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MINISTRY OF HEALTH

Control of Diarrheal Diseases Project

1053 Kornich El-Nil Street

Cairo — Egypt

Tel. : 848140



وَأَمَّا الصَّحِيحَاتُ

المشروع القومى لمكافحة أمراض الإسهال

١٠٥٣ ش كورنيش النيل - القاهرة

تليفون : ٨٤٨١٤٠

An Analysis of Mothers' Responses to Tapes of El Om El Waya
The Alexandria Pilot Media Campaign Radio Program.

1. Introduction:

Between July and October 1983, Alexandria broadcast service transmitted 90 15-minute programs on diarrheal disease called El Om El Waya. The programs ran daily except Friday at a prime radio listening time (6:40 P.M.) and presented messages in six basic formats (alternating in each show) : song, drama, interviews with mothers, interviews with doctors, prize competitions and excerpts of Fouad Mohandes's personal appearances (The latter two recorded on site).

Since the packets of ORT were not delivered until over two-thirds of the programs were broadcast the basic messages delivered in each format were: recognition of signs of dehydration, referral to four principal hospitals and poly clinics where rehydration took place, and the need to continue feeding of food and fluids. ORT itself was mentioned principally in interviews with doctors.

The tone of the broadcasts was positive. That is, the different formats (except the drama which was written by a doctor) praised mothers for awareness, resourcefulness, and did not chastise her for negligence (again, excepting the drama).

2. Test of Formats

We decided to learn which format was most useful in promoting a message, rather than try assess the different impacts of each message, as we would have no other means for selecting proper formats in 1984. The message tested in each format was signs of dehydration. Some spill over into the other messages was inevitable, especially with regard to referral to hospital.

203 literate and 179 illiterate mothers living in different parts of Cairo (who therefore had never heard the programs before), with children under five, were selected at random from lower income neighborhoods.

Approximately 30-35 mothers of each class listened to one of the six formats and were then asked a series of open ended questions, summarized as follows:

1. What did you hear on this tape?
2. What was the health message on this tape?
3. What was the lesson the tape was trying to teach?
4. What was the most important thing you heard on the tape?
5. What else did you hear on the tape?
6. What did you like about the tape?

Numerous statements were taken down verbatim. We later grouped them several categories. Since there was considerable overlap in these categories in response to the six questions we analysed all format-responses together, but then separated out responses to question 4 for detailed analysis of response by individual format.

Basic demographic questions were also asked; also mothers were asked about experience with diarrhea in their children. Those mothers whose children developed dehydration were asked list all the signs they noticed in their children.

Finally, mothers were asked if the message was understandable, believable and what they disliked.

3. Results

a. Demographics

57% of literates and 52% of illiterates had children under two years; 25% and 21% respectively had children under one year old.

Many women did not divulge income but very few exceeded 200 pounds per month; most incomes were considerably lower.

82% of literate mothers and 78% of illiterate mothers acknowledged one or more episodes of diarrhea in their children. 33% and 34% of these mothers, respectively, said that their children had experienced dehydration.

b. Analysis of statements in response to open-ended questions.

203 literate mothers provided a total of 1,035 statements; 179 illiterate mothers, a total of 855 statements. The statements give a clue to the degree of understanding of the message, and what was heard. The % of statements in several categories ranged as follows:

	<u>% of Statements</u>	
	<u>Literate</u>	<u>Illiterate</u>
<u>Statements mainly saying:</u>		
Take sick child to the hospital	18%]	24%]
Take sick child to a doctor	6%]	10%]
		34%]
Description of signs of dehydration	10%	8%

	<u>% of Statements</u>	
	<u>Literate</u>	<u>Illiterate</u>
<u>Statements mainly saying:</u>		
Diarrhea and dehydration are important problems	3 %	8 %
the words recognising "diarrhea and dehydration", without mother giving other content	28 %	18 %
Mothers are aware, responsible for child	16 %	16 %
Mothers are negligent	5 %	5 %
Miscellaneous	14 %	11 %

Mothers who had children with dehydration followed the same patterns of response.

A similar analysis was done for responses to the question, "what was the most important thing you heard on the tape" but broken out by format :

<u>Statements mainly saying</u> <u>(by format):</u>	<u>% of Statements</u>	
	<u>Literate</u>	<u>Illiterate</u>
<u>Some</u> take sick child to hospital or doctor	37 %	50 %
Mothers are negligent	—	41 %

<u>Statements mainly saying</u> <u>(by format):</u>	<u>% of Statements</u>	
	<u>Literate</u>	<u>Illiterate</u>
<u>Song (continued)</u>		
Mothers are aware, responsible for child	37 %	5 %
Miscellaneous	27 %	5 %
<u>Competition</u>		
Take sick child to hospital or doctor	32 %	48 %
Mothers are aware, responsible for child	26 %	30 %
Mothers are negligent	4 %	21 %
Miscellaneous	17 %	21 %
<u>Drama</u>		
Take sick child to hospital or doctor	60 %	70 %
Mothers are negligent	17 %	26 %
Mothers are aware, responsible for child	14 %	0
Miscellaneous	9 %	4 %

<u>Fouad El Mohandes</u>	<u>Literate</u>	<u>Illiterate</u>
Take sick child to hospital or doctor	31 %	38 %
Mothers are aware, responsible for child	45 %	16 %
Mothers are negligent	24 %	13 %
Signs of dehydration	0	10 %
Miscellaneous	0	23 %
<u>Interview with doctor</u>		
Take sick child to hospital or doctor	31 %	72 %
Mothers are negligent	7 %	19 %
Mothers are aware, responsible for child	21 %	8 %
Clinical signs of dehydration	10 %	0
Child care and cleanliness	31 %	0
<u>Interview with mother</u>		
Take sick child to hospital or doctor	45 %	45 %
Mothers are aware, responsible for child	39 %	52 %
Mothers are negligent	6 %	3 %
Miscellaneous	10 %	0

c. Understanding, credibility, negative comments

Mothers expressed high degree of understanding, belief in the message recall of signs of dehydration, in all formats.

<u>MESSAGE ELEMENT EVALUATED</u>		<u>FORMAT</u>					
		<u>(% of mothers)</u>					
		Mother's Interv. (1)	Doctors Interv. (2)	Compe- tition (3)	Drama (4)	Songs (5)	Fouad El- Mohandis (6)
Message	L	100.0	100.0	100.0	94.0	97.0	100.0
believed	I	100.0	95.0	100.0	100.0	100.0	100.0
	T	100.0	98.0	100.0	96.0	99.0	100.0
Message	L	100.0	97.0	100.0	100.0	100.0	100.0
understood	I	100.0	100.0	100.0	100.0	100.0	100.0
	T	100.0	98.0	100.0	100.0	100.0	100.0
Correct	L	100.0	100.0	100.0	88.0	100.0	100.0
recall	I	100.0	100.0	100.0	100.0	100.0	100.0
of signs	T	100.0	100.0	100.0	93.0	100.0	100.0
Recogni-	L	94.0	100.0	100.0	94.0	97.0	97.0
tion of	I	86.0	82.0	96.0	87.0	92.0	97.0
health pro-	T	90.0	93.0	98.0	91.0	95.0	97.0
blem							

L = Literate

I = Illiterate.

T = Total

Only 27 mothers (25 literate, 2 illiterate) expressed any dislike of the tape material. 15 objected to the mother being depicted as negligent (in the drama, mostly). Other objections included: poor tape quality (1), too long (1), too short (2), Nothing said about ORS (2), injections also good (1), health unit too crowded (1), style for only for fellaha (1), want doctor to speak, not song (1). Of the 353 mothers who expressed

a firm liking for the tapes about 40% said they liked that advice and awareness was being given to mothers.

D. Signs of dehydration recognized by mothers whose child(ren) were dehydrated at some time

85 literate mothers and 47 illiterate mothers named 183 and 204 signs respectively with frequencies as follows:

<u>Sign</u>	<u>Literate</u>	<u>Illiterate</u>
Vomiting	16 %	15 %
Fever	17 %	15 %
Sunken eyes	9 %	15 %
Weakness	5 %	10 %
"Severe" diarrhea	5 %	7 %
Watery diarrhea	1 %	3 %
Continuous diarrhea	3 %	1 %
Diarrhea	11 %	6 %
Loss of appetite	8 %	3 %
Pale skin	4 %	4 %
Wrinkled skin, body	6 %	6 %
Thirst	2 %	3 %
Fatigue	3 %	3 %
Dry mouth, tongue	4 %	41 %
Weight loss	2 %	2 %
Decreased urine	41 %	41 %
Depressed fontanelle	0	0
Other	2 %	2 %

9% }
 11% }

4. Discussion

Listeners to public media messages always bring to their listening what they already have in their minds. Although the mothers surveyed in this study clearly heard and understood the predominant message (signs of dehydration), their responses to open-

ended questions revealed other predominant attitudes: run to the doctor and hospital with a sick child; and a mother should be aware and responsible.

The literate and illiterate mothers responses and personal experiences with diarrhea were quite similar. Where they differed dramatically was that illiterate mothers were more likely to hear intimations that mothers are negligent, less likely to hear the positive tone that mothers are aware, responsible even where only positive statements were made (in the song, for example). Of the few dislikes heard the majority were from literate mothers objecting to the depiction of negligence. Very little of intimations of negligence came through (or were "heard") in interviews with mothers. We believe that we should avoid any judgmental tone. When we say "A clever or aware mother does this or that," it automatically creates the idea that there is a stupid or unaware mother, especially in mothers who may partly believe this of themselves. In the long run this will create resistance or resignation or helplessness. The tone should be neutral, giving information only that helps mothers take positive actions.

All the formats succeeded in instructing mothers about the signs of dehydration, were believable and well-liked. The doctors' interviews succeeded somewhat less well among illiterates. We need to decide to balance an emphasis on getting care from the hospital and how much the mother can do on her own before serious dehydration occurs; not all hospitals and doctors are yet aware of proper treatment. Mothers' recall of signs of dehydration in their own children (although possibly conditioned by having heard the tape) gives us a good basis for teaching recognition of dehydration (gfeff) with the possible exceptions of fever (needs less stress) and loss of appetite (needs more stress). Oral rehydration calms vomiting, restores appetite and strength, improves sunken eyes, and, with food, helps slow diarrhea.

The actual effect of a radio campaign depends finally on how many people listen, and how long they retain the messages through listening, as opposed to watching on T.V.

It is clear, however, that a substantial proportion of mothers spontaneously expressed appreciation for the information and advice given by the tapes.

The impact evaluation of the entire Alexandria media campaign is the subject of a separate report.

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١٠٥٣ ش كورنيش النيل - القاهرة

تليفون : ٨٤٨١٤٠

Table 1 : Impact of NCDDP Pilot Media Campaign

<u>Variable</u>		<u>Baseline</u>	<u>Before TV</u>	<u>After TV</u>
	Number =	2100	500*	500*
		%	%	%
Listened to "AL OM AI Waaia"		---	23.0	15.0
Listened to Alexandria Broadcast		17.8	?	?
<u>Management of Diarrhea</u>				
Stop food		3.1	0.0	0.0
Give light food only		6.1	39.0	42.0
Give liquid		27.1	64.0	65.0
Give O.R.S. (WHO formula)		1.5	3.0	23.0
Give drugs		44.4	96.0	95.0
See doctor		33.4	96.0	95.0
See pharmacist		2.0	?	?
Do not know		9.7	?	?
<u>Dehydration</u>				
Ever heard the word dehydration (gefeff)		32.0	46.0	91.0
Give ORS to treat dehydration		1.5	13.0	49.0
<u>Continuation of Breast-feeding During Diarrhea</u>				
Continue breast-feeding		---	25.0	61.0
Watched ORS TV commercials		---	---	94.0

* Subsample of 100 analysed

ALEX RADIO CAMPAIGN
EL OM E WAYA PROGRAM

TAPE 1

SIDE "A"

"Alexandria Broadcasting"
is with you daily, with this program.

The smart mother, the resourceful one, the resourceful one,
The smart lady, the reasonable one, the reasonable one,
The smart mother, the smart one, the resourceful one, the resourceful one,
The wise lady, the reasonable one, the reasonable one,
If you see her children surrounding her, surrounding her,
They are healthy in her arms, in her arms,
If you see her children surrounding her, surrounding her,
They are healthy in her arms, in her arms,
She is a first class mother
The smart mother, the smart one,
The smart mother, the smart one,
The smart mother,
The smart mother,
The smart mother.

"The Smart Mother"

is presented to you by Ragaa Hagraas.

The smart mother, the smart mother
The smart mother, the smart mother.

Dear Mother,

in every place,
For a better life,
For our beloved kids,
And for a better good health,

We meet together every day .

The smart mother, naturally, is the one who takes very good care of her children's health and does not let them be exposed to the diarrhoea.

We know that the diarrhoea is very dangerous, and especially if it reaches the stage of dryness.

The great percentage of decease in Egypt is the result of children's "dryness".

Dear Mother,

We offer, during this program, an attractive prize for the "Smart Mother" who can answer the questions of the program concerning the enough information on diarrhoea and its complications.

Follow very carefully this program in order to have a lot of information. When we meet you, in any place specialized in dryness treatment and surprise you with any question of the program, you can answer us and win the attractive program's prize of L.E.20.-

Thousand of Hi, Hi,
Thousand of greetings.
To the smart mother, the model one,
Thousand of greetings, greetings,
Thousand of good wishes,
To the wise mother, the model one,
She is a selected house wife, selected, selected,
She is the best of the best,
The smart mother, the smart one,
The smart mother, the smart one,
The smart one,
The smart mother, the smart mother,
The smart mother.

Dear Smart Mother,

When the little child has a diarrhoea and the diarrhoea reaches the stage of dryness, the mother is puzzled. She does not know how to feed the child. Does she have to feed him or not?
Does she have to give him liquids or not?
She is puzzled.

That's why Dr.Samia Riad, Assistant Manager of Preventive Health Council, will tell you exactly what to do.

Thousand of Hi, Hi,
Thousand of good greetings.
To the smart mother, the model one,
Thousand of greetings, greetings,
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- Hello, Dr.Samia.

- Hello.

- The mothers would like to have a very clear idea about the special nutrition their children and should get when they have a diarrhoea.

Which means that many mothers have contacted us, saying that they listen to us and that they carefully follow our program :

"The Smart Mother".

They say that when their child has a diarrhoea, they don't feed him at all, they try to rest the stomach because the stomach is tired.

Can we say that this is right?

- No. This is not right at all.

The mother must understand that the feeding of the child is the arm with which he fights against the diarrhoea. The child who is well fed can fight the diarrhoea and does not get a diarrhoea, which means it is a circle: this is related to that and vice versa. The child who is well fed does not get a diarrhoea, the child who is underfed gets a lot of diarrhoeas. A lot of diarrhoeas are caused by a bad nutrition.

- So, the child who is skinny, who does not have a good appetite and who does not eat like he should, or if his mother did not take good care of him when she was pregnant is exposed to strong diarrhoeas or diarrhoeas more than the other children?

- Yes, in fact, yes.

The diarrhoea and the intestinal flu comes more to a child who has a bad nutrition.

- So, the good care of the mother during the pregnancy is very important?

- Of course, naturally.

The mother should remember that during the pregnancy the child gets all his food from her and must born after taking the complete nutrition.

- Dr.Samia, the mothers ask us why and what is the wisdom for which the child stomach must not rest? Which means we have to feed him.

- Because this is the mean by which he can fight, this is the arm. He cannot fight the diarrhoea and its acceleration - which is the dryness - unless he is strong, he has the arm with which he can struggle. And this is the food.

- Yes. The mothers tell me that when the children have diarrhoea, they give them, for example, caraway, or lime blossom-tea, or tea with lemon, or fruit juice, or, for example, aerated water, lemon.

Can we say that this is

- All this is right. You should give him liquids. As we said, the diarrhoea clears the body from the liquids and the salts and they should be compensated by the liquids that we give him. But, in the meantime, as you compensate the liquids, you must give him the food that he is used to. If, for instance, he suckles he should take his mother's milk. If he eats, give him his food, but naturally light food, not heavy food.

- Well, Dr. Samia, can we say that most of the cases in which children are exposed and especially in summer are ... what? The diarrhoea?

- Yes. This is the most important cause of illness, not only cause of illness but also decease. Half of the death of children under five years old is caused by diarrhoea and dryness.

- Do you think, Dr. Samia, that if, for example, you had a little child exposed to dryness, what would you do?

- The truth is : what I do with my little child as soon as he gets a diarrhoea, I take very good care to avoid reaching a dryness. I know that the dryness is very dangerous.

- Because you are a doctor.

- Yes. But I give him liquids immediately. The more water he loses due to diarrhoea, the more I compensate with liquids. Even before I know what is the reason of this diarrhoea. The important thing is that I compensate him quickly, as if I had a bottle or something is dripping with a hole in the bottom, so to keep the liquid level in it as it is, I have to compensate what is dripping. from the bottom by giving him liquid. I compensate it from the top. So I fill it with liquid so it does not give a sign of dryness, which is a sign of death. When something loses water it dies immediately.

- But, do you think it is possible that the son of a doctor can be exposed to a diarrhoea?

.../...

15

- I had two children. Now they are grown up. But I do not remember they ever had a diarrhoea. But even if they had a simple one, I could immediately give them the liquids quickly, feed them also and do certain preventive measures. The diarrhoea is something I can prevent.
- Taking into consideration that you are, of course, an intellectual mother and smart, and that you have an idea about the danger of this sickness if it neglected.

But, Doctor, we would be very interested to have an idea about the mother who breastfeeds her child by artificial means. Can she be responsible, to a certain extent, for the diarrhoea her child gets if she gives him some food left from the morning or the eve?

- Yes.
- Sometimes, the mother is lazy, she can give some suck remaining in the bottle.
- This point is very important. Because, as we know, the mother's milk - which is the natural suck - has got a resistance for the child, it has sources of prevention for the child against the sickness and makes the child resist. Why? Because it is something natural and sterilized. The danger with the artificial milk is that we give it in a non sterilized bottle. That's why we do not advise this bottle now. We try to give the child a glass or with a spoon, because the sterilization of this bottle is sometimes a problem. Secondly, this milk, as it is a complete food for the people, it is also a food for the microbes, that's why it is exposed to quick infection. So, I have to be very careful when I feed the child artificially, to give him the milk sterilized and at once. It should not remain with me some of it that I would give him another time.
- Yes.
- Because it is possible that it is exposed to pollution.
- Is it possible, Dr. Samia, that the nipple gives our children the diarrhoea?
- Naturally all these things might transfer the microbes.
- And especially if a fly comes on it?
- Anything exposed to the flies that the child takes in his mouth. The diarrhoea is caused through the mouth. So, anything, even his hand, if it comes to his mouth and it is polluted, it gives him diarrhoea. So I have to take measures helping him to prevent.

.../...

- The mother gives the solution to the child for how long?
- The solution against the dryness?
- Yes. One day?
- Yes, until there is no more diarrhoea. As long as there is a diarrhoea like water, she will give the solution. When there is no more diarrhoea, it is finished. She can give usual liquids and she will give the food. The important thing for me is that the mothers must know what food to give during the diarrhoea.
- Yes. What, for instance?
- There are some light food, useful and nourishing like, for instance, the yoghurt.
- It should be done at home.
- She should prepare it at home, of course, with good and boiled milk, like boiled potatoes, mashed potatoes with milk, light fruits like bananas or apples - peeled of course - mahalabeya, jelly, all this is simple, vegetables soup, boiled vegetables, some boiled rice.
- Which means : to avoid complicated food or non liquid food, meat for example.
- No use of solid things. As for the food it is according to the child's appetite.
- In any case, this is light food and very nourishing at the same time.
- Yes. And as long as the child asks for food it is a sign of good health.
- Thank you Dr.Samia.

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 Thousand of good greetings.
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 Thousand of good wishes,
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 She is a selected house wife, selected, selected,
 She is the best of the best,
 The smart mother, the smart one,
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 The smart one,
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 The smart mother.

.../...

Dear Mother,

We knew from Dr.Samia Riad, Assistant Manager of Preventive Health Council, that the mother is supposed to feed her little child even if he suffers diarrhoea, and even if he sucks, she is supposed to suckle him, to give him yoghurt, soup, pudding, mashed potatoes, bananas, apples, of course peeled, mohalabeya, jelly, yoghurt, vegetables soup, rice soup, and all this according to the child's appetite. It means : the mother is supposed to feed him, to be strong and able to fight against dryness.

And now, Dear Mother,

We are going to see who is the lucky one who won the prize of today's program.

We shall go together to the "Center of Dryness Treatment" of the Children Hospital, in Ramleh.

And here in the Dryness Center,

It seems that the prize of L.E.20.- has attracted many mothers. There are many mothers surrounding us.

- The mother... would you like to speak? What is your name?
- Mona Abdel Malek.
- Hello, Mona. You are here in the Center. What are you doing?
- We follow a treatment for Mohamed.
- Is he your son? Your son is lovely. What's the matter with him?
- He had a strong diarrhoea.
- Also? All the children have a strong diarrhoea.
- He was very tired yesterday.
- He had fever and he was in a bad condition.
- He was in a very bad condition yesterday.
- Best wishes for him.
- He took the solution and he felt better.

- How many children do you have?
- He is the only one. I had two . They died.
- That's why you are very worried about him. You are worried about the bad eyes. God keeps him for you.
- I am not worried at all.
- He is better now. He improved.
- I will ask you a question. If you give the correct answer you will have L.E. 20.- as a prize. What do you think?
- All I want is my child in good health.
- No... you will go out with him in good health. He looks quite well compared to other children.
- Yesterday he was very tired.
- Now, tell me : how do you feed your child in case of diarrhoea? If he has a diarrhoea what do you give him?
- He was tired, I brought him a bottle of "Spatis" then I gave him a limonade with water and sugar, in the morning he was tired, I brought him to the hospital. When they gave him the solution he felt better.
- Can't you say if you could feed him with something else, for instance? Are you supposed to feed him or not?
- I fed him. I brought him some yoghurt, he vomitted it immediately. And I brought him also a bottle of "Spatis" he vomitted it immediately because his stomach was very tired.
- But are you supposed to feed him with potatoes and usual food or to prevent him from such things?
- But when he will be fine, you can feed him with boiled food, with 7 Up, with "Spatis" with the solution that he takes here he will be better.
- Didn't we give him yoghurt...
- You should feed him with light food.
- Yes.
- It means you could feed him with potatoes. You know, during the diarrhoea you must feed the child, don't prevent him from eating. You should feed him but with light food.

- I fed him, but his stomach was tired.
- In any way look for the sake of your son. Till now what you said is right, and your sister helped you in the reply. So, take the prize and share it together, or what? Would you share it or don't you like to share?
- Yes, why not?
- All right. Your sister... What's your name?
- Soad Youssef.
- Soad, does your son also have a diarrhoea?
- Yes, he has diarrhoea.
- Is he in good condition, now?
- Yes, he is. Thanks God.
- Did he take the solution against dryness?
- Yes. Thanks God.
- All right. Thanks God.
- Never m'nd, you participate with her, so share it.
- Never mind, this is useful.
- I thank you a lot, and both of you won the L.E. 20.-
Let us applaud them.
- Thank you.
- Many thanks.

Dear Mother,

As much as you can, take care of your little children. Don't let them be exposed to intestinal flu. Now you know that the strong diarrhoeas, if they reach the stage of dryness, are a big danger for the health of our dear kids. And we like our dear kids to be always in good health.

.../...

Dear Smart Mother,

We shall meet tomorrow, if God wants.

Goodbye.

Thousand of Hi,Hi.

Thousand of good greetings.

To the smart mother, the model one,

Thousand of greetings, greetings,

Thousand of good wishes,

To the wise mother, the model one,

She is a selected house wife, selected, selected,

She is the best of the best,

The smart mother, the smart one,

The smart one,

We shall meet tomorrow with a new sequence.

Ragaa Hagraas.

The smart mother, the smart one,

The smart mother, the smart one,

The smart mother.

Alexandria Broadcasting is with you daily with this program.

The smart mother, the resourceful one, the resourceful one,

The wise mother, the reasonable one, the reasonable one,

The smart mother, the smart one, the resourceful one,

If you see her children surrounding her, surrounding her,

They are healthy in her arms,

They are healthy in her arms,

She is the first class mother,

The smart mother, the smart mother,

The smart mother, the smart mother,

The smart mother.

The Smart Mother is presented to you by Ragaa Hagraas.

The smart mother, the smart mother,

The smart mother, the smart mother.

Dear Mother,

In every place, for a better life to our dear kids and for a good health,
we meet daily.

.../...

During this program, we meet a lady, we might meet her in the market, we might meet her in one of the hospitals treating dryness, we might meet her in any center of "Motherhood and Childhood Care". We ask the mother a question. If she answers correctly she wins the program's prize amounting to L.E.20.- That's why we request all mothers, who have little children who can be exposed to diarrhoea and dryness, to listen to us regularly in the program:

"The Smart Mother"

to make a profit out of the information we give and to be able to answer the question of the program to win the prize of the program : the L.E. 20.-

Thousand of Hi, Hi.

Thousand of good greetings.

To the smart mother, the model one,

Thousand of greetings, greetings,

Thousand of good wishes,

To the wise mother, the model one,

She is a selected house wife, selected, selected,

She is the best of the best,

The smart mother, the smart one,

The smart one.

The smart mother, the smart one,

The smart mother, the smart one,

The smart mother.

Dear Mother,

We will present to you, starting from today, a new serial called :

"Mohamed Mother is looking for Recovery".

Dear Mother,

You are welcome with us to the first sequence of the serial :

"A Mother is looking for Recovery".

This is Mohamed's mother. Mohamed's mother is a young lady, she has one child : Mohamed. He is one year old. Mohamed is everything in her life. She loves him very much her and his father. They consider him the only valuable thing in their life, exactly like the fortune for the rich` people. They look after him and they like him to be in good health. But, one day, Mohamed walked up sick. He had a diarrhoea. She got angry, and was worried for him because he is her only son. And because she knows very well that the diarrhoea is dangerous for the health of the little children. So what did Mohamed's mother do?

Let us hear together.

(A baby is crying...)

- My poor child. It seems he has a diarrhoea.

(A baby is crying Somebody is knocking at the door)

- Yes, yes, I'm coming.

- Welcome. Please come in. How are you Mrs Hamida?

- How are you, Yusri's Mother? You came just in time today.

- Why, my dear. God saves us.

- The child is sick. He has a diarrhoea.

- No, don't worry. He has nothing and he will be fine, if God wants.

- In the name of Allah, the Prophet may help us praying God to save our child.

- Since, when does he have a diarrhoea?

- Since yesterday, only.

- A diarrhoea since yesterday? Do you suckle him or not?

- I was. But, when he had the diarrhoea, I stopped.

- No. Suckle him, don't prevent him . Give him liquids as much as you can, and suckle him. Suckle him and he will be very well.

- I gave him liquids, but a quarter of a glass and I'm afraid.

- No. Don't be afraid. You must give him liquids. Then how is he going to get his food needs? Give him a glass or two, give him one, two, three, four, he might take ten.

- Can't this hurt him, Mrs Hamida?

- No. It does not hurt him at all.

- The liquids are good for him

- Yes. They are good. They regularize his stomach and make him feel better, because it compensates what he is losing. Finished, Mohamed's Mother, Give him liquids as much as you can. Give him, don't be afraid. The liquids will make him feel very well.

.../...

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- Shall I give him with the nipple, or with a glass?
- No. Prevent him from the nipple. Give him with a glass and a spoon. Give him lemon juice, orange juice, caraway, anise, give him all these liquids to compensate what he is losing.
- Will he recover, Mrs Hamida, and be fine?
- If you give him all this, he will recover and be fine, if God wants.
- I will give him.
- Yes. Suckle him and give him all this as much as you can.

Dear Mother,

We were with Mohamed's Mother and Yusri's Mother in the first sequence of :
 "A Mother is looking for Recovery".

Dear Mother,

You must know very well that if your son is affected by a diarrhoea - not like water - a normal diarrhoea, do like the smart mother has done : Mohamed's Mother. Keep on suckling him, give him the liquids, the juices, the soup and let him drink as much as he wants.

Dear Mother,

We have an appointment tomorrow with a new sequence of :
 "A Mother is looking for Recovery"
 at 6h40 p.m. at Alexandria local Broadcasting.

Dear Mother,

Some mothers called us and told us that we are using the expression :
 "Diarrhoea which is not like water".
 They want explanation : What is a diarrhoea which is not like water?
 We would like to tell our dear listeners that we meant that there is, in fact, a diarrhoea which does not reach the stage of danger and becomes like water which can lead the child to the case of dryness and we know that dryness is very dangerous.

And now, Dear Mother,

We go together to the "Dryness Center" of the "Children Hospital" in Ramleh.

We shall see who is the lucky mother, owner of the prize , who won the program's prize today.

In the "Dryness Center" in Winged Street, we meet one of the mothers.

- Hello.

- Hello.

- You came to talk to us because you know that in the program there is a prize of L.E. 20.- or do you only want to speak at the radio?

- I want to talk about the case of my child who is tired.

- What does he have?

- He has ...

- What is your name, first?

- Nefissa.

- Nefissa? You are his grand mother, then. It is not possible that an old woman like you gives birth to - little children.

- I am his grand mother.

- Ah.

- In fact, the dearest child is the child of a child.

- What does he have?

- He has a very strong diarrhoea. He is very tired, he has fever, so, of course, I brought him here to the Hospital.

- Ah.

- And they took immediate care of him.

- Is it the first time he is exposed to a strong diarrhoea?

- Yes, it is the first time.

- He didn't have it before that?
- It is the first time.
- We are going to ask you a question. If you answer correctly, you will get L.E. 20.- What do you think? Are L.E. 20.- good?
- Yes.
- First, what are you going to do with these L.E. 20 ?
- We will give them for any thing.
- All right. What would you do if you find a little child who has a diarrhoea which is not like water. It means that the diarrhoea is not like water?
- I'll bring him first, a yoghurt with honey, then a jelly, boiled rice...
- Liquids?
- Yes, liquids, "Spatis".
- If the mother suckles the child, does she go on or does she stop?
- No. She suckles him.
- You answered correctly.
- Hum... naturally.
- It means she does not stop suckling.
- No.
- He suckles from his mother?
- No.
- He suckles artificially. But still, you are not supposed to stop suckling?
- No. But I give him light things.
- Light? You give him light things. You answered correctly, and we applaud her a lot. We are glad that you gave us your attention.
- There is a care here at the Center... It is the first time I see it.
- And you feel that the child is fine?
- Very much. I brought him nearly dead.

- In fact, I see him...
- He was nearly dead. I brought him and came inside and they gave us all their attention. He was again in better condition.
- He is very weak, frankly. I see that he is different from other children.
- Yes.
- Different from other children. He is very tired.
- He was tired and his body was very strained.
- Does his mother have another one?
- I came yesterday...
- Does your daughter have another one?
- She has another one.
- He must be very young then. She cannot take care of them?
- But, the second one is very handsome. He is big and nice looking.
- All right. Take care of your children because the strong diarrhoea leads to dangerous illnesses and when the dryness is ...(interruption).
- And you are here in the Hospital?
- Yes. I am here since yesterday.
- You felt that this dryness treatment gave a good result? The solution gave a result?
- I use the solution continuously.
- Can you use it yourself? or do they use it?
- I use it.
- You use it.
- I use it. I am with him non stop.
- Ah. And you feel that he is recovering?
- His mother was coming here crying every day. Yesterday she was very happy.
- Well, thanks God. We hope he will recover and goes out in good health. And we would like to see you always in good health. And this is your prize of L.E. 20 from "The Smart Mother" . Thank you.
- Thank you very much.

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Dear Mother,

At the end of our program, I would like to tell you that "The Smart Mother" is always the one who takes good care of the health of her little children, and does never let them be exposed to the strong diarrhoea.

Perhaps, at the end, I would like to remind you that we might meet you at any place, at the market while you buy vegetables, in any center of the centers for "Motherhood and Childhood Care" in any hospital of the hospitals treating children for dryness. We will ask you a question. If you answer correctly, you will win the program's prize amounting to L.E.20.-

Good Luck to any mother who will meet us and Goodbye, now, until tomorrow.

Thousand of Hi, Hi.

Thousand of greetings.

To the smart mother, the model one,

Thousand of greetings, greetings,

Thousand of good wishes,

To the wise mother, the model one,

She is a selected wife, selected, selected,

She is the best of the best,

The smart mother, the smart one,

The smart one,

The smart mother, the smart one,

The smart mother, the smart one,

The smart mother.

We shall meet tomorrow with a new sequence.

Ragaa Hagraas.

SIGN "B"

"Alexandria Broadcasting "
is with you daily, with this program.

The smart mother, the resourceful one, the resourceful one,
The smart lady, the reasonable one, the reasonable one,
The smart mother, the smart one, the resourceful one, the resourceful one,
The wise lady , the reasonable one, the reasonable one,
If you see her children surrounding her, surrounding her,
They are healthy in her arms, in her arms,
If you see her children surrounding her, surrounding her,
They are healthy in her arms,
She is a first class mother,
The smart mother, the smart one,
The smart mother, the smart one,
The smart mother,
The smart mother,
The smart mother.

The "Smart Mother"

is presented to you by Ragaa Hagraas.

the smart one
The smart mother, the smart mother,
The smart mother, the smart mother.
The smart mother, the smart one.

Dear Mother,

For a better life
For our beloved kids,
And for a good health
For our children, and especially for the breast fed,

We meet together every day.

During our meeting in his program, we present a specimen of a smart mother.

We meet at any place. It may be in the street, it may be in the market, it may be in one of the specialized hospitals for children, it may be in any center for "Motherhood and Childhood Care".

We ask the Smart Mother a question. If she answers correctly, she wins the program's prize amounting to L.E.20.-

So, I wish, Dear Madam, that you watch carefully the time of the program in order to make a profit out of the information presented and to be able to answer our questions correctly.

Dear Mother,

Now, we will listen together to the second sequence of the serial :

" A Mother is looking for Recovery".

Dear Mother,

We welcome you at the second sequence of the serial :

"A Mother is looking for Recovery".

This mother is Mohamed's Mother. Mohamed's Mother is a young lady, she has one child : Mohamed. He is one year old. Mohamed is everything in her life. She loves him very much her and his father. They consider him the only valuable thing in their life, exactly like the fortune for the reach people. They always wish him a good health, But, one day, Mohamed walked up sick. He had a diarrhoea. His mother was upset, she was worried for him because he is her only child, and she knows very well that the diarrhoea is dangerous for the health of the little children.

What did Mohamed's Mother do?

Let us listen together.

(A child is crying)

- My dear child. What is wrong with you? What do you have, my dearest
Open the door, Wassef's Mother, and call Mrs Hamida.

- Mrs Hamida, Mrs Hamida.

- What do you have, my dear?

- The child, my dear, is very tired.

- What does he have?

- He has a very strong diarrhoea and he is vomiting.

- Help me, help me, Mrs Hamida.

- What do you have? God saves you.

.../...

- I am changing his napkins continuously. Today, he has a diarrhoea like water. What shall I do? What shall I do?
- My God. He is vomiting and he has a diarrhoea? He has a diarrhoea like water, you say?
- Yes.
- God saves him. God saves him. Best wishes for him.
- What shall I do, Mrs Hamida? Direct me.
- I have a hundred of trips to do and I did not want to go, since yesterday. I'm very worried for you.
- All right. But, what shall I do, Mrs Hamida? The child is going to die in my arms.
- No, my dear. God saves him. Best wishes for him. It seems to be one of these flus.
- And what shall I do with this diarrhoea, Mrs Hamida? Explain to me.
- He has a very strong intestinal flu
- And then? Where shall I go?
- We have to find a solution.
- Is it possible?
- Possible? Is it possible that we let the child die and look at him like that?
- But, what shall I do, Mrs Hamida? What shall I do? What shall I do? Direct me.
- God saves you, my dear. God saves you, my child. This is such a flu. He has a strong flu. How can you stand this situation?
- Where shall I take him, Mrs Hamida? Help me.
- My God, Mohamed's Mother, he has a dryness.
- My God. Is my child going to die?
- Your son is in a very bad condition.
- Where shall I take him, Mrs Hamida?

.../...

- He has a dryness.
- What is this dryness?
- This dryness is a bad illness.
- My God. What's going to happen to my son? Where shall I take him? Direct me, Mrs Hamida. I don't know.
- God saves your child. Many children die because of this dryness.
- My God. Is it true? Tell me what to do.
- Take him to the Shatby Hospital, immediately.
- Shatby Hospital? And what is this dryness, Mrs Hammida?
- This is a flu. . . It comes first and then it makes a dryness and this dryness can kill.
- It can kill?
- Yes. I know everything. And there are children who die from this dryness.
- It is the first time I hear about this dryness. It means it is finished : my child is going to die, Mrs Hamida? It means this dryness kills, Mrs Hamida.
- It starts with a flu ^{flu} . It makes a dryness, because the child loses all his water. It is a dryness. The child dies. It is like if you wring something, like that.
- My God.
- We should be careful. I have a daughter of my daughter who, sometimes, has a diarrhoea. I worry for her, also. You have to take care because the diarrhoea causes a dryness. It causes a diarrhoea. Be careful, Mohamed's Mother.
- I'll get dressed and I'll take him to the Hospital, immediately.
- Your child is going to die.
- My God.
- I have some work. I will not go to work. Your child is going to die.
- My God. The dryness does like this, Mrs Hamida?

.../...

- It kills completely.
- Ah.
- It wrings the child completely.
- Look at his eyes. They turned inside. He does not feel like drinking or eating anything.
- Since when, didn't you give him anything?
- Since yesterday. He does not feel like drinking anything, at all.
- My poor child. That's why he has no appetite.
- I have to take him to the Hospital immediately.
- Let's go to Shatby Hospital.

Dear Mother,

Despite the good will of Mrs. Mohamed , Yet her son is in a bad condition. He has a diarrhoea like water. This is the intestinal flu which is considered very dangerous for any little child of Mohamed's age. The dangerous intestinal flu causes what doctors call "the dryness". Most of the times, the dryness leads to death.

Dear Mother,

We shall meet tomorrow with a new sequence of :

" A Mother is looking for Recovery".

Dear Mother,

Now let us see who is the lucky winner of the program's prize amounting to L.E.20.-

Dear Mother,

We are today in our contacts to meet some mothers.

At Shahida market Om Saber at Gheit el Said. At the market there is a very big number of mothers. We have selected a group of them and we went a little bit far, to a quiet place, but also in the market itself. And I met now with some mothers. I met a mother.

.../...

- Welcome, Madam,
- Welcome.
- What is your name?
- Magdi's Mother.
- Magdi's Mother?
- Aleya Abdel Naim Soliman.
- Do you have children?
- Yes, I have.
- How old are they?
- I have Magdi who is 16 years old; I have Hassuna who is 15 years old; Gamal who is 14 years old; I have Sabah who is 9 years old.
- God keeps them for you. Are you still going to say " I have" again?
- Yes. I have Doha who is 3 years old.
- Ah. God bless ^{them} I'll tell you something. I'll ask you a question. If you answer correctly, you will get the program's prize amounting to L.E.20.- What do you think?
- Go ahead.
- All right. Why when there is an, intestinal flu like water there is a big danger for the child?
- Of course, it is dangerous. It can kill the child.
- Ah. It means that when there is a diarrhoea like water it can kill the child?
- Immediately.
- Why? Because it reaches the dryness?
- Yes. Yes, of course.

.../...

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- Ah. And do you have an idea about diarrhoea and how to take care of the child?
- Yes, yes, of course. When the child has a diarrhoea and is losing his water. because I have grown up seven children, when the diarrhoea comes I go to the doctor, immediately.
- All right. It's good that you have an idea.
- I have an idea, of course.
- Now, this lady answered correctly. Let us applaud her, all of us.
- Mabruk. You get the L.E.20.-
- Thank you.

The smart mother, the resourceful one, the resourceful one,
 The smart lady, the reasonable one, the reasonable one,
 The smart mother, the smart one, the resourceful one, the resourceful one,
 The wise lady, the reasonable one, the reasonable one,
 If you see her children surrounding her, surrounding her,
 They are halthy in her arms, in her arms,
 If you see her children, surrounding her, surrounding her,
 They are healthy in her arms, in her arms,
 She is a first class mother,
 The smart mother, the smart one,
 The smart mother, the smart mother, the smart one.
 The smart mother,
 The smart mother, the smart one.
 The smart mother.
 The smart mother, the smart one,
 Dear Smart Mother,

We hope you will always be a smart mother, and that you will always take care of your little children's health, and that you will never let them be exposed to intestinal flus . Because it is very dangerous for their health.

And do not forget that we might meet you in any place, it might be in the street, it might be at the market, it might be in any center of the center of the centers treating children against dryness. It might be in the centers for "Motherhood and Childhood Care". We will ask you a question. If you answer correctly you will win the program's prize amounting to L.E.20.-

Dear Mother,

We tell you Goodbye until tomorrow, if God wants.

Thousand of greetings, greetings,
Thousand of good wishes,
To the smart mother, the model one,
Thousand of greetings, greetings,
Thousand of good wishes,
To the wise mother, the model one,
She is a selected house wife, selected, selected,
She is the best of the best,
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We shall meet tomorrow with a new sequence.

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The smart mother, the smart one, the smart mother.
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.../...

Dear Mother,

In every place,
For a better life
For our beloved kids,
And for a better good health,

We meet together every day.

During our meeting, during this program, we meet a mother, in any place, it might be at the market, it might be in the hospital, it might be in the street, it might be in any center for "Motherhood and Childhood Care".

We ask her a question. If she answers correctly she wins the program's prize amounting to L.E.20.-

We wish all the mothers would follow this program, because our question is about the information given during our program.

And, of course, the smart mother is the one who takes very good care to be able to answer us correctly and to win the prize of L.E.20.-

Thousand of greetings, greetings,
Thousand of good wishes,
To the smart mother, the model one,
Thousand of greetings, greetings,
Thousand of good wishes,
To the wise mother, the model one,
She is a selected house wife, selected, selected,
She is the best of the best,
The smart mother, the smart one,
The smart one.

Dear Smart Mother,

The dryness is one of the consequences of the diarrhoea and, naturally, you knew from us, from the wording of our last program, that the dryness is very dangerous. And every mother must know the signs of the dryness, when her child reached this stage - God protects - of dryness. The signs of dryness are : the stools are exactly like water, the child loses weight, he becomes skinny, he vomites , he has fever . He has no appetite, also. He cannot eat properly. His eyes are turned inside, they are frightening to see. His skin is strained. It becomes like an old man's skin.

.../...

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Dear Mother,

We welcome you to the third sequence of the serial:

"A Mother is looking for Recovery".

AS we know, this mother is Mohamed's Mother. Mohamed's Mother is a young lady, she has one child : Mohamed. He is one year old. Mohamed is everything in her life. She loves him very much her and his father. They consider him the only valuable thing in their life, exactly like the fortune for the rich people. They always wish him a good health. But, one day, Mohamed walked up sick. He had a diarrhoea like water. His mother, and her friend, were very worried for Mohamed, because they know very well what is the danger of the diarrhoea which is like water. Because it causes "dryness" like the doctors say. And the dryness , most of the times, leads to death. What happened to Mohamed's Mother? Let us hear together.

(A baby is crying...)

- Dryness? What is dryness, Mrs Hamida?
- Let me see the child. Poor child. Look how does the child look now, Yusri's Mother? He has strong complications . He has no appetite. Didn't you give him food since yesterday?
- He has no appetite, at all. He does not eat, nor drink.
- This is the dryness. Look at his eyes. His eyes turned inside completely.
- The child is very weak and tired.
- It is not normal. It is not normal that the child has got such a dryness.
- And what does the dryness cause to him?
- It kills.
- Oh, my God.
- They must cure him. Because the dryness wrings the intestines.
- My God, look, Yusri's Mother, look at his eyes. This child was like a full bloomed flower.
- But he does not eat, he does not drink. You must take him immediately to the Shatby Hospital. Don't stay like that. The child is completely thin

.../...

- He has no appetite. His eyes turned inside. This is not normal, Mohamed's Mother. I'll come with you and we go to Shatby Hospital.
- Let's go.
- Don't stay like that. Don't stay like that. I'll go with you. How can I leave you in this situation and leave the child in this condition.
- When I'll take him to the Hospital, will he recover? Will he be fine?
- Of course, he will. Let's go to the Hospital.

Dear Mother,

By the way, Mohamed is exposed to dryness. Because he is skinny, he is exhausted, he has no appetite, he has fever and his eyes turned inside. That's why, Dear Mother, every mother, if your child is suffering from diarrhoea which is like water, an intestinal flu and signs of dryness appear, you must hurry to cure him immediately, in one of the treatment centers where they have this new treatment against dryness.

These centers exist in Shatby Hospital, Ramleh Children Hospital, El Kabbary Hospital.

Do you think Mohamed's Mother will arrive in time at Shatby Hospital to treat Mohamed against dryness in due time?

Dear Mother,

We shall meet tomorrow, if God wants, with a new sequence of the serial:

"A Mother is looking for Recovery".

Dear Mother,

Now, it is time for our program's prize of L.E.20.- Who is the lucky person who is going to win it?

Dear Mother,

At Souk El Shahida Saber's Mother, we meet one of the mothers.

- Welcome
- Welcome
- What is your name?

.../...

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- My name is Neiman.
- What are you doing here at the market?
- I am selling salt. I am a poor woman.
- Are you selling salt?
- Yes. I am selling salt. I have ten children.
- Do you cover the salt?
- Yes. I cover it. It is in bags, but I take care. I cover it.
- Do you care about it?
- Yes, I care about it. I care about everything, even at home. I cover everything.
- I will ask you a question. If you answer correctly, you will win the program's prize : L.E.20.-
- All right.
- And if somebody participates with you...
- I am with her.
- Ah. What is your name?
- Lawahiz Ali.
- Lawahiz what are you doing at the market?
- I do my shopping.
- It means you buy your things?
- Yes. I buy vegetables.
- You always buy them yourself. You, ladies, are clever.
- Yes.
- All right. If I ask you, when the child has a diarrhoea and this diarrhoea is very strong and reaches the stage of dryness . What are the signs of dryness?

... /...

- His skin is cold;
- His eyes turn inside;
- One by one. You say first.
- His eyes turn inside. He has a diarrhoea, and his skin is dry.
- His eyes turn inside and he has fever.
- Are your children exposed to dryness?
- Yes. When they are we go to Shatby Hospital.
- Does the child have no appetite?
- He takes...No. He takes the solution.
- He takes the solution....No, he does not eat at all. They give him water with lemon, yoghurt, cumin, no... caraway, anything.
- Anyway, you both answered correctly and you are going to share the prize of I. E. 20.- What do you think?

Let us applaud them...

The smart mother, the resourceful one, the resourceful one,
The wise mother, the reasonable one, the reasonable one.

Dear Mother,

The smart mother is the one who can know if the intestinal flu of her son - God prevents - has reached the signs of dryness. The signs of dryness, as we knew during this sequence, are that the stools are like water, the child becomes very weak, he has fever, he has no appetite. In addition: his eyes turn inside. The truth is he looks very tired.

The smart mother is the one who can determine these signs and proceed to the treatment of her son immediately.

Dear Mother,

At the end of our program, I would like to remind you that we can meet you at any place, and ask you a question about intestinal flu and its complications.

If you answer correctly, you will win the program's prize of L.E.20.-

.../...

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Good Luck, and we shall meet tomorrow, if God wants.

Thousand of greetings, greetings,
Thousand of good wishes,
To the smart mother, the model one,
Thousand of greetings, greetings,
Thousand of good wishes,
To the wise mother, the model one,
She is a selected house wife, selected, selected,
She is the best of the best,
The smart mother, the smart one,
The smart mother, the smart one,
The smart one,
The smart mother, the smart mother,
The smart mother.

We shall meet tomorrow with a new sequence.

Ragaa Hagraas.

The smart mother, the resourceful one, the resourceful one,
The smart lady, the reasonable one, the reasonable one,
The smart mother, the smart one, the resourceful one, the resourceful one,
The wise lady, the reasonable one, the reasonable one,
If you see her children surrounding her, surrounding her,
They are healthy in her arms, in her arms,
If you see her children surrounding her, surrounding her,
They are healthy in her arms, in her arms,
She is a first class mother,
The smart mother, the smart one,
The smart mother, the smart one,
The smart mother,
The smart mother,
The smart mother.

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"Day After" Recall Study

Introduction

NCDDP sponsored 2 commercials about dehydration (Gaffef) and the Oral Rehydration Solution (Mahloul Moalget El Gaffef) as a test of their impact. They ran once a night, alternatively on channels 1 and 2, for one month (January- February) they each were placed just before a popular film program. Both commercials featured the actor-comedian-social commentator, Fouad El Mohandes; both stressed the diagnosis of Gaffef, the need to use mahloul—known as the new NCDDP product with logo—and the need to continue feeding.

One commercial had an eminent pediatrician gently instructing Fouad; in the other Fouad introduced baladi mothers' testimonials. Both showed actual instances of dehydrated children improving with oral rehydration. In the "day after" recall test mothers are approached by home visit; only those who had children under 5 and had watched the feature film the night before were questioned further.

- Q. 1- What commercials did they recall? (spontaneous recall)
- Q. 2- Did they recall the Gaffaf commercial? (prompted recall)
- Q. 3- What was the name of the product ?
- Q. 4- What did they recall from the commercial ?
- Q. 5- What was the main message ?
- Q. 6- What signs of Gaffef were remembered ?
- Q. 7- What changes occurred in the child with Gaffef ?

- Q. 8- Was the commercial believable ?
 Q. 9- Was Fouad El Mohandes credible ?
 Q.10- Were the mothers credible ?
 Q.11- Was the pediatrician credible ?
 Q.12- Was the commercial understandable ?

Two surveys were done, each corresponding to the specific commercial shown the night before. Data were gathered by Radar Public Relations and Research Co. In Cairo among poorer neighborhoods by random choice.

Results

Q. 1-3

161/204 (79%) and 121/161 (75%) mothers approached in the two surveys had children under 5 and had watched the feature film. One commercial ran at about 2:30 pm, the other about 9:30 pm.

147/161 (91%) and 117/121 (97%) recalled the commercial; 51% and 42% of these, respectively, recalled the commercial spontaneously. 54% and 51% of those who recalled the commercial also remembered the name of the product.

These figures may be put into perspective by the following: the Gaffeff commercials were recalled only slightly less well than a long running public service series of announcements (lahza men fadlak) and far greater than all consumer product commercials. Also 71% remembered the name of the feature film on one channel, only 38% remembered the name of the film series on the other channel.

Q.4

Mothers were asked to state everything they remembered in the commercial.

Commercial

	<u>Fouad/Mothers</u>	<u>Fouad/Pediatrician</u>
Number of respondents:	147	117
Number of statements:	372	268
% of statements recalling:		
- Signs of <u>gaffeff</u>	32 %	35 %
- <u>Mahloul</u>	33 %	29 %
- Breast feeding	14 %	16 %
- Other food and fluids	12 %	16 %
- Miscellaneous	9 %	4 %

While the commercials had four messages, only two principal ones had a high level of recall.

Q. 5

Mothers were asked to state what the one main message of the commercial was.

Commercial

<u>Message:</u>	<u>Fouad/Mothers</u>	<u>Fouad/Pediatrician</u>
Use <u>mahloul</u> , food, fluid for diarrhea/ <u>gaffeff</u>	33 %	38 %
Get help	7 %	8 %
Keep <u>mahloul</u> in house	17 %	5 %
<u>Mahloul</u> is a cure	17 %	13 %
Teaches mothers to care	20 %	25 %
Miscellaneous	6 %	11 %

Q. 6

Mothers were asked to recall signs of gaffeff they had seen.

	<u>Commercial</u>	
	<u>Fouad/Mothers</u>	<u>Fouad/Pediatrician</u>
Number of responses	379	285
Poor skin elasticity	29%	31%
Sunken eyes	27%	32%
Thirst	13%	13%
Fever	4%	2%
Diarrhea	11%	10%
Vomiting	7%	5%
Loss of appetite	7%	5%
Not remembered	3%	--

(84% and 71% responded correctly that diarrhea preceded these signs.)

Q.7

Mothers were asked if the dehydrated child changed in any way after mahloul and in what way. 98% and 96% respectively answered affirmatively and correctly.

Q.8-Q.12

Mothers were asked about the commercials credibility and whether the persons in them were convincing

	<u>Commercial</u>	
	<u>Fouad/Mothers</u>	<u>Fouad/Pediatrician</u>
Did you believe the commercial (about <u>mahloul</u>)?		
yes:	97%	92%
Was Fouad convincing?		
yes:	95%	98%
Was Fouad suitable?		
yes:	96%	94%

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	<u>Commercial</u>	
	<u>Fouad/Mothers</u>	<u>Fouad/pediatrician</u>
Were the mothers convincing?		
yes:	88%	--
Was the doctor convincing ?		
yes:	---	98%
Was the commercial understandable?		
yes:	99%	98%

The dissenters' comments, while clearly in the minority, are useful to review, in paraphrase:

A. Commercial not convincing (15 /264)

- A doctor should tell us this, not T.V.
- My doctor says to stop breastfeeding .
- This commercial is just trying to sell something .
- I have to try first .
- My child is no longer in danger.

B. Fouad not convincing (10/264)

- He is an actor not a doctor.
- A woman would better.
- He is wrong (or exaggerates).

C. Mothers not convincing (18/147)

- The fact that their children are dehydrated means they are negligent.
- They themselves look unclean
- Their speeches sounded artificial, or they are actresses.

D. Pediatrician not convincing (3/117)

- My doctor says to stop breastfeeding .
- There was no doctor in the commercial.

E. Commercial not understandable (4/264)

- Nothing about how much to give or how to use.
- My doctor says to stop breastfeeding.
- Mahloul is not the whole cure.
- Shouldnt I see my doctor?

Discussion

The two commercials proved memorable, effective in transmitting two main messages. The use of an eminent pediatrician in a popular commercial, and an famous entertainer appear to have been justified; the intensity of the few negative comments on the entertainer suggest, however, that another well known person also be used - perhaps a motherly woman.

The negative reactions to the baladi women indicate a need to balance such testimonials with more of those from the middle or upper class.

Finally, the commercials probably had too many messages in the short span of time; more commercials, each of a more focussed nature, will solve this problem.