

MILESTONE COMPLETION REPORT
CONTRACT NUMBER : 263-C-00-99-00017-00

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COTR

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From : 
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Date : March 30, 2000

Task Number : 5

Task Description : *Innovative Marketing Communication Activities Generating Increased Demand Among Specific Market Segments*

Milestone No.: 5.10

Milestone Description: EXPRESS strategy components for generic contraceptive marketing incorporated into Yr. 3 annual implementation plan

Source of Verification: EXPRESS year 3 annual implementation plan

Planned End Date: January 31, 2001

Status : Completed

Comments: Express/PSP Year 1-3 Marketing Communication Plan - attached
Contraceptive advertising storyboards developed & pretested - report attached
Express contraceptive advertising referenced in PI Quarterly report



**Marketing Communication
Strategy and Plan
for
The Private Sector Program**

(July 1999 - June 2002)

**INCREASED DEMAND
-- Task 5 --**

USAID Population Family Planning IV
Project No. 263-0267

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Attachments:

1. Schematic Diagram: *Increased Demand: Strategic FP/RH Communication Campaigns*

**Marketing Communication
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INCREASED DEMAND
- Task 5 -

I. BACKGROUND

The POP/FP IV Private Sector Program (PSP) will conduct new communication initiatives to increase demand for family planning services within the private commercial sector in Egypt. It will capitalize on the momentum created by the POP/FP III Private Sector Initiative (PSI), conducted from July 1994 through December 1998. The PSI program enhanced the role of the private sector service providers (primarily pharmacists, pharmacist assistants, and physicians) through continuing medical education, advertising and marketing, and research and evaluation.

The first phase of the PSI program promoted entire categories of providers who had participated in specialized continuing education seminars to improve the quality of their services. In the second phase of the project, the PSI began promoting categories of contraceptive products, in which the private sector had an interest and for which there was a consumer need. Unlike early social marketing programs which competed against the pharmaceutical sector by promoting subsidized products, the PSI project initiated a dialog with pharmaceutical companies to explore areas of common interest within the existing marketplace. In 1998, this strategy was employed successfully to support the introduction of the progestin-only pill (POP) into the market. The leading contraceptive manufacturer, Schering AG, attributed the accelerated introduction of its POP product, Microlut, directly to the Private Sector Initiative's advertising of 'the progestin-only pill for breast-feeding women.'

The current Private Sector Program (PSP) will take this dialog to the next step, and enter into innovative partnerships with pharmaceutical companies to expand the universe of clients further, thus leveraging support for MOHP Population Sector goals.

Marketing communication will play a key role in forging partnerships with the private sector by offering pharmaceutical firms a service they dearly need: *direct-to-consumer* advertising of contraceptive products.

II. GOALS & OBJECTIVES

The broad goals of the Private Sector Program are to:

1. contribute to increased use of family planning services, and
2. contribute to the sustainability of the national family planning program.

Based on recent population projections (Market Segmentation:97), with CPR staying at current levels, the market for all services and methods will increase by 23% between 1997 and 2007. With CPR growing to the desired 60% by 2007, the market size will increase by up to 50%. According to EDHS-98 data, the public sector is currently providing 48% of all FP services. This represents an increase from 1995 levels by 4 percentage points (44 to 48), primarily attributable to a dramatic increase in IUD user reliance on the public sector from 45% in 1995 to 56% in 1998, with the largest shift occurring in rural Upper Egypt. The question arises whether the public sector can handle not only a further shift in percentage of FP services delivered, but an increase in consumer demand of 23-50% over the next 10 years.

The intent is for PSP to help the private sector assume a greater portion of the burden of this projected increase.

Communication Objectives

The specific communication objectives of the PSP are to **increase demand** for private sector family planning services and products by:

- a) **identifying participating providers to build client traffic, and by**
- b) **increasing consumer adoption of contraceptive products available through the private sector**

III. MARKET SEGMENTATION

Family Planning "Advanced Phase"

The Family Planning program is at an "Advanced Phase" in Egypt, with 52-54% of MWRA currently using family planning and almost 75% having used it at one time. Demand for modern contraceptives is relatively robust. Unmet need has declined from 20% MWRA in 1992 to 14.5% in 1998 (EDHS:92,98), with most of the improvement represented by less unmet need for spacing. In general, Egypt's young low parity women are implementing their family planning decisions with greater confidence and success: they are increasingly becoming 'expert' family planners (see age segment analysis below). Psycho-social obstacles are less daunting than in the past and practical questions relating to services and correct method use have taken center stage.

Therefore, Pop IV will follow a mature country strategy to increase demand. The Public, NGO and Private Sectors will focus mainly on marketing their FP services and products intensively to their respective consumer segments. The consumer segments served by each of these sectors are differentiated socio-economically, with the private sector serving the middle and upper classes, the fee-for-service NGOs, like CSI, serving the middle and lower middle classes and the Public Sector serving those least able to pay.

Within each sector and tying them all together, Pop IV communication programs will also employ a cross-cutting "life-stage" approach, addressing women and men at different natural life stages with messages on age-appropriate RH/FP information and services. For example, the natural audiences of young mothers and older women may need age-appropriate RH/FP information, such as spacing and post-partum information for the younger groups, and successful limiting strategies for the older groups. The private sector program will address age-segmented audiences to market the special products and services available through the private sector.

In addition to communication campaigns addressing consumers, expanding FP demand in the private sector will target leaders as well as service providers. Special initiatives will be undertaken to build program support among industry leaders as well as to improve consumer-oriented communication among service providers.

Key Audiences:

- **Young married women and men:**

Due to demographic momentum, the sheer size of the MWRA market is expected to grow by 23% in 10 years (1997-2007). An ever-increasing portion of this market is young. Young marrieds represent the point of market entry for family planning. To increase demand among young marrieds and enable them to become 'expert' family planners -- spacing their children successfully -- is the path to securing long-term users and to achieving Egypt's population goals in the future. Although unmet need for spacing is declining and trends in parity of first use, timing of use after delivery and length of birth interval are increasingly positive among young couples, the Private Sector Program will intensify efforts to serve this group.

Communications on methods and services for spacers and post-partum women will be addressed primarily to young married women and men.

- **Mid-aged and older women**

This group represents the largest 'remaining' market for family planning, but is the most difficult to reach. Most of the unmet need for family planning is the need to limit births (of 14.5% total unmet need, 10.8% is unmet need to limit, EDHS:98). The populations in greatest need to limit births are the older, the poor, and the uneducated. Their numbers are especially high in Upper Egypt, though they are also to be found in districts throughout Egypt's governorates. Due to age

and socio-economic status, their health is often poor and they frequently do not use FP because of side effects and health concerns.

Generating demand for adoption and continued use of family planning among those with unmet need to limit is a critical population and public health challenge. The Private Sector Program will seek to address this group through promotion of successful limiting strategies using a broadened method mix as well as through the promotion of special clinical services and/or provider groups (eg, promotion of General Practitioners).

- **Leaders**

In addition to the key public audiences above, the PSP will work intensively with leaders at all levels -- with an emphasis on pharmaceutical industry, pharmaceutical distributors, pharmacist and medical leaders as well as program planners from the public sector and donor community -- to build support for an expanded role for the private sector.

- **Providers**

Pharmacists and physicians represent the front line providers building demand among consumers and will, therefore, be a key focus of coordination, internal communication and motivational activities in the Pop/FP IV Private Sector Program. The advertising and communication component will seek to enhance the quality and frequency of client-provider interactions, providing counseling materials and point-of-sale displays to communication.

IV. STRATEGIC APPROACHES

- A. **Brand Identity/Equity**

The PSI project created a brand identity for private sector providers through the development and promotion of the "ASK-CONSULT" logo. Other programs have also established "corporate" brand identities with substantial consumer equity.

Pop/FP IV will market family planning services in the public, private commercial as well as NGO sectors, building upon these widely recognized "brand identities" of service offered by each sector. These include: Gold Star quality services available through the MOHP public sector; the Ask-Consult services available in the private commercial sector; and CSI's "Distinguished Services at an Affordable Price" in the NGO sector. These three branded choices have established considerable "equity" with Egyptian consumers and reflect different market segments based on economic and other demographic variables. For example: the primary audience for the Private Sector is the middle and upper class, while CSI is focused on the middle and lower middle class and the Public Sector remains focused on reaching the lower classes and those families with limited resources to pay for services.

Under POP IV, demand generation will be founded on this branding strategy, allowing each sector to maximize its potential. But in addition, new cross-cutting approaches -- such as the "life state" approach -- will be used to build demand for services across all sectors simultaneously, while advancing several key horizontal initiatives including Reproductive Health, the introduction of new contraceptive products, and the expansion of program activities to meet unmet needs among the urban poor, rural poor, and hard-to-reach in Upper Egypt. (see Attachment I: *Increased Demand: Strategic FP/RH Communication Campaigns*)

B. Product Promotion with Tie-ins to Pharmaceutical Companies and Distributors

Under Pop/FP III, the Private Sector marketing communication campaigns established a brand identity for participating service providers and promoted categories of FP methods. Under POP/FP IV, the PSP will explore ways to extend this brand equity into the promotion of individual products -- associating specific brand-name products with the Private Sector Program. The Program's advertising campaign will thus serve as an important *direct-to-consumer* channel, increasing the public's exposure to the diversity of products in the marketplace. The first part of the plan is to develop collective advertising of pharmaceutical brands in association with PSP contraceptive method advertising. All legal brands will have an equal chance to participate. Permission to introduce brands will be negotiated with the media authorities; early indications are positive that the Ministry of Health will support this initiative. Pharmaceutical firms have stated their interest in gaining brand exposure for their products in association with "Ask-Consult" method advertising.

Another plan which will be explored is to use the PSP logo in product packaging. Subject to acceptance by all parties concerned, the "Ask-Consult: Mark of Confidence" may be awarded to any product that participated in joint promotions as a "seal of approval." This seal could be affixed to packages via stickers individually, or actually included on the original printing.

The PSP branding of service outlets will occur intensively throughout the country providing a high, 'critical mass' visibility to participating private sector FP providers. New point-of-sale display materials will be produced, such as window stickers, door-signs, and counter display units.

The goal is to expand PSP recognition into the service delivery outlets, and ultimately into the client's home through the "Ask-Consult" identification marker. Furthermore, the "Ask-Consult: Mark of Confidence" should come to stand for a symbol of product quality.

V. IMPLEMENTATION PLAN & SCHEDULE

The PSP will conduct intensive, integrated media campaigns, phased in association with pharmaceutical product promotion/introductions and linked to waves of CME mini-courses. Media schedules will maintain approximately a monthly Reach of 80% and a Frequency of 15 (average exposures per viewer). These are the levels maintained during the last two years, with an interruption only during in the first quarter of 1999. The Government of Egypt has supported the program's marketing effort considerably, approving a 50% discount on media airtime in the public interest.

The integrated campaigns will use a full complement of communication channels, including:

- Point of Sale Promotional Materials
- Counseling Support Materials
- Media Advertising & Placements (Radio, TV, Outdoor)
- Promotional Activities (Sales promotions, newsletter, direct mail, radio/TV partnerships)
- Pretesting materials
- Public Relations

The activities detailed in the accompanying Marketing Communication Plan will be implemented by local subcontractors.

PRIVATE SECTOR PROGRAM
MARKETING COMMUNICATION PLAN
July 1999 - June 2002
(Illustrative)

Task	Deliverable	Units/yr	PY1				PY2				PY3			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1..	Point-of-Sale Promotional Materials													
	Large Stickers	30,000		X				X				X		
	Small Stickers	30,000		X				X				X		
	Pocket Calendars	500,000		X				X				X		
	PSP brochure	10,000		X				X				X		
	Calendar	10,000		X				X				X		
	Certificates	10,000		X	X		X	X			X	X		
	Pharmacy Bags		X		X		X		X		X		X	
	Promotional Giveaways	x 10,000	X		X		X		X		X		X	
2..	Counseling Support Materials													
	Pill Brochure (combined OC)	1,000,000		X	X			X				X		
	Pill Brochure (progestin-only)	1,000,000		X	X			X				X		
	Injectable Brochure (progestin-only)	1,000,000		X	X			X				X		
	Injectable Brochure (combined)	1,000,000		X	X			X				X		
	Providers' Contraceptive Guide	10,000		X	X			X				X		
	Counter Display (modular)	60,000		X				X				X		
3..	Media Advertising													
	Product Tag on TV spots	6		X										
	TV Spots (methods)	6		X	X			X	X			X	X	
	Radio Spots	6		X	X			X	X			X	X	
	Outdoor / transit advertising				X		X				X			

PRIVATE SECTOR PROGRAM
MARKETING COMMUNICATION PLAN
 July 1999 - June 2002
 (Illustrative)

Task	Deliverable	Units/yr	PY1				PY2				PY3			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
4..	Promotional Activities													
	Sales promotions in pharmacies	varied			X		X		X		X		X	
	Press column/inserts	varied			X		X		X		X		X	
	Radio partnerships	4		X	X	X	X		X		X		X	
	Newsletter	4		X	X	X	X	X	X	X	X	X	X	X
	Direct mail	4			X		X		X		X		X	
	Trade Journal Advertising	4			X		X		X		X		X	
	Television Partnerships	4			X			X				X		
5..	Pretesting Materials													
	Pretest Product tags	1		X	X									
	Pretest TV Spots	1			X				X				X	
	Pretest client support materials	1			X			X				X		
6..	Public Relations													
	Launch Event	1			X							X		
	Press briefing events	1			X		X		X		X		X	
	Local Launch Events	4			X	X	X	X	X	X	X	X	X	X
7..	Monitoring & Documentation													
	Campaign monitoring report	4	X	X	X	X	X	X	X	X	X	X	X	X
	Campaign photo/video services	varied	X	X	X	X	X	X	X	X	X	X	X	X
8..	Media Airtime/ Placement													
	TV Air	80% Reach	X	X	X	X	X	X	X	X	X	X	X	X
	Radio Air	80% Reach	X	X	X	X	X	X	X	X	X	X	X	X
	Outdoor Placements				X	X	X	X	X	X	X	X	X	X

VI. COMMUNICATION RESEARCH & EVALUATION

PSP Communication campaigns will be designed, produced and evaluated using a proven, research-driven, marketing-based communication approach: JHU/ýCCP's "P" Process. The process entails the following key steps:

- Program Analysis
- Program Design
- Development and Pretesting
- Implementation, Monitoring & Evaluation
- Program Re-planning

The PI team will evaluate the Private Sector Project contribution, as a whole, and the marketing communication components, in particular, using a variety of instruments. Process evaluation, or measurement of *outputs*, will be conducted through consistent monitoring and documentation of activities. Impact evaluation, or measurement of *outcomes* will be conducted using the EDHS, population-based surveys, provider-based surveys, Omnibus surveys, and pharmaceutical sales data.

The major indicators which will be used to evaluate marketing communication impact among consumers are listed in the accompanying table. These trace the important predictors of behavior change:

- recognition of private sector campaign messages (e.g., 'brand recognition')
- knowledge/understanding of product and service messages
- positive attitudes toward private sector products and services
- communication with providers about FP "Ask-Consult"; receiving FP counseling
- communication with others (eg, family members) about FP "Ask-Consult"
- visits to participating private sector providers
- purchase of private sector contraceptive products

Intermediate Result: Increased Demand for FP Services from Private Sector

Key Audiences	Indicators	Data Source
<p>1. Consumers (includes potential consumers)</p>	<p>Knowledge/Awareness of Services and Methods Increased recognition of "Ask, Consult" brand-of-service Correct understanding of "Ask-Consult" services Increase in reported exposure to "Ask,Consult" by channel (tv, radio, outdoor, etc.) Increased knowledge of 'new' methods (eg, 1-mo Injectable, POPs, PPIUD) Increased knowledge of correct method use / appropriate conditions for use Increased knowledge of alternative sources of service (does public-sector client know of a private-sector source for her method?)</p>	<p>BASELINE SOURCE: various IMPACT EVALUATION: Media monitoring firms Omnibus surveys 2000 EDHS</p>
	<p>Attitudes Increased / sustained positive attitude toward "Ask, Consult" service providers Increased approval of fp methods, specifically hormonal (injectables, OCs, incl POPs)</p>	<p>BASELINE: Gold Star, 1997 & 1998 EDHS IMPACT: omnibus surveys, 2000 EDHS</p>
	<p>Communication Increased spousal or intra-family communication on "Ask-Consult" related messages Increased consumer-provider communication in private sector</p>	<p>BASELINE: Gold Star, 1997 & 1998 EDHS IMPACT: omnibus surveys, 2000 EDHS</p>
	<p>Change in use patterns Increased client visits to pvt sector provider for fp information or services Increased sales volume of pvt sector contraceptives Reduced "Unmet Need" for Spacing and Limiting (PSP contribution to...) Increased use of private-sector services (CPR)</p>	<p>BASELINE: Gold Star, 1997 & 1998 EDHS, IMS IMPACT: 2000 EDHS, EPTC, IMS</p>

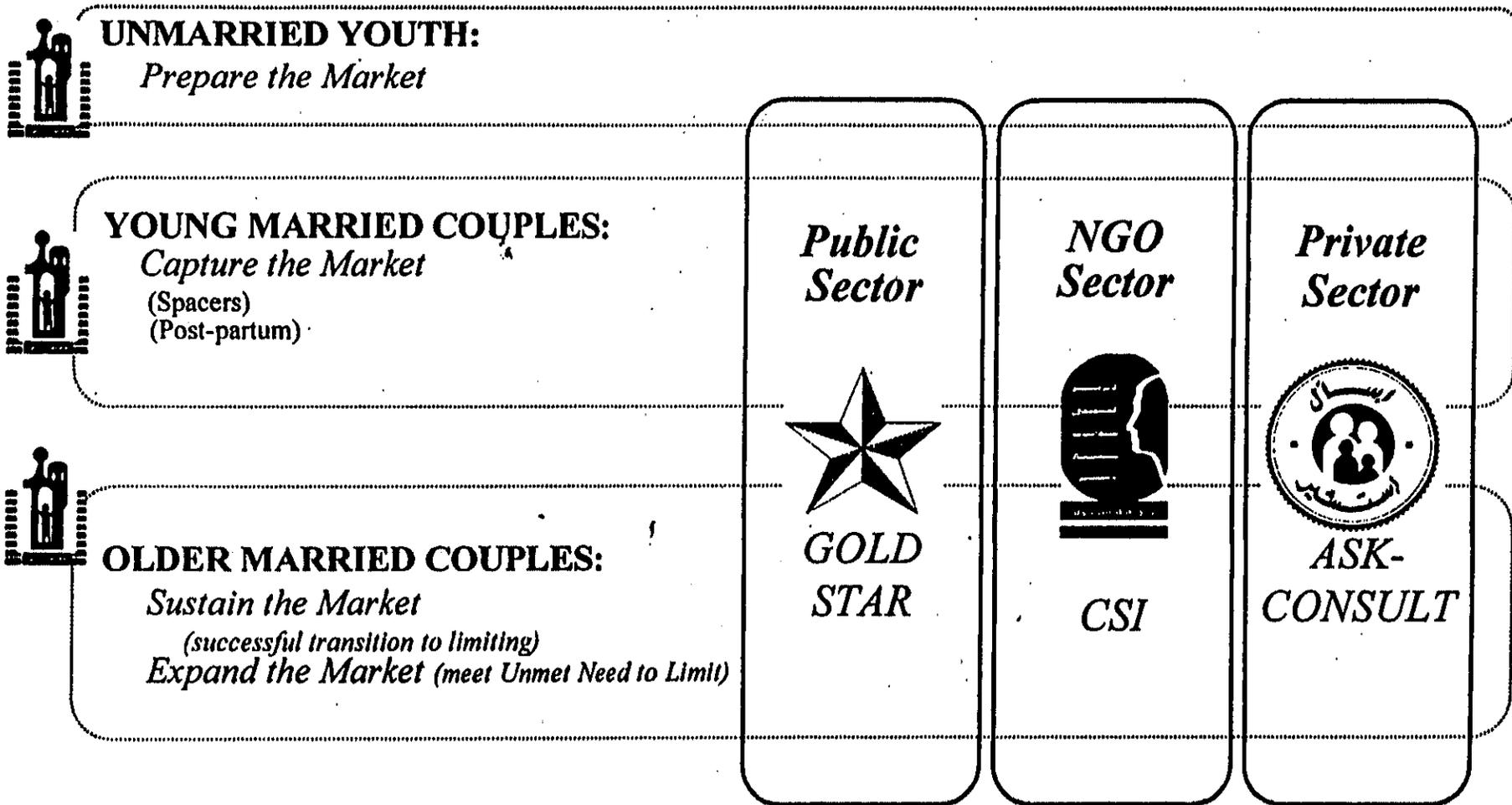
Key Audiences	Indicators	Data Source
1. Providers	Knowledge/Awareness of Services and Methods	BASELINE SOURCE: various IMPACT EVALUATION: Media monitoring firms Omnibus surveys 2000 EDHS
	Attitudes Communication Increased communication with consumers on FP	BASELINE: Gold Star, 1997 & 1998 EDHS IMPACT: omnibus surveys, 2000 EDHS
	Change in use patterns Increased client visits to pvt sector provider for fp information or services Increased use of private-sector services (CPR) Increased sales volume of pvt sector contraceptives	BASELINE: Gold Star, 1997 & 1998 EDHS IMPACT: 2000 EDHS, IMS

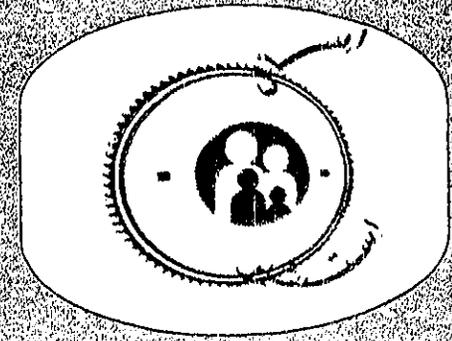
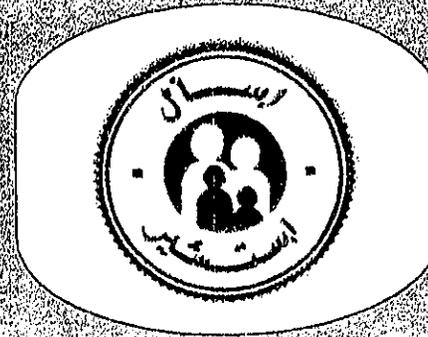
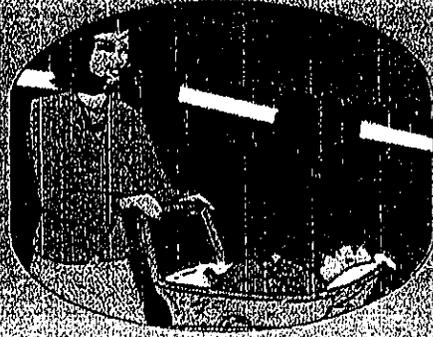
Schematic Diagram

*Increased Demand:
Strategic FP/RH Communication Campaigns*

INCREASED DEMAND: STRATEGIC FP/RH COMMUNICATION CAMPAIGNS

- 1) Market "Brands" of service in public, NGO and private sectors
- 2) Develop cross-cutting initiatives: eg, "Life-stage" approach

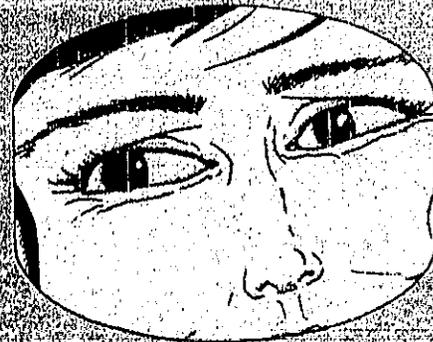




Video

العلامة دي معناها أسأل استشير

العلامة دي معناها كبير ...

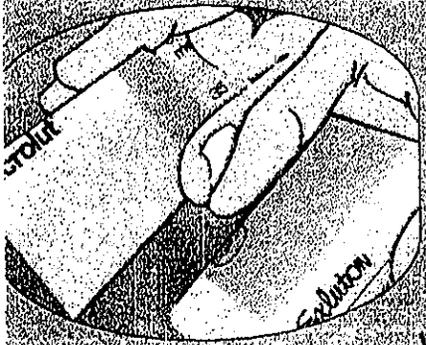


Video

لكن ازای اتأكد من عدم الحمل

علشان كده اخترت الرضاعة الطبيعية .

صوت تفكير الأم: أنا بحاول أكون أم مثالية ..
أهتم بكل شؤون أسرتي
وخصوصا طفلي المولود ..



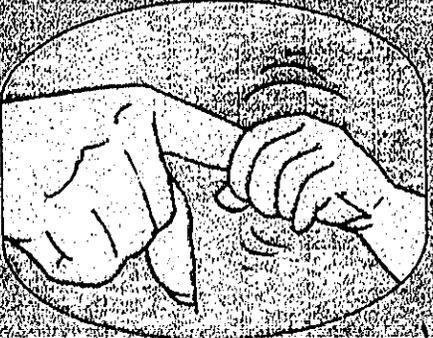
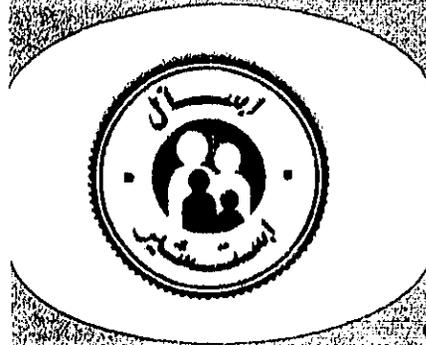
Video

الحيوب دي أسمها ميكرولوت واكسلوتور

الطيبيب :الحيوب دي نوعين .. بتمنع الحمل
خصوصاً فترة الرضاعة ... ودي مش بتأثر
أبدأ على لبن الأم . ويكده تضمني
النمو الصحي للطفل .

الطيبيب : دلوقتى لكل أم فى مرحلة الرضاعة ..
بقه فيه حيوب منع الحمل الخاصة بالفترة دي

فى الفترة المهمة دي ؟



Video

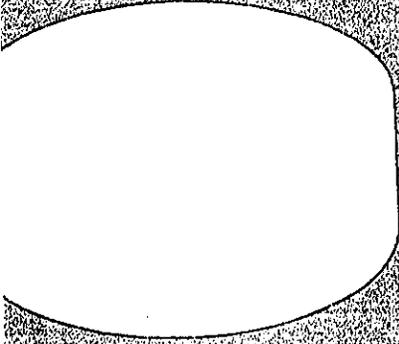
لما تلاقى رمز الثقة دي عند أى طيبيب
أوصيدلى أسالى .. أستشيرى عن
وسائل تنظيم الأسرة ..
أسأل .. أستشير ..

تعليق : مديله ايدك بالرعاية الكامله .

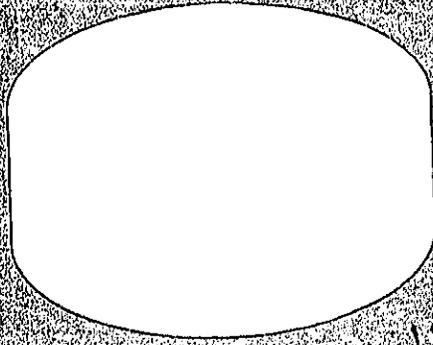
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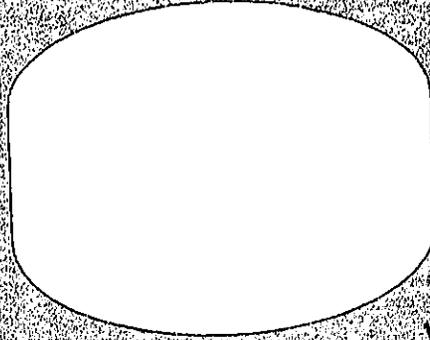
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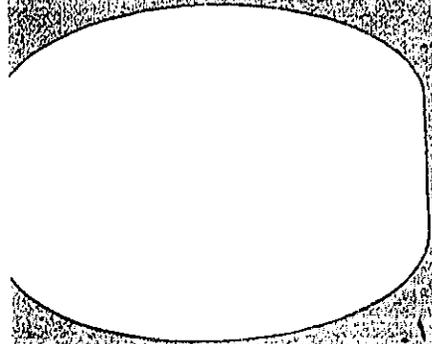


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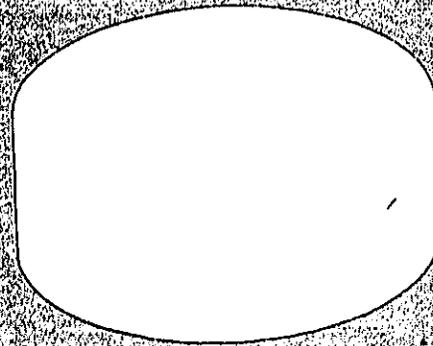


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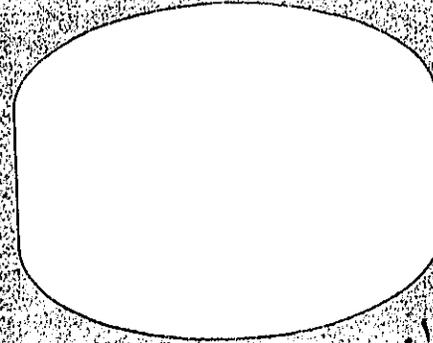
Video



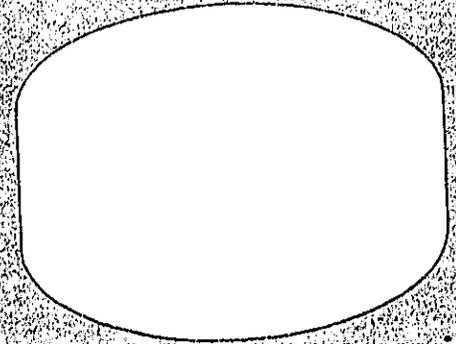
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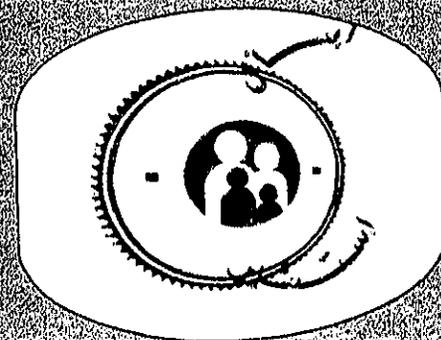
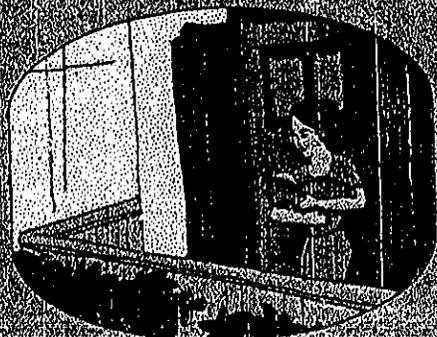


15



14

Video



Video

صوت تفكير الأم: عيلتى الصغيرة هي حياتى
بحاول أنظم شؤونها .

العلامة دي معناها اسأل استشير

العلامة دي معناها كبير ...



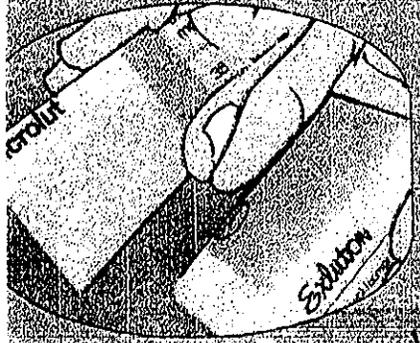
Video

ولما رحت أجيبها مالمصيدلية هاللى ..

سممت من الدكتور عن حبوب منع الحمل
المضصوصه لفته الرضاعه ..

طبعاً برضعها طبيعى .
وأكيد فى الفتره دي لازم أمنع الحمل بوسيله
مضمونه ..

فما بالك بشئون بنتى اللى لسه مولوده ..



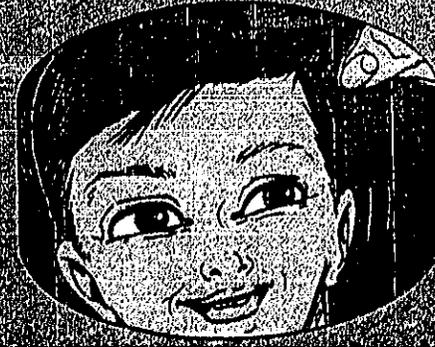
Video

الحبوب دي أسمها ميكرو لوت واكسلوتون

يعنى من دلوقتى .وزى حبوب منع الحمل الثانية
تاخديها كل يوم فى نفس الميعاد .

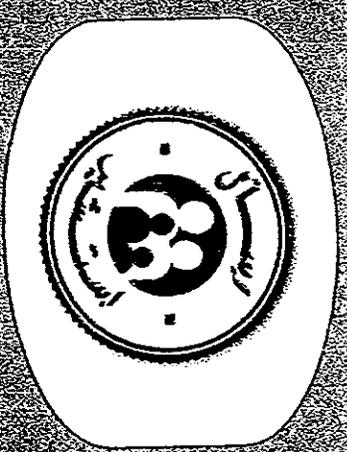
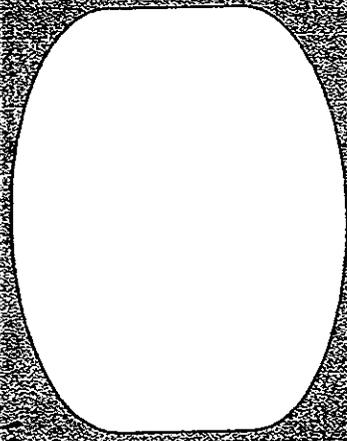
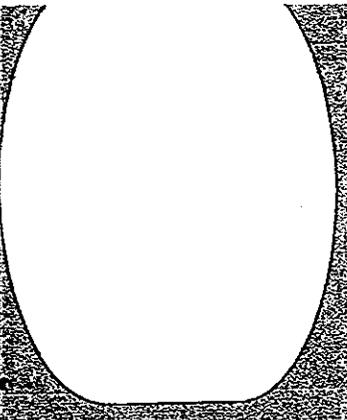
لازم تتاخذ بانتظام علشان تكون فعاله ..
تبتديها بعد حوالى أربعين يوم من الولادة ..

الصيدلى : زى مالدكتور قاللك ..انتى يناسبك
حبوب منع الحمل الجديدة ..



Video

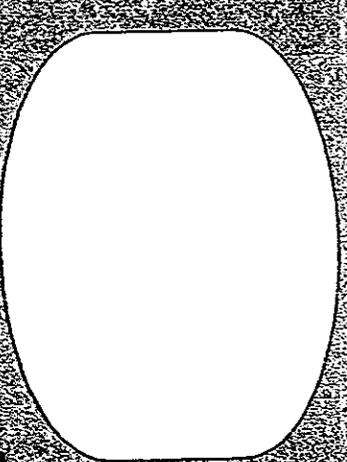
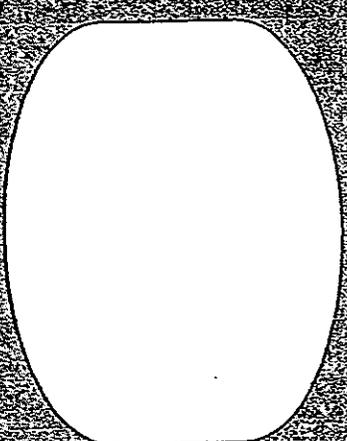
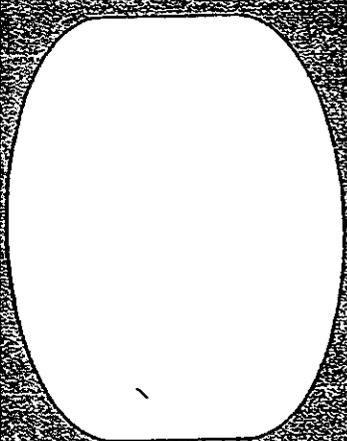
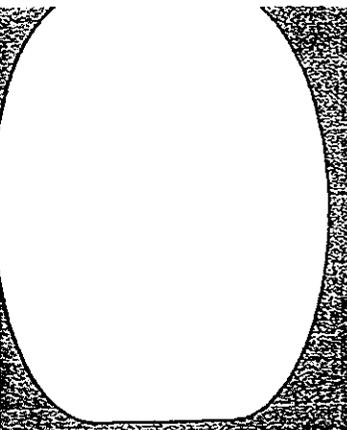
تعليق : مديله ايدك بالرعاية الكامله .



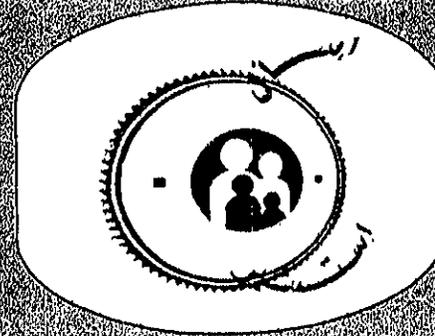
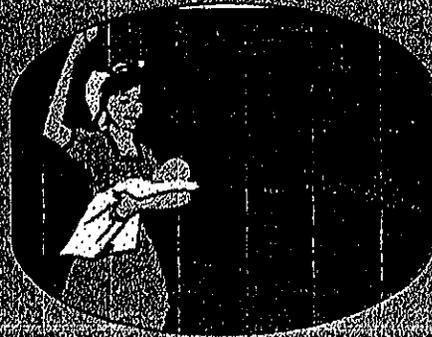
Video

مشروع الطماخ الخاص
تحت رعاية وزير الصحة والسكان

لما تلاقى رمز الثقة ذي عند أي طبيب أو مبدئي أسألني...
أستشيرني عن وسائل تعليم الأسرة...
أسأل ... أستشير ..



Video



Video

صوت تفكير الأم: أنا أم بعمل كل جهدي علش
انظم أحوال عيلتي

العلامة دي معناها أسأل أستشير

العلامة دي معناها كبير ...



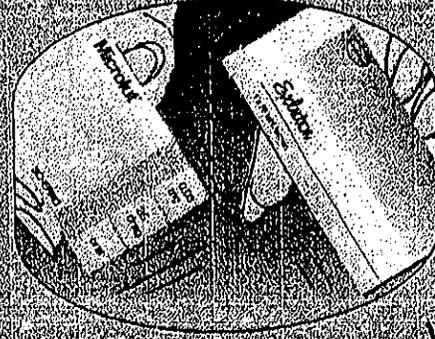
Video

الطبيب: دلوقتى لكل أم فى مرحلة الرضاعة
بقه فيه حبوب منع الحمل الخاصة بالفترة

أول ما اعوز .
يا ترى هيه وسيله تنفع ممايا ؟

عايزة أمنع الحمل لفترة علشان أهتم بيه ..
واقدر أحمل تانى

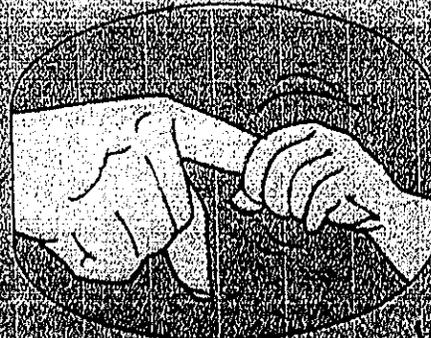
ودلوقتى جالى أبني الصغير ده ..
برضعه طبيعى علشان مصلحته ..



Video

الحبوب دي أسمها ميكرو لوت واكسلوتون ..

الطبيب: الحبوب دي بتمنع الحمل ومخصوصه
لفترة الرضاعة .. ولما تبطلها .. تقدرى تحملى عطلول
بعدها .. يعنى دي وسيلة مؤقته لآى أم عايزه تسبب
مسافة بين الطفل والتانى ..



Video

لما تلاقى رمز الثقة دي عند أى
طبيب أوصيدلى
اسألنى .. أستشيرى عن وسائل تنظيم الأسرة ..
اسأل .. أستشير ..

تعليق: مديله ايدك بالرعاية الكامله ..

Research Findings

On

Testing POP TV Spots (Draft 1)

Presented to
Pathfinder

Presented By
Intermarkets

February 2000

Objectives and Methodology

Objectives:

The objective of this research is to pretest 3 TV spots regarding:

1. Understanding the message and idea.
2. Measuring product usage intentions after viewing the spots.
3. Measuring attitudes towards the spots (positive & negative).
4. Assessing attitudes towards the main character of the ad.

Research Population:

There were three categories in this research:

1. MWRA urban (class B & C) and MWRA rural, 27 years old or less.
2. Husbands of MWRA.
3. Private physicians.
4. Private pharmacists.

Research Methodology:

A qualitative method was followed through two techniques:

1. Focus group discussions with men and women.
2. In depth interviews with physicians and pharmacists.

Research Sample:

Seven focus group discussions were held and eight in depth interviews were held according to the following table:

1. MWRA (urban)	Fayoum	10 respondents
2. MWRA (rural)	Fayoum	10 respondents
3. MWRA (urban)	Mansoura	10 respondents
4. MWRA (rural)	Mansoura	10 respondents
5. Men (urban)	Mansoura	10 respondents
6. MWRA (urban)	Tanta	10 respondents
7. MWRA (rural)	Tanta	10 respondents
8. Physicians	Fayoum	2 physicians
9. Physicians	Mansoura	2 physicians
10. Pharmacists	Fayoum	2 pharmacists
11. Pharmacists	Mansoura	2 pharmacists

Time Frame:

The fieldwork of this research was conducted from the 5th to 12th of February 2000.

First Spot ^{urban} (Safety)

1. Understanding the message:

A. MWRA (urban & rural)

The majority of MWRA respondents (more than 95%) understood the message of the first spot, whether totally or partially. When asked, "What is the message of the spot and what did you understand from it?" they answered:

- These pills are a new contraceptive method that does not affect lactation or the mother's health.
- These pills could be taken during breast-feeding without affecting the milk.
- These pills do not affect lactation and are used for contraception.
- A new kind of pill that does not affect the milk or the mother's health and helps in family planning.
- There is no such thing as natural contraception during the breast-feeding stage and these pills have to be taken to prevent pregnancy.
- Some pills have side effects, but these pills have no side effects on the mother's health or milk.
- The spot is comforting and takes care of the health of both mother and child.

One of the women commented on how she understood the message of the ad:

"As soon as the mother gives birth she has to use a contraceptive method that doesn't affect the milk and in the mean time prevents pregnancy so that she can take care of the newly born baby."

Another woman said:

"The ad says that pregnancy may occur during breast-feeding, therefore, women should go to the doctor and ask about the most suitable method such as these pills."

Women were asked about the benefits of the POPs in order to measure recall of the main messages, and their level of understanding. The benefits recalled were (in descending order):

- A new contraceptive method that does not affect the mother's milk and prevents pregnancy during breast-feeding.
- A new contraceptive method that does not lessen the milk.
- No pregnancy during lactation if these pills are taken.
- The pills prevent pregnancy and do not affect lactation.
- Healthy growth of the child and preventing pregnancy during lactation without affecting the milk.
- A safe method for use during breast-feeding.

normal
v
One of the women commented:

"The pills are a guaranteed method and do not affect the mother's milk. I should not depend on 'clean' breast-feeding and should go to a doctor to use a guaranteed method."

Another woman said:

"The advantage of the pills is that a mother can breast-feed naturally and prevent pregnancy. Lactating women worry about not being able to use the IUD, for example, and fear becoming pregnant. Now with these pills, however, women can rest assured. They can confidently take the pills."

2/3
More than 1/3 of MWRA respondents said that the ad was understood, easy, and self-explanatory in terms of language and content.

Points that were not understood and were questioned by the rest of the respondents were:

1. The English names of the pills which are difficult to remember.
- 2. Why are there two kinds of pills? Do we take both? Or one after the other? What is the difference between them? Are they two kinds or one kind with two different names?
3. Picture number 5 (mother sitting in front of the computer) was not understood by MWRA respondents in terms of what it is supposed to express or convey. There is no focus on the baby.
4. One woman said that the statement *"This way, you will guarantee the growth of a healthy child"* is difficult to understand. Instead, she suggested saying *"now you can raise him and feed him."*

B. Husbands of MWRA

All male respondents understood the message. They stated that it advertised a new contraceptive method that does not affect lactation as previous contraceptive pills do. One male respondent said *"Now the mother can breast-feed for two years and be able to give continuous affection to the baby as the pill will not affect lactation."*

Another said:

"These pills provide a very good solution for women who were not comfortable with the IUD."

2. Product Usage Intentions:

POP usage intentions may be divided into four categories:

First Category:

Agrees without restrictions or conditions on using these pills during lactation. This category constitutes 60% of the women. The main reason for their desire to use these pills is that it does not lessen the milk or stop it. Some women said that they will stop using the IUD and injections and will start using the pills immediately.

One of the women said:

"I'll stop the injections and try the pills. I will not be worried because the injections cause hypertension and backaches."

Another said:

"I'll remove the IUD and take the pills because the IUD has side-effects and pills don't."

Second Category:

Agrees on using the pills after consulting a doctor. If the doctor confirms that these pills are suitable for them they will use it immediately. This category constitutes 20% of the women.

One of the women said:

"I have to ask and consult as the ad says. The doctor has to tell me if this method is suitable for me or not."

Another said:

"The doctor should tell me to use it and assure me that it will not cause harm."

Third Category:

Hesitant in taking the pills due to insufficient information in the ad. This category believes that the ad did not clarify the effect of these pills on hormones, the suitable age to take these pills, and its side effects in case of women with hypertension and diabetes. "Are the pills suitable for me or not?" was the common concern voiced by this category which constitutes 8% of the women.

Fourth Category:

Refuse to take these pills. This category constitutes 12% of the total number of women. Most of them refuse to take the pills because they are forgetful.

One woman said: *"Microlut is available, my colleagues use it and say that it is good. However, I will not use it because I am always forgetful and pregnancy can result. There will be no harm from the method itself, yet the harm will come from me."*

Another said:

"If I forget to take the pills, it will not be a safe method."

One of the women refused because she uses Norplant.

Another one refused because as she said, *"I don't get pregnant except after two years, so I don't use anything while breast-feeding."*

Most of them await feedback from those who use the POPs, in terms of any resulting side-effects.

3. Attitudes towards the Spot:

A. MWRA

The majority of MWRA liked the spot and stated that it was clear, understood and not embarrassing to women. What they liked most about the spot is the concept and its presentation. Some of them liked the scene of the baby holding the mother's finger as they think that this indicates motherhood. Some of them liked the statement: "I want to be an ideal mother" and "I care about my baby."

The main points that were not preferred or not understood by some women were:

1. The name of the pills as mentioned previously. It was suggested that a distinguishing mark be placed on the box for better recognition, and supported by advertising.
2. Whether the two pills substitute or complement each other.
3. Lack of information in the ad in terms of: *(these questions were lessened after 3 spots were viewed)*
 - The indications.
 - Whether it could be used after lactation.
 - If it is suitable for women with diabetes and hypertension.
 - What will happen if a pill is forgotten?
 - If it causes weight increase?
 - Does it affect menstruation?
 - Should menstruating women take the pills or stop taking them during this period?
 - Are the pills suitable for any age?
 - The suitable time for taking the pills.
 - The price of the pills.

Some women believe that the ad shouldn't necessarily include everything because it says, "ask consult." This means that the detailed information is to be given by the physician and the pharmacist.

4. Some women think that the picture with the computer is not expressive.
5. Many women believe that the picture of the baby holding the mother's finger would have been better if the mother is shown hugging her child or breast-feeding him, as this reflects the mother's affection more.

B. Husbands of MWRA

All of the male respondents liked the spot. The only thing that they disliked about the spot is the finger scene. All of them believe that if the mother hugged her child, it would be more expressive.

They also did not like the computer scene, as they did not understand its relation to the overall ad. Some felt that there was a lack of information delivered in the ad.

4. Attitude Towards the Main Personality:

A. MWRA

95% of MWRA believe that the woman in the spot is an ideal person she takes care of her home, family, child, and work. They also believe that she is ideal because she wants to breast-feed her baby naturally and at the same time wants to use this contraceptive method to make life easier for herself and her family and give more care to her baby. One of the women believed she is ideal because she took the right steps in planning her family and consulting with a doctor. The rest, 5%, think that this woman is not ideal. They believe that: *"Taking care of the baby and the family doesn't necessitate being an ideal mother as this is the duty of every mother."*

When MWRA were asked to describe the woman in the spot, none of the respondents gave a negative description. The descriptions were as follows:

- Ideal mother.
- Best mother in the world.
- An example for all mothers.
- A wise mother who wants to live a good life.
- Affectionate mother who cares about her baby's health and natural breast-feeding.
- An organized mother who takes care of her family and plans for it.
- An Egyptian mother who seeks her family's happiness.
- A smart woman who seeks a better life for her family.
- A worried lactating woman.

One of the women said:

"I respect her and hope to be like her."

Another said:

"The women will respect her because she will be an ideal example."

Some of the women wished that they were like her. One of the women said: *"The women will love her and will wish that they were like her because she takes care of her baby and plans her family and naturally breast-feeds her baby."*

All the women respect the female personality's way of thinking; that she takes care of her health by spacing. She also takes care of her baby and breast-feeds him naturally.

B. Husbands of MWRA

Male respondents believe that the mother portrayed in the spot is ideal because she takes care of herself and the baby, ensuring a happy environment for the whole family.

The men described the female personality as an ideal woman. She is a woman that loves her husband and takes care of her home, baby and health. One of the men said:

"Her physical appearance is beautiful because she is taking care of her body."
When asked whether they believed female viewers will like her or not, they all agreed that she will be looked up to as she takes care of her home, her baby and the baby's health.

They also respect the way of thinking of the female personality because she is seeking a way to plan her family and take care of her baby's health, and is energetic in her actions. They favor her decision to breast-feed naturally instead of using artificial milk.

One of the men said:

"The ad indicates that the wife is the one who plans her family, but I think that the husband is the one who has the upper hand. The wife is obedient to him. Thus, there should be a man with the woman in the ad because he is the main decision-maker."

All men and women agreed that the female personality in the spot is advanced in her way of thinking as she is looking for new ways to improve her family life. One of the women said, *"She is an advanced woman, and this is proven by the picture of the computer in the ad."*

100% of the men and 97% of the women think that the female personality is smart because she seeks to provide the best care for her baby, wants to space, and because she consulted with a doctor. She breast-feeds naturally and plans her family. She thinks of the future instead of leaving things to chance.

Two MWRA respondents thought that the female personality was not smart, as she sufficed with partial information instead of asking more questions about the new method before using it.

Second Spot Rurel (Spacing)

1. Understanding the Message:

A. MWRA

All MWRA understood the message in this spot. Their comments regarding the message were as follows:

1. The spot advertises new kinds of pills, especially made for lactating women, i.e. for a limited period of time. As soon as the lactation period is over and the pills are stopped, the wife becomes pregnant immediately.
2. The pills are taken during lactation and are not suitable for non-breast-feeding mothers.
3. The pills do not affect the mother's milk and are suitable for a limited period of time, which is during the lactation period only.
4. A temporary method to be taken between one pregnancy and another.
5. The spot specifies the lactation period as the period during which these pills are to be taken.
6. This spot complements the first spot, and conveys more information.
7. The presence of the husband with the wife in the spot indicates positive cooperation between them, demonstrating the husband's acceptance of the new method.

MWRA respondents said that the idea, with all of its words and sentences, and including its pictures were clear. Only one objection was made: they believed that the words and visual in frame number 6 did not match. While the female personality says: *"I want to prevent pregnancy for a period of time so that I can take care of the baby and then be pregnant again,"* she appears in the picture not to be looking at the baby while she is writing.

B. Husbands of MWRA

It was pointed out that the first and second spots were similar, with one difference: the second spot specified that the pills are to be taken during lactation, and are a temporary method.

2. Product Usage Intentions:

The using intentions did not differ from those mentioned in the first spot. The respondents confirmed the necessity of consulting with a doctor before using the pills, emphasized by the slogan "Ask, Consult".

3. Attitude Towards the Spot:

A. MWRA

All respondents admired the ad. What they liked most in spot were:

1. The presence of the husband/father, indicating his cooperation and resulting in a happy family.
2. The presence of the familial bond, reflecting harmony between spouses.
3. The spot is detailed, clear, easy and simple. Anyone with simple education can understand it.
4. Although targeting a rural audience, the spot still reaches the urban class.
5. The line at the end of the spot saying "Under the Auspices of the Ministry of Health and Population" provides a feeling of trust and safety to women.

Some women disliked the frame of the baby clasping the mother's finger for the same reasons mentioned in the previous spot, as well as the lack of information.

B. Husbands of MWRA

What they liked most was the picture of the father holding the baby. Generally, there was nothing in the spot that the men disliked.

4. Attitude Towards the Main Personality:

A. MWRA

98% of the respondents admired the female personality in the spot, as it is clear how she put a lot of time and energy in ensuring the best for her baby and family as a whole. They believe that she should be taken as an example to all mothers and imitated.

Rural women identified more with this female personality and found her persuasive. They admired that she is a hard-worker, balancing all the needs of her family.

Those who did not voice admiration for the female personality said that she neglected her baby to take on writing (frame number 6), showing lack of affection.

Respondents were asked to list the attributes of the female personality. The following was said:

- Ideal mother.
- Clever; takes care of her children.
- Intelligent; balances her home and baby.
- A woman concerned about her baby's health.
- A simple and humble woman.

B. Husbands of MWRA

The respondents felt that the female personality should be taken as a good example by all women, as she cares about balancing her family life as well as taking care of herself.

Most of the men regarded her as an ideal woman, or a modern, organized woman who wants to take care of herself and her home.

100% of both male and female respondents respected her way of thinking.

Some of the women said:

"We respect her way of thinking and will imitate her because she knows how to take care of her home; family, and her health."

"We respect her way of thinking because, even though she is of a low educational level, she tries to plan her family right."

100% of both male and female respondents believe that the female personality is modernized in her way of thinking.

Some of the women described her as:

"Modern and keeps up with the time."

"Thinks of her family, not like how it used to be in the olden days."

"In spite of being from a rural background, she doesn't suffice with clean breast-feeding. She has the will to change the method and look for a better one that protects her and her baby."

Also, 100% of male and female respondents think that the female personality is intelligent because she consulted the doctor first to protect herself and her baby.

Third Spot *Urban C*
(The Pharmacist) *"Proper Use"*

1. Understanding the Message:

A. MWRA

The message was understood by all women Their comments were as follows:

1. There are pills that have no effect on the milk and are taken regularly after 40 days of childbirth.
2. The ad confirmed that the pills are taken regularly every night after 40 days of childbirth.
3. The pills are taken one a day, and prevent pregnancy without affecting lactation. We start taking them after 40 days of childbirth.

The women believe that all the words of the spot are clear, fluent, easy and understood. The message is addressed in an easy way that can be understood by any woman.

The women didn't understand the following:

1. The spot didn't mention when exactly do I start taking the pills, that is, which day? The fifth or the sixth day of menstruation?
2. The spot didn't mention whether we take the pills during menstruation or not?

B. Husbands of MWRA:

Both men and women understood the spot equally, however, one of the men understood more than the others, as is evident by the following comment::

"The woman has to take the medicine that the physician prescribes, not the pharmacist."

2. Product Usage Intentions:

Usage intentions did not change after watching the spot, as was the case with the first spot. The women believe that the pills are a safe method and do not lessen the milk, which encourages them to use this method. In addition, the other contraceptive methods affect menstruation, such as injectables. The women think that the three spots are gradual in communicating the information to the viewers.

3. Attitudes towards the Spot:

A. MWRA

98% of the women liked the spot. The main things that they liked were:

- B. The spot is easy, simple and understood.

- C. The spot specified the exact date of starting to take the pills.
- D. Picture number 7 expresses the mother's affection for her baby and her happiness with it.

As for the woman who didn't like the spot, this was due to the fact that the woman's source of information was the pharmacist. Her comment was: *"I didn't like that she asks the pharmacist for information."*

The things that the women didn't like about the spot were:

1. The scene of the finger and the hands and the sentence "stretch your hands to it with care". They felt that if she held the baby or hugged it, it would have been better.
2. The telephone scene (picture number 5). This scene gave a bad impression to the respondents where the women felt that the woman in the spot was pampered, with books and talking on the phone; and also that there was no affection in the spot. On the other hand, one of the women remarked that the telephone picture expresses tranquility and psychological stability.
3. The scene where the pharmacist holds a list of the patients in picture number 9 is not right because the pharmacist doesn't have a list of patients.
4. The voice of the narrator saying "stretch your hands to it with care" is not appropriate at all.
5. The spot didn't include some important information for women such as the menstruation. Will the menstruation come regularly with the pills or not? Are the pills used during menstruation or not?

C. Husbands of MWRA

Most of the men objected to the "finger" scene, and believed that the stretching of the finger is not effective. They agreed with the women that the spot should be ended with another scene. Most of them stated that it was not an "expressive" scene.

4. The Attitude towards the Focus Personality:

A. MWRA

When the women were told to describe the woman in the spot, most of them thought that she was:

- An ideal woman
- An intelligent woman
- A modern practical woman who tries to harmonize between her home, work and baby
- A civilized woman
- An organized woman

Some of the women thought that she was not a "struggling" woman, and did not seem to care about her home affairs. This was because of the telephone and desk scene.

Most of the women respect her way of thinking while the rest don't because they think that she is a pampered woman and that such a woman does not really exist in

our society. They are questioning about whom she is talking to on the phone. Besides, she doesn't seem to be confused at all.

B. Husbands of MWRA

The men described the woman as:

- An ideal woman
- A civilized woman
- A modern woman that keeps up with modern progress and works hard to do the right thing
- A woman that is constantly searching for what is best and the most comfortable for herself and her baby

When asked whether the spot woman is modern in her way of thinking, all the men and women agreed that she was. They all thought that she is modern and advanced because she is looking for new methods that can help her take care of her home, family and baby. Some think that she is modern but very pampered. All the men and women agreed that she is intelligent.

Remark: When the women were asked when should they start taking the pills they all confirmed that they are taken after 40 days of childbirth. When they were asked if the delivery was on March 10, when should they start taking the pills, they said on April 19, because March is 31 days. Thus, it is better to mention in the spot that they are taken after 40 days by counting the days, because some months are 31 days, and a woman who doesn't count the days will start taking the pills on April 20.

Physicians' Opinion

Generally, the four physicians believe the three spots to be clear and understood. They also felt that the words and pictures are clear, but lack some additional information. Their comments were as follows:

"It is very easy for women to grasp the idea and understand it regardless of their educational level. It is clear and easy and explains the new pills that don't affect breast-feeding. However, I wish that they had added that it has no other side effect because all women are scared of anything new. This is because of the hair loss and breast atrophy which were side effects of the old pills."

"The spot is simple and does not include any complicated scientific material. It addresses the women in good language about the purpose of good breast-feeding together with family planning and contraception with no effect on feeding the baby, which stresses the importance of mother's milk. This is understood, then more explanation will be given by her doctor and she should refer to him. I know this kind of pill and I prescribe it. The main idea is clear and understood. These pills prevent pregnancy during lactation with no negative effects on the mother's milk (it doesn't stop it). This is understood in the 3 spots but the information is incomplete. There should be more information about the advantages of these pills."

"On the whole, the spots are understood and not obscure. Any additional information the women need to understand she should ask and consult as mentioned. For example, they might ask if it leads to increase in weight or not, whether it has extra hormones or not and so on."

"The spot is clear to the educated and half-educated, but the illiterate need more explanation. It should clarify more the difference between these pills and other pills. It is clear that these pills have no effect on the milk during lactation, nor on the mother's health and also on the desire to give birth. However, it should be more clarified that it doesn't affect the mother's health regarding some diseases caused by the old pills. The spot has to define the usage restrictions. The only objection is on the amount of information but the main idea is clear and understood although she still has to ask her doctor and know more information."

The doctors disagreed about the scene of the mother and baby's finger, where one of them said:

"I liked the picture of the mother who was stretching her finger to her baby. It is very realistic because the baby at this age doesn't hold except the finger. This is an indication that the age of the baby is days or months. This indicates that he is a healthy child with healthy nerves. Maybe the illiterates will not understand it. Thus, it may be better expressed if the mother hugs the baby."

Another doctor said: *"The part of (stretch out your hands to it) I'm not sure whether it will be understood by the women or not. I doubt if the illiterate will understand this picture, but it is scientifically true. I didn't like this sentence because some people may understand it but not by all. Also, because we have heard the same statement in a spot about orphans in Ramadan."*

One of the doctors refused the word "almost" when mentioning that the pills are taken "almost" 40 days after delivery. The word "almost" could be understood differently by each woman. A definite date has to be stated.

Generally, the attitudes of the four doctors towards the spot and the central personality are very positive and encouraging.

Pharmacists' Opinion

The pharmacists also believe that *"the spots are very clear, each spot was even directed towards a certain category. Each spot completes the previous one. Definitely it will confirm that the contraceptive pills protect the mother's milk and don't stop it. The idea is clear and the words are clear and have no mysteries. I think that with repetition, like any other ad, they will be learned by heart."*

"The spot is sufficient to transfer the information for the normal mother especially the one with limited education. However, the two lactation years have to be defined because now generally they don't breast-feed for two years, maybe 6 months or one year at the maximum. The spot stated that it takes care of the mother, her milk, and breast-feeding and at the same time it prevents pregnancy."

"The words are very clear and communicated quickly. I even noticed that there is stress on confirming that it doesn't affect the mother's milk and that breast-feeding is very important. For example, in the countryside the mother says that eating 'halawa' increases the flow of milk. She is also scared from any other method that affects the milk, but these pills cancel all their fears. I liked the three different pills in the three spots. Each spot reached the purpose quickly although each spot complements the spot before and adds to it."

"The spots are clearly understood, especially the third spot. It is clear and self-explanatory and its information is clearer. It explained that the pills are to be taken 40 days from delivery. The spots are suitable to all levels and their purpose is to state that there is a new contraceptive pill during breast-feeding without harming the milk."

"The idea of the new pill is clear and understood and is quickly reachable. However, it needs more clarification on the dates of taking them, the dosage, when to stop ... etc. The spots are very brief regarding the information about the dosage and the correct dates, and these are important for the effectiveness of the pills. However, the main message in the spot which is informing the woman how to plan her family without affecting her baby's breast-feeding is clear."

There was disagreement on the sentence "stretch your hand to your baby with care."
One of the pharmacists (female) said:

"There is affection and motherhood in this sentence and there is no objection to the finger because the baby at this age holds one finger only."

One of the pharmacists (male) said:

"I only object to the mother's finger, it would have been better if she had hugged him."

One of the pharmacists objected to the voice of the presenter of the ad where he said:
"I don't like the voice of the man who presented the ad. His voice is strange and ugly as if he is reading the news."

The main point that the pharmacists concentrated on is the names of the medicines:

"The spot presents two kinds of pills. It doesn't explain the difference between them. The woman can come to buy it from me and it will be difficult for her to pronounce the name because it is a foreign name and the difference between them is not clear. It should be clearer, by the color of the package and the price. The package, its color and the shape of the pill should be made more clear."

"I believe that the problem for the women, and at the same time for us is the names of the pills. It has to be pronounced more clearly, and the package should be more clear and the distinguishing mark on it also has to be clear so that the women see it on the screen same as they will see it in the pharmacy."

"The names for a pharmacist are very easy but for the women they will be difficult. This could be tackled by defining the price, description of the package, its color and the shape of the pills."

"The names of the pills in the spots are not clear. It is very important to have a spot for each name separately because they are different. The woman has to ask and consult her doctor and in the countryside he has to tell her the color and shape of the package."

Generally, the attitude towards the spot and the central personalities in the ad were positive.