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MOTIVATIONAL RESEARCH
(FOCUS GROUP RESEARCH)
ON FAMILY PLANNING RADIO COMMUNICATION CAMPAIGN
IN CIUDAD JUAREZ, MEXICO

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INTRODUCTION

As an integral part of FEMAP's Family Planning Promotion activities in Ciudad Juarez, a series of messages for use in radio spots have been developed. A radio communication campaign is to be launched beginning on August 1, 1984, using several local radio stations according to a strategic exposure program still to be defined. Messages are targeted at urban and peri-urban low socioeconomic groups in Ciudad Juarez.

In order to maximize communication efforts it was decided to pretest and identify appropriate messages through motivational research, using focus group discussions. Research was proposed and funded by Population Communication Services of The Johns Hopkins University, who supports the project.

Twelve already developed and produced (recorded on tape) radio spots were tested in Ciudad Juarez in June 1984 with groups of female contraceptive users of two age levels (under 25; over 25 years of age). Altogether three focus group discussions were carried out, each with six particiants, in different, low-income areas of Ciudad Juarez. One group (fourth group) was cancelled since there were not sufficient respondents for group dynamics to develop adequately.

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Areas explored included credibility, degree of acceptance and interest in messages, understanding and perceptions related to each concept/spot, compatibility with perceived personal needs/needs of others, likes and dislikes of concept/execution, semantic aspects with particular favorable or unfavorable connotations, etc.

The communication strategy centers on the creation of a new character, "Doña Rosita", a cheerful, happily married woman who has agreed with her husband to plan her family and who advises other women in her community whenever she is approached.

Storyboards are chronologically organized and are intended to be launched as finished spots at certain still to be determined intervals.

Main themes include :

Spot 1 - The new character, "Doña Rosita", is created and introduced

Spot 2 - Doña Rosita is established as a happily married woman. Husband is introduced

Spot 3 - Doña Rosita explains her cheerfulness to neighbor

Spot 4 - Doña Rosita explains her decision to plan her family

Spot 5 - Doña Rosita talks about family planning clini

Spot 6 - Neighbor talks of wanting another child; Doña Rosita recommends "Promotoras"

Spot 7 - Doña Rosita explains oral contraception

Spot 8 - Doña Rosita explains IUD

Spot 9 - Doña Rosita and neighbor discuss tubal ligati

Spot 10 - Doña Rosita motivates young about-to-be-married girl to postpone first child

Spot 11 - Male characters talk about vasectomy

Spot 12 - " " " " "

Spot 13 - Father talks about education with son (this

last spot has not yet been produced and recorded; was not tested in Focus Group Discussions ; should be tested during Motivational (Post-Test) Research once campaign has been on the air for one and a half to two months).

SUMMARIZED FINDINGS AND RECOMMENDATIONS

I OVERALL EVALUATION

1. "Doña Rosita" is an adequate character/creation for conveying messages on family planning and family planning methods targeted mainly at female, low-income, urban and peri-urban groups of low levels of education.

2. She is seen as "one of us", with the added advantage of being a somewhat "improved me" : cheerful,in good spirits, good-looking, smart, getting along well with her husband, being able to cope with household and children better than other women who are fatigued and burdened by the demands of too many children and excessive household chores.

3. Doña Rosita evokes a current advertising character ("la Chica Viva") for a detergent, who appeals well to unsophisticated women of this socioeconomic level, since she appears to be too smart to spend excessive time and effort washing clothes and advises other women to do as she does : "Use XX detergent".

The "me too"-nature of Doña Rosita is not a disadvantage. Favorable emotional response shows that it helps to establish an immediate positive link between her and her audience.

4. Doña Rosita is also somewhat flirtatious (sings, is good-looking, has time to go out). This trait is seen with ambivalence. Implicitly, women can fantasize with still being attractive enough to be "credibly" flirtatious (with men other than one's husband). But at the same time "decent" "really" married women have superior moral values, are different from "Today's frivolous and superficial girls, only bent on having a good time with disregard as to consequences" (losing one's reputation).

Ambivalence, in a female audience of the type explored, is resolved in favor of the "decent" wife, full of praiseworthy modesty. Therefore, Doña Rosita risks losing part of her "model of aspiration"-nature.

This problem of message acceptance arises mainly as a consequence of Spot 1 and can be overcome by eliminating this spot.

5. The idea itself of a radio campaign promoting family planning is greatly welcomed by all participants. There are hopes that also men will be positively influenced. Still too many men "need (sic) to have their wife always pregnant so that they can brag to their friends that they still are real men" ("mi compadre le gusta empinar el codo (i.e. drink) y necesita que su mujer siga teniendo hijos, aunque ya tiene ocho, porque ¿cómo se va a enfrentar a sus amigos de cantina?... dirán que ya no es hombre... no le permite a ella que tome anticonceptivos").

6. The "Promotoras" (in every group there was one 'promotora" ; special techniques of group dynamics were adopted in order to minimize any possible bias) are especially enthusiastic over a radio campaign.

They hope that especially young girls will become more aware of the need of controlling their fertility if they engage in premarital sex. There is real concern over the fate of adolescent girls : "Among my group I have two thirteen year old girls who had to be convinced to use contraceptives".

Beyond this, they feel personally flattered : their position within the community will increase, their efforts are legitimized and publicly recognized. (It is likely that an increase of the number of "promotoras" in Ciudad Juarez will be one of the results of the campaign).

7. Most spots have a motivating quality since all characters (male as well as female) are "recognizable" within the normal social environment of the audience, their voiced concerns and problems (mainly female characters) are acutely familiar, their manner of speech is respected but not ridiculed.

8. Basic themes are relevant, credibility with respect to principal character is high; jingle is felt to be pleasant and "catchy" ; execution is adequate ; copy in several spots has to be shortened and be more concise in order to sustain initial interest, but is in keeping with rational and emotional response of audience.

SPECIFIC EVALUATION OF INDIVIDUAL STORYBOARDS

SPOT 1 "Doña Rosita" is introduced. Enters singing, greets female neighbors; neighbors make comments aside on her good spirits; Doña Rosita leaves, still singing.

1. Audience remains indifferent to spot. Character is not adequately positioned. Participants do not understand message of being happy, since no valid reason is given

2. Instead of arousing curiosity, audience loses interest because :

- low education/cultural level is not conducive to searching for further meaning beyond the obvious
- attention span is extremely short ; if message is not at once understood, audio is discarded
- advertising volume is huge; meaningless messages are at once blocked out; Spot 1 is rejected on the grounds of probably being a new ad on yet another product.

3. There are three drawbacks, the first one being the most serious:

a) Selective inattention sets in at the start of the communication campaign ; attention given to Doña Rosita's future messages will mentally be cancelled. Success of campaign is risked.

b) Female neighbors commenting on Doña Rosita's good spirits use a manner of speech which is rejected (envious, unpleasant tone of voice) ; criticism is exercised exactly in this way, but women dislike to have their attitudes "mirrored" faithfully.

c) Implicit frivolity ("flirtatiousness") of Doña Rosita will backfire once other messages reveal that she is using contraceptives (her morality is doubted).

SPOT 2 Doña Rosita and her husband are introduced. Husband wants to go to movies, Rosita accepts. He comments on her cheerfulness; she replies that this comes from planning their family: with few children a woman has time for everythi

1. Female audience shows little interest. Family planning is understood but message seems weak, not motivating enough.

2. Message is "hidden" at the end, is only really grasped after numerous exposures and attentive listening (which is unlikely when listening to the radio).

3. The primary message coming through is related to sex ("traigo unas ganas de...", "le da a uno tiempo para todo..."). Since the sexual message is dominant, the family planning message becomes secondary, debilitated.

4. Women, as represented in the sample, view with reluctance a family planning justification apparently related

to "more" and "better" sex - even if it is marital sex (or perhaps precisely because it is marital sex). They have been accused too long by men of wanting to control their fertility only so that they could gain sexual freedom and be unfaithful - which is, in fact, why many men still refuse "permission" for use of contraceptives.

5. However, it is interesting that they favor this message if it is launched once the campaign is well under way and if it is targeted at men. Husbands, indeed, will react positively if limitation of pregnancies promises them "more sex" : "That is the only thing they are interested in".

SPOT 3: A female neighbor asks Doña Rosita why she is always cheerful. Doña Rosita refers to family planning and a happy marital life.

1. Message is highly motivating ; this spot should be the first in the series of radio spots to be launched.

2. Doña Rosita, as a character, is being adequately introduced; a positive profile is established (see Overall Evaluation).

3. Message of cheerfulness, happy personality is well understood, also the"reason why" : i.e. family planning.

4. The "nosiness" evidenced by the neighbor asking Doña Rosita an almost "intimate", revealing question, is a totally accepted and often exercized curiosity about other women. To a certain extent, frequent "normal" gossip becomes legitimate through this spot, since Doña Rosita is openly approached (in Spot 1, female neighbors are criticized by audience because they "gossip" behind Rosita's back).

SPOT 4 Rosita is asked why she decided to plan her family. She explains.

1. Highly persuasive. Female audience shows great interest in questions posed by neighbor, which is again in keeping with a strong trend towards "nosiness". Once more, curiosity in intimate matters is being legitimized.

2. Copy, on the other hand, should be more concise. Rosita shrouds main message in too many words.

3. Main message is related to financial hardship of too many children, to which women agree wholeheartedly. Women suffer economic stress, men do not. They will always keep enough money for their pleasures, give to their wife only what is left over.

But message is "hidden" in "philosophical" comments on women's trend to complain without acting.

4. With this sociocultural audience, there is need to be concise, concrete; also to make sufficient rhetoric pauses after key words or phrases, so that they can "sink in" (for instance after: "... sin tener con qué mantenerlos").

5. The phrases : "A veces nos quejamos pero no hacemos nada para mejorar nuestra situation", and "no tiene uno que ser muy estudiada..." should be left out; they do not add to the message; have a distracting effect.

SPOT 5 Rosita talks to neighbor about the clinic and its family planning services.

1. Necessary and motivating spot. Women do need encouragement to go to the clinic, and Rosita's authority is already well established among audience.

2. Three messages are important here and are adequately placed in spot in order of importance .

- services at the clinic are free
- women can go there at any time (hour of day
- address of clinic.

3. The most important message is "free services". A pause should follow after this statement, since this is what makes the message especially important and encouraging.

SPOT 6 Rosita explains spacing to neighbor still wanting another child. Rosita recommends the services of the "Promotoras".

1. Spacing concept is important, the wish to have another child before definitely "stopping" is frequent.

2. Spot is highly important for "Promotoras", who feel enthusiastic that their efforts are publicly recognized and recommended.

3. In fact, participants who are not "promotoras" at present feel interested in also applying for this important role. To be a "promotora" means acquiring prestige, being "someone important" in one's community.

4. Copy should be more concise. Comments on the serious consequences of frequent childbirth are true and readily accepted, but audience tires easily, is not able to sustain attention.

SPOT 7 Rosita explains oral contraception, recommends again services of "Promotoras".

1. Highly motivating. This is a 'slice of life' situation with which female audiences can easily identify.

2. Doubts as to what to do when one pill is forgotten are frequent, were in fact the cause of another,

unwanted pregnancy of one group participant.

3. Copy is concise and interesting. Attention does not diminish. Perhaps last phrase, related to the good nature of the "promotoras" should be eliminated ; flattery is too obvious.

SPOT 8 Rosita explains the IUD.

1. This spot proves to be inhibiting instead of motivating; should not be launched at all in this version. It is even doubtful whether a spot on IUD should be produced in view of already existing rumors and fears related to this method. Apprehension is not assuaged by spot, but seems rather to be enhanced.

2. Copy increases fears related to something which is "placed within a woman" and "left there". Participants felt acutely uncomfortable when listening to this description, are convinced that even if "one doesn't feel anything, when one hears this spot one is going to have pains".

3. If a message on IUD is to be communicated, this should be done at a much later stage, perhaps after the whole series has been transmitted. Copy will have to be changed, all fear-arousing elements eliminated.

Pretest is necessary.

SPOT 9 Rosita talks to neighbor who has just undergone tubal ligation.

1. Good motivating effect. At the same time the spot proves to have a reassuring effect in relation to a number of rumors and fears.

2. Already sterilized women are highly receptive

to this message : they feel justified in their decision, are likely to recommend and promote their own experience. Their social situation in their community - where usually everything is known to everyone else and is subjected to gossip - is increased.

3. Most important message relates to the fact that the operation only "takes a few hours". This is a matter of real concern since women do not know with whom to leave other children while they are hospitalized; husband rarely cooperates.

4. Rest of text should be more concise.

5. Additional very important message which should be included : lack of cost. Most participants believed that cost of tubal ligation is extremely high: around 10,000 pesos - impossible for them to pay, therefore many do not even inquire at the clinic.

This message has to be added.

<u>SPOT 10</u> Rosita recommends postponing first child to young girl about to be married.

1. Negative reactions. Message is contrary to social and marital norms. Social ostracism can be the result of purposefully postponing first child.

2. Women/girls prefer to adapt to reality:

a) Immediate pregnancy is preferable so that fertility can be proven. Otherwise the husband might decide to leave his wife.

b) Men insist on immediate pregnancy, are likely to react with great reluctance (i.e. marital relations are strained from the very beginning) to suggestions of post-

ponement ; a child will keep the wife busy, she is less likely to go out of the house.

c) Most women decide that it is better to have several children at once and "get it over with"; adopt contraceptive measures later.

3. Participants firmly believe that young girls are unlikely to pay attention to this message.

4. Copy is correct and true, but needs to be more concise if spot is launched.

SPOT 11 Male characters talking about vasectomy

1. Group participants are enthusiastic over the fact that also men are to be approached.

2. No one believes, however, that the message will get across. In fact, judging from their husband's frequently voiced opinions, they fear that the whole campaign will backfire if such "extreme" demands are part of a Family Planning Campaign.

3. An additional, serious disadvantage is that men are likely to read a double meaning into the message. The phrase "queda uno como nuevo" (after vasectomy a man is "as if new") confirms the worst fears of any male : lack of sexual powers or even "change of sex" (i.e. homosexuality) is understood. Men will be "torn to shreds" by their "cronies".

SPOT 12 Male characters talk about vasectomy and voice concern over wife's health after childbirth.

1. Again, female audience is delighted over approach

directed at men, but feel that spot is unrealistic in its main message. Men will not feel motivated to resort to vasectomy. Rather, they will use the spot as a heavy-handed joke, ridiculing anyone who shows inclination towards vasectomy.

2. Male concern over the wife's health has credibility. Men in that respect have changed somewhat, are not as indifferent as they used to be with regard to their wife's wellbeing.

3. Both spots on vasectomy should be postponed until the whole family planning communication campaign has been launched for some time and public reaction (female as well as male) has been ascertained through new motivational (post-test) research.

RECOMMENDATIONS

1. Eliminate Spot 1.
2. Launch Spot2 at a later stage, perhaps after spot 9, and together with Spot 13 (father talking to his child about education), which is still to be produced
3. Start campaign with Spot 3. This is an adequate, concrete introduction of Doña Rosita
4. Continue with Spots 4, 5, 6, 7 and 9, adequately spaced
5. Reduce copy (more concise copy) of spots 4, 6, 9 and 10 (if 10 is launched) according to verbally discussed modifications (see also Report)
6. Production : make necessary rhetoric pauses to emphasize key words/phrases (see report)
7. Eliminate too obvious flattery of Promotoras (Spot 7)
8. For the time being steer clear of communications related to IUD. A new version is necessary which does not arouse fears. Pretest is necessary
9. Add copy on lack of cost to Spot 9, emphasizing this aspect.
10. Disadvantages of Spot 10 are lack of impact, theme contrary to strong beliefs. Communication is best postponed until reactions to rest of campaign have been assessed.
11. The same holds true for both spots on vasectomy.
12. Additional motivational research (radio communication campaign post-test) is advisable after approx. 2 months.

DONA ROSITA Y PLANIFICACION FAMILIAR

SPOT I (Creación e identificacion del personaje)

Estructura:

DOÑA ROSITA: ENTRA CANTANDO... SALUDA
VECINA : COMENTA CON OTRA SOBRE ROSITA
VECINA : CONTESTA EL COMENTARIO
DOÑA ROSITA: SALE CANTANDO Y SE DESPIDE.

CONTENIDO:

DOÑA ROSITA: "LA MUCURA ESTA EN EL SUELO Y MAMA NO PUEDO CON ELLA" ... BUENOS DIAS.

VECINA: TE DIGO, YO NO SE COMO LE HACE. PERO VIVE DE BUENAS SIEMPRE LA VEO CANTANDO.

VECINA 2: AY TU COMO SERAS, A POCO NO TE GUSTARIA SER COMO ELLA, SIEMPRE DE BUENAS ADEMAS SE NOTA QUE SE LLEVA RE BIEN CON SU MARIDO.

DOÑA ROSITA: LA MUCURA ESTA EN EL SUELO TARITATA TARARA .....

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DOÑA ROSITA Y PLANIFICACION FAMILIAR

SPOT 2 (Identificación de Rosita y su Pareja)

ESTRUCTURA:

ESPOSO : Entra
ROSITA : Saluda
ESPOSO : Invita a salir
ROSITA : Acepta
ESPOSO : Pregunta por su actitud
ROSITA : Da mensaje

CONTENIDO

ESPOSO : "Rosita, ya llegué "

ROSITA : Qué bueno viejo! vienes cansado?

ESPOSO : No, al contrario, traigo unas ganas de ir al cine y si te apuras alcanzamos la película.

ROSITA : Pues yo estoy lista, asi que a la hora que quieras

ESPOSO : Rosita, como le haces para estar siempre alegre y de buenas.

ROSITA : Viejo, cuando me dijeron que con la Planificación Familiar amor en el hogar no lo creía. Pero tener pocos muchachos, le da a uno tiempo para todo, hasta para andar de buenas.

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DOÑA ROSITA Y PLANIFICACION FAMILIAR.

SPOT 3 (Identificacion y Reafirmación del personaje)

ESTRUCTURA:

DOÑA ROSITA: ENTRA TARAREANDO
VECINA : LE PREGUNTA PORQUE SIEMPRE CONTENTA.
DOÑA ROSITA: RESPONDE Y AÑADE QUE PLANIFICA
VECINA : HACE UN COMENTARIO
DOÑA ROSITA: SE DESPIDE Y SALE.

CONTENIDO:

DOÑA ROSITA: "TARITA TARITA RARA..."
VECINA : AY DOÑA ROSITA, DIRA QUE QUÉ ME IMPORTA PERO POS YO TENGO CURIOSIDAD COMO LE HACE PARA ANDAR SIEMPRE DE BUENAS.
DOÑA ROSITA: AY DOÑA MECHE EL CHISTE ES EMPEZAR CON GANAS EL DIA, ME LLEVO TAN BIEN CON MI VIEJO QUE DECIDIMOS PLANIFICAR LA FAMILIA Y ASI PUES TENEMOS TIEMPO PARA TODO.
VECINA: POS LA VERDAD DONA ROSITA QUE A MI TAMBIEN ME DAN GANAS DE HABLAR CON MI VIEJO.
DOÑA ROSITA: ANIMESE DOÑA MECHE Y SI QUIERE YO LE DIGO A DONDE TIENE QUE IR PARA QUE LE INFORMEN SOBRE PLANIFICACION FAMILIAR.

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DOÑA ROSITA Y PLANIFICACION FAMILIAR.

SPOT 4 (Rosita motiva a vecina a planificar la - familia.)

ESTRUCTURA

VECINA : Indaga como se motivó Rosita a- Planificar
ROSITA : Responde y motiva

CONTENIDO:

DOÑA TERE : Oiga Doña Rosita y a usted que-- fue lo que la animó a planificar su familia?

DOÑA ROSITA: Mire Doña Tere, todos sabemos lo cara que está la vida, a veces - nos quejamos pero no hacemos na- da para mejorar nuestra situa -- ción.
Nomás estamos llenandonos de --- muchachos sin tener con que man- tenerlos.
Yo hablé con mi viejo y pues le- dije que yo a mis hijos les que- ria dar un poquito más de todo.
No tiene uno que ser muy estudia do para entender que entre poqui tos nos toca más.

DOÑA ROSITA Y PLANIFICACION FAMILIAR

SPOTS 5 (El personaje habla de la Clínica y sus Servicios)

ESTRUCTURA:

VECINA: TOCA LA PUERTA BUSCANDO A DOÑA - ROSITA.
DOÑA ROSITA: ABRE Y SALUDE
VECINA: QUIERE SABER DONDE ESTA LA CLINICA.
DOÑA ROSITA: DA DIRECCION Y HABLA DE LOS SERVICIOS.
VECINA: DA LAS GRACIAS Y SE VA.

CONTENIDO:

VECINA: BUENOS DIAS DOÑA ROSITA
DOÑA ROSITA: PASE DOÑA MECHE, QUE ANDA HACIENDO ?
VECINA: AY DOÑA ROSITA, PUES YA HABLE - CON MI VIEJO Y TE VENGO A PREGUNTAR DONDE ESTA LA CLINICA DE --- PLANIFICACION FAMILIAR.
DOÑA ROSITA: MIRE DOÑA MECHE LA CLINICA ESTA- EN LA ESQUINA DE MALECON Y MANUEL CARDONA, LOS SERVICIOS DE PLANIFICACION FAMILIAR NO SE COBRAN - Y USTED PUEDE IR A LA HORA QUE - QUIERA.
VECINA: MUCHAS GRACIAS DOÑA ROSITA.....
DOÑA ROSITA: RECUERDE DOÑA MECHE EN LA ESQUINA DE MALECON Y MANUEL CARDONA - DOS CUADRAS ANTES DEL PUENTE QUE VA AL PASO.

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DOÑA ROSITA Y PLANIFICACION FAMILIAR.

SPOT 6 (Doña Rosita da el concepto de Planificación Familiar promueve la labor de promotoras)

ESTRUCTURA

ROSITA : Pregunta a vecina sobre la visita planeada a la clínica.
VECINA : Responde negativamente
ROSITA : Aclara concepto y habla sobre espaciamiento de embarazos.

CONTENIDO :

ROSITA : ¿ Que tal Doña Tere, ya fue usted a la Clínica de Planificación Familiar?

DOÑA TERE: Todavia no Rosita, fijese que la estoy pensando, porque la verdad yo todavía quiero tener otro muchacho.

ROSITA : Y eso que tiene que ver Doña Tere?

En Planificación Familiar no le dicen a uno cuantos hijos tener; sino cuando tenerlos para que esten sanos.

Figurese que hay mujeres que los tienen muy seguidos y por eso luego se enferman.
La vida de la mujer y el niño son cosa seria no crea que uno puede jugar con eso .
Mire si no puede ir a la Clínica busque por su casa una promotora de Planificación Familiar y pidale consejo.

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DOÑA ROSITA Y PLANIFICACION FAMILIAR.

SPOT 7 (El personaje habla de las pastillas anticonceptivas)

ESTRUCTURA:

VECINA : Pregunta por las pastillas
DOÑA ROSITA : Responde
VECINA : Otra pregunta sobre medicamento
DOÑA ROSITA : Responde y recomienda.

CONTENIDO:

VECINA : Oiga doña Rosita pues yo ya me animé pero quiero saber como se toman las pastillas para no embarazarse. - salir gordas - tener muchachos -

DOÑA ROSITA : Las pastillas se deben tomar una - todas los dias más o menos a la -- misma hora.

VECINA : Y si se me olvida un dia.

DOÑA ROSITA : Tomese dos al dia siguiente de que que se le olvide, puede tomar una por la mañana y otra por la noche.

De todas maneras Doña Juany pregunte todo lo que quiera saber cuando vea alguna promotora de Planificación Familiar, son re buenas gentes.

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DOÑA ROSITA Y PLANIFICACION FAMILIAR

SPOT 8 (El personaje habla del Diu)

ESTRUCTURA:

VECINA : Pregunta sobre Diu
DOÑA ROSITA : Responde
VECINA : Comenta sobre el Diu
DOÑA ROSITA : Responde y recomienda

CONTENIDO:

VECINA : Oiga Doña Rosita que es eso del DISPOSITIVO.

DOÑA ROSITA : El Dispositivo es un aparatito chiquito que los médicos recomiendan para las mujeres que no se quieren embarazar y que no quieren tomar pastillas.

VECINA : Y como se le hace para cuidarse con el Dispositivo.

DOÑA ROSITA : El Dispositivo lo debe poner un medico o una enfermera, ya que se pone dentro de la mujer. Y ahi se deja hasta que ella quiere.

Con el dispositivo la mujer que no quiere tomar pastillas también se puede cuidar.

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DOÑA ROSITA Y PLANIFICACION FAMILIAR

SPOT 9 (El personaje habla de la Salpingoclasia)

ESTRUCTURA:

DOÑA ROSITA : Pregunta sobre decisión.
VECINA : Responde que ya se la hizo.
DOÑA ROSITA : Se sorprende y pregunta
VECINA : Responde
DOÑA ROSITA : Persuade
VECINA : Cierra.

CONTENIDO:

DOÑA ROSITA : Oiga Doña Mari, siempre que paso cuando se va a operar para no --- tener familia.

VECINA : Ay Doña Rosita si ya fui y vine.- Hace tres dias fuí a la Clínica - de Planificación Familiar y en -- unas horas ya estaba lista para - venirme a la casa.

DOÑA ROSITA : ¿ No me diga que ya está usted -- operada?

VECINA : Si Doña Rosita y nunca pensé que fuera tan fácil, ya ve cuantas cosas le dicen a uno.

DOÑA ROSITA : Lo que pasa Doña Mari es que mucha gente no está bien informada, si supieran que la mujer queda -- igual si se animarian. Y como se siente Doña Mari ?

VECINA : Ay Doña Rosita pues como nueva y sobre todo sin la mortificación - de salir embarazada.

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DOÑA ROSITA Y PLANIFICACION FAMILIAR

SPOT 10 (Doña Rosita aconseja a muchacha sobre -- edad reproductiva)

ESTRUCTURA

Muchacha : No sabe si planificar la familia.

DOÑA ROSITA : Aconseja

CONTENIDO:

MUCHACHA : Oiga Doña Rosita, fijese que ya me voy a casar y no se si esperar me o no para tener familia.

DOÑA ROSITA : Mira Martha, yo creo que tu todavia estas un poco chica para tener familia, hay muchas muchachas que ni siquiera han cumplido 17 años y ya están embarazadas.
La mejor edad de la mujer para -- tener hijos está entre los 18 y - los 35 años, Pero mucha gente no- sabe, además los hijos no se de-- ben tener muy seguidos porque la- salud del niño y la de su mamá -- puede peligrar.

Espero que pienses bien lo que -- haces porque si no te cuidas te - vas a llenar de muchachos muy jo- ven y todo está muy caro.

PROMOTOR DE VASECTOMIA

SPOT I (Promotor habla con hombre sobre la Va -- sectomia)

ESTRUCTURA:

PROMOTOR : Pregunta a hombre sobre sus hijos
HOMBRE : Responde
PROMOTOR : Indaga sobre la situación Familiar
HOMBRE : Tiene problemas
PROMOTOR : Aconseja la Vasectomia

CONTENIDO:

PROMOTOR : ¿ Oiga don Pepe, cuantos hijos -- tiene usted?

HOMBRE : Siete Don Félix, ya tengo siete - muchachos.

PROMOTOR : Y quiere seguir teniendo?

Hombre : La verdad ya no puedo ni con los que tengo, pero pues que le puede hacer uno?

PROMOTOR : Como que que le puede hacer uno?- pues operarsepara ya no tener más muchachos.

Mire en la Clínica de Planifica-- ción Familiar, hay doctores que - explican a uno todo lo que se re- laciona con esta operación.

Es muy sencillo, entra usted y sa le por su propio pie, es cuestión de horas. y sabe una cosa? la --- verdad queda uno como nuevo!!

FEMAP

PROMOTOR DE VASECTOMIA

SPOT 2 (Promotor habla con hombre sobre vasectomia)

ESTRUCTURA:

PROMOTOR: Felicita a hombre por un hijo -- nuevo.
HOMBRE : Agradece
PROMOTOR: Pregunta sobre actitud
HOMBRE : Responde que su esposa no tiene- buena salud.
PROMOTOR: Habla de Vasectomia
HOMBRE : Quiere información
PROMOTOR: Canaliza a clínica

CONTENIDO:

PROMOTOR: Felicidades compadre! Supe que - acaba usted de tener otra muchachita!

HOMBRE : Gracias compadre

PROMOTOR: Pero porque no lo veo contento,- que le pasa no le da gusto ?

HOMBRE : Si, pero si viera que mala se -- puso mi vieja, todavia no la puedo sacar del Sanatorio. Y me dijo el Doctor que si teniamos --- otro muchacho, el no respondia.

PROMOTOR: Oiga compadre y porque no se hace la operación para que ya no - tenga problemas y no vaya a embarazar a su mujer.

HOMBRE : La verdad si me gustaria saber - más de esa operación.

PROMOTOR: Pues pregunte ahí en la clínica- de Planificación Familiar, para

que la operación para hombres se llama Vasectomia.