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EVALUATION PLAN

HEALTHCOM JORDAN 1988 - 1989

AUGUST 1988

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NOTE: This evaluation plan reflects the implementation activities planned by HEALTHCOM as of August 1988. Components of the evaluation may change in response to changes in what was actually implemented.

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BACKGROUND AND DESCRIPTION

Health Communication for Child Survival (HEALTHCOM) is a five-year communication project designed to assist developing countries promote the widespread use of effective child survival strategies. HEALTHCOM is sponsored by the Office of Health and the Office of Education within the Bureau for Science and Technology of the U.S. Agency for International Development. The project is administered by the Academy for Educational Development.

The project will work in up to 17 countries, using its research and development approach to promote changes in behavior with regard to child health. The approach draws heavily from the disciplines of social marketing, behavioral analysis, instructional design, and anthropology. Specific activities focus on the control of diarrhea, breastfeeding, nutrition, immunization, growth monitoring, and other related areas such as hygiene and environmental sanitation.

The HEALTHCOM approach, while it varies from country to country, combines pre-program and continuing research with a multiple channel communication program to address public health problems on a national level. The approach has three stages: pre-program planning and development, the instructional intervention, and ongoing monitoring and evaluation. The planning phase gathers information so that each project can be tailored to the specific needs of the target population. The instructional intervention combines some or all of television, radio, print, and face-to-face communication channels to educate an audience about a specific health theme. On-going monitoring and evaluation contribute feedback about the relative success of different aspects of the program, allowing for adjustments during the campaign. The final evaluation serves as an example for subsequent programs using the public communication approach, in the same country or elsewhere.

HEALTHCOM in Jordan

The HEALTHCOM Project officially began in Jordan in May of 1987 when a two-year Letter of Agreement was signed by USAID and the Jordanian Government (Ministry of Planning) and by USAID and the Noor al Hussein Foundation (NHF). The NHF is the institution in charge of implementing the project. A formal relationship with the Ministry of Health will be maintained throughout the project. The Project will assist the NHF to apply a methodology for the use of mass media (broadcast and print media) and face-to-face interventions to obtain the widespread adoption of practices conducive to solving family and child health problems.

According to the letters of agreement, the overall objectives of the project are:

- o to promote the adoption of practices that will alleviate the most serious consequences of family and child health problems and that influence infant survival;
- o to strengthen the health education system through in-service training of health educators in the design, execution, and evaluation of systematic public health communications systems; and
- o to produce a series of mass media programs concerning family and child health problems, supported by graphic materials and training for health professionals.

The HEALTHCOM Project in Jordan will address maternal and child health, focusing on pregnancy spacing and correct and prolonged breastfeeding of infants. The primary target group will be women of childbearing age. The communication intervention will address awareness, knowledge, attitudes, and practices of women in relation to spacing pregnancies two years

apart, initiation of breastfeeding soon after birth, and exclusive breastfeeding until the child is four months of age.

More specifically, the project plans to bring about change in the following areas:

- o To increase knowledge among mothers about pregnancy spacing and correct breastfeeding practices.
- o To inform mothers where they can get pregnancy spacing information and services (private physician or Maternal Child Health clinic), and information about correct breastfeeding.
- o To increase mothers' willingness to request pregnancy-spacing information and services from health professionals (Maternal Child Health and Family Planning clinics, hospitals, and private doctors).
- o To change women's behavior, increasing the number of women who go to health professionals to ask for information and services.

Secondary audiences for the campaign include fathers, in-laws, community leaders, and health professionals. However mothers will be the primary target audience of the HEALTHCOM project. They are expected to show the greatest change in awareness, attitude, knowledge, and behavior in response to the communication campaign.

EVALUATION PLAN

The Annenberg School of Communications (ASC) at the University of Pennsylvania has been contracted to carry out evaluation activities related to the HEALTHCOM project in Jordan. The primary role ASC will take in Jordan is to provide technical assistance and advice to the NHF in evaluation design and implementation, and data analysis and reporting.

The HEALTHCOM evaluation will consist of three primary activities: a large-sample survey of mothers about their knowledge, attitudes and behavior, in-depth interviews of a sample of women about breastfeeding supplementation and pregnancy spacing, and a case study evaluation of the project as a whole.

Survey of Mothers

The primary component of the HEALTHCOM evaluation will be a before-after campaign survey of a representative sample of approximately 1000 women of childbearing age. A baseline survey will be carried out in August and September 1988, prior to the start-up of campaign messages. A year later, an equivalent sample of women will be interviewed using the same survey instrument.

The survey instrument will cover awareness of pregnancy spacing services, sources of information for pregnancy spacing and breastfeeding information, attitudes toward pregnancy spacing and breastfeeding, knowledge about pregnancy spacing and correct breastfeeding management, and self-reported behavior. The instrument will also include questions about media use and demographic characteristics of the audience (measures of socio-economic status, education, living conditions, etc.) to help in understanding the audience more fully and explaining any changes found later. See Appendix A for a copy of the questionnaire.

For this study, a sample of approximately 1000 women will be chosen for each of the two surveys using cluster and random sampling procedures that will produce a sample representing Jordanian women throughout the country. The samples will be drawn with the assistance of the Jordanian Department of Statistics.

The department will draw a sample of 50 primary sampling units (PSU's) or clusters chosen such that there is a mix of 35 urban PSU's and 15 rural PSU's from all parts of the country. The urban PSU's will be chosen to represent low, middle, and high SES areas of the cities, and the rural PSU's will be chosen to reflect villages of different sizes. Each cluster contains from 5 to 120 households. The department will provide a list of these clusters and sketch maps as required.

Out of the total number of households in a PSU, twenty households in which there is a woman 35 years and younger who has a child two years old or less will be selected. Discussions with the implementors of the project have indicated that the pregnancy spacing messages will be targeted primarily to women of childbearing age who already have at least one child and who are likely to have more children (and thus may benefit from pregnancy spacing information). Breastfeeding messages will be targeted to women who currently have small children and who are likely to have more children. Therefore, the sample will be chosen to represent women 35 years and under who have a child two years old or under. If there is more than one appropriate woman in the household, one will be selected and interviewed.

In-depth Interviews of Mothers

Some attitudes and behavior related to breastfeeding and pregnancy spacing cannot be easily or reliably measured using a large sample survey instrument. In particular, it will be important to have a greater understanding of the activities and

communication (suggestions, advice, and possible pressure) that occur around the start of supplementation of breastfeeding and around the decision about whether to space the next pregnancy.

Therefore, as part of the larger survey activity during the baseline study, in-depth interviews about the social networks (contacts with friends, husband and other relatives) will be carried out with a sample of approximately 24 women from the survey population. These interviews will be aimed primarily at identifying the nature and frequency of the social and communication contacts these women have with close relatives and friends. The formative evaluation work suggests that these people may be influential in the mothers' decisions about supplemental feeding and pregnancy spacing. The interviews will include questions about the roles of different interpersonal contacts in such decisions. A copy of the in-depth interview protocol is in Appendix B.

Case Study Evaluation

The HEALTHCOM Evaluation Group at the Annenberg School is contractually required to produce a case study evaluation report for each HEALTHCOM site in which an evaluation takes place. This will be a narrative report documenting the activities of the project, institutionalization of the methodology, and the impact of the campaign. The report will be based on Annenberg interviews with people from the HEALTHCOM implementation team, the Noor al Hussein Foundation, the USAID Mission, and any other governmental departments, media organizations or other groups which have been involved with the project. The report will also incorporate the results from the other evaluation activities discussed here.

Other Evaluation Activities

Collection of Data from MCH Clinic Records

Concurrent with the HEALTHCOM project, a USAID-sponsored project being carried out by Ronco will be training health personnel in MCH clinics to encourage pregnancy spacing among high risk women, to be supportive to women who want information and to provide referrals to clinics where they can obtain services. All MCH clinics are expected to make referrals and to provide birth control pills. In addition, health personnel from ten MCH clinics in populated areas throughout the country are being specially trained to provide information about birth spacing and to insert IUD's. Although mothers will be told to go to their doctor or their local MCH clinic for information, it is likely that those who choose to go to a public facility will go to one of the ten specially-equipped centers as most women will be in reach of one of these centers.

To obtain more information on women's behavior and to verify the self-reported behavior data from the survey, the HEALTHCOM evaluation proposes to collect data as part of the clinic records. This will be done in cooperation with the Ronco evaluation. HEALTHCOM and Ronco evaluators will examine the current records kept by the clinics, and add two or three questions reflecting the new activities. This is expected to be a part of the normal clinic record-keeping and will require some training of clinic workers and supervision. It is not clear how much of the activity will be carried out by Ronco and how much by HEALTHCOM.

This activity will start as soon as possible to provide several months of baseline data (before the Ronco and HEALTHCOM activities start). Clinic records will then be examined monthly to note any changes in requests for pregnancy spacing information and services.

Observational Study in Maternity Hospitals

One factor that is expected to limit mothers' response to the HEALTHCOM messages about the immediate initiation of breastfeeding is the practice of those who assist with births. A mother may learn about early initiation and express the intention to do so, but then continue to initiate breastfeeding late because early breastfeeding is discouraged in the hospital, her baby is not brought to her soon after birth, or the caretakers routinely give the child glucose or other supplements for the first day.

HEALTHCOM has been discussing current hospital practices about immediate initiation with the MOH, and will be addressing health personnel through printed materials and a seminar. It is important in the larger evaluation of the project to know what happens in the maternity hospitals and if there has been a change in behavior over the course of the project.

If the baseline survey results show that a large number of mothers giving birth in public or private hospitals initiate breastfeeding after 12 hours, the overall evaluation will include a small observational study in the two main maternity hospitals in Amman and Irbid to determine health-worker practices related to immediate initiation of breastfeeding.

Schedule of Activities

The baseline survey and in-depth interviews will be carried out in August and September 1988. The follow-up survey is expected to take place one year later. Other activities related to the MCH records, case study evaluation, and hospital observation study will take place throughout the year as appropriate.

APPENDIX A

HEALTHCOM Baseline Survey - Jordan

HEALTHCOM BASELINE SURVEY - JORDAN
August, 1988

Introduction

Hello, my name is _____. I work for the Health Communication Project. We are doing a study to try to improve child health. Is there a woman in the house who is 35 years old or less and who has a child who is 2 years old or less.

(If no) Thank them and go to the next house according to the instructions.

(If yes) Could I please interview this woman? All the information will be confidential. Names will not be used. You have the right not to answer any question and you have the right to see the results of the study as soon as it is finished.

(If the woman agrees) Find a good comfortable spot and ask if you can speak to her alone.

I. IDENTIFICATION

ID #

Governorate

City/Village Name

Cluster #

Date of Interview

Interviewer #

(Layla 01, Samia 02, 'Aida 03, Ibfisaam 04, Heam 05, Karima 06, Roweida 07, Mona 08, Fahmia 09).

II. BACKGROUND INFORMATION

1. a. How many people live in this household? #____
- b. How many are females? #____
- c. Including you, how many of these females are over 14 years old? #____
(If she is the only one, GO TO 2).
- d. Besides you, have any of these women ever had children?
Yes ____ 1 No ____ 2 (GO TO 2)

- e. Are any of these children under 5 years old?
 Yes _____ 1 No _____ 2
2. How long have you been living continuously in (name of village or city)?
 Less than one year _____ 77
 # Years _____
 Don't know _____ (GO TO 4)
3. Were you living in a village or a city before this?
 Village _____ 1 City _____ 2 Do not Remember _____ 8
4. For most of the time until you were 12 years old, did you live in a village or in a city?
 Village _____ 1 City _____ 2 Do not Remember _____ 8
5. How old are you now?
 # Years _____
 Do Not Know _____ 88
6. Have you ever gone to school?
 Yes _____ 1 No _____ 2 (GO TO 8)
7. How many years did you spend at school?
 # Years _____
 Do Not Know _____ 88
8. What is your religion?
 Moslem _____ 1 Christian _____ 2 Other _____ 3
9. a. Do you live with your husband here?
 Yes _____ 1
 No _____ 2 GO TO 10
- b. Does the nature of your husband's work require that he spend more than 3 months a year away from home?
 Yes _____ 1 No _____ 2
10. How old is your husband?
 # Years _____
 Do Not Know _____ 88 Not applicable _____ 99
11. Has your husband ever gone to school?
 Yes _____ 1
 No _____ 2
 Don't know _____ 8 GO TO 13
12. How many years did your husband spend at school?
 # Years _____
 Do Not Know _____ 88

12

13. What kind of work does your husband do?
Professional _____ 01
Semi-professional _____ 02
Clerical _____ 03
Vocational/skilled _____ 04
Semi-vocational/skilled _____ 05
Unskilled _____ 06
Unemployed _____ 07
Retired _____ 08
Other _____ 09
Do not know _____ 88
Not applicable _____ 99
14. How old were you when you first got married?
Years _____
Do Not Know _____ 88
15. Do you live with either of your husband's parents now?
Yes _____ 1
No _____ 2 (Go to 17)
16. For how long have you lived with them?
Less than one year _____ 77
Years _____ GO TO 18
17. How often do you see your mother-in-law or talk to her on the phone?
Every day _____ 1
Several times a week _____ 2
Once a week _____ 3
Several times a month _____ 4
Once a Month _____ 5
Less than once a Month _____ 6
Never _____ 7
18. Does your mother live in this city/village?
Yes _____ 1
No _____ 2
19. How often do you see your mother or talk to her on the phone?
Every day _____ 1
Several times a week _____ 2
Once a week _____ 3
Several times a month _____ 4
Once a Month _____ 5
Less than once a Month _____ 6
Never _____ 7

13

20. As you know, many women work - I mean aside from doing their own housework. Some take jobs for which they are paid in cash or in kind. Others sell things, or have a small business, or work on the family farm. Are you doing any such work at the present time?

Yes _____ 1
No _____ 2 (go to 100)

21. Do you work in farming?
Yes _____ 1 No _____ 2

22. Does most of the work you do take place at home or outside the home?
At home _____ 1 go to 100
Away from home _____ 2

23. Do you take your children with you when you go to work?
Yes _____ 1 No _____ 2

PREGNANCY HISTORY

Now I would like to ask you about your children.

100. a. How many children do you have now?

b. How many of these are boys? # _____

101. How old were you when you got pregnant for the first time?
Years Old _____
Do Not Remember _____ 88

102. Are you pregnant now?
Yes _____ 1
No _____ 2 (go to 104)

103. For how many months have you been pregnant? (In what month?)
Months _____

Now I would like to talk to you about your recent pregnancies, whether still alive or not. Let us begin with the most recent one you had. (Start with the last pregnancy, then the one before it and so on until you have covered three pregnancies. If the woman is pregnant now start with the pregnancy before this one).

104. a. Was this baby born alive?

yes 1 GO TO 104c
no 2

b. What month and year did this pregnancy end?

month (01-Jan to 12-Dec) year
(Do Not Know 99)

THEN ASK ABOUT PREGNANCY BEFORE THAT - Have you had any other pregnancies before this one?

yes GO TO 104a
no GO TO 105

c. What month and year was this child born?

month (01-12) year
(Do Not Know 99)

d. Was this child a boy or girl?

boy 1
girl 2

e. Is this child still alive?

yes 1 GO TO 104f
no 2 GO TO 104g

f. How old is this child now?

(months)__

THEN ASK ABOUT PREGNANCY BEFORE THAT - Have you had any other pregnancies before this one?

yes GO TO 104a
no GO TO 105

g. How old would this child be now if he/she were still alive?

(months)__

THEN ASK ABOUT PREGNANCY BEFORE THAT - Have you had any other pregnancies before this one?

yes GO TO 104a
no GO TO 105

Preg #	a		b	c	d	e		f/g
	Born alive?		Date	Date Birth	Sex	Still alive?		Age
	yes	1	mo/yr	mo/yr	boy 1	yes	1	(mos)
	no	2			girl 2	no	2	

1
2
3

105. Would you like to have another child or are you content with the children you have?
(IF WOMAN IS PREGNANT, ADD "after this next child is born")
Yes, another child _____ 1
No, no more children _____ 2 Go to 108
Depends on my husband _____ 3
Do Not Know _____ 8 Go to 108
106. How long would you like to wait before your next pregnancy (from last child or last miscarriage)?
Months _____
Depends on my husband _____ 77
Do Not Know _____ 88
107. How many children would you like to have in all?

Do Not Know _____ 88
108. In your opinion, what is the appropriate difference in age between one child and the one to follow?
Months _____
Don't know _____ 88
109. Do you believe that the mother could make the difference between the age of one child and the next two years and at the same time give birth to the number of children she wishes to have?
Yes _____ 1 No _____ 2 Don't know _____ 8
110. Do you believe that pregnancy spacing is the same thing as birth control (family limitation)?
Yes _____ 1 No _____ 2 Don't know _____ 8

111. Have you ever gone to a doctor, clinic, or hospital to talk about spacing births?
Yes ___ 1 No ___ 2

112. Are you and your husband currently doing something or using any method to delay getting pregnant?
Yes ___ 1
No ___ 2 (go to 114)

113. Which method are you using?
Pills ___ 1
Condom ___ 2
Rhythm ___ 3
IUD ___ 4
Spermicide ___ 5
Abstinence ___ 6
Other ___ 7
Do Not Remember ___ 8

(go to 117)

114. Have you and your husband ever used any method to delay getting pregnant?
Yes ___ 1
No ___ 2 (go to 117)

115. Which method or methods did you use?

116. (For each method mentioned) Would you use this again?

Yes (1) No (2) Don't know (8)

___ Pills
___ IUD
___ Condom
___ Spermicides
___ Rhythm
___ Abstinence
___ Other
___ Don't know

117. If you took pills, do you think they might cause any health problems for you?
Yes ___ 1 No ___ 2 Do Not Know ___ 8

118. Do you think the IUD will cause health problems for you?
Yes ___ 1 No ___ 2 Do Not Know ___ 8

I would now like to talk to you about your youngest child. What is his or her name?

119. Was (name) born in a hospital, at home, or somewhere else?

Private hospital ____ 1
Public hospital ____ 2
At home ____ 3
Other ____ 4 GO TO 121

120. (If in hospital) How soon after (name) was born did you go home from the hospital?

Hours ____ Do Not Know ____ 88
GO TO 122

121. (If at home) Who took care of your child in the first hour after it was born?

Mother ____ 1
Mother-in-law ____ 2
Midwife ____ 3
Other ____ 4
Mother herself ____ 5
Do Not Know ____ 8

122. Who was present during the delivery?

(Probe: Anyone else?)

____ Doctor
____ Mother in law
____ Mid-wife
____ Relative
____ Mother
____ Husband
____ Other
____ Do Not Remember

BREASTFEEDING

I would like to ask a few questions about feeding your youngest child.

201. Did you ever feed (name) at the breast?

Yes ____ 1
No ____ 2 (go to 219)

202. Did you start breastfeeding during the first day after he was born?

Yes ____ 1
No ____ 2
Don't remember ____ 8 GO TO 204

203. How many hours after delivery did you start breastfeeding?
 # Hours _____
 Do Not Remember _____ 88
 (Immediately=01)
204. In the first week after you gave birth, did anyone give you advice about breastfeeding this child?
 Yes _____ 1
 No _____ 2 (go to 206)
 Do Not Remember _____ 8
205. If so, who gave you the advice?
 Anyone else?
 _____ Doctor
 _____ Midwife
 _____ Mother-in-law
 _____ Mother
 _____ Husband
 _____ Other
206. Were you still breastfeeding the child after it was one month old?
 Yes _____ 1
 No _____ 2 (go to 208)
 Don't know _____ 8
207. When you breastfed this child after the first month, did you breastfeed him when you felt that he wanted to, or did you breastfeed according to a specific program?
 On Demand _____ 1
 On a schedule _____ 2
 Do not Remember _____ 8
208. Are you still breastfeeding (name)?
 Yes _____ 1 (go to 210)
 No _____ 2
209. How old was the child when you stopped breastfeeding?
 # months _____
 Don't remember _____ 88
210. In the last month, has (name) had diarrhea?
 Yes _____ 1
 No _____ 2
 Do Not Know _____ 8 go to 212
211. During the time (name) was ill, did you continue to breastfeed him/her or did you stop while he/she was ill?
 Continued breastfeeding _____ 1
 Stopped Breastfeeding _____ 2
 Do Not Remember _____ 8

212. How many times did you breastfeed last night, between sundown and sunrise?
 # times ____
 Do not remember ____ 88
213. Are you regularly giving the child any other food besides breast milk, such as powdered milk, cereals, cooked rice, etc?
 Yes ____ 1 go to 215
 No ____ 2
214. (IF NO FOODS OR LIQUIDS GIVEN)
 At what age do you plan to start giving foods in addition to breast milk, such as powdered milk, Cereals, cooked rice, etc.
 # Months ____
 Do Not Know ____ 88
 (If mother answers "depends" try to probe about when she thinks this will happen)
215. How old was (name) when you started giving him/her foods in addition to breast milk (such as powdered milk, cereals, cooked rice, etc.)?
 # Months ____
 Do not remember ____ 88
216. Before you started giving additional food other than breast milk, did anyone suggest that you should start this?
 Yes ____ 1
 No ____ 2 (go to 220)
 Don't know ____ 8
217. Who suggested this to you?
 ____ Doctor
 ____ Mother-in-law
 ____ Other
 ____ Mother
 ____ Chemist
 ____ Do not remember
218. I would like you to think about the next child you might have (or the child you are bearing, if woman is pregnant). Do you think you will breastfeed him starting on the first day of his birth?
 Yes ____ 1
 No ____ 2
 Depends on hospital, doctor, or midwife ____ 3
 Don't know ____ 8

219. If you have another child, at what age do you plan to start giving foods in addition to breast milk, like powdered milk, cereals, cooked rice, etc.?
months _____
It depends _____ 77 Do Not Know _____ 88

220. If you have another child, at what age do you think you will wean him completely?
months _____
Other _____ 77
Don't know _____ 88

221. Have you ever heard of something called colostrum?
Yes _____ 1 No _____ 2 Don't know _____ 8

222. On the first day of delivery, do you think the mother has colostrum in her milk?
Yes _____ 1 No _____ 2 Do Not Know _____ 8

223. Some people say that babies should be breastfed whenever they want. Others say that a child should be breastfed according to a specific program. Do you think that babies should be breastfed whenever they want, or on a schedule?
When babies want _____ 1
On schedule _____ 2
Do not know _____ 8

224. In the first four months of a baby's live, do you think the baby should be given breast milk only or other food in addition to breast milk?
Just Breast milk _____ 1
Breast milk and Other Foods _____ 2
Depends on the child/if there is enough milk _____ 3
Do Not Know _____ 8

225. Some mothers start breastfeeding their babies in the first six hours after birth. Others start breastfeeding after that. In your opinion, what should be done?
0-6 hours _____ 1
7-12 hours _____ 2
13-24 hours _____ 3
More than 24 hours _____ 4
Depends on the doctor _____ 5
Depends on the hospital _____ 6
Do Not Know _____ 8

226. Can a mother do something to increase her milk?
Yes _____ 1
No _____ 2
Don't know _____ 8 Go to 228

227. What can she do?

- Breastfeed more often
- Eat more
- Drink more
- Rest
- Consult the doctor
- Other
- Don't know

228. If you had a problem with breastfeeding your baby, who would you ask for advice?
Anyone else?

- Hospital
- Private Doctor
- MCH Clinic
- Mother-in-law
- Mother
- Friend
- Other

For the next set of questions, I am going to ask if you agree or disagree with the statement I will read:

229. Breast milk is not important for a child on its first day of birth.

Agree _____ 1 Disagree _____ 2 Do Not Know _____ 8

230. Breastfeeding whenever the child wants keeps breast milk from drying up.

Agree _____ 1 Disagree _____ 2 Do Not Know _____ 8

231. Breast milk is all the child needs until he is 4 months old.

Agree _____ 1 Disagree _____ 2 Do Not Know _____ 8

232. A mother should avoid giving the milk that comes in on the first day.

Agree _____ 1 Disagree _____ 2 Do Not Know _____ 8

233. A mother can increase the amount of breast milk she has in her breasts by breastfeeding more often.

Agree _____ 1 Disagree _____ 2 Do Not Know _____ 8

234. The milk in a mother's breast on the first day of a child's birth is nutritious for the child.

Agree _____ 1 Disagree _____ 2 Do Not Know _____ 8

235. A baby will be healthier if his mother starts giving him food in addition to breast milk at 2 months.

Agree _____ 1 Disagree _____ 2 Do Not Know _____ 8

SOURCES OF INFORMATION AND EXPOSURE

Now I would like to know a few things about radios and televisions.

301. Is there a radio in this house?
Yes _____ 1 No _____ 2
302. Do you listen to Radio Jordan?
Yes _____ 1
No _____ 2
Don't know _____ 8 go to 306
303. How many days a week do you, yourself, listen to Radio Jordan?
days _____
(less than once a day = 0) don't know = 8
304. In an average day, about how many hours do you listen to Radio Jordan?
hours _____
Do Not Know _____ 88
305. At what time of day do you listen to Radio Jordan most often?
____ Morning 7-11 a.m.
____ Midday 11-2 p.m.
____ Afternoon 2-5 p.m.
____ Early Evening 5-9 p.m.
____ Evening 9-12 a.m.
____ All day
____ Not at all
____ Do Not Know
306. Is there a television in this house?
Yes _____ 1 No _____ 2
307. Do you watch Jordan TV?
Yes _____ 1
No _____ 2
Don't know _____ 8 go to 311
308. How many days a week do you watch Jordan TV?
Days _____
don't know = 8
309. In an average day, about how many hours a day do you watch Jordan TV?
hours _____
Don't know _____ 88

310. At what time do you watch Jordan TV most often?
 ___ Afternoon 3:30-6:30 p.m.
 ___ Early Evening 6:30-8:30 p.m.
 ___ Evening 8:30-10 p.m.
 ___ Late Evening 10-12 a.m.
 ___ All night
 ___ Not at all
 ___ Do Not Know
311. Do you read any newspaper?
 Yes ___ 1
 No ___ 2 go to 313
312. How often do you read the newspaper?
 Sometimes ___ 1
 Often ___ 2
 Daily ___ 3
 Don't know ___ 8
313. When was the last time you went to a health clinic, hospital or doctor about your youngest child (or last pregnancy if pregnant now)?
 Never ___ 1 go to 320
 Last week (1-7 days ago) ___ 2
 Last month (8-30 days ago) ___ 3
 # months ago (>30 days ago) ___ 4
 Don't know ___ 8
314. What kind of facility was this (private physician, hospital, etc.)
 Private doctor ___ 1
 Private hospital ___ 2
 Public hospital ___ 3
 Government clinic ___ 4
 Maternal and Child Health Center ___ 5
 Other (name) ___ 6 (UNRWA ___ 7)
 Don't know ___ 8
315. How long does it take you to get there?
 # Minutes ___
 Do Not Know ___ 88
316. Is it easy or difficult for you to get there?
 Easy ___ 1 In-between ___ 2 Difficult ___ 3
 Do Not Know ___ 8
317. The last time you went to a (name facility), did anyone go with you?
 Yes ___ 1
 No ___ 2
 Do Not Remember ___ 8 go to 319

318. Who went with you?
 Husband ____ 1 go to 320
 Mother ____ 2
 Mother-in-law ____ 3
 Other ____ 4
 Do Not Remember ____ 8
319. Did your husband ever go with you to the doctor or clinic for your youngest child (or last pregnancy if currently pregnant)?
 Yes ____ 1 No ____ 2 Do Not Remember ____ 8
320. Have you ever been to an MCH clinic?
 Yes ____ 1 No ____ 2 Do Not Remember ____ 8

HOUSEHOLD INFORMATION

401. Does your house have a VCR?
 Yes ____ 1 No ____ 2 Do Not Know ____ 8
402. Does your house have a telephone?
 Yes ____ 1 No ____ 2 Do Not Know ____ 8
403. Does your house have a dishwashing machine?
 Yes ____ 1 No ____ 2 Do Not Know ____ 8
404. Does any member of your household own a car or pickup truck?
 Yes ____ 1 No ____ 2 Do Not Know ____ 8
405. What is the monthly income of the family?
 #JD _____
 Do Not Know ____ 8888
406. How many rooms, besides the kitchen, are there in this house?
 # Rooms _____
 Do Not Know ____ 88

MORE ON PREGNANCY SPACING

Now I would like to ask you about what you think of pregnancy spacing.

501. Do you think your husband would approve of you spacing your children at least 2 years apart?
 Yes ____ 1 No ____ 2 Do Not Know ____ 8
502. Do you think your mother-in-law would agree with both of you if you and your husband decided to space your births?
 Yes ____ 1 No ____ 2 Do Not Know ____ 8

503. Have you ever talked to your husband about delaying pregnancy?
 Yes ___ 1
 No ___ 2
 Do Not Know ___ 8 go to 505
504. Have you discussed this subject with your husband since the birth of your last child or your last pregnancy?
 Yes ___ 1 No ___ 2 Do Not Know ___ 8
505. Do you believe that a two-year birth space has benefits?
 Yes ___ 1
 No ___ 2
 Do Not Know ___ 8 go to 507
506. What are these benefits? Any others?
 ___ Better health of mother
 ___ Better health of child
 ___ More time to care for child
 ___ Can breastfeed child longer
 ___ More time for husband
 ___ More time for family
 ___ Economic benefits
 ___ Peace of mind/rest for mother
 ___ Better raising for child
 ___ Other
 ___ Don't know
507. Some people think that birth spacing has a negative impact on the family. Do you believe that it does?
 Yes ___ 1
 No ___ 2
 Do Not Know ___ 8 go to 509
508. What are these negative effects?
 ___ Children quarrel/jealousy
 ___ Mother can't have as many children as wants
 ___ Dangers of contraceptives
 ___ Husband will object and cause problems
 ___ Other problems
 ___ Other
 ___ Do Not Know

509. In your opinion, where is it possible to get information on pregnancy spacing?
- Hospital
 - Private Doctor
 - Clinic
 - Maternal and Child Health Center
 - Family Planning Center
 - Family
 - Friends
 - Other (UNRWA = 3)
 - Do not Know
510. If you wanted to space your pregnancies, where could you go to get child spacing services?
- Hospital
 - Private Doctor
 - Clinic
 - Maternal and Child Health Center
 - Family Planning Center
 - Other
 - Do Not Know
511. Do you think you will ever go to an MCH clinic or a doctor to get information about birth spacing?
- Yes 1 No 2
- Maybe 3
- Currently using 7
- Do Not Know 8

THANK YOU VERY MUCH

Please note the presence of others during the interview

Children under 10 1

Husband 2

Mother-in-law 3

Other males 4

Other females 5

APPENDIX B

In-Depth Interview - Jordan

In-Depth Interview - Jordan

I. BACKGROUND INFORMATION

Record City/Village Name
Cluster #
Is it urban/rural/camp?

Introduction, determine if suitable woman, using sampling instructions from main questionnaire.

Who lives in this house?

How long has she lived in this village/city? Where did she live before that?

How many years of school has she completed?

II. BREASTFEEDING (When and why does a mother start supplementing)?

Name, sex, age of all her children.

Ask about breastfeeding and feeding for each child under 5 in turn.

Is she still breastfeeding the child?

Has the mother started supplementing breastfeeding?

How old was the child when first gave anything other than breastmilk?

What were the circumstances: PROBE

what did she give (cover both milk and solids)

why did she give this,

influence of other people ("everyone knows", people in household, doctor, others)

What do other women she knows do about feeding their babies (age of supplementation, reasons)?

III. FAMILY, TIME BETWEEN CHILDREN (What are the obstacles to pregnancy spacing - fears, rumors, social pressure, disapproval, other)?

Does mother want more children, how many? (influence of others)

How long would she like to wait before she has another child?

(influence of others)

What is a good interval between children, what is too short (18 months, 12 months), what is too long (2 years, more than two years)?

Has she ever tried to space her children?

YES:

How?

What happened? (good or bad experience, discussion with others, reactions of others)

NO:

Why not? (other people, fear, want more children quickly, no boy yet?)

Does she know other people who have tried to space their children?

Who?

What happened?

Does she know anyone who disapproves of couples trying to space their children? Who? What do they say?

THANK YOU VERY MUCH