Publicity
DoHFW	Department of Health and Family Welfare
FP	Family Planning
HIV	Human Immuno deficiency Virus
IEC	Information Education Communication
IHBP	Improving Health Behavior Program
IUCD	Intra Uterine Contraceptive device
JP	Jansankhya Pakhwada
MA	Media Agency
MoHFW	Ministry of Health and Family Welfare
MWCD	Ministry of Women and Child development
NRHM	National Rural Health Mission
PIP	Program Implementation Plan
SBCC	Social and Behavior Change communication
USAID	US Agency for International Agency

EXECUTIVE SUMMARY

India was the first country to launch a family planning (FP) program and also the first country to initiate a mass media campaign to publicize its FP initiative. Since then mass media has been regularly and effectively used by governmental and non- governmental organizations to influence population communication at a large scale.

Funded by USAID, Improving Healthy Behaviors Program (IHBP) provided technical assistance to strengthen institutional and human resource capacity of government at all levels to design, deliver and evaluate strategic communication programs focusing on behavior change. The IHBP FP campaign named “Khushi-ka-Mantra” included communication materials like TV and radio spots, posters etc. which were conceptualized and developed in consultation with FP Division of Ministry of Health and Family Welfare (MoHFW). These communication materials along with suggested media plan and mix were provided to 10 states, some of which revised the materials for cultural adaptability and integrated FP messages as per their need.

The present qualitative study was commissioned to understand the reasons for recall (43.1 percent) from the reach and recall study conducted earlier. Using in-depth interviews the study fathomed conceptualizing, developing and rolling out a media campaign to change behavior; The study found that the theme of the campaign i.e. to highlight an incentive (greater than financial incentive) for couples, contributed towards the recall and likability of the advertisements while making the materials impactful. Training sessions for government officials on using media campaigns as an effective tool to bring about behavior change and the intense interaction between the government (at national and state levels) and IHBP team during conceptualizing and rolling out of campaign have increased the capacities of government health personnel to design, roll out and evaluate a FP media campaign.

The media plan and mix, critical for the reach of the campaign were decided by DAVP at the national level and the Chhattisgarh state media partner Samvad, within their norms. Few spots and posters from the campaign were mostly used during the two jansankhya pakhwadās (population fortnights) organized annually in July and February in Chhattisgarh. Respondents from the qualitative study associated the importance of a communication intervention only when it was followed or preceded by a FP drive.

For most respondents inter personal communication remained the medium of choice and was regarded as more effective for recall of messages and motivating people for behavior change. Most respondents expressed that given appropriate financial and personnel resources, the campaign has potential to reach a much larger number of target couples.

CHAPTER 1: INTRODUCTION TO THE STUDY

1.1 Media campaigns in Family Planning-An Introduction

India was the first country to launch national government sponsored FP program in 1952. Though the TFR has started declining mainly because of the high number of sterilizations, questions are now raised on the effect of continuous child births on mother's health. After the London Summit on Family Planning in June 2012, MoHFW declared that among other initiatives, the thrust of government's FP strategies would be on spacing of pregnancies. Consequently, the focuses of communication materials have also progressed to bring about behavior change in using spacing methods of FP.

“India is likely to miss its country target of United Nation's Millennium Development Goals for reducing maternal mortality rate, which was set at 109 per 100,000 live births, by 2015”

Mass media, including television, radio, print, outdoor media, is a popular and effective tool among both government and private organizations to educate and motivate people for positive health behavioral changes on a large scale. Simply put in the words of communication experts, this can be called the **‘enter education’** approach relying on the basics of social cognitive theory (Kincaid et al, 1992), using the existing presence and influence that mass media has on population today.

India holds the distinction of being the first country to launch a mass media campaign for its program. MoHFW has in the past used some popular FP communication campaigns like ‘Hum do Hamare do’, ‘Chota parivar sukhi parivar’ etc. However, with the shift in focus MoHFW included messages affecting decision-making in FP, like delaying and spacing child bearing, maternal and child's health, spousal communication, economic and social benefits for families and communities etc. in its campaigns post repositioning of FP.

With the growing use and accessibility of media including electronic media (through TV, Radio), mid media and IPC (through health workers) by government and target group respectively, the potential of media campaigns to change not only the contraceptive usage but also the social practices, norms and perceptions is increasingly getting more recognition. Consequently it has become important to build/refine skills and capacities of managers at national, state and district levels in development of media campaigns and using correct strategies for their roll out so as to maximize the reach of campaign. A carefully designed package of emotionally appealing messages, efficient media plan and a prudent media mix developed and managed by trained staff can increase the reach of campaign to bring attitudinal and behavioral changes in the target population on sensitive topics like FP.

1.2 Media campaign interventions by IHBP/FHI 360

IHBP works closely with the MoHFW, the Ministry of Women and Child Development (MWCD), and their attached organizations at the national and state levels to introduce and implement communication interventions. For the spacing methods of FP a campaign (Khushi-ka-Mantra) designed on theme of ‘better future of children’ developed products including TV spots (Mehnat, Cycle race), radio jingles and posters. All products were given as open files to NRHM and states so they could be revised as per need.

1.3 Snapshot of Reach and Recall study of Khushi-ka-Mantra in Chhattisgarh

A Reach and Recall study was conducted by IMRB for the Khushi-ka-Mantar campaign in six districts of the state of Chhattisgarh. The study showed that 43.1 percent of respondents could remember seeing/hearing any of the media spots of this campaign. The reach in rural areas was less (39 percent) compared to the urban areas (56 percent). The IHBP campaign **reached** 43.1 percent of the population in the districts covered by the study.

In the light of above findings, it was important to understand the process followed during the campaign which helped in achieving the reach and recall percentages among the population of Chhattisgarh, and also to understand the results of the campaign from the perspective of strategizing and implementing partners/stakeholders.

1.4 Objectives of the Study

1. To understand and document the FP campaign implementation process that has been followed by the IEC cell of NRHM Chhattisgarh from the budgeting phase to post-implementation evaluation (if applicable).
2. To understand and document the key inputs that have helped designing and implementing the media plan
3. To understand the above processes better in the light of the results of the reach-recall study in order to provide better support to NRHM in the state of Chhattisgarh for future such opportunities.

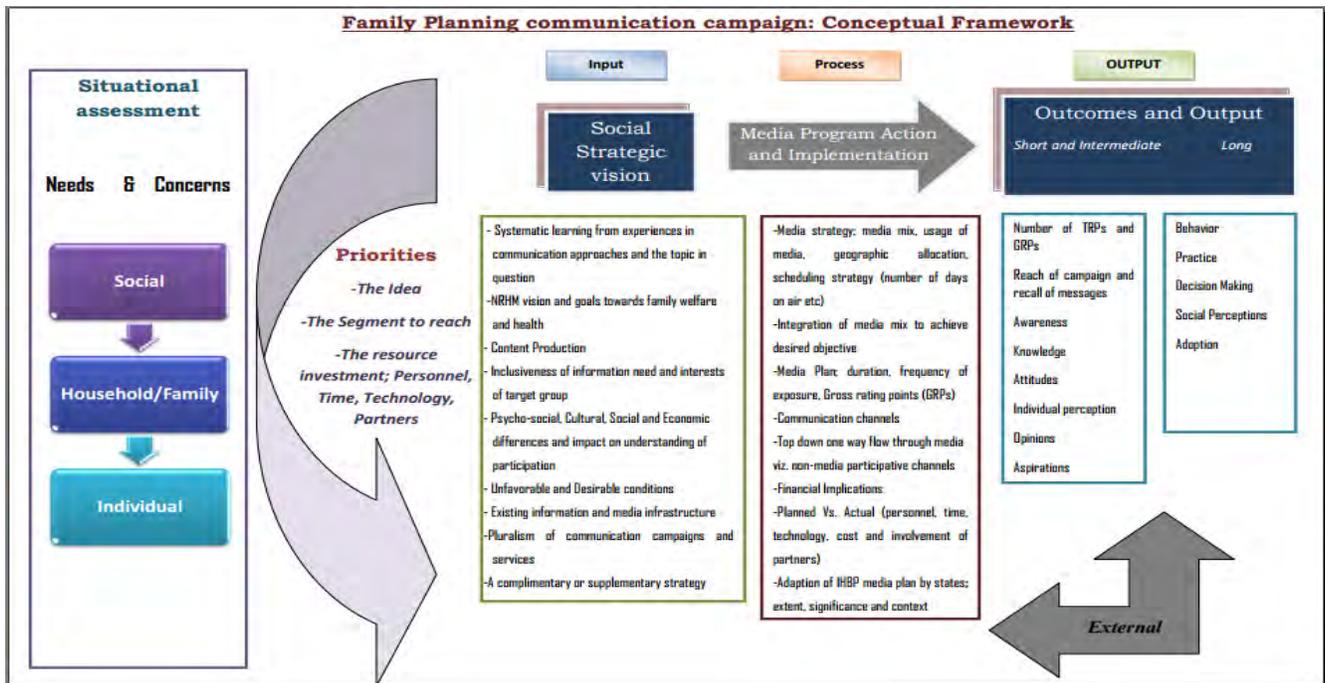
1.4.1 Key research questions

1. What was the rationale behind developing the stated FP media campaign (Khushi-ka-Mantra)
2. What criteria and factors were kept in consideration while developing the media campaign from the perspective of program strategizing and media communication teams
3. What was the implementation strategy followed by IEC cell of NRHM Chhattisgarh and the basis of designing the same
4. What learning and reflections can be drawn on the basis of conceptual understanding of the media campaign and quantitative insights arrived from reach and recall study?

1.4.2 Conceptual framework

The framework below highlights the broad concepts used for guiding the research study:

Figure 1. 1: Conceptual framework for guiding research study

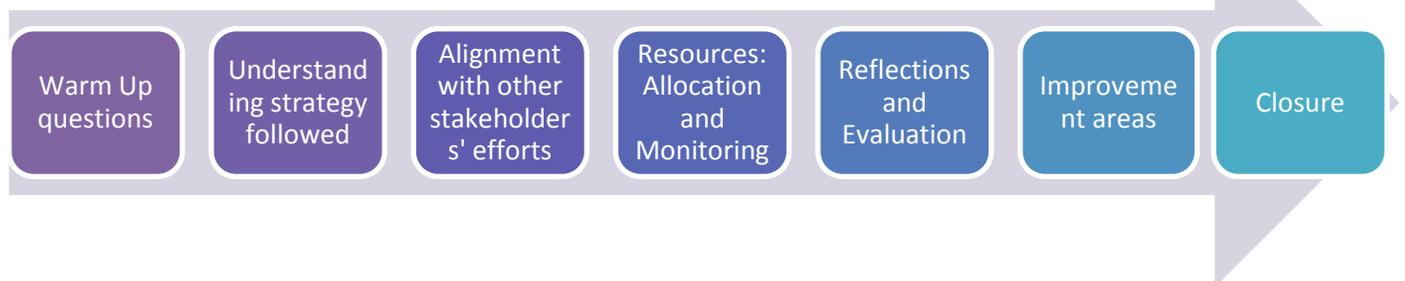


1.5 Study Design and Methodology

A cross-sectional **qualitative research** was conducted to examine, understand and interpret the process associated with the roll out of IHBP's Khushi-ka-Mantra campaign and the reason for reaching particular quantitative results by the reach and recall study conducted earlier for the same campaign.

The study used **In-depth Interviews** as the data collection method for which **discussion guides** were developed in consultation with the IHBP team. As the first step, key information areas were

Figure 1. 2: Information areas in discussion guides



identified which set directions for developing questions in the discussion guides¹.

1.6 Sampling methodology

A total of 16 respondents at the national and state level were selected on the basis of purposive sampling by IHBP, to cover the relevant information areas. To get understanding of district level perspectives, respondents were selected on the basis of opportunistic sampling as per their availability in Raipur city.

Respondents	Number
National level	2
State level	5
District level	5
Media agency. IHBP	1
IHBP	2
Media agency, state	1
Total	16

1.7 Data Collection

Discussion guides were used for IDIs by researchers to probe and search deeper to comprehend vision, views and involvement of different categories of respondents who had been associated with the campaign. Since the study focuses on understanding the processes followed during development and roll-out of campaign, the researchers explored beyond the stated questions. Another rationale behind choosing IDIs was to enable detailed understanding of perspectives of each stakeholder from different domains.

1.7.1 Quality control

Interviews were audio recorded and notes were taken by research team of IMRB. All interviews were conducted in official settings in the presence of only the research team from IMRB to ensure privacy and confidentiality of information and data.

1.7.2 Ethical consideration

Before each IDI Informed consent² for voluntary participation was sought from the respondents. The participants were requested by the team for permission to audio record the interview and take notes after taking their consent for voluntary participation. The consent forms mentioning all the above were signed by the researcher in presence of the respondent

1.7.3 Challenges in data collection and Analysis

The IDIs were conducted more than a year after the roll-out of the Khushi-ka-Mantra campaign. There was a considerable loss of recall by the respondents as there were other multiple campaigns which had started in between.

¹ The information areas differed on the basis of role of target respondents but a general outline was followed as given in Figure 2.1

² Refer to Annexure I for consent forms used in the study

CHAPTER 2: DISCUSSION AND FINDINGS

2.1 Conceptualization and development

2.1.1 Research and evidence behind conceptualization

On the basis of their initial discussions, where MOHFW shared information about shift in focus on spacing methods, the Social and Behavior Communication Change (SBCC) team of IHBP conducted desk review of related literature and secondary data to understand the key factors and barriers that influence FP in India while seeking facilitators and best practices for FP in India and neighboring countries having similar conditions. The secondary data and information identified the existence of unmet need, though there is an overall fall in high fertility rates in the country, prevalence and usage of various FP methods among the people and diverse reasons why young couples choose FP, especially spacing.

In order to build a cohesive campaign strategy, SBCC team conducted an audience consultation with the target group. This consultation helped to understand the target audiences' need, concerns, attitudes, practices and motivating factors. A significant finding that emerged from the consultation was the need for an incentive for behavior change among couples; parents' desire for *better future of their children* was identified as a strong motivational factor, beyond any financial incentive, to adopt FP methods in future. This was identified as the **theme for motivating target couples** as it was a strong emotion, which if channeled in the right direction, could influence people's attitudes and provide awareness in the short term as well as possibly change behaviors in the long run.

"Their question is, what we'll get out of it and the word usually mentioned is 'Fayda'"
- SBCC team member

"It was a 360 degree campaign. So there was role for mass media, mid-media & IPC, and there was role of state government to take it forward"
-SBCC team member

This theme, along with *health of mother* was adopted and applied in the FP media campaign by emphasizing on benefits of a small family that can be achieved easily by using spacing methods and keeping a gap of three years between two children.

The consolidated findings from desk research, secondary review and audience consultation were presented to the

MoHFW for their insights.

2.1.2 Development of message content and messages; Rationale and Process

SBCC team in consultation with FP Division of MoHFW developed messages with the theme of 'better future for children' and 'health of mother'. Since the larger issue addressed by the campaign was related to spacing between children, it was imperative that spousal communication and gender sensitivity be woven in the messages.

Using the 360 degree approach, messages were astutely designed to create an enabling environment for better maternal and child health using FP while conveying the importance of spacing to community leaders and health service providers in a gender sensitive manner. All campaign materials were approved by MoHFW and pre-tested before handing the entire package of campaign materials to the MoHFW.

The materials of the media campaign were revised by some of the states to make them specific to the culture of the state. Since it was PAN India campaign the depiction of culture was largely Indian and not specific to any state/tribe.

“If an ad is in regional language, it has more appeal”
-District official

2.1.3 Challenges and Limitations of Conceptualizing Phase

Developing a whole media campaign focused only on ‘spacing’ methods to address the shift of government’s focus from limiting to spacing was a challenge since it was a pioneering concept in South Asia. Secondary research provided little help related to ‘spacing only’ campaign in South Asia.

“In pulse polio program the posters that came from MoHFW showed a smart girl giving polio drop to baby. People in rural areas rejected it because they could not identify with the girl in the poster.”

-District official

One of the major challenges faced by SBCC was to find a trigger point for the target audience to develop the theme of the campaign. A thorough consultation with target audience was resource intensive.

The materials of the media campaign were developed for PAN India and thus did not carry regional and cultural connotations. The study found that the absence of cultural depiction in these materials was a matter of concern for state and district level officials.

2.2 Roll out of campaign

2.2.1 At National Level

A professional Media Agency (MA) was hired for developing media plan and the media mix. At the national level information could only be provided using electronic media. The TV and radio spots were given to Directorate of Advertising and Visual Publicity (DAVP), the official media release agency for the government. However, owing to its own norms and considerations the like not allowing more than 5 % of its budget to one particular channel, DAVP developed its own media plan and was funded by MoHFW funds (routed through the IEC cell) to air the spots. Parallel to this, the IEC cell also released the electronic media products of the campaign to government channels (Doordarshan and All India Radio).

At the state levels the identified MA developed media plan and mix in consultation with the State Media Officers, state media agency and other high ranking officials of DoHFW taking into care

the need of the state and the money available for IEC. A state level media agency was then made responsible for implementing the developed plan.

2.2.2 At State Level

A team of professional media planners hired by IHBP travelled to Chhattisgarh to understand the need and availability of budget for developing a specifically tailored media plan for the state in consultation with state's media and IHBP officials and Samvad. A workshop was organized by IHBP for Chhattisgarh state and district level program and IEC officers to orient and guide them for rolling out the campaign in the state.

Khushi-ka-Mantra campaign rolled out in two JPs (population fortnight), organized by the state during World Population Day from July 11 and the other from February 5. The State government used the electronic media material (TV and Radio spots) and posters during the JPs. As a usual practice, some modifications were made in the campaign materials. JP's theme given from the national level, 'chota parivar, sukhi parivar' (small family, happy family) was added on the posters provided by IHBP. Mid media i.e. street plays could not be used given the lack of resources and time.

During the present study, some respondents mentioned the need to review and revise the state's communication intervention infrastructure. A dedicated and concerted effort to use the IHBP media plan was found deficient at the state level because of lack of resources and trained workforce.

2.2.3 At District Level

Posters printed at the state level were sent to districts with instruction related to the places where the posters were to be distributed and their numbers at respective locations. Few districts also printed pamphlets using the campaign materials but introducing the old tagline related to limiting since the focus of these JPs are sterilization camps. Venue, date and timings of sterilization camps were also mentioned on these pamphlets.

2.2.4 At Block Level

The printed IEC materials received from the district level were recorded in an IEC register and dispatched to village level. The records were checked by district level officials during their periodic visits.

IPC, mentioned by officials at all levels as the most efficient and exhaustive medium of communication, was also a targeted activity during the JP and a few preceding weeks. To

For the JP, FP division of State's DoHFW consults with the IEC Division to prepare guidelines related to IEC activity and schedule a plan for all districts and their respective blocks. These guidelines are communicated up to the block in a cascading model bringing consistency in state's efforts to inform officials at all levels. The guidelines usually contain specific instructions for activities, such as organizing a road awareness show, prior to starting the JPs to publicize it. Pre-recorded messages are played on public address system carried in a decorated van called the 'rath'.

equipose any dilution of messages in the process of transfer from state officials to village level extension workers are provided trainings in using appropriate IEC material. The need to provide supportive IEC during Khushi-ka-Mantra campaign to strengthen IPC was felt by some respondents.

2.3 Alignment of the campaign roll out between National, State and District

Quality of IEC material at the national level was given its due recognition by many respondents during the study. At the state level there is an effort to improve and reach the standards set by communication materials produced at the national level. However, the program managers of IEC cell, who are mainly medical professionals (doctors), majorly shoulder the responsibility of deciding IEC activities in consultation with IEC officers. Their approach towards IEC activities is focused more on providing medical information than making the information coherent, lucid and attractive.

“We require technical persons who can help us design interventions. Also local capacity needs to improve to include innovative methods”

-State IEC

The roll-out of the campaign is a different ballgame. The DoHFW functions on the allocated sum of money approved by NRHM for their annual IEC in the state. The national IEC cell of MoHFW has no role in deciding the media plan of the states. Except for the issue (like polio) which sees a nation-wide campaign, the state has no obligation to align its media campaigns with its national counterpart.

The situation is nearly similar between the state and the districts. Except for those campaigns which are run in all districts of the state, the district IEC cell performs independent of State IEC cell.

“They (people) are aware of family planning as they are going for vasectomy after two children but they still have problem with spacing”

-IEC official

The shift in focus from limiting to spacing was found at the higher levels of government. With officials at districts and block levels were still focused on ‘numbers’, need to capacitate them on the shift of focus towards spacing was felt by many respondents.

2.4 Perception about results of the campaign by stakeholders

The state HMIS tracks the usage of services and not the communication campaigns conducted to increase the services. In absence of formal evaluation indicators for communication interventions in the state, recall of the campaign materials and messages by target groups and service providers along with feedback from block and state level officers, counselors during field visits form the basis perceived success or failure of the campaign.

2.5 Challenges faced during roll-out

One of the major challenges faced during the roll-out phase was lack of funds at all the levels to follow the IHBP's media plan, which was integral to the intended results of the campaign. Lack of approved funds in states Program Implementation Plan (PIP) for the IEC activities did not allow the media plan to be adapted by Chhattisgarh.

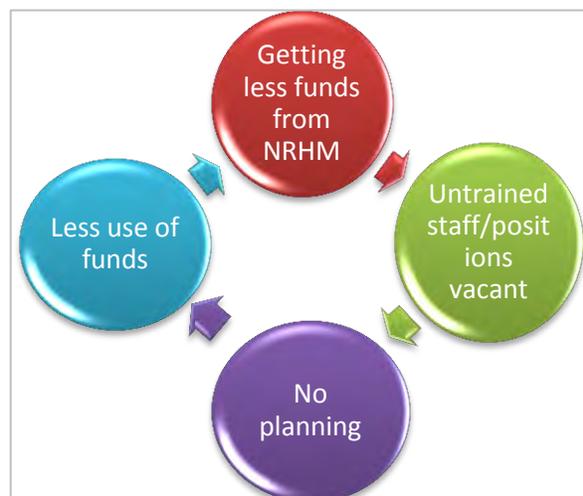
"Low budget is the biggest hindrance to do any work."

-District IEC official

At the national level too, paucity of funds for IEC activities has been a concern for IEC officials. Lack of resources, including time, funds and human resources checked the rolling out of the media plan and the materials in its entirety. Training for mid media could not be provided because of lack of funds, time and human resource capacity. The study indicated that out of the State budget of around Rs. 60 lakhs on IEC, approximately Rs. 19 lakh were spent on the two fortnights IEC campaign.

Figure 2. 1: Financial resource challenges faced at state level

The block and district level IEC officers do not conceptualize an annual plan for FP media campaigns or contribute towards the annual PIP till now. Therefore the campaigns become sporadic and on insistence of the state. The district officials complained of lack of approved funds for conducting any IEC activity.



Spots were given to Doordarshan and All India Radio to use as per the content of their programs. The quantum thinking on the theme of the whole campaign, the subtle messages woven in each spot and the rationale behind development of media plan was lost when decision making on spot selection passed to unknown person.

Most of the Program Managers/IEC officers in the IEC cell of the state and districts are medical professionals who put more emphasis on passing accurate health information to people. There is a constant need for capacity enhancement of Program Managers/IEC officers at state and district level (DEMO) to orient them towards effective IEC.

The division of labor between IEC and NRHM officials at state level is such that though the budget is managed and controlled by the latter, the former is responsible for implementing IEC activities. This is also the case at district and block level.

In a recent initiative by government, contraceptives are being delivered through ASHA workers at the doorstep of people. And therefore the focus of officials at every level of government was

on IPC. Inclusion of IPC material in the campaign could have assisted the frontline workers to encourage target group to think about ‘better future of children’ and ‘health of mothers’ and use spacing methods.

2.6 Summary of findings and conclusion

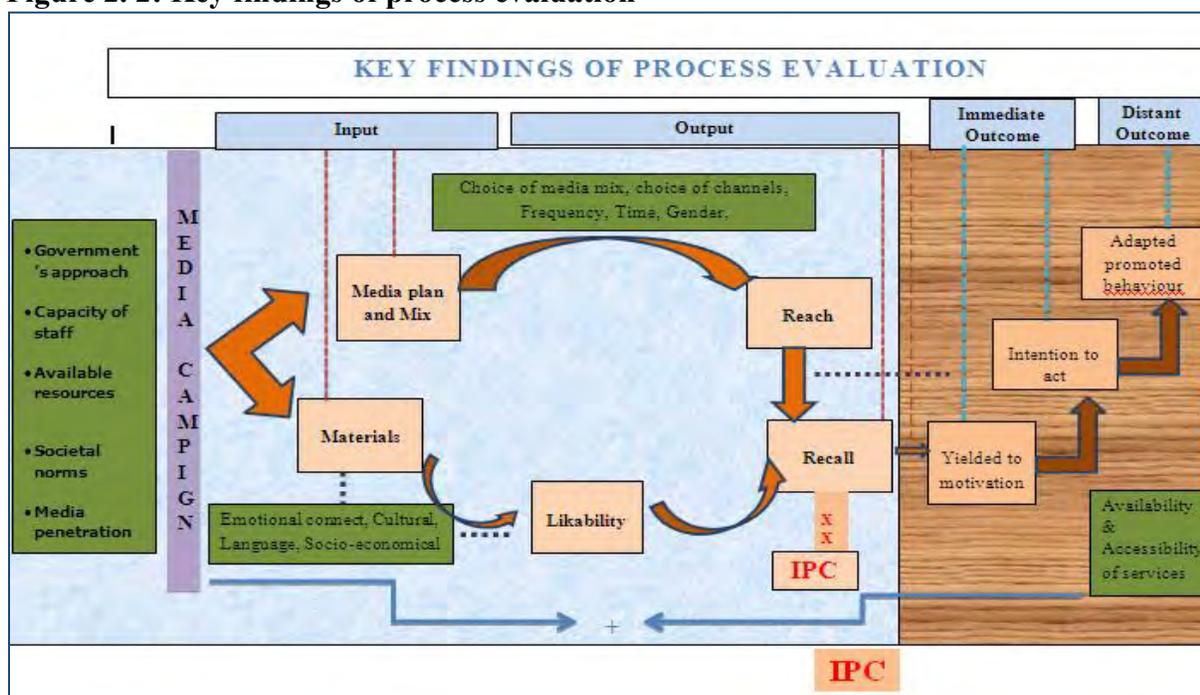
The Khushi-ka-Mantra campaign was designed and implemented to assist MoHFW to broaden the range of contraceptive options by shifting the focus on to spacing methods. The 360 degree approach of the communication campaign included audio, visual, outdoor and print media. Despite the stated challenges, 43.1% of the respondents had seen/heard of any one of the media spots of the Khushi-ka-Mantra campaign on FP. The overall recall of the campaign among all those who were exposed to any one component of the campaign (N=678), was close to 90%, meaning 9 out of 10 people could recall any of the key messages of any of the media spots by IHBP in the state. This further leads to the fact that apart from the penetration of the campaign to close to half of the population, it had been very impactful in its message delivery to the target audience.

The findings of present study, while looking for the reasons for the above, are limited to the input and output level of result of the Khushi-ka-mantra campaign. Various factors like availability/lack of resources, capacity of staff that rolled-out the campaign, government’s approach towards a 360 degree campaign, societal norms and extent of media penetration affected the Khushi-ka-mantra campaign.

Campaign’s theme and materials

The study found that the theme of the campaign i.e. to highlight an incentive (greater than financial incentive) for couples provided an emotional connect with the target audience and thus contributed towards the likability and recall of the advertisements. The strategic shift of MoHFW from limiting to spacing methods for improving ‘health of mothers’ combined with SBCC team’s findings on ‘better future of child’ from audience consultation led to shaping of the communication material. The TV spots in the Khushi-ka-Mantra campaign also carried subtle messages such as spousal communication, economic prosperity and social appreciation under the broader theme of ‘better future for child’

Figure 2. 2: Key findings of process evaluation



Campaign's media plan and mix

A critical factor for the reach of the campaign was the media plan and mix. DAVP and Samvad, the nodal media planners for national and Chhattisgarh state governments respectively had to use their media plans as per their norms, mostly due to budgetary concerns. Therefore, while the Khushi-ka-Mantra campaign was rolled at national level mainly through electronic media, at the level of state and districts, it was used during the JPs or population fortnights organized twice, in July and February irrespective of the change in

focus of MoHFW towards spacing.

“Publicity alone is of course never enough; you have to follow it up with the activity so that people ultimately remember”

-State IEC cell

“It has been a successful campaign. We'll certainly repeat the campaign if funds are available”

-NRHM official at Chattisgarh

The media plan and mix prepared by the professional media agency hired by IHBP could not be adopted by Chhattisgarh government because budgetary and personnel constraints. With the present intervention, roll out through modes of electronic and print media in Chhattisgarh had led to a reach of overall 43.1%. This percentage of the respondents had

seen/heard of any one of the media spots of the Khushi-ka-Mantra campaign. The study found that almost all respondents regarded IPC to be the most effective medium of communication. An intervention in IPC could have increased the reach in rural areas because the frontline workers are in constant touch with the target population on a one-to-one basis.

Some respondents also expressed that given appropriate financial and personnel resources, the campaign has potential to reach a much larger number of target couples. For this, a well-planned media plan and mix strategy needs to be implemented with adaption of IPC as an additional source of media. The study has found that IPC has been regarded an en effective medium for recall of messages and motivating people for behavior change. A carefully planned strategy for media plan and mix would also help in curbing the difference in reach between the rural (38.7%) and urban (56.4%) areas that was seen in quantitative findings of reach and recall study.

Though respondents from the qualitative study observed that the Khushi-ka-Mantra campaign was one among the many FP communication interventions being run at national and state level, the material was felt to be impactful with high audio visual attractiveness. The Reach and Recall study for this campaign showed that 81.2% of the respondents who saw the Mehnat spot on television (which portrayed the theme 'better future of the child' clearly) could also recall any of the two key messages of the advertisement. One of the most liked aspects of the advertisement was the message on FP by 45.8% respondents. Similarly the Cycle Race spot, 69.7% of all the exposed respondents to Cycle Race spot on television opined that it is highly meant for them. 65.6% of the respondents agree that they related highly to the characters in the spot. This suggests the high level of perceived benefits of such advertisements in the lives of couples.

On a concluding note, respondent's perceive Khushi-ka-Mantra campaign to have a good impact on increasing knowledge and awareness on FP.

CHAPTER 3: RECOMMENDATIONS

The Khushi-ka-Mantra campaign showed a recall of 43.1 percent because it was able to provide an emotional connect to the target audience with its messages. Commitment of government officials towards providing more options of FP methods and their involvement in every stage of the campaign helped to make it successful.

1. The theme of the campaign helps in recall, cultural and language notwithstanding

The theme of the campaign may sometimes act as the real trigger point for target audiences to be able to recall the messages and intend to act upon it, in future. In such case, it is important for them to be able to associate and relate themselves to the campaign. Though some state and district officials mentioned that regional cultural and language resemblances help, the quantitative survey proves otherwise.

2. A 'bottom-up' approach can increase ownership of campaign and focus on results.

It is recommended that capacitating states to develop their own campaigns will also increase the ownership of the same at the state level. The present detachment with the theme and 'one-of-many-campaigns' approach towards Khushi-ka-Mantra campaign would diminish by including program and IEC officers at both national and state levels from conceptualization stage of campaigns. It will also ensure a well-coordinated roll out and focus on the results achieved from the campaign

3. Continuous capacity enhancement of staff helps in sustainability of such campaigns

As reflected from the study, many respondents, especially at the state and district levels, were detached with the theme of the campaign. It was one of the many campaigns they had rolled out. To ensure sustainability of such a campaign, supportive supervision can continuously increase capacities for understanding the nuances of media campaign.

4. A country-wide aligned campaign on spacing will change the focus

A concerted effort to run the campaign in alignment at both national and state level (on the lines of polio campaign in the country) can initiate and perpetuate the drive to increase the use of spacing methods in the country.

5. Gender sensitive media plan helps in increasing reach and recall

Considering the sensitive nature of topic of campaign, family planning and the importance of its awareness among females, careful selection of channels, time and frequency alongwith gender sensitive media plan would help in achieving higher reach for female target audiences and a subsequent recall of messages.

6. Roll out communication campaigns before/with program intervention.

It was reflected in the study that respondents perceived such approach to have considerable impact on target audience as they were exposed to a social behavior change environment from not only communication's perspective but a concrete program's perspective too.

7. *Include IPC in future media campaigns, to provide 360 degree coverage to the campaign*

Given the sensitive and personal nature of the issue, interpersonal communication holds a place of importance. It was pointed out by many key stakeholders that though media activities created awareness and provided an enabling environment but the real push to accept FP mostly comes from IPC activities at the ground level.

8. *Involve frontline workers in campaign*

Involving frontline workers (ASHAs and ANMs) and increasing their capacities to integrate the messages of the campaign while implementing IPC activities would help in increasing the recall. The support of PRIs can also be brought in this network.

9. *Advocate to increase funds for such campaigns*

Very intense advocacy movement needs to be initiated at the national level to fund IEC campaigns in the state, as it is the backbone of any awareness campaign. The state feels constraint to implement large scale (360 degrees) media/communication interventions including IPC, mass and mid media which require huge financial resources.

10. *Equal participation of state IEC officers in developing PIPs and budgets*

Budgetary constraints on IEC activities, as a whole, were found to be limiting factor at both national and state level. It was also reflected that coordination between IEC and program officers, which is integral to roll out of any IEC activity in state/district/block, is challenged as the funds are utilized by the former but managed by the latter. The IEC officers therefore, take little or no initiative in development or implementation of new campaigns. At present the IEC Officers are not involved in the development of the State PIPs which carry budgets on various components including IEC activities.

11. *Monitor the campaign for better results*

It is important to monitor the reach, recall and effectiveness of the campaign and not only the change in Contraceptive Prevalence Rate and Total Fertility Rate as a result of the campaign. Such initiatives help in developing a sustainable media intervention strategy for future.

LIST OF ANNEXURE:

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Annexure II	Research Tool : Deputy Commissioner, MoHFW
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Annexure I: Consent form

Improving Healthy Behaviors Program (IBHP) in India Process Evaluation of FP Campaign Consent Form for IRB-Approved Non-Research Activities

Participants: Selected officials from IEC division of MOHFW (IEC officials, Director), IHBP-Delhi (SBCC team member and staff of creative agency), Selected officials from Department of Health and family Welfare, Govt. of Chhattisgarh (MD-NRHM, DHS, Officials from state IEC Cell, District level officers, State level media partners and communication officials)

[Facilitator: Read the following]

Namaskar. My name is _____. I am working with a project team on **Process evaluation of Family planning Campaign in Chhattisgarh**. We would like your participation in this project which examines the process undertaken on designing and implementation of media plan, investment & management of family planning campaign. These include in-depth interview. The information we get from this in-depth interview will help us to understand implementation process followed by IEC cell in NRHM and further to understand the reach-and recall project findings which was conducted in Chhattisgarh during September-October, 2013.

During the interview, we want to take notes and to audio record the discussion. We will not publish any of the information we gain. It will simply help us to understand the process undertaken by Govt. on campaign implementation and rollout the media plan. You do not have to speak with us if you do not want to, this is voluntary and not a work requirement. We will not write down your name at all. You can refuse to answer any questions or you may stop your participation at any time, without penalties.

We do not believe that you will experience any negative consequences from taking part in this activity. But, we will be asking you to respond to questions about implementation process, may be budgeting phase to post implementation evaluation, designing and implementation of media plan, direct investment and management time. You will be asked to respond to questions in a private setting and responses will remain confidential. Remember, you do not have to respond to any questions you do not feel comfortable responding to. You may not directly benefit from this project, but the results may help in designing and implementation of media plan, direct investment and management time etc. for other campaigns in future.

If you choose to participate, this discussion should take about two hours.

Do you have any questions for me?

Do you agree to be audio recording during the interview? YES NO --(For any participants who refuse to be audio-taped, thank them for their time and terminate their participation).

Your participation in this activity confirms you understand what is stated in this form and you agree to participate in this process.

Should you have any additional questions or concerns, you may also contact Dr. Rita Leavell, Chief of Party for IHBP/FHI 360 at 91.11.49924900 or rleavell@fhi360.org or Dr. Subrato Kumar Mondal, Chief Technical Advisor-M&E for IHBP/FHI 360 at 91.11.49924915 or sumondal@fhi360.org.

CONFIRMATION OF VOLUNTEER AGREEMENT

I certify that the nature and purpose, the potential benefits, and possible risks associated with participating in this project have been explained to each participant. All those who wish to participate have agreed to do so voluntarily.

Signature of Person Who Obtained Consent

Date

Annexure II: Research Tool- MoHFW

**Process Evaluation of FP Campaign
Guide for Discussion with Deputy Commissioner
Family Planning Division of MoHFW, New Delhi**

Instructions: Read separate instructions sheet/ information sheet/ informed consent form

INT: Please fill the following information before start of the discussion:

Office Address: _____

Street _____ Town: _____

District: _____ State: _____

Date: _____

Moderator instructions; probing and exploration beyond the discussion guide is wanted and required.

Estimated time (45-60 mins)

Start time of interview: __ : __ Hrs

End time of interview: __ : __ Hrs

INTERVIEWER INSTRUCTIONS:

- *Obtain consent*
- *Ask permission to turn on audio recorder and write notes*
- *Turn on audio recorder, then...*

NOTES FOR THE INTERVIEWERS:

- ❖ *Guide does not contain the actual wordings of the questions.*
- ❖ *Not all of these questions will need to be explored with each individual and hence you can be flexible in adding or modifying the questions.*

INTRODUCTORY QUESTIONS:

- *Introduction about the background of the review and purpose of the interview.*

READY TO VOLUNTEER: *Thank you for agreeing to let me interview you today. Before we begin I'd like to confirm that you have given your voluntary consent to participate in this interview related to IHBP's Family Planning media campaign (Khushi ka mantar)*

- *Do you agree freely?*
- *Do you have any questions?*

Please be assured that there is no right or wrong answer to these questions. What you tell me will not be shared outside of this process. If you are not comfortable answering a question, please let me know and we will move on to the next question.

I would like to begin by asking about your perception on previous Family Planning media campaign since NRHM

Section 1 Warm – up questions

1. To ask you more general questions on this campaign, how do you view the role of various media tools in generating the awareness, change in behaviour, attitudes and practices in the long run in your state? You can consider the current context of the family planning programs and the media penetration and media access as pointers to answer this question.
2. What in your view would be an ideal media campaign strategy that is relevant for your state to bring about behavioural change in couples to space childbirth?

No. Section 2-Strategizing the Family Planning campaign

- 3 What according to you are the gaps in NRHM's family planning communication campaigns that existed in the past and still persist currently?
Now let's talk about the strategy behind IHBP's Family Planning khushi ka mantar campaign...
- 4 In your perspective, was this media campaign to act as a supplementary or a complimentary strategy to the past and existing family planning communication interventions?
Probe : If multiple communication effort of various stakeholders strengthen or weaken NRHM's family planning campaigns

Section 3-Conceiving and Conceptualizing

- Let's talk about conceptualisation of the IHBP's khushi ka mantar campaign...*
- 5 Can you please describe the process and various stages that were involved in conceiving and conceptualising the IHBP's Family Planning 'Khushi ka mantar' campaign
***Note points for further questions**
 - 6 What were the key behaviours that your division wanted to emphasize on through this campaign?
Probe : How do you see the shift from focus on the concept of 'adapting terminal family planning methods after the birth of second child' to 'keeping space between two children' As the latter has been the focus of IHBP's khushi ka mantar campaign, how do you see this focus gaining importance in the future?
 - 7 What were the dimensions of family planning concept that were planned to deliver through the media campaign
Probe: Small family, mother and child health, spousal communication, economic prosperity, involvement of males, gender sensitivity, etc
 - 8 Out of the contents identified by IHBP, on what basis were the concept selected by Family Planning division?
 - 9 What were the anticipated short terms and intermediate goals of the media campaign while conceptualizing and prioritizing the issues?

10 Who are all various stakeholders that were involved at the time of conceiving and conceptualizing the campaign and what are the various roles they have played

11 Was gender a consideration while developing the Family Planning media messages?

12 Besides gender what other considerations were taken into account while developing the media campaign

Probe : Cultural appropriateness , regional/language appropriateness

13 Was there any segment within the primary target group that according to you could have benefitted the most by the campaign?

14 Please give reasons for the same

Probe: On entire process and logical thinking on selection

Section 4-Production of communication material

Let's talk about development of communication material of the IHBP's khushi ka mantar campaign...

15 While developing the FP media 'Khushi Ka mantar' campaign, what type of work approach was followed by Family Planning division and IHBP? What type of inputs was given by Family Planning division? What assistance and inputs came from IHBP?

Probe, if required- such as concept designing, research brief, identification of core problem messages to be delivered, , identification of audience segmentation and key influencers , media plan, media mix, cultural and gender sensitivity aspects etc.

Section 5-Briefing and orientation to the states and alignment

Ask the following question if it has not been answered in Q15

16 What is the role that your division played in taking the communication materials produced to the states and ensuring that they are aligned with the overall idea?

17 What is the various support activities that are provided by your division while implementing the campaigns by the state teams

Hint: orientation of 9 states was conducted by IHBP.

Section 6-Implementation

Let's talk about implementation of the IHBP's khushi ka mantar campaign...

Probe: IHBP has prepared 10 materials, do you know how much of it was used; such as mid media, IPC etc.

18 Do you have any information about roll out of the campaign at national level? If yes, what is that information?

19 Do you know any challenges during roll out at National level?

20 Is there a gap between product conceptualisation/development of material and their subsequent roll out

21 Do you have any information about roll out the campaign at state level?

22 If yes, what is that information? Also indicate the names of states for which campaign

roll out information is available

- 23 According to you, what were the challenges during roll out at state level?

Section 7- Reflections on the campaign

- 24 A) Do you think that the messages to the target group were delivered clearly, as conceptualized?

B) If not, then what could be the gaps between idea and actual product

C) And in what ways through such gap could have been eliminated?

- 25 What were the expectations from the campaign at the national level?

- 26 A. How would you rate the success of roll out of the campaign at the national level ;
Very Good, Good, Average, Poor, Very Poor

B. Why do you rate it so?

- 27 What according to you could have been done to get better results at national level?

- 28 What were the expectations from campaign at state level?

Ask the following 3 questions only if respondent has information about state level campaign

- 29 A. How would you rate the success of the roll out campaign at state level; Very Good, Good, Average, Poor, Very Poor

B. Why do you rate it so?

- 30 What according to you could have been done to get better results at the state level?

Probe: IHBP had developed a 360 degree campaign with all related products and hence 360 degree approach on rollout plan could have given a better result.

- 31 What is your overall feedback to the Family Planning IHBP media campaign?

Section 8- Improvement areas

- 32 What would be your suggestions to make future Family Planning communication campaigns better?

Probe : Family Planning dimensions, key messages, involvement of stakeholders, states ,work approach, media mix, media plan etc.

Section-9: Closure

33. Are there any other points that you would like to mention, that you think would be useful for our review, before we close the interview?

34. Do you want to share with us any data, reports or any other reading material that might help us in this review as such?

Annexure III: Research Tool – SBCC team

**Process Evaluation of FP Campaign
Discussion Guide for SBCC Team, IHBP**

Instructions: Read separate instructions sheet/ information sheet/ informed consent form

INT: Please fill the following information before start of the discussion:

Office Address: _____

Street _____ Town: _____

District: _____ State: _____

Date: _____

Moderator instructions; probing and exploration beyond the discussion guide is wanted and required.

Estimated time (45-60 mins)

Start time of interview: __ : __ Hrs

End time of interview: __ : __ Hrs

INTERVIEW INSTRUCTIONS

- *Obtain consent*
- *Ask permission to turn on audio recorder and write notes*
- *Turn on audio recorder, then...*

NOTES FOR THE INTERVIEWERS:

- ❖ *Guide does not contain the actual wordings of the questions.*
- ❖ *Not all of these questions will need to be explored with each individual and hence you can be flexible in adding or modifying the questions.*

INTRODUCTORY QUESTIONS:

- Introduction about the background of the review and purpose of the interview.

READY TO VOLUNTEER: *Thank you for agreeing to let me interview you today. Before we begin I'd like to confirm that you have given your voluntary consent to participate in this interview.*

- *Do you agree freely?*
- *Do you have any questions?*

Please be assured that there is no right or wrong answer to these questions. What you tell me will not be shared outside of this process. If you are not comfortable answering a question, please let me know and we will move on to the next question.

Section 1 Warm –up questions

3. To ask you more general questions on this campaign, how do you view the role of various media tools in generating the awareness, change in behaviour, attitudes and practices in the long run in your state? You can consider the current context of the family planning programs and the media penetration and media access as pointers to answer this question.
4. What in your view would be an ideal media campaign strategy that is relevant for your state to bring about behavioural change in couples to space childbirth?

Section-2 Development of message content, messaging, materials (idea level)

*Let's talk about **conceptualization** of the IHBP's khushi ka mantar campaign...*

5. Can you please describe the process and various stages that were involved in conceiving and conceptualizing the IHBP's Family Planning 'Khushi ka mantar' campaign

***Note points for further questions**

6. What were the key behaviors that your division wanted to emphasize on through this campaign?

Probe : How do you see the shift from focus on the concept of 'adapting terminal family planning methods after the birth of second child' to 'keeping space between two children' As the latter has been the focus of khushi ka mantar campaign, how do you see this focus gaining importance in the future?

7. What were the dimensions of family planning concept that were planned to deliver through the media campaign

Probe: Small family, mother and child health, spousal communication, economic prosperity, involvement of males, gender sensitivity, etc.

8. Out of the contents identified By your team, on what basis were the concept selected by Family Planning division?
9. What were the anticipated short terms and intermediate goals of the media campaign while conceptualizing and prioritizing the issues?
10. Who are all various stakeholders that were involved at the time of conceiving and conceptualizing the campaign and what are the various roles they have played

Section -3 Research and evidence for developing and finalizing the materials

11. What are the various sources of information that have been consulted for developing and finalizing the materials? Please mention both secondary and primary sources and various consultative meetings you have held to develop the strategy.
12. What according to you are the key inputs from above sources of family planning media campaigns since NRHM?
13. How useful were these inputs and how have that been used while conceptualizing your own media campaign?

14. What are the various considerations were taken into account while developing the media plan?
15. Was gender a consideration while developing the Family Planning media messages?
16. Besides gender what other considerations were taken into account while developing the media campaign

Probe : Cultural appropriateness , regional/language appropriateness

Section-4 Interactions with FP division and consultation during development of materials

17. *Let's talk about development of communication material of the IHBP's khushi ka mantar campaign...*
18. While developing the FP media 'Khushi Ka mantar' campaign, what type of work approach was followed by Family Planning division and IHBP? What type of inputs was given by Family Planning division? What assistance and inputs came from IHBP?

Probe, if required- such as concept designing, research brief, identification of core problem messages to be delivered, , identification of audience segmentation and key influencers , media plan, media mix, cultural and gender sensitivity aspects etc.

Section-4 Support extended for media planning, media mix and launch and roll out activities at A. National level B. State level

17. What is the role that your division played in taking the communication materials and media plan produced to the A. National level B. State level and ensuring that they are aligned with the overall idea?
18. What is the various support activities that are provided by your division while implementing the campaigns by the A. National level teams and B. State level teams
Hint: orientation of 9 states was conducted by IHBP.

Section-6 Challenges at various stages and mitigation strategies

19. A) Do you think that the messages to the target group were delivered clearly at a) national level b) state level, as conceptualized?
B) If not, then what could be the gaps between idea and actual product
C) And in what ways through such gap could have been eliminated?
20. Is there a gap between product conceptualization/development of material and their subsequent roll out
21. Did the communication material and media plan developed by IHBP got adapted at A. National and B. State level
22. If not/partially adapted, what do you think are the reasons for A. National and B. State level?

23. Do you have any information about roll out the campaign at A. National and B. State level?
22. If yes, what is that information? Also indicate the names of states for which campaign roll out information is available
23. According to you, what were the challenges during roll out at A. National level B. state level?

Section-7 Reflections

24. Was there any segment within the primary target group that according to you could have benefited the most by the campaign?
Note: Moderator to probe, if required- segments such as rural-urban, male –female, rural male-rural female, any particular age group etc.
Let's talk about implementation of the khsuhi ka mantar campaign...
25. Your team has prepared 10 materials, do you know how much of it and the media plan was used; such as mid media, IPC etc. at A. National level B. State level
26. What were the expectations from the campaign at the national level?
27. A. How would you rate the success of roll out of the campaign at the national level ; Very Good, Good, Average, Poor, Very Poor
B. Why do you rate it so?
28. What were the expectations from campaign at state level?
29. A. How would you rate the success of the roll out campaign at state level; Very Good, Good, Average, Poor, Very Poor
B. Why do you rate it so?

Section 8- Improvement areas

30. What according to you could have been done to get better results at A. National and B. State level?
Probe: IHBP had developed a 360 degree campaign with all related products and hence 360 degree approach on rollout plan at national and state level could have given a better result.
31. What is your overall feedback to the Family Planning IHBP media campaign?

Section-9: Closure

32. Are there any other points that you would like to mention, that you think would be useful for our review, before we close the interview?
33. Do you want to share with us any data, reports or any other reading material that might help us in this review as such?

Annexure IV: Research Tool- Media Agency, New Delhi

**Process Evaluation of FP Campaign
Guide for Discussion with Media Agency, New Delhi**

Instructions: Read separate instructions sheet/ information sheet/ informed consent form

INT: Please fill the following information before start of the discussion:

Office Address: _____

Street _____ Town: _____

District: _____ State: _____

Date: _____

Moderator instructions; probing and exploration beyond the discussion guide is wanted and required.

Estimated time (45-60 mins)

Start time of interview: __ : __ Hrs

End time of interview: __ : __ Hrs

INTERVIEW INSTRUCTIONS

- Obtain consent
- Ask permission to turn on audio recorder and write notes
- Turn on audio recorder, then...

NOTES FOR THE INTERVIEWERS:

- ❖ Guide does not contain the actual wordings of the questions.
- ❖ Not all of these questions will need to be explored with each individual and hence you can be flexible in adding or modifying the questions.

INTRODUCTORY QUESTIONS:

- Introduction about the background of the review and purpose of the interview.

READY TO VOLUNTEER: Thank you for agreeing to let me interview you today. Before we begin I'd like to confirm that you have given your voluntary consent to participate in this interview.

- Do you agree freely?
- Do you have any questions?

Please be assured that there is no right or wrong answer to these questions. What you tell me will not be shared outside of this research study. If you are not comfortable answering a question, please let me know and we will move on to the next question.

Section-1: Warm-up Questions

1. In the context of various sources of information that people have and varying media reach, can you please let us know what is the potential and the role that the mass media communication has to play in terms of bringing in the required awareness, change attitudes, behaviour, and practices in the long run.

Section-2: Briefing from IHBP

2. In your discussions with IHBP what dimensions of family planning concept were planned to deliver through the media campaign?

Note: Moderator to also probe for small family, mother and child health, spousal communication, economic prosperity, involvement of males, gender sensitivity, etc.

3. While developing the media plan, what type of work approach was followed by your team and IHBP? What type of inputs was given by your team? What assistance and inputs came from IHBP?

Moderator to probe for: concept development, media plan, media mix, cultural and gender sensitivity aspects etc.

4. Did you know the national and state level recipients of the campaign?

Probe if needed: By recipients I mean FP and IEC divisions of MoHFW & respective state authorities.

Section 3: Assumptions and Evidences Used

Before we begin with discussion on IHBP's family planning media campaign, I would like to ask question on your perception about previous Family Planning media campaigns...

5. A) Can you please tell us about the previous experience of family planning media campaigns conducted before?
B) Did you use any of these learning while developing the IHBP's Khushi ka mantar media plan?
6. What were the assumptions behind developing the IHBP's Khushi Ka Mantar media plan?

Section4: Development of the media plan

***Moderator to reiterate areas where creative agency worked independently or in consultation with SBCC, IHBP, and then ask, if applicable:*

7. Was the **media plan** developed in sync with details of target population's media viewership habits?
8. What were the reasons behind deciding particular media plan and media mix?
9. What was the process to determine aspects of media plan such as duration and frequency of exposure etc.?
10. If multiple media components were developed, what were the ideas behind developing separate components?
11. Was gender a consideration while developing the Media plan
12. Besides gender what other considerations were taken into account while developing the media plan

Note: Moderator to probe, if required: Cultural appropriateness

Section5: Consultation with National Level Recipient through IHBP

13. Was the campaign discussed with MOHFW through IHBP?
If yes, ask Q14-15
14. If yes, with whom?
15. Can you tell us about the points of discussions for the meeting?

Section 6: Reflections

16. Were there any concerns or challenges related to the campaign's media plan at the preparation stage and how did you address them?

Probe: while developing media plan, work approach with other stakeholders, budget etc.

17. Was there any segment within the primary target group that according to you could have benefitted the most? I.e. have maximum reach and recall of the campaign

Note: Moderator to probe, if required- segments such as rural-urban, male –female, rural male-rural female, any particular age group etc.

18. What would be your suggestions to make future Family Planning communication campaigns better?

Section 7: Closure

19. Are there any other points that you would like to mention, that you think would be useful for our review, before we close the interview?

THANK YOU!

Annexure V: Research Tool- NRHM, Chhattisgarh

**Process Evaluation of FP Campaign
Guide for Discussion with MD, NRHM, Chhattisgarh**

Instructions: Read separate instructions sheet/ information sheet/ informed consent form

INT: Please fill the following information before start of the discussion:

Office Address: _____

Street _____ Town: _____

District: _____ State: _____

Date: _____

Moderator instructions; probing and exploration beyond the discussion guide is wanted and required.

Estimated time (45-60 mins)

INTERVIEW INSTRUCTIONS

- *Obtain consent*
- *Ask permission to turn on audio recorder and write notes*
- *Turn on audio recorder, then...*

NOTES FOR THE INTERVIEWERS:

- ❖ *Guide does not contain the actual wordings of the questions.*
- ❖ *Not all of these questions will need to be explored with each individual and hence you can be flexible in adding or modifying the questions.*

INTRODUCTORY QUESTIONS:

- Introduction about the background of the review and purpose of the interview.

READY TO VOLUNTEER: *Thank you for agreeing to let me interview you today. Before we begin I'd like to confirm that you have given your voluntary consent to participate in this interview.*

- *Do you agree freely?*
- *Do you have any questions?*

Please be assured that there is no right or wrong answer to these questions. What you tell me will not be shared outside of this process. If you are not comfortable answering a question, please let me know and we will move on to the next question.

Section 1 Warm up questions

1. To ask you more general questions on this campaign, how do you view the role of various media tools in generating the awareness, change in behaviour, attitudes and practices in the long run in your state? You can consider the current context of the family planning programs and the media penetration and media access as pointers to answer this question.
2. What in your view would be an ideal media campaign strategy that is relevant for your state to bring about behavioural change in couples to space child birth?
3. As you are aware, we are referring to *Khushi Ka Mantar* Campaign that was conducted in your state. Can you please let me know the various processes that have been followed in developing, planning and executing the overall process in your state?
4. What is the specific role that is played by your division in this regard? Who are the various stakeholders involved in this and what are various roles played by each of them?

Section 2-Strategizing the roll out of FP campaign

Let's talk about the strategies behind your state's media campaign..

5. How was the family planning media communication campaign rollout in your state conceptualized? Moderator to probe: If evidence based planning was followed. Please state the role of each stakeholder involved in conceiving and conceptualizing the campaign. (* Moderator to notes points for future)
6. What are the various sources of information that have been consulted for developing the strategy? Please mention both secondary and primary sources and various consultative meetings you have held to develop the strategy.
7. What according to you are the key inputs from above sources of family planning campaigns rollout since NRHM?
8. How useful were these inputs and how have that been used while conceptualising your own campaign rollout?
9. What are the various considerations were taken into account while developing the media plan?
10. Was gender a consideration while developing the following? a) media plan and b) Implementation of the media plan? What aspects within gender that your communication was expected to be sensitive to?
11. Besides gender, what other considerations were taken into account while developing the media messages?

Probe for: cultural and language appropriateness

Section 3-Alignment of campaign with state and national Family Planning priorities

Now let us talk about the IHBP's *Khushi ka mantar* campaign...

12. Does your division also has a role to play in deciding the target audience for the campaign? If so, can you please elaborate the process by which the target audience for this particular campaign has been decided?
13. How far you think the current campaign successfully reaches and addresses the target audience in considerations? What according to you are the aspects that helped this reach and what could be done to better this in terms of the reach and addressing the communication needs?
14. Are you aware of the media plan that was developed for your current *Khushi Ka Mantar* campaign for your state? If you are aware, can you let us know to what extent IHBP's media campaign and plan was used to develop the state's media campaign and plan? What are the reasons for the same?
15. How the media was mix planned? By media mix, I mean the combination of various media like mass-media, IPC, out-door media etc that was used in your state specifically for the *Khushi Ka Mantar* campaign.

Note: Moderator to probe for participatory approach

16. To what extent you have information and briefing about the communication plan that was put together at the national level?
17. Speaking specifically about the *IHBP's khushi ka mantar campaign*, did you see the need of synchronization between the national level campaigns and media plans with the states?
18. Were there any other challenges that you faced while conceptualising and developing the state's media plan for the campaign? If yes, how did you address them?

Section 4-Finances and resources- allocation and monitoring

19. How were the budgets allocated for the overall communication in the state? What are various elements within these budgets? What are the various inputs that were considered prior to preparing these budgets?
20. Were the planned expenditures in terms of time, cost and technology higher or lower than what was anticipated?
21. Coming to this specific IHBP campaign, can you tell us about the various technical elements that were considered for the allocation of budgets for the campaigns?
If planned > or < than actual, what could have been the possible reasons for the same?
22. How the budgets were allocated across various communication elements? If you can also please let us know about the overall monitoring of the budgets and expenditures?

Section 5- Briefing and Guidance

Now let us talk about the interactions you shared with MOHFW in the context of IHBP's *Khushi ka mantar* campaign.

23. Did you receive any orientation by MOHFW for synchronizing the national level campaign in the state? What are the key elements of these briefing and orientation and how was it used in executing the program at your states?

24. If yes, from whom? And for what aspects of media campaign?

Probe: Conceptualization and development of media plan, its implementation etc.

Section 6 - Role of IHBP and other stakeholders

Can you please throw some light on role of other stakeholders in the context of IHBP's *Khushi ka mantar* campaign..

25. Did you receive any briefing from IHBP through MOHFW or directly for rolling out of IHBP khushi ka mantar campaign in your state?

26. Were there any other stakeholders involved in it? If yes, please describe the role of each.

27. What were the expectations in terms of roll out of the campaign at State level?

Section 7 - Periodical performance reviews of the campaign's activities (Indicators measured)-Output

28. Was there any mechanism/system to monitor/follow up the outcomes? If yes, who developed it and what were the results?

29. Did that match with your expectations?

Section 8 - Reflections and Evaluation- Outcome level

31. What according to you could have been done to get better results/impact?

Probe: IHBP had developed a 360 degree campaign with all related products and hence 360 degree approach on rollout plan could have been better

Section 9 - Improvement areas

32. A. How would you rate the success of roll out of the campaign at state level; Very Good, Good, Average, Poor, Very Poor

33. Why do you rate it so?

34. Lastly, I would like to know about your perspective on how external stakeholders supporting NRHM like IHBP, add value to NRHM's vision and goals towards family planning..

35. What would be your suggestions to make better Family Planning communication campaigns better in future?

Section-10: Closure

36. Are there any other points that you would like to mention, that you think would be useful for our review, before we close the interview?

37. Do you want to share with us any data, reports or any other reading material that might help us in this review as such?

THANK YOU

Annexure VI: Research Tool-DG, Chhattisgarh

**Process Evaluation of FP Campaign
Guide for Discussion with Directorate General**

Instructions: Read separate instructions sheet/ information sheet/ informed consent form

INT: Please fill the following information before start of the discussion:

Office Address: _____

Street _____ Town: _____

District: _____ State: _____

Moderator instructions; probing and exploration beyond the discussion guide is wanted and required.

Date: _____

Estimated time (45-60 mins)

INTERVIEW INSTRUCTIONS

- *Obtain consent*
- *Ask permission to turn on audio recorder and write notes*
- *Turn on audio recorder, then...*

NOTES FOR THE INTERVIEWERS:

- ❖ *Guide does not contain the actual wordings of the questions.*
- ❖ *Not all of these questions will need to be explored with each individual and hence you can be flexible in adding or modifying the questions.*

INTRODUCTORY QUESTIONS:

- Introduction about the background of the review and purpose of the interview.

READY TO VOLUNTEER: *Thank you for agreeing to let me interview you today. Before we begin I'd like to confirm that you have given your voluntary consent to participate in this interview.*

- *Do you agree freely?*
- *Do you have any questions?*

Please be assured that there is no right or wrong answer to these questions. What you tell me will not be shared outside of this process. If you are not comfortable answering a question, please let me know and we will move on to the next question.

Section 1 Warm up questions

1. To ask you more general questions on this campaign, how do you view the role of various media tools in generating the awareness, change in behaviour, attitudes and practices in the long run in your state? You can consider the current context of the family planning programs and the media penetration and media access as pointers to answer this question.
2. What in your view would be an ideal media campaign strategy that is relevant for your state to bring about behavioural change in couples to space childbirths?

Section 2 Strategizing the roll out of FP campaign

When we talk about strategizing the roll out of Family Planning campaign...

3. Can you broadly explain the process followed for developing the overall strategy for the communication with regard to the family planning? How was that conceived?
4. What are the various sources of information that has been consulted for developing the strategy? Please mention both secondary and primary sources and various consultative meetings you have held to develop the strategy.
5. According to you, what are the key inputs from above sources of family planning media plans since NRHM?
6. How useful were these inputs and how have that been used while developing your own media campaign?
7. Was gender a consideration while developing the media messages? What aspects within gender that your communication was expected to be sensitive to?
8. Besides gender, what other considerations were taken into account while developing the media messages?

Probe for: cultural and language appropriateness

Section 3 Briefing and Guidance

Now let us talk about the IHBP's *Khushi ka mantar* campaign ...

9. Are you aware of the media plan that was developed for current *Khushi Ka Mantar campaign* for your state? If you are aware, can you let us know to what extent IHBP's media campaign and plan was used to develop the state's media campaign and plan? What are the reasons for the same?
10. To what extent you have information and briefing about the communication campaign and plan that was put together at the national level?
11. Speaking specifically about the IHBP's *khushi ka mantar campaign*, did you see the need of synchronization between of the national level media campaign with the states?
12. Did you receive any orientation to synchronize the IHBP's *khushi ka mantar campaign* in your state?

Probe: If yes, by whom? What were the points of discussion?

**Section 4 Role of IHBP and other stakeholders
(Overall campaign planning and implementation)**

13. A. How was the family planning media communication campaign in your state conceptualized? Moderator to probe: If evidence based planning was followed.
B. Who all were involved in conceptualizing and developing the campaign? Please state the role of each stakeholder. (*Moderator to note points for future reference)

Section 5 Finances and resources allocation and monitoring

14. How were the budgets allocated for the overall communication in the state? What are various elements within these budgets? What are the various inputs that were considered prior to preparing these budgets?
15. Were the planned expenditures in terms of time, cost and technology higher or lower than what was anticipated?
16. Coming to this specific campaign, can you tell us what are the various technical elements that were considered for the allocation of budgets for the campaigns?
If planned > or < than actual, what could have been the possible reasons for the same?
17. How the budgets were allocated across various communication elements? If you can also please let us know about the overall monitoring of the budgets and expenditures?

**Section 6 Periodical performance reviews of the campaign's activities (Indicators measured)
Output**

18. What were the expectations in terms of roll out of the campaign at State level?
19. Was there any mechanism/system to monitor/follow up the outcomes? If yes, who developed it and what were the results?
20. Did that match with your expectations?

Section 7 Reflections and Evaluation Outcome level

21. How would you rate the success of roll out of the campaign at the state level ; Very Good, Good, Average, Poor, Very Poor
22. Why do you rate it so?
23. In your view has this campaign strengthened or weakened the multiple communication effort of various stakeholders in bringing about a cohesive family planning behaviour change
24. I would like to know about your perspective on how external stakeholders supporting NRHM like IHBP, add value to NRHM's vision and goals towards family planning

Section 8 Improvement areas

25. Do you know of any challenges that were faced during roll out of the plan at State level?
26. What according to you could have been done to get better results/impact?

Probe: IHBP had developed a 360 degree campaign with all related products and hence 360 degree approach on rollout plan could have been better

Section-9: Closure

27. Are there any other points that you would like to mention, that you think would be useful for our review, before we close the interview?
28. Do you want to share with us any data, reports or any other reading material that might help us in this review as such?

THANK YOU

Annexure VII: Research Tool- IEC, Chhattisgarh

**Process Evaluation of FP Campaign
Guide for Discussion with Officers in IEC Cell, Chhattisgarh**

Instructions: Read separate instructions sheet/ information sheet/ informed consent form

INT: Please fill the following information before start of the discussion:

Office Address: _____

Street _____ Town: _____

District: _____ State: _____

Date: _____

Moderator instructions; probing and exploration beyond the discussion guide is wanted and required.

Estimated time (45-60 mins)

Start time of interview: __ : __ Hrs

End time of interview: __ : __ Hrs

INTERVIEW INSTRUCTIONS

- *Obtain consent*
- *Ask permission to turn on audio recorder and write notes*
- *Turn on audio recorder, then...*

NOTES FOR THE INTERVIEWERS:

- ❖ *Guide does not contain the actual wordings of the questions*
- ❖ *Not all of these questions will need to be explored with each individual and hence you can be flexible in adding or modifying the questions.*

INTRODUCTORY QUESTIONS:

- *Introduction about the background of the review and purpose of the interview.*

READY TO VOLUNTEER: *Thank you for agreeing to let me interview you today. Before we begin I'd like to confirm that you have given your voluntary consent to participate in this interview.*

- *Do you agree freely?*
- *Do you have any questions?*

Please be assured that there is no right or wrong answer to these questions. What you tell me will not be shared outside of this process. If you are not comfortable answering a question, please let me know and we will move on to the next question.

Section 1: Warm UP Questions

1. Can you please briefly shed some light on the department's goals and objectives in the area of Family Planning?
2. In the context of various sources of information that people have and varying media reach, can you please let us know what is the potential and the role that the mass media communication has to play in terms of bringing in the required awareness, change attitudes, behaviour, and practices in the long run.

Section-2: Strategizing the roll out of FP campaign

When we talk about strategizing the roll out of Family Planning campaign...

3. Can you broadly explain the process followed for developing the overall strategy for the communication with regard to the family planning? How was that conceived?
4. What in your view would be an ideal communication to bring about behavioural change in couples to space childbirths?
5. What are the various sources of information that has been consulted for developing the strategy? Please mention both secondary and primary sources and various consultative meetings you have held to develop the strategy.
6. According to you, what are the key inputs from above sources of family planning media plans since NRHM?
7. How useful were these inputs and how have that been used while developing your own media plan?
8. Have you developed your own media plan? If you can please explain a bit about this. What were the assumptions behind developing your own media plan, what is the nature of the media plan that has been developed etc.?
9. According to you, what are the gaps in your media plan that existed since inception of NRHM and even currently? Were there any efforts to address them in the recent strategies?
10. What was the guiding principle A) Overall for the department B) and specific to IHBP's *Khushi Ka mantar* campaign's media plan
11. Do you recall facing any specific challenges in their respective (principle's) implementation? If you can, please let us know what the challenges are and how have that been addressed?

Section-3: Choice of materials, media plan and media mix

Now let's talk about the strategy behind IHBP's Family Planning *khushi ka mantar* campaign...

12. What is the critical target audience you were planning to reach through this campaign and what specific adaptations you have made while developing the campaign components and media plan to reach that specific target audience?
13. Was the media plan for this specific campaign targeted was considered keeping in mind a specific quantity of reach? If so what is the broad aim that you had in mind for reaching the audience?
14. You have chosen specific media mix for this campaign which is very interesting. If you can kindly let us know what are specific reasons for considering this media mix in the light of the target audience and the reach figures you were aiming for.
15. Please tell us a bit more about the development of the media plan. Who all were involved in conceptualizing and developing the state level media plan? Please state the role of each stakeholder. What were the respective roles of IEC division and IHBP team members? (*Moderator to note points for future)
16. What are the various considerations were taken into account while developing the media plan?
17. Was gender a consideration while developing the following? a) Media plan and b) Implementation of the media plan? What aspects within gender that your communication was expected to be sensitive to?
18. Could you get a chance to review the *Khushi Ka mantar* media plan media plan that was prepared at the national level? If you got a chance, can you let us know how aligned was it from your state perspective?
19. Did you receive any guidance/orientation from the IEC cell at National level to align the media plan with your state's PIPs?
20. Did you receive any guidance/orientation from any other stakeholder? If, yes, whom did you receive it from and for which aspects of media plan that you received it?

Note: Moderator to probe, if required: Cultural and language appropriateness

21. As per the information you have or from the observations, was there any segment within the primary target group that according to you could have benefited, i.e. have maximum reach and recall of the campaign
 - a. If yes, whom did it benefit the most?

Note: Moderator to probe, if required- segments such as rural-urban, male –female, rural male-rural female, any particular age group etc.

- b. What is the various evidence and data you would like to quote, if any, that supports this perception? It can even be from your field experience or from various discussions with your department and district level program staff.

Section-4: Synchronization and alignment with districts plan and media mix

Now let us discuss about the connection of state level media campaigns with the districts

22. Speaking in general about the communication campaigns on the family planning, how much do you think is it important to synchronise the efforts between the state level campaigns and that of the districts? What is the role that each of the campaigns needs to play to achieve broader objectives and how do you see them complementing each other on this issue?
23. Speaking specifically about this particular campaign *Khushi Ka Mantar*.... What is the role do you expect from state to play to complement the district's effort? Also, how do you expect the district level activities to strengthen the state level activities, specifically for this campaign?

Probe: During planning, review meetings, special campaigns

24. To what extent IHBP's media campaign and plan has been referred by different districts and by your own section for your plan preparation?

Probe: Communication material, media plan, media mix etc.

25. If they have not been referred to, what could have been the reasons that districts did not refer (completely/partially) IHBP's media plan? Also if you can please mention the reasons for your own section for not referring to the media plan as such.
26. Do you think your division should have a role in planning roll out at the district level? Why/Why not? Also, if you can please mention the kind of role that your section should have in this context?

Section-5: Implementation (roll out)

Now let's discuss about roll out process and its implementation at your state's level

27. What was the process of rolling out the IHBP's media campaign?

Probe: Process to determine target audiences, media plan, media mix, cultural and gender sensitivity aspects etc. What were the roles of different stakeholders in rolling out the IHBP campaign?

28. According to you, what would be an appropriate way of information flow for communication campaign?
29. Can you share information about roll out of the campaign at your state level?
30. What challenges did you face during roll out in your state? What steps did you take to prevent these?

Now let us talk about district level media campaign roll out...

31. Did you foresee any challenges during roll out at district level? What steps did you take to prevent these?

32. Do you have any information about roll out of the campaign at district level? If yes what are those information, Please share. (*Moderator to note points for further questions)
33. Also mention the names of districts for which campaign roll out information is available

Section-6: Monitoring and Evaluation of Campaign

Let us talk about the evaluations plans for IHBP's FP *khushi ka mantar* campaign..

34. Is/Was there a defined evaluation plan by IEC for this campaign?
35. What indicators were measured
36. At what frequency were these monitored/ followed up?
37. Who was following up/monitoring?
38. What were the planned and actual expenditures in terms of personnel, time, technology, cost and involvement of partners?
- If planned> or < than actually, what according to you were the possible reasons for the same

Since the IHBP's family planning *Khushi ka mantar* campaign has been on air for a while,

Section-7: Reflections

39. The implementation at your state's level, did it happen according to your plans?
40. Do you think there were any external factors that could have impacted the program implementation and henceforth outcome?

Section-8: Improvement areas

41. What according to you could have been done to get better results at state's level?
- Probe: IHBP had developed a 360 degree campaign with all related products and hence 360 degree approach on roll out plan could have given a better result.***
42. A. How would you rate the success of the roll out of campaign at your state level; Very Good, Good, Average, Poor, Very Poor
- B. Why do you say so?
- Ask, if applicable: Now I would like to talk about your reflections on roll out of media plan at district level**
43. How would you rate the success of the roll out of campaign at district level; Very Good, Good, Average, Poor, Very Poor
- i. Why do you say so?
44. According to you, what could have been done to get better results at district level?
45. What is your overall feedback to the Family Planning IHBP's media campaign?
46. What would be your suggestions to make future Family Planning communication campaigns better?

Section 9: Closure

47. Are there any other points that you would like to mention, that you think would be useful for our review, before we close the interview?
48. Do you want to share with us any data, reports or any other reading material that might help us in this review as such?

THANK YOU!

Annexure VIII: Research Tool- District IEC, Chhattisgarh

**Process Evaluation of FP Campaign
Guide for Discussion with District Level Officers**

Instructions: Read separate instructions sheet/ information sheet/ informed consent form

INT: Please fill the following information before start of the discussion:

Office Address: _____

Street _____ Town: _____

District: _____ State: _____

Date: _____

Moderator instructions; probing and exploration beyond the discussion guide is wanted and required.

Estimated time (45-60 mins)

Start time of interview: __ : __ Hrs

End time of interview: __ : __ Hrs

INTERVIEW INSTRUCTIONS

- *Obtain consent*
- *Ask permission to turn on audio recorder and write notes*
- *Turn on audio recorder, then...*

NOTES FOR THE INTERVIEWERS:

- ❖ *Guide does not contain the actual wordings of the questions*
- ❖ *Not all of these questions will need to be explored with each individual and hence you can be flexible in adding or modifying the questions.*

INTRODUCTORY QUESTIONS:

- *Introduction about the background of the review and purpose of the interview.*

READY TO VOLUNTEER: *Thank you for agreeing to let me interview you today. Before we begin I'd like to confirm that you have given your voluntary consent to participate in this interview.*

- *Do you agree freely?*
- *Do you have any questions?*

Please be assured that there is no right or wrong answer to these questions. What you tell me will not be shared outside of this process. If you are not comfortable answering a question, please let me know and we will move on to the next question.

Section 1 Warm up Questions

49. Can you please shed some light on the department's goals in the area of Family Planning?
50. In the context of various sources of information that people have and varying media reach, can you please let us know what is the potential and the role that the mass media communication has to play in terms of bringing in the required awareness, change attitudes, behaviour, and practices in the long run.

Section 2 Choice of media plan and media mix

51. Can you please tell us about the Family planning media campaigns being run in your district?

Now let's talk about the choice of materials, media plan and media mix implemented in your state based on IHBP's FP *Khushi ka mantar* campaign..

52. Who all were involved in conceptualizing and developing the district level media plan and media mix? How were they decided?
53. Please state the role of each stakeholder. What were the respective roles of IEC division at state level, IHBP team members and central level officers, if any?
(*Moderator to note points for future)
54. What are the various considerations were taken into account while developing the media plan?
55. Was gender a consideration while developing the following? a) Media plan and b) Implementation of the media plan? What aspects within gender that your communication was expected to be sensitive to?

Section 3 Implementation planning and roll out

Now let's discuss about roll out process and its implementation at district level

56. What according to you would be an appropriate way of information flow for communication campaign?
57. What challenges did you face during roll out at district level? What steps did you take to prevent these?
58. What was the process of rolling out the IHBP's media campaign?

Probe: Process to determine target audiences, media plan, media mix, cultural and gender sensitivity aspects etc. What were the roles of different stakeholders in rolling out the IHBP's campaign?

59. As per the information you have or from the observations, was there any segment within the primary target group that according to you could have benefited, i.e. have maximum reach and recall of the campaign
 - c. If yes, whom did it benefit the most?

Note: Moderator to probe, if required- segments such as rural-urban, male –female, rural male-rural female, any particular age group etc.

- d. What is the various evidence and data you would like to quote, if any, that supports this perception? It can even be from your field experience or from various discussions with your department and district level program staff.

Section 4 Support and advice from State IEC or other stakeholders

60. Do you think state IEC should have a role in planning roll out at the district level? Why/Why not? Also, if you can please mention the kind of role that your section should have in this context?
61. Speaking in general about the communication campaigns on the family planning, how much do you think is it important to synchronise the efforts between the state level campaigns and that of the districts? What is the role that each of the campaigns needs to play to achieve broader objectives and how do you see them complementing each other on this issue?
62. Speaking specifically about this particular campaign *Khushi Ka Mantar*.... What is the role do you expect from district to play to complement the state's effort? Also, how do you expect the state level activities to strengthen the district level activities, specifically for this campaign?

Probe: During planning, review meetings, special campaigns

63. To what extent IHBP's media campaign and plan has been referred by your districts and by your own section for your plan preparation?

Probe: Communication material, media plan, media mix etc.

64. If they have not been referred to, what could have been the reasons that your district did not refer (completely/partially) IHBP's media plan? Also if you can please mention the reasons for your own section for not referring to the media plan as such.

Section 5 Alignment and support to/from Block level activities

65. Did you receive any guidance/orientation from any block level stakeholder? If, yes, whom did you receive it from and for which aspects of media plan that you received it?
66. What is the role do you expect from blocks to play to complement the district's effort? Also, how do you expect the district level activities to strengthen the block level activities, specifically for this campaign?

Probe: During planning, review meetings, special campaigns

Section 6 Monitoring and Evaluation

Let us talk about the evaluations plans for IHBP's FP *khushi ka mantar* campaign...

67. Is/Was there a defined evaluation plan by your department for this campaign?
68. What indicators were measured
69. At what frequency were these monitored/ followed up?
70. Who was following up/monitoring?

71. What were the planned and actual expenditures in terms of personnel, time, technology, cost and involvement of partners?

If planned > or < than actually, what according to you were the possible reasons for the same

Section 7 Reflections

Since the IHBP's family planning *Khushi ka mantar* campaign has been on air for a while, how do you reflect on..

72. The implementation at your district's level, did it happen according to the plans?

Probe: Moderator to ask depending upon plan received by state/ their own plan

73. Do you think there were any external factors that could have impacted the program implementation and henceforth outcome?

74. What according to you could have been done to get better results at district's level?

Probe: IHBP had developed a 360 degree campaign with all related products and hence 360 degree approach on roll out plan could have given a better result.

75. A. How would you rate the success of the roll out of campaign at your district level; Very Good, Good, Average, Poor, Very Poor

B. Why do you say so?

76. What is your overall feedback to the IHBP's Family Planning media campaign?

Section 8: Improvement areas

77. What would be your suggestions to make future Family Planning communication campaigns better?

Section 9: Closure

78. Are there any other points that you would like to mention, that you think would be useful for our review, before we close the interview?

79. Do you want to share with us any data, reports or any other reading material that might help us in this review as such?

THANK YOU!

Annexure IX: Research Tool- State media partner

Process Evaluation of FP Campaign

Guide for Discussion with State Level Media Partner and Communication Officers

Instructions: Read separate instructions sheet/ information sheet/ informed consent form

INT: Please fill the following information before start of the discussion:

Office Address: _____

Street _____ Town: _____

District: _____ State: _____

Telephone number: _____

Date: _____

Moderator instructions; probing and exploration beyond the discussion guide is wanted and required.

Estimated time (45-60 mins)

Start time of interview: __: __ Hrs

End time of interview: __: __ Hrs

INTERVIEW INSTRUCTIONS

- *Obtain consent*
- *Ask permission to turn on audio recorder and write notes*
- *Turn on audio recorder, then...*

NOTES FOR THE INTERVIEWERS:

- ❖ *Guide does not contain the actual wordings of the questions*
- ❖ *Not all of these questions will need to be explored with each individual and hence you can be flexible in adding or modifying the questions.*

INTRODUCTORY QUESTIONS:

- Introduction about the background of the review and purpose of the interview.

READY TO VOLUNTEER: *Thank you for agreeing to let me interview you today. Before we begin I'd like to confirm that you have given your voluntary consent to participate in this interview.*

- *Do you agree freely?*
- *Do you have any questions?*

Please be assured that there is no right or wrong answer to these questions. What you tell me will not be shared outside of this process. If you are not comfortable answering a question, please let me know and we will move on to the next question.

Section1: Warm UP Questions

1. In the context of various sources of information that people have and varying media reach, can you please let us know what is the potential and the role that the mass media communication has to play in terms of bringing in the required awareness, change attitudes, behaviour, and practices in the long run.

Section2: Briefing from State IEC cell

2. In your discussions with State IEC cell what dimensions of family planning concept were planned to deliver through the media campaign?

Note: Moderator to also probe for small family, mother and child health, spousal communication, economic prosperity, involvement of males, gender sensitivity, etc.

3. Can you tell us the details of information provided by State IEC cell for developing the State Family Planning campaign
4. Are there other stakeholders, besides State IEC cell who have assisted in developing state's FP media campaign?
5. Were there any concerns related to the campaign at the planning stage and how did you address them?
6. While developing the media campaign, what type of work approach was followed by your team and other stakeholders? What type of inputs was given by your team? What assistance and inputs came from IEC and other stakeholders?

Moderator to probe for: concept development, media plan, media mix, cultural and gender sensitivity aspects etc

Section3: Assumptions and evidences used

Before we begin with discussion on IHBP's family planning media campaign roll out, I would like to ask question on your perception about previous Family Planning media campaigns...

7. A) Can you please tell us about the previous experience of family planning media campaigns rollout conducted before?
B) Did you use any of these learning while developing the IHBP's *Khushi ka mantar* campaign roll out?
8. What were the assumptions behind developing the IHBP's *Kushi Ka Mantar* campaign rollout?

Section4: Development of media plan

***Moderator to reiterate areas where creative agency worked independently or in consultation with State IEC cell, and then ask, if applicable:*

9. Was the **media plan** developed in sync with details of target population's media viewership habits?
10. What were the reasons behind deciding particular media plan and media mix?
11. What was the process to determine aspects of media plan such as duration and frequency of exposure etc.?
12. If multiple media components were developed, what were the ideas behind developing separate components?
13. Was gender a consideration while developing the Media plan
14. Besides gender what other considerations were taken into account while developing the media plan

Note: Moderator to probe, if required: Cultural appropriateness

Section 5: Consultation with State IEC Cell

15. Did any stakeholder/s work closely with you on FP media plan? Can you name them?
Probe: discussed with the state IEC cell and any other stakeholders
If yes, ask the next Question
16. What was the feedback of the State IEC cell and other stakeholders on the media plan developed by your agency?

Section 6: Reflections

17. Was there any segment within the primary target group that according to you could have benefitted the most? I.e. have maximum reach and recall of the campaign
Moderator to probe for: Primary target groups- Male and Female within reproductive age Influencers- Family members such as mother –in –law, friends etc.
18. Do you monitor viewership/reach and success of campaigns developed by your agency? If yes can you elaborate?
19. Can you share some of the results for this campaign
20. Which aspects of their campaign appeal to you and why?
21. What would be your suggestions to make future Family Planning communication campaigns better?

Section 7: Closure

22. Are there any other points that you would like to mention, that you think would be useful for our review, before we close the interview?

THANK YOU!

The first part of the document discusses the importance of maintaining accurate records of all transactions. This includes not only sales and purchases but also any other financial activities that may occur over the course of the business. Proper record-keeping is essential for determining the true financial health of the company and for identifying areas where costs can be reduced or revenues increased.

In addition to record-keeping, it is also important to regularly review the financial statements. This allows the business owner to stay on top of the company's performance and to make adjustments as needed. For example, if the profit margin is consistently low, the owner may need to investigate the reasons for this and take steps to improve it.

Finally, it is important to have a clear understanding of the company's financial goals and to track progress towards these goals. This may involve setting specific targets for revenue, profit, and other financial metrics. By regularly monitoring these metrics, the business owner can ensure that the company is on track to achieve its long-term objectives.

Overall, effective financial management is a key component of the success of any business. By following the principles outlined in this document, business owners can ensure that their financial records are accurate, their financial statements are reviewed regularly, and their financial goals are being met.

The second part of the document discusses the importance of maintaining accurate records of all transactions. This includes not only sales and purchases but also any other financial activities that may occur over the course of the business. Proper record-keeping is essential for determining the true financial health of the company and for identifying areas where costs can be reduced or revenues increased.

In addition to record-keeping, it is also important to regularly review the financial statements. This allows the business owner to stay on top of the company's performance and to make adjustments as needed. For example, if the profit margin is consistently low, the owner may need to investigate the reasons for this and take steps to improve it.