

PRE-TEST OF TELEVISION SPOTS ABOUT
ORAL REHYDRATION THERAPY

A Report Prepared For:
The National CDD Program
Ministry of Health, Pakistan

During The Period:
JULY, 1990

TECHNOLOGIES FOR PRIMARY HEALTH CARE (PRITECH) PROJECT
Supported By The:
U.S. Agency For International Development
CONTRACT NO: AID/DPE-5969-Z-00-7064-00
PROJECT NO: 936-5969

AUTHORIZATION:
AID/S&T/HEA: 1/9/91
ASSGN. NO: LPC 020-PA

**PRE-TEST OF TWO 60 SECONDS
TELEVISION SPOTS**

ABOUT

ORAL REHYDRATION THERAPY (ORT)

For the National CDD Programme
National Institute of Health
Ministry of Health
Pakistan

PRITECH/Pakistan
USAID Project

March 1988

TABLE OF CONTENTS

	Page
Sample Method	1
Characteristics of Respondents	1
Pre Selection Interviews: Respondents	2
Summary of Results after Respondents Viewed the TV Spots	2-4
Part 1: Results from Pre Selection Questionnaire	5-8
Part 2: Results from Questions asked after Interviewees Viewed the Spot	9-17
Questionnaire	18-21
Characteristics of Respondents	22-23
Translation of ORT	24

PRITECH/PAKISTAN

7/14

PRE-TEST OF TWO 60 SECONDS TELEVISION SPOTS ABOUT
ORAL REHYDRATION THERAPY (ORT)

SAMPLE AND METHOD

A sample of 34 women was selected from mothers in the waiting room of the Islamabad Children Hospital Complex according to the following criteria: (1) illiterate, (2) had at least one child under 5 years of age (3) was unable to explain to correct preparation of ORS (litre size).

PROCEDURE

A preliminary interview was conducted with prospective respondents in order to (1) obtain a baseline by assessing knowledge related to message in the spots and (2) select respondents who met the criteria described above.

Women selected were taken to a separate room where they viewed a one minute television spot about Oral Rehydration Therapy (ORT). The spot was shown only once. Immediately after viewing the television spot each respondent was interviewed separately. Half the group viewed a spot with puppets and half watched the same spot with live characters. The dialogue in both spots was identical.

After the interview, the respondent viewed the second spot and was asked which spot she liked best.

Five trained interviewers conducted the interviews.

CHARACTERISTICS OF RESPONDENTS

The total number of respondents was thirty four illiterate women with at least one child under five years of age. The ages of respondents ranged from 18 to 36 years.

Seventy nine percent of respondents resided in the Rawalpindi and/or Islamabad area, the 21% were from different areas of Punjab.

Mother Tongue: Seventy nine percent of respondents spoke Punjabi, 9% spoke Pushto and 12% spoke Urdu, Hindko and Pahari. 41% of respondents could not speak Urdu, however, 100% were able to understand it.

Language of Interview: Fifty nine percent of respondents spoke Urdu and 41% spoke their mother tongues during the interview.

2

SUMMARY OF RESULTS

PRE SELECTION INTERVIEWS

RESPONDENTS' KNOWLEDGE OF TREATMENT OF DIARRHOEA

Treatment of Diarrhoea

In response to the question "When your child had diarrhoea, how did you treat it", 50% of respondents took the child to a doctor. Thirty two percent fed the child ORS and Nimkol. Eleven percent said that they gave the child some medicine. However, when asked "what medicine did you use", 26% of respondents said "some medicine" and 14% said "a white syrup like medicine". Thus, 40% gave the child some medicine. Twenty nine percent answered Nimkol and 5.8% ORS.

Feeding During Diarrhoea

Seventy nine percent of respondents said that they fed their children khichri, 73% banana and 64% breastmilk during diarrhoea. Only one respondent stopped feeding the child during diarrhoea, however, she continued to breastfeed.

Recognition of Non Prescription "Medicines" for Children

Ninety four percent of respondents said that they had heard of gripe water, eighty five percent of Nimkol, 73% had heard about joshanda and 44% had heard of ORS.

Preparation of ORS

No respondent was able to explain the correct preparation of ORS. This was a pre-requisite for selection of respondents because the key message in the spot is the correct preparation of ORS with one litre or four pao size glasses of water or equivalent. Thirty two percent of respondents were able to explain the correct preparation of Nimkol with half litre or two glasses of water.

Twenty six percent of respondents said that they used half packet of Nimkol.

SUMMARY OF RESULTS AFTER RESPONDENTS VIEWED THE TV SPOTS

The group of thirty four respondents was divided into two: seventeen viewed the spot with puppets and seventeen viewed the spot with live characters. The results were similar for both groups in all but one message: the preparation of ORS. Eighty eight percent of respondents who viewed the spot with live characters were able to explain the correct preparation of ORS

while 76% of those who viewed the spot with puppets were able to explain this message correctly.

Overall, the correct preparation of ORS, i.e. one packet in a litre or four glasses of water or equivalent, was explained by 85% of respondents, whereas none could explain it before viewing the TV spots. Despite the small number of respondents, it seems that this message was effectively transmitted, particularly considering that each respondent viewed the spot only once.

Frequency of Feeding ORS

The message in the spot was "Whenever the child passes a loose motion, feed it ORS solution, also keep feeding the ORS solution after short intervals". The complete message was explained by only 2% of respondents. The partial message was described by only 18% of respondents.

Breastfeeding and Feeding

The message in the spot was "Continue breastfeeding and feeding soft foods as usual". The television spot showed khichri, banana and yogurt.

Before viewing the spots, most respondents had already stated that they fed their children khichri (79%) and banana (73%), very few said yogurt (8.8%). After viewing the spots the numbers remained the same with the exception of banana which went down from 27 to 20.

Ten women said that breastfeeding should be continued during diarrhoea and when asked directly whether breastfeeding should be continued or stopped, all respondents said it should be continued. All but two respondents made positive statements about breastfeeding after viewing the spots.

Television Ownership and Viewing

Sixty four percent of respondents owned a television set. Ninety one percent had ever watched television.

Preference

Sixty four percent of respondents preferred the spot with live characters, twenty six percent preferred the spot with puppets -- the rest liked both.

Conclusions and Recommendations

This pretest with a small sample of illiterate mothers shows that the key message about the preparation of ORS with one litre or equivalent quantity of water was understood by 85% of person did not know how to prepare ORS before viewing the 60 seconds spot

once. This portion of the spot should be kept as is unless further pretesting shows it to be less effective than it was with this sample.

Other messages such as the frequency of feeding ORS, continued breastfæding and feeding should be made into new spots. In addition, the quantity of ORS to be fed to a child should be added to the message on frequency. WHO's suggested message "feed half to one cup of ORS after each bowel movement" should be incorporated into a spot. These messages are very important and deserve the special emphasis which was lost when they were presented in one single sixty seconds spot.

PART 1

PRE-SELECTION QUESTIONNAIRE

Questions asked BEFORE respondents viewed the Television Spot

Q.1. When your child last had diarrhoea, how did you treat it?

<u>Statement of Respondents</u>	<u>No of Respondents</u>
I gave it ORS	2
I gave it Nimkol	9
I gave it some medicine (couldn't specify the name	4
I took the child to doctor	17
I took the child to Hakim	1
I didn't do anything, diarrhoea stopped by itself	1

Q.2. What medication did you use?

<u>Statement of Respondents</u>	<u>No of Respondents</u>
ORS	2
Nimkol	10
A white syrup like medicine	5
Gave medicine but don't remember the names of medicines	9
Took child to doctor and gave the medicine that the doctor suggested	6
Took to Hakim and he gave small "Purri" (a packet of medicine)	1
I didn't use any medicine	1

Q.3. What did you feed your child during diarrhoea?

<u>Statement of Respondents</u>	<u>No of Respondents</u>
Respondents mentioned the following foods:	
Banana	25
Khichri	27
Porridge	18
Sagudana	6
Milk	19
Breast milk	22
Soft foods	8
Yogurt	3
Nimkol	3
Whatever doctor said to feed, I fed that	1
Water only	1
Breast milk and water only	1

Q.4. Did you stop giving your child Food _____ Liquids
_____ breastmilk?

Statement of Respondents

No of Respondents

No I did not withhold food, liquids
and breastmilk.

33

*Yes I stopped giving food and fed
my child breast milk and water only

1

Q.5. Have you ever heard about?

Gripewater _____ Joshanda _____ Nimkol _____ ORS _____?

Statement of Respondents

No of Respondents

Gripewater

32

Joshanda

25

Nimkol

29

ORS

15

*

Reason:- the food was withheld because doctor told her to do so.

Q.6. How do you prepare ORS?

<u>Statement of Respondents</u>	<u>No of Respondents</u>
<u>No one explained the correct preparation method of ORS:</u>	
I prepare Nimkol with 2 glasses of water per packet	6
Prepare Nimkol with 2 glasses of boiled water per packet	5
I prepare Nimkol with half packet into 2 glasses of water	7
I prepare Nimkol with half packet of Nimkol into one glass	2
I prepare Nimkol into 4 cups of water mix one packet or half packet of Nimkol	1
I prepare Nimkol with 2 cups of water per packet	2
I don't know	11
Correct preparation of ORS	0
Correct Preparation of Nimkol	13

PART 2

Questions asked AFTER interviewees viewed the spot

Q.1 What was the Television spot about?

<u>Statement of Respondents</u>	<u>No of Respondents</u>	
	<u>With live character</u>	<u>with puppet</u>
About disease	1	0
About children's disease	2	0
About children's diarrhoea	5	7
About Nimkol	2	5
About ORS	3	4
Feed Farex when child is sick	0	1
Child was weak	1	0
About children's health	3	0

Q.2 What did the Television spot tell you to do?

<u>Statement of Respondents</u>	<u>No of Respondents</u>	
	<u>With live character</u>	<u>with puppe</u>
Feed ORS when the child has diarrhoea	8	7
Feed Nimkol when the child has diarrhoea	4	3
Feed Nimkol and ORS when the child has diarrhoea	1	0
Feed medicine when child has diarrhoea	2	4
Feed 4 glasses of boiled water when child has diarrhoea	0	1
When child gets sick, take it to a doctor	1	0
I couldn't understand	1	2

Q.3. When your child has diarrhoea, how should you treat it? according to the T.V. spot you just watched?

<u>Statement of Respondents</u>	<u>No of Respondents</u>	
	<u>With live character</u>	<u>with puppet</u>
I will feed the child ORS	8	7
I will feed the child Nimkol	4	3
I will feed the child the medicine, they told about in film	2	2
I will feed ORS or Nimkol	0	1
I will feed the child	1	0
I will take my child to the hospital, if child doesn't recover then I will use the cure told in the film.	0	1
Don't Know	2	3

11

Q.4. What is ORS?

Statement of Respondents

	<u>No of Respondents</u>	
	<u>With live character</u>	<u>with puppet</u>
A medicine for diarrhoea	8	11
A medicine	3	2
It is Nimkol	1	0
A powder	5	2
It sounds like something good that government have made for children	0	1
Don't Know	1	1

Q.5. What is ORS for?

Statement of Respondents

	<u>No of Respondents</u>	
	<u>With live character</u>	<u>with puppet</u>
It makes up for lost body fluids	3	3
For diarrhoea	7	5
To cure diarrhoea	2	6
To save child from diarrhoea	3	0
Good for weakness during diarrhoea	0	1
To comfort the child	1	0
Don't know	1	2

Q.6. How do you prepare ORS?

<u>Statement of Respondents</u>		<u>No of Respondents</u>	
<u>Quantity of H₂O</u>	<u>Quantity of Powder</u>	<u>With Live Character</u>	<u>With Puppet</u>
One Litre	One Packet	4	2
4 glasses	One Packet	8	5
One Kilo	One packet	2	0
2 glasses	One packet	1	4
4 cups or One litre	One packet	0	2
4 cups (tea cups)	One packet	1	0
4 litre	One packet	0	1
Don't know		1	3
Total correct responses		15	13

Q.7. How often should you feed ORS to your child, according to the T.V. Spot?

<u>Statement of Respondents</u>	<u>No of Respondents</u>	
	<u>With live character</u>	<u>with puppet</u>
Continuously after short intervals	2	1
Again and again	1	1
When child is thirsty	2	2
5 to 6 times a day	1	0
Thrice a day	2	3
When child asks for it	0	2
Twice a day	1	0
After every hour	1	1
After every half hour	0	1
Whenever child passes a loose motion	1	0
When child feels pain	1	0
Couldn't understand	5	6

Q.8. What should you feed your child when it has diarrhoea, according to the T.V. Spot?

<u>Statement of Respondents</u>	<u>No of Respondents</u>	
	<u>With live character</u>	<u>with puppet</u>
Khichri	14	13
Banana	9	11
Porridge	8	9
Soft Drinks	7	4
Breast Milk	6	4
Milk	3	2
Yogurt	1	2
Couldn't understand	4	2
Breast milk and water only	0	1

* Respondents mentioned more than one food so totals don't add up.

Q.9. What was said about breast feeding in the T.V. spot?

<u>Statement of Respondents</u>	<u>No of Respondents</u>	
	<u>With live character</u>	<u>with puppet</u>
Keep feeding breast milk during diarrhoea	6	6
Mothers milk is good for the child	9	4
Breast milk saves child from all diseases	2	5
Couldn't understand	0	2

Q.10. Should you continue or stop breast feeding during diarrhoea?

<u>Statement of Respondents</u>	<u>No of Respondents</u>	
	<u>With live character</u>	<u>with puppet</u>
Yes, breast feeding should be continued	17	17
No	0	0

Q.11. What was said about soft food in the T.V. Spot?

<u>Statement of Respondents</u>	<u>No of Respondents</u>	
	<u>With live character</u>	<u>with puppet</u>
According to the respondents, the following foods were mentioned as soft foods in film		
Khichri	9	9
Banana	3	8
Breast milk	6	7
Milk	5	1
Yogurt	3	2
That soft foods should be continued during diarrhoea.	4	2
Couldn't understand	3	5

Q.12. Should you continue or stop feeding your child soft foods during diarrhoea?

<u>Statement of Respondents</u>	<u>No of Respondents</u>	
	<u>With live character</u>	<u>with puppet</u>
Soft foods should be continued during diarrhoea	17	14
Water and breastmilk only should be given to child during diarrhoea	0	1
Couldn't understand	0	2

* Respondents mentioned more than one food so totals don't add up.

Q.13. Do you have a T.V.?

Statement of Respondents

	<u>No of Respondents</u>	
	<u>With live character</u>	<u>with puppet</u>
Yes	12	10
No	5	7

Q.14. Have you ever watched T.V.?

Statement of Respondents

	<u>No of Respondents</u>	
	<u>With live character</u>	<u>with puppet</u>
Yes	16	15
No	1	2

Q.15. Which of the two spots you watched did you like best; the one with puppets or the one with live characters?

Statement of Respondents

	<u>No of Respondents</u>	
	<u>with live character</u>	<u>with puppet</u>
T.V. Spot with live characters	12	10
T.V. Spot with puppets	4	5
Both	1	2

18

PART--1

PRESELECTION QUESTIONNAIRE

- 1) Age: [] yrs
- 2) Education:-
- Matric [], Middle []
 - Primary []
 - Can read Urdu []
 - Illiterate []
- 3) Language:- [_____]
- 4) Residence [_____]
- 5) Caste:- [_____]
- 6) Can you speak Urdu?
- Yes []
 - No []
- 7) Can you understand Urdu?
- Yes []
 - No []
- 8) Number of children less than 5 years. []

- 9) When your child last had diarrhoea how did you treat it?
- 10) What medicine did you use?
- 11) What did you feed your child during diarrhoea?
- 12) Did you stop giving your child:
 - Food _____
 - Breastmilk _____
 - Liquids _____
- 13) Have you ever heard about:
 - Gripewater _____
 - Joshanda _____
 - Nimkol _____
- 14) How do you prepare (either Nimkol or ORS) depending on respondent's previous answer?
 - How much Powder?
 - How much water per packet?

PART-2QUESTIONNAIRE: AFTER RESPONDENTS VIEWED THE SPOT.

- 1) What was the television spot about?
- 2) What did the television spot tell you to do?
- 3) When your child has diarrhoea, how should you treat it according to the television spot you just watched?
- 4) What is ORS?
- 5) What is ORS for?
- 6) How will you prepare ORS?
How much Powder? _____
How much water? _____
- 7) How often should you feed ORS to your child according to the television spot?
- 8) What should you feed your child when it has diarrhoea?
- 9) What was said about breast feeding in this film?
- 10) Should you continue or stop breast feeding during diarrhoea according to the television spot?
- 11) What was said about diet in the film?
- 12) Should you continue or stop feeding your child soft foods during diarrhoea?
- 13) Do you have a T.V. set?
- 14) Have you ever watched T.V.?
- 15) Among the two spots you watched which one did you like best, the one with the puppets or with the two women?

TRANSLATION OF ORT T.V. SPOT
WITH TWO CHARACTERS

- A) What is wrong with your child, Jeeran?
- B) Oh, he is not well, he has been passing loose motions since morning.
- A) Why didn't you give him ORS?
- B) But I don't know how to prepare ORS.
- A) Well, it is not at all difficult. Take 1 litre of clean water.
- B) How much is 1 litre?
- A) 4 glasses each of 1 Pao size equals 1 litre Pour that into a clean utensil and mix 1 packet of ORS into it. Take a small amount in a cup and cover the rest for use later on. Give this to him at intervals and after he passes loose motions. Continue to breast feed him and give him soft food as usual.
- B) Thanks

Save the life of your child with ORS.

RESPONDENTS

<u>S. No.</u>	<u>Age (yrs)</u>	<u>Residence</u>	<u>Cast</u>	<u>No. of Children</u>	<u>Mother Tongue</u>	<u>Educat.</u>	<u>Can Speak Urdu</u>
1.	25	Wah	Karlal	3	Punjabi	Illite.	No
2.	22	Pindi	Moghal	1	"	"	Yes
3.	30	Pindi	Swati	1	"	"	Yes
4.	35	Sadiqabad	Bhatti	2	"	"	No
5.	20	Pindi	Qureshi	1	"	"	Yes
6.	35	Rawal Dam Islamabad	Moghul	1	"	"	Yes
7.	25	Islamabad	Punjabi	1	"	"	Yes
8.	30	Pindi	Kashmiri	1	"	"	Yes
9.	35	Pindi	Awan	1	"	"	Yes
10.	18	Mansehra	Pathan	1	Pushto	"	Yes
11.	24	Islamabad	Tanch	2	Urdu	"	Yes
12.	25	Pindi	Raja	1	Punjabi	"	Yes
13.	30	Pindi	Awan	1	"	"	Yes
14.	30	Islamabad	Moghul	2	"	"	No
15.	21	Pindi	Punjabi	2	Hindko	"	Yes
16.	30	Islamabad	Pathan	2	Punjabi	"	No
17.	30	Pindi	-	1	"	"	No
18.	23	Pindi	Qasai	1	"	"	No
19.	21	Islamabad	Maubir	1	Pushto	"	Yes
20.	25	Pindi	Khokhar	3	Punjabi	"	No
21.	30	Pindi	Pathan	2	Pushto	"	Yes
22.	32	Sadiqabad	Qureshi	2	Urdu	"	Yes
23.	36	Pindi	Gujer	1	Punjabi	"	No
24.	29	Pindi	Bhatti	4	"	"	No

25.	20	Golara	Pathan	1	"	"	Yes	Yes
26.	26	Pindi	Abbasi	1	"	"	Yes	Yes
27.	22	Rawat	Khasthar	3	"	"	Yes	Yes
28.	25	Islamabad	-	1	"	"	Yes	Yes
29.	25	Islamabad	Moghal	2	Pahari	"	No	Yes
30.	30	Pindi	Rajput	1	Punjabi	"	No	Yes
31.	30	Golara	Awan	1	"	"	No	Yes
32.	30	Islamabad	Awan	1	"	"	No	Yes
33.	32	Pindi	Awan	2	"	"	Yes	Yes
34.	25	Pindi	Sheikh	1	"	"	No	Yes

DEVELOPMENTAL PRETEST OF FOUR TV SPOTS

For the National CDD Programme,
National Institute of Health
Ministry of Health,
Pakistan

PRITECH/PAKISTAN
USAID, Project

May, 1990

TABLE OF CONTENTS

	Page No
BACKGROUND	1
PRETESTING METHODOLOGY	1
SUMMARY OF RESULTS.....	2
RESPONDENTS.....	3
MEDIA.....	4
RANKING OF SPOTS:.....	5
Spot 1	8
Spot 2	9
Spot 3	11
Spot 4	13
QUESTIONNAIRE.....	16

REPORT ON PRETESTING OF FOUR TELEVISION SPOTS ON ORAL REHYDRATION THERAPY

Background:

NIH requested assistance from the PRITECH Project of USAID with the production and testing of television spots for the CDD programme.

Recent research available was reviewed to identify key problem areas. NIH, WHO, USAID and the PRITECH project of USAID reviewed proposed messages for six spots on (1) the extent of the problem of diarrhoea and what to do about it, (2) dehydration with focus on administration of ORS, (3) need for more frequent feeding during and after diarrhoea, (4) signs and symptoms of dehydration and when to seek medical assistance.

Spots were initially recorded as audio tapes based on the technical content derived from research and experts and language obtained from interviews with representatives of the target audience. The six audio spots were tested with representatives of the target audience to enable developers to improve the language. After revisions, six television spots were produced and tested with 100 representatives of the target audience: each group of 3 spots was tested with 40 parents. This was a developmental pretest and results of this pretesting as well as suggestions from the Communications Working Group which did not conflict with the pretesting were incorporated into the new spots. Two spots were discarded because they had been developed as alternatives and they did not score high.

This was the second round of pretesting, after changes were made after initial pretesting with 100 parents.

Pretesting Methodology:

The methodology used was developmental, qualitative pretesting with the purpose of obtaining and incorporating feedback from representatives of the target audience. Results are indicative not predictive.

Procedure:

Spots were divided into groups of two spots, thus each video tape contained two spots;

Prospective respondents answered a series of open ended questions about their knowledge of home management of diarrhoea. Only respondents who did not know either about rehydration and referral or feeding, were selected; Twenty parents viewed each group of two spots, thus a total of 40 parents watched the spots;

Each spot was played twice. After watching the spot, interviewers asked open ended questions about the spots. Probing consisted of open ended focused questions.

Instruments:

Structured open ended questionnaires to be applied before and after respondents viewed the spots.

Observation guidelines:**Sample:**

This was a convenience sample of 40 parents of children under 5 who did not know at least 50% of the information in the spots, ie either did not know about rehydration or about feeding during diarrhoea.

Summary of Results:Understanding:

Most intended messages were understood by the majority of respondents, over 80%. Only the spot which mentioned 200,000 children dying of diarrhoea each year, was understood by only 70% and even in this case, although before viewing the spot respondents said that very few died of diarrhoea, after viewing the spot most said that many children died because of diarrhoea.

The only problem which remained was that respondents understood that loss of water was dangerous but did not understand loss of salts. However, since the broad concept is loss of water and the addition of salts to the spot was done because of technical experts who requested it, it was decided not to further modify the spot.

The reasons why we believe these spots were so well understood are (1) they were developed from the very beginning with representatives of the target audience through tape recording of interviews and suggestions, (2) the spots were first tested and revised as audio tapes, (3) a previous developmental round of pretesting with 100 parents provided enough feedback to allow modifications.

RESPONDENTS

Total Number of Respondents	40
Number of Male Respondents	11
Number of Female Respondents	29
Urban	31
Rural	9
Number of respondents who viewed each group of 2 spots	20

<u>AGES</u>	<u>NUMBER OF RESPONDENTS</u>
20 - 25	17
26 - 30	13
31 - 35	7
36 - 40	1
41 - 45	1
46 - 50	1

<u>EDUCATION</u>	<u>NUMBER OF RESPONDENTS</u>
Illiterate	23
Primary	6
Middle	6
Matric	3
F.A.	2
TOTAL	40

<u>ETHNIC GROUPS</u>	<u>NUMBER OF RESPONDENTS</u>
Punjabi (Masih)	21
Kashmiri	1
Punjabi	10
Pothohari	3
Pahari	4
Urdu Speaking	1
TOTAL	40

15

MEDIA

Own T.V.	27
Own Radio	24

How often do you watch T.V.?

<u>RESPONSES</u>	<u>FREQUENCY</u>
Daily	25
Once a week	3
Twice a week	4

Which is your favorite programme?

<u>PROGRAMMES</u>	<u>FREQUENCY</u>
Drama	29
Songs	4
News	5
Films	5
Programme about children	4

RANKING OF SPOTS

Combinations of spots:

- a. 1 - 2
- b. 3 - 4

Each combination was viewed by 20 respondents.

APPEAL

<u>RANKING</u>	<u>SPOT NUMBER</u>	<u>NUMBER OF RESPONDENT</u>	<u>%</u>
<u>Combination a: Spots 1 & 2</u>			
1	1	10	50%
2	2	9	45%
<u>Combination b: Spots 3 & 4</u>			
1	4	12	60%
2	3	8	40%

(Note: Ranking means this spot was considered best spot in the combination by the 20 people who viewed them. Respondents were asked to select one out of two spots.)

Did you like the spot?

Yes	40
No	0

REASONS

NUMBER OF RESPONDENTS

- Good for child's health	12
- It is to save our children's life	10
- It is informative	7
- Pretty children	4
- If we are sick, we can cure ourselves	2
- So that my child gets better	1
- Message is good	1
- It tells the parent, that it is their duty to take care of their children	1
- It is good for us	1
- Foods	1

What did you like about these spots?

REASONS

NUMBER OF RESPONDENTS

- Pretty babies	12
- Informative	9
- It is about child's health	6
- It is for children's protection	5
- It tells that we can save our children's lives	4
- Foods	4
- It tells that how should we look after the children	2
- Good for children	1
- Mother and child are healthy	1
- Mother is taking care of child	1
- Pretty mother	1

31

Will you tell it to others?

Yes	39
No (Every body knows that)	1

<u>TO WHOM</u>	<u>NUMBER OF RESPONDENTS</u>
Neighbours	19
One whose child is sick	17
One who asks	10
Relatives	7
Friends	4

Did you like the music?

Yes	29
No	8
No answer	3

Should it be kept/removed/changed?

Kept	29
Removed	5
Changed	3
No answer	3

Will you do what T.V. spot asks you to do?

Yes	38
No	2

21/

SPOT 1

CRITERIA 1: 2 lakhs children die of diarrhoea each year in Pakistan:

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	0	1	
After probing	0	13	
TOTAL:	0	14	70%

CRITERIA 2: Save these children by giving breastmilk, ORS and soft foods during diarrhoea.

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	0	8	
After probing	4	11	
TOTAL	0	19	95%

SPOT 1 -- DISCUSSION

COMMENTS:

Before viewing spot #1, 4 respondents answered correctly i.e. "to save children during diarrhoea give them ORS, breastmilk and soft food".

Twelve respondents answered partially correctly:

Food:	10
Nimkol	7
Breastfeeding	6

SPOT 2

CRITERIA 1: The child loses water and salts from the body during diarrhoea

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	10	16	
With probing	0	0	
TOTAL:	10	16	80%

CRITERIA 2: These are the signs of dehydration (*If respondent mentions one sign the answer is correct*)

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	7	20	
With probing	0	0	
TOTAL:	7	20	100%

CRITERIA 3: If any of these signs appear immediately take the child to the doctor.

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	7	18	
With probing	0	0	
TOTAL:	7	18	90%

CRITERIA 4: Continue giving ORS to the child on the way to doctor.

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	0	16	
With probing	0	0	
TOTAL:	0	16	80%

SIGNS OF DEHYDRATION

<u>SIGNS</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>
- Child has sunken eyes	4	6
- Child is weak and lethargic	3	10
- Skin gets loose	2	0
- Child has dry mouth	1	14
- Child has sunken Fontanelle	1	0
- Pale complexion	1	0
- Pale eyes	1	0
- Vomiting and motions	1	0
- Child is irritable	0	10
- Child is thirstier than usual	0	0

SPOT 2 -- DISCUSSION

After viewing the spot 16 respondents said that child loses water from the body; no one mentioned the loss of salt.

The sign of dehydration explained more often after viewing the spot was dry mouth, followed by weakness, lethargy and irritability mentioned by 10 respondents.

SPOT 3

CRITERIA 1: Diarrhoea causes dehydration.

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	8	8	
With probing	0	9	
TOTAL:	8	17	85%

CRITERIA 2: To make up for loss of water, give child one cup or as much ORS/Nimkol solution as the child can drink after each stool.

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	1	14	
With probing	0	1	
TOTAL:	1	15	75%

CRITERIA 3: Also continue giving mother's milk and soft foods during diarrhoea.

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	10	18	
With probing	0	1	
TOTAL:	10	19	95%

CRITERIA 4: (Give the child food during diarrhoea), like khitchri yoghurt, banana and dalya.

<u>FOOD</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
- Banana	11	16	80%
- Khitchri	7	15	75%
- Dalya	4	10	50%
- Yoghurt	4	9	45%

SPOT 3 -- DISCUSSION

During the first round of pretests very few respondents were able to explain how much ORS to feed after each stool. This was because this spot had too many messages. After the spot was edited to focus on this quantity of ORS needed, most respondents understood it.

This time 15 out of 20 respondents understood the message that approximately one cup of ORS should be given to the child after each stool.

The names of soft foods to be given during diarrhoea were not mentioned, however, foods were shown on the screen. After viewing the spots, when asked what soft foods should be given to the child during diarrhoea, respondents mentioned the same foods shown on the screen.

SPOT 4

CRITERIA 1: The child gets weak and loses weight due to diarrhoea.

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	5	15	
With probing	0	2	
TOTAL:	5	17	85%

CRITERIA 2: Feed child more mother's milk and soft foods during diarrhoea.

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	10	19	
With probing	0	1	
TOTAL:	10	20	100%

CRITERIA 3: After diarrhoea ends give child more mother's milk for two weeks.

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	2	16	
With probing	0	1	
TOTAL:	2	17	85%

(SPOT 4: cont...)

CRITERIA 4: Increase (give more) the foods, the child normally eats.

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	11	17	
With probing	0	1	
TOTAL:	11	18	90%

CRITERIA 5: It will help the child to regain weight and gain lost strength

<u>RESPONSES</u>	<u>BEFORE VIEWING THE SPOT</u>	<u>AFTER VIEWING THE SPOT</u>	<u>%</u>
Without probing	1	13	
With probing	0	3	
TOTAL:	1	16	80%

79

SPOT 4 -- DISCUSSION

This spot was appreciated by respondents because of its detailed description of foods.

Many respondents asked, what foods the child was eating after diarrhoea ended and most of these respondents referred to the foods shown as the usual foods. They could also name the dishes shown i.e. alu shorba, potato curry, chappati, vegetables. However, no one recognized Dal.

110

QUESTIONNAIRE: BEFORE SHOWING TELEVISION SPOTS

Researcher Name: _____

Order of Spot: _____

Pre requisites for selection:

If the answer to questions 1 or 2 below is NO, thank the respondent, stop the interview and select another respondent.

1. Children under 5: Yes No
(If No, do not show spots)
2. Language: Can he/she understand Urdu? Yes No
(If No, do not show spots)

FILL OUT THIS FOR ALL RESPONDENTS

Respondent Name: _____
 Urban Rural

Number of Children Under 5: _____
 Mother Father

Age Groups:

- 20 - 25 26 - 30 31 - 35
 36 - 40 41 - 45 46 - 50
 51 - 55

Others: _____

Education:

- Literate? Yes No
If YES, what?
 Primary Middle F.A B.A.
Others: _____

Ethnic Group:

- Punjabi Pothohari Urdu speaking
 Pathan Sindhi Masih
 Pahari
Others: _____

- Do you own a radio? Yes No
 Do you own a television? Yes No
 Do you watch television? Yes No
 How often?
 Daily Once a week Twice a week
Others: _____

- o What is your favorite programme?
 Drama News Films Songs
 Programmes about children
Others: _____

PRE-TEST FOR SPOTS # 1 & 4

(Note: If respondent knows more than 50% of all these informations, don't show him/her spots)

1. How many children die of diarrhoea in Pakistan each year?
 2 Lakh (C)
Others: _____

2. Can you save these children form death? Yes No
If YES, how can you save them?
(or what do you have to do to save them?)
 Give ORS/Nimkol (C) Give food (C) Give breastmilk (C)
 Take to doctor Give medicine
Others: _____

3. What food should you feed the child during diarrhoea?
 Mothers Milk (P.C.)
 ORS/Nimkol (P.C.)
 Soft easily digestible food (P.C.)
Any other: _____

4. Why do children die of diarrhoea?
(What causes the death of children with diarrhoea? or why is diarrhoea dangerous?)

- Dehydration Weakness
Others: _____

5. If respondent answered dehydration, then ask:
How can you prevent/treat the child from becoming dehydrated?
 Breastfeed (C) Give ORS (C)
Others: _____

6. What else should you give a child with diarrhoea?

Breastmilk (C) ORS/Nimkol (C) Food (C)

Others: _____

7. If the answer to question 4 was dehydration or loss of water, ask:
How can you treat dehydration?

Give ORS/Nimkol (C) Breastfeed (C)

Others: _____

8. If answer was ORS/Nimkol ask:
How much ORS/Nimkol, should you give the child with diarrhoea?

Approximately one cup after each stool

If respondent mention ORS/Nimkol always ask:

How Much? _____ How Often? _____

9. If the respondent answered, dehydration or loss of water in question #
1, ask:

How do you know the child is getting dehydrated?

Child is thirstier than usual (C)

Child is irritable (C)

Child has dry mouth (C)

Child has sunken eyes (C)

Child is weak (C)

Child has sunken fontanelle (C)

Others: _____

10. If the respondent mentioned any of the signs above ask:
If you see any of these signs, what should you do?

Give ORS Take the child to the doctor

Others: _____

11. What should you do on the way?

Give child Nimkol/ORS (C)

Others: _____

POST TEST FOR SPOT # 1

1. What did you see/hear in the spot?
- Two Lakh children die of diarrhoea each year in Pakistan
 - These children can be saved with ORS, breastfeed & Soft foods.
 - During diarrhoea, give child mother's milk, ORS, water & soft easily digestible food.
2. According to T.V spot how many children die of diarrhoea in Pakistan each year?

2 Lakhs (C)

Others: _____

3. Can you save these children form death? Yes No
If YES, how can you save them?
(or what do you have to do to save them?)

Give ORS/Nimkol (C) Take to doctor

Give food (C) Give medicine

Give breastmilk (C)

Other: _____

If Yes, how can you save them?
(or what do you have to do to save them?)

Give ORS/Nimkol (P.C.) Give food (P.C.)

Give Soft food, ORS/Nimkol (C) Give breast milk (C)

Take to doctor (C) Give medicine (C)

Others: _____

4. What food should you feed the child during diarrhoea?

Mothers Milk (C)

ORS/Nimkol (P.C.)

Soft easily digestible food (P.C.)

Soft easily digestible food and ORS/Nimkol (C)

Any other: _____

Comments/Observations:

POST-TEST FOR SPOT # 3

What did you see/hear in the spot?

- Child loses water and salts during diarrhoea (C)
- Give child 1 cup or as much ORS/Nimkol as he/she can take after each stool (C)
If respondent says "as much as child can take" ask:
How Much? _____
- Along with this feed child mother's milk more than usual (C)
- Continue feeding soft easily digestible food to the child above 4 months (C)

1. What is the danger of diarrhoea?

- Loss of water in salts
 - Loss of water
 - Loss of salts
 - Any other: _____
-

2. Can you make up for the loss of water? Yes No

If Yes how?

- Give child one cup or as much ORS/Nimkol as he can take after each stool (C)
If respondent says "as much as child can take" ask:
How Much? _____
- Give child Nimkol/ORS after each stool How Much? _____

3. During diarrhoea, how mother's milk should feed to the child along with Nimkol/ORS?

- How Long?
- Same as usual _____
 - Less than usual _____
 - More than usual (C) _____
 - Others: _____
-

4) Continue giving soft foods to the child above 4 months

- How Long?
- Same as usual _____
 - Less than usual _____
 - More than usual (C) _____
 - Others: _____

Comments/Observations:

POST-TEST FOR SPOT # 4

1. What did you see/hear in the spot?
 Child loses water & Salts during diarrhoea

2. What are the signs of dehydration?
 Child is thirstier more than usual (C)
 Child is irritable (C)
 Child has dry mouth (C)
 Child has sunken eyes (C)
 Child is weak (C)
 Child has sunken fontanelle (C)

3. If any of the these signs appear, what will you do with the child?
 Take the child immediately to the doctor (C)
Others: _____

4. If the answer of the above question is "to take the child to the doctor"
then ask:

What will you do on the way to the hospital?
 Give ORS/Nimkol water on the way (C)
Others: _____

1. According to TV Spot, Why do children die of diarrhoea?
(What causes the death of children with diarrhoea? or why is
diarrhoea dangerous?)
 Dehydration
 Weakness
Others: _____

2. If respondent answered dehydration, then ask:

How can you prevent the child from becoming dehydrated?
 Breastfeed (C)
 Give ORS (C)
Others: _____

3. What else should you give a child with diarrhoea?

Breastmilk (C)

ORS/Nimkol (C)

Food (C)

Others: _____

4. If the answer to question 1 was dehydration to loss of water, ask:
How can you treat dehydration?

Give ORS/Nimkol (C)

Breastfeed (C)

Others: _____

5. If answer was ORS/Nimkol ask:

How much ORS/Nimkol, should you give the child with diarrhoea and how often?

Approximately one cup after each stool

Others: _____

How Much: _____

How Often: _____

6. Will you do what TV Spot told you for your own children?

Yes

No

7. Did you like the spot?

Yes

No

If YES, what?

If NO, why not?

8. Will you tell it to others?

Yes

No

If YES, to whom?

Friends

Neighbors

Relatives

One whose child is sick

One who asks

Any Other: _____

9. Did you like the music? Yes No
10. Should it be?
- Kept Removed Changed

Comments/Observations:

QUESTIONNAIRE: BEFORE SHOWING TELEVISION SPOTS

Researcher Name: _____

Order of Spot: _____

Pre requisites for selection:

If the answer to questions 1 or 2 below is NO, thank the respondent, stop the interview and select another respondent.

1. Children under 5: Yes No
(If No, do not show spots)
2. Language: Can he/she understand Urdu? Yes No
(If No, do not show spots)

FILL OUT THIS FOR ALL RESPONDENTS

Respondent Name: _____
 Urban Rural

Number of Children Under 5: _____
 Mother Father

Age Groups:

- 20 - 25 26 - 30 31 - 35
 36 - 40 41 - 45 46 - 50
 51 - 55
Others: _____

Education:

Literate? Yes No
If YES, what?
 Primary Middle F.A B.A.
Others: _____

Ethnic Group:

Punjabi Pothohari Urdu speaking
 Patian Sindhi Masih
 Pakari
Others: _____

48

- Do you own a radio? Yes No
- Do you own a television? Yes No
- Do you watch television? Yes No
- How often?
 - Daily Once a week Twice a week

Others: _____

- What is your favorite programme?
 - Drama News Films Songs
 - Programmes about children

Others: _____

PRE-TEST FOR SPOTS # 2 & 3

(Note: If respondent knows more than 50% of all these informations, don't show him/her spots)

1. What is the danger of diarrhoea?

- Loss of water in salts (C)
- Loss of water
- Loss of salts

Any other: _____

2. Can you make up for the loss of water? Yes No

If YES, how?

- Give child as much ORS/Nimkol as he can take after each stool (Ask how much child will take) (C)
- Give child one cup ORS/Nimkol after each stool (C)

Any Other: _____

Age of the child: _____ How Much ORS? _____ How Often? _____

3. Should you give mother's milk? Yes No
 If YES, how mother's milk should you feed to the child along with ORS/Nimkol?

- Same as usual
- Less than usual How Long? _____
- More than usual (C) How Long? _____

Others: _____

4. Should you continue any food to the child? Yes No
If YES, how much food should you continue to the child above 4 months?
(Read the options below)

Same as usual
 Less than usual How Long? _____
 More than usual (C) How Long? _____
Others: _____

5. What is the danger of the diarrhoea?

Weakness Child loses weight (C)
Any Other: _____

6. During diarrhoea should you continue breastfeeding?

Yes (C) No

If Yes how often should you breastfeed?
(Read options below)

_____ How Long?
 Same as usual
 Less than usual _____
 More than usual (C) _____
Others: _____

7. During diarrhoea, should you feed a baby older than 4 months soft
foods? Yes (C) No

If YES, how much should you feed the child?
(Read options below)

_____ How Long?
 Same as usual
 Less than usual _____
 More than usual (C) _____
Others: _____

8. What food should you feed the child during diarrhoea?

Khitchri (C) Yoghurt (C) Banana (C)
 Dalya (C)
Others: _____

9. After diarrhoea ends, how often should the mothers breastfeed the child?
(Read options below)

_____ How Long?
 Same as usual
 Less than usual _____
 More than usual (C) _____
Others: _____

10. After diarrhoea ends, how much food should you give a child?
(Read options below)

	<u>How Long?</u>
<input type="checkbox"/> Same as usual	_____
<input type="checkbox"/> Less than usual	_____
<input type="checkbox"/> More than usual (C)	_____
Others:	

4. What food should you feed the child during diarrhoea?
- Khitchri (C)
 Yoghurt (C)
 Banana (C)
 Dalya (C)
Others: _____
-
5. After diarrhoea ends, how often should the mothers breastfeed the child?
(Read options below)
- How Long?
- Same as usual _____
 Less than usual _____
 More than usual (C) _____
Others: _____
-
6. After diarrhoea ends, how much food should you give a child?
(Read options below)
- How Long?
- Same as usual _____
 Less than usual _____
 More than usual (C) _____
Others: _____
-
7. Will you do what TV Spot told you for your own children? Yes No
- If YES, why?
- If NO, why not?
8. Did you like the spot? Yes No
- If YES, what?
- If NO, why not?
9. Will you tell it to others? Yes No
- If YES, to whom?
- Friends
 Neighbors
 Relatives
 One whose child is sick
 One who asks
Any Other: _____
-

10. Did you like the music?
If YES, why?

Yes

No

If NO, why not?

11. Should it be?

Kept

Removed

Changed

Comments/Observations:

DEVELOPMENTAL PRETESTING OF SIX TELEVISION SPOTS

For the National CDD Programme
National Institute of Health
Ministry of Health
Pakistan

PRITECH/Pakistan
USAID Project

May 1990

TABLE OF CONTENTS

	Page No
BACKGROUND	2
DEVELOPMENT	2
PRETESTING METHODOLOGY	2
SAMPLE	3
SUMMARY OF FINDINGS.....	5
PRETESTING:	7
SPOT 1	7
SPOT 2	8
SPOT 3	9
SPOT 4	11
SPOT 5	13
SPOT 6	15
SPOT TEXT.....	18
QUESTIONNAIRE.....	20

BACKGROUND

Six television spots were developed to portray messages which, according to existing research:

- (a) are practiced and should be reinforced, ie breastfeeding, giving ORS, feeding kitchri, yogurt, dalya and bananas during diarrhoea.
- (b) are known to health professionals and some educated parents but are not known by most Pakistani parents: how much ORS to give during diarrhoea, the signs and symptoms of dehydration.
- (c) most health professionals, educated and uneducated public do not know, i.e. after diarrhoea ends a child should eat more foods for two weeks. Policy makers decided that this message is important enough to be introduced at this time.
- (d) Most members of the educated public and even policy makers and health professionals are not aware of, ie the extent of the problem that diarrhoea represents, ie it kills over 200,000 children in one year. One spot developed for the educated public contains this message.

DEVELOPMENT

The content of spots were based on information from existing research, as reviewed and specified by the National Manager of the CDD programme, in collaboration with NIH and WHO and USAID colleagues. The language and expressions were developed by the producer working with an anthropologist who has been doing research with mothers for over four years. Initially audio tapes were made and tested with small numbers, thus the language and expressions were improved.

PRETESTING METHODOLOGY

This was a developmental, qualitative pretest aimed at improving the spots and avoiding any possibly misleading or harmful messages. Interviews were recorded "verbatim" in order to obtain words and expressions commonly used. It is just for the purpose of presentation that the information was quantified.

PROCEDURE

- o Spots were divided into groups of three, thus each video tape contained three spots
- o Fifty parents watched each group of three spots, thus, each respondent watched the three spots. The following combinations were used: 1, 3, & 5 and 2, 4, & 6.
- o Respondents were asked questions about what they know and do about diarrhoea before being selected to watch the spots. Only respondents who did not know about rehydration or feeding were selected to watch the spots.
- o Each spot was played only once. After the spot was played, respondents were asked open questions about the spot
- o During pretesting spots were rotated to avoid bias

51

INSTRUMENT

- o Structured questionnaire with open ended questions.

RESEARCHERS

- o Ten graduate students in anthropology supervised by two experienced anthropologists.
- o Researchers participated in a one day intensive training programme during which they had "hands on" experience with pre-testing. (Researchers had experience with pretesting, however, they used closed ended, multiple choice questionnaires and needed to learn the new methodology).

SAMPLE

In order to avoid the urban bias, the pretesting was also conducted in a village. Researchers worked through the village leadership, the Imam was particularly helpful with recruitment by making announcements through the mosque. Despite this, it was very difficult recruiting respondents in the village.

The sample was a convenience sample consisting of one hundred mothers and fathers who met the following criteria:

- had a small child
- did not already know the content of the spots

Sample:

100 parents of young children:

87 mothers

13 fathers

68 urban 32 rural

Education:

Nil:	47
Primary:	15
Middle:	8
F.A.	9
B.A.	5

Ethnic Groups:

Punjabi:	72
Pothoari:	8
Urdu speaking:	5
Pathan:	5
Masih:	5
Sindhi:	4
Pahari:	1

Age:

Mothers: Range: from 24 to 46. Average: 31
Fathers: Range: from 20 to 40. Average: 28

Radio:		
Ownership		75
Television:		
Ownership:		66
Watch it dally:		63
Preferred Programs:		
Drama:		62
News:		14
About children:		5
Film:		3
Songs:		2

59'

SUMMARY OF FINDINGS

APPEAL: (Out of 100 respondents)

Liked the spots	99
Reasons for liking spots:	
- Useful message and information	73
- It tells about children diseases	45
- It tells how can we save our children's lives	30
- Beautiful babies	13
- Characters and cleanliness	6
- It tells every thing detailed and clear	5

Slogan at the end of spots "Teach it to others. Save children's lives" triggered positive response.

98/100 said they will teach what they learned to others

Although no one volunteered any statement about the music, when asked, we obtained the following responses:

Who will you teach it to?

<u>Responses</u>	<u>Frequency</u>
- Neighbours	27
- Whose children have diarrhoea	24
- Mothers of young children	14
- Relatives	10
- People who don't know	7
- Friends	6
- I will tell any one who asks	5
- Village people	3
- To my wife	1

Most popular message: Take the child to doctor immediately should signs of dehydration appear. 100%

Model Preferred by Respondents (Out of the three models):

Urban middle class mother

Spontaneous comments:

"She is so beautiful"

"She is doing everything properly and neatly"

Use of quotation from the Holy Quran

This was of great appeal to both educated and uneducated viewers.

MUSIC

Out of 100 respondents:

- Keep same music: 85%
- Substitute for slower music: 5%
- Omit the music: 10%

	<u>SPOT 1</u>	<u>SPOT 3</u>	<u>SPOT 5</u>
Group #1 - 50 respondents:			
- Keep same music	43	44	43
- Remove	4	4	5
- Replace with slower music	2	2	1
	<u>SPOT 1</u>	<u>SPOT 3</u>	<u>SPOT 5</u>
Group #2 - 50 respondents:			
- Keep same music	42	40	40
- Remove	4	5	6
- Replace with slower music	2	3	4

61

PRETESTING OF TELEVISION SPOTS ON CDD

SPOT 1

COMPREHENSION:

Criteria # 1: Two thousand children die of diarrhoea in Pakistan each year.

	<u>Before</u> <u>Viewing spot</u>	<u>After</u> <u>Viewing Spot</u>
- Correct response:	5	37

In the pre test most responses were in the thousands and ranged from none (1) to 15 thousand. Eight said they did not know.

Criteria # 2: These children can be saved with ORS, breastfeeding and soft foods

Can you save these children?

	<u>Before</u> <u>Viewing spot</u>	<u>After</u> <u>Viewing Spot</u>
- Yes:	48	50
- No:	2	0

How can you save them?

Correct answer:	0	43
Partially correct (Give Nimkol)	8	3
Incorrect answer	42	4

APPEAL:

Preferred this spot 19

Reasons:

- It has Quranic verse in it
- I liked it because of Quranic verse (Talawat)
- I liked the picture of the Khana Kaba
- Tells the number of children die of diarrhoea each year
- It tells about the foods to be given during diarrhoea

SPOT # 2

COMPREHENSION:

Criteria # 1: Many children die due to dehydration caused by diarrhoea

	Before <u>Viewing spot</u>	After <u>Viewing Spot</u>
Correct answer:	11	31

Criteria # 2: The loss of salts and water can be replaced by giving the child ORS/Nimkol water and breastmilk, give children above 4 months soft foods

	Before <u>Viewing spot</u>	After <u>Viewing Spot</u>
Correct answer:	0	45
Partially correct (Give Nimkol)	13	

APPEAL

Preferred this spot 5

Reasons:

- I am able to understand it
- Beautiful baby and beautiful mother
- Mother is doing everything properly for the child
- Mother is wise and educated

SPOT # 3

COMPREHENSION:

Criteria # 1: Diarrhoea and vomiting causes dehydration

	<u>Before Viewing spot</u>	<u>After Viewing Spot</u>
Correct answer	13	41

Criteria # 2: "To make up for this loss of salts and water feed the child: as much ORS as it lost through vomiting and stools, one cup after each stool or vomit.

	<u>Before Viewing spot</u>	<u>After Viewing Spot</u>
Correct answer	1	15
Partially correct answers:		
- Give as much water as child lost through stools		6
- Give Nimkol after every stools and vomit 5		
Answered quantity correctly		2
Correct plus partially correct		26

Criteria # 3: Give child more breastmilk than usual

	<u>Before Viewing spot</u>	<u>After Viewing Spot</u>
Correct answer	0	24

Criteria # 4: Give child above 4 months easily digestible soft foods

	<u>Before Viewing spot</u>	<u>After Viewing Spot</u>
Correct answer	(data not compiled)	34

APPEAL

Preferred this spot

6

Reasons:

- It tells that we should take care of children
- It tells about the loss of water and how to save the child from it
- I can understand it

POINT

- o No one objected to showing breastfeeding

RECOMMENDATIONS

- o This spot has too many messages. Most respondents remembered only one.
- o Existing research as well as this pretest show that mothers do not know how much ORS to feed and usually feed only a few spoons. This spot should concentrate on this message to ensure that it is well understood. The concept of feeding after each stool was well understood and should be kept.

65

SPOT # 4

COMPREHENSION:

Criteria # 1: Diarrhoea causes dehydration

Prior to viewing the spot:

	<u>Before Viewing spot</u>	<u>After Viewing Spot</u>
Correct answer	11	50

Criteria # 2: Respondent will be able to explain at least one of the following signs of dehydration:

- Child is more thirsty than usual
- Child is irritable, cries and only stops crying when it is given something to drink
- Child has dry mouth
- Child has sunken eyes

	<u>Before Viewing spot</u>	<u>After Viewing Spot</u>
dry lips	-	34
sunken eyes	-	30
irritable	-	12
thirst	-	6

Criteria # 2: If any of these signs appear take child immediately to the doctor.

	<u>Before Viewing spot</u>	<u>After Viewing Spot</u>
Correct answer	-	50

Criteria # 3: Give ORS on the way (to the doctor)

	<u>Before Viewing spot</u>	<u>After Viewing Spot</u>
Correct answer	-	47

APPEAL

Preferred this spot

24

Reasons:

- tells us to go to doctor immediately
- tells about prevention
- it is easy to understand
- it gives good information
- the last scene (giving ORS on the way) was good
- babies are like mine
- I never knew the signs of dehydration before
- everything was explained in detail
- the signs of dehydration were shown clearly
- the baby in the spot is beautiful
- it tell us what to do during diarrhoea
- husband and wife (together) taking the child to the doctor

67

SPOT # 5

COMPREHENSION

Criteria # 1: A child with diarrhoea can become dehydrated

	Before <u>Viewing spot</u>	After <u>Viewing Spot</u>
Correct answer (dehydration)	0	41

Criteria # 2: Respondent will be able to repeat at least one of the following signs of dehydration:

- thirst
- irritability
- dry mouth
- sunken eyes
- weakness and lethargy

	Before <u>Viewing spot</u>	After <u>Viewing Spot</u>
Correct answer	-	44

Frequency:

- Dry mouth:	32
- sunken eyes:	25
- lethargy:	10
- thirst:	4
- Irritability:	4

Criteria # 3: If any of these signs appear, take the child to the doctor immediately.

	Before <u>Viewing spot</u>	After <u>Viewing Spot</u>
Correct answer	-	46

Criteria # 4: Give ORS/Nimkol on the way

	Before <u>Viewing spot</u>	After <u>Viewing Spot</u>
Correct answer		49

APPEAL

Preferred this spot

25

Reasons:

- Parents taking child to the doctor immediately
- It tells about the signs of dehydration
- It provides all the information about the child's disease
- It tells about Nimkol and about giving Nimkol on the way
- It tells that if doctor is far away, keep feeding the child Nimkol on the way
- It tells us how we can save our children
- It tells about the signs of dehydration
- The signs of dehydration are shown very clearly, (like) dry lips. This is very important information for mothers
- The dehydrated child is very pathetic. I liked the child and felt sympathy towards it.
- The child shown in the spot is like my own child.

POINTS

Spots # 4 and # 5 contain almost identical messages and were tested with two different groups. The results were very similar, dry mouth, and lips and sunken eyes were the signs recalled by most respondents in both groups, this may be because of the visuals. Both spots were popular with parents who found the information about the signs of dehydration most useful. In both cases, the scene about feeding ORS on the way to the doctor was mentioned by a number of respondents who liked it.

69'

SPOT # 6

COMPREHENSION:

Criteria # 1: Give the child more breastmilk during diarrhoea.

	<u>Before Viewing spot</u>	<u>After Viewing Spot</u>
Correct answer	4	33
Respondents said that during diarrhoea:		
- Feed as usual	16	
- Feed more	4	
- Feed less	21	
- Stop feeding	6	

(Only 4 respondents knew that
the child should be fed more food
and more often during diarrhoea)

**Criteria # 2: Children above 4 months should eat, along with breastmilk, soft
foods like kitchri, dalya, yogurt and banana) many times a day**

	<u>Before Viewing spot</u>	<u>After Viewing Spot</u>
During diarrhoea give		
- Usual soft foods	16	
- More	4	
- Less	21	
- Stopped	6	
Correct answer	-	46

**Criteria # 3: After diarrhoea stops, give the child more breastmilk for two
weeks**

	<u>Before Viewing spot</u>	<u>After Viewing Spot</u>
Correct answer	7	32
After diarrhoea stops give:		
- Less Breastmilk	4	
- Usual	34	
- More	7	

-10

Criteria # 4: After diarrhoea stops, give the child more food for two weeks

	<u>Before Viewing spot</u>	<u>After Viewing Spot</u>
Correct answer (2 weeks)	4	16
When diarrhoea ends how much food should you give your child?		
- Usual:	35	
- Less:	8	
- More:	4	
- Stop:	2	
Partially correct	-	39

EXPLANATION

Thirty nine respondents understood the concept that the child should be fed more food after diarrhoea ends, but only 16 specified two weeks, the remainder explained as follows:

- o Give more foods after diarrhoea stops until the child recovers: 16
- o Give more foods until the child gains its weight: 4
- o Give more foods until the child's health is fully recovered: 23

Soft foods recalled after viewing the spot:

kitchri:	32
banana:	31
yogurt:	22
dalya:	18

Many respondents mentioned more than one food so it does not add up to 50.

APPEAL:

Preferred this spot 14

Reasons:

- More and new information
- It tells that the child must be given more food during and after diarrhoea
- It tells to feed the child
- It tells we should continue breastfeeding the child during diarrhoea. I never knew this before.
- It is more descriptive and detailed
- It tells how we can save our children during diarrhoea
- I liked the beautiful baby and the breastfeeding
- It tells about soft foods and breastfeeding

OBSERVATIONS

Many respondents volunteered the following:

- o the information about feeding the child more after diarrhoea was new to respondents who said that no doctor ever told them this. This message was very appreciated by respondents. One mother commented: " I used to start

giving normal diet as soon as diarrhoea stopped, now I will give more food after diarrhoea stops."

- o that they liked the cleanliness in this spot
- o that they found the detailed information useful
- o they liked the breastfeeding scene in this spot which lasted longer

PROBLEM

- o The visual of a child eating meat and potato with curry was misunderstood by 3 respondents who thought that other foods should be stopped and only the foods shown in the spot should be fed.

RECOMMENDATIONS

- o The visual should show many foods, instead of only one, ie dal, vegetables, curry but with less red chillies. Also, breastfeeding should be shown again.

Combination #1: Spot 1, 3, 5

SPOT 1

INTENDED MESSAGE

- o MORE THAN 2 LAKHS CHILDREN (LESS THAN 5 YEARS) DIE OF DIARRHOEA EACH YEAR.
- o QURANIC VERSE
- o "HE WHO SAVES ONE LIFE SAVES MANKIND."
- o YOU CAN SAVE LIVES BY GIVING CHILD PLENTY OF ORS BREASTMILK AND SOFT FOODS DURING DIARRHOEA.
- o TELL THIS TO OTHERS AND SAVE CHILDREN

SPOT 3

INTENDED MESSAGE.

- o DIARRHOEA AND VOMITING CAUSE DEHYDRATION.
- o TO MAKE UP FOR THIS LOSS OF SALTS AND WATER FEED THE CHILD AS MUCH ORS SOLUTION AS IS LOST THROUGH VOMITING AND STOOLS.
- o THIS LOSS OF WATER CAN BE REPLACED (FILLED UP) BY GIVING CHILD ABOUT ONE CUP OF ORS WATER.
- o WHENEVER THE CHILD IS THIRSTY, GIVE IT ORS SOLUTION YOU CAN GIVE AS MUCH AS THE CHILD TAKES.
- o GIVE THE CHILD BREAST MILK, MORE THAN USUAL.
- o GIVE CHILDREN ABOVE 4 MONTHS EASILY DIGESTIBLE SOFT FOODS.
- o TELL THIS TO OTHERS, SAVE CHILDREN'S LIVES!

SPOT 5

INTENDED MESSAGE.

- o A CHILD WITH DIARRHOEA CAN BECOME DEHYDRATED.
- o THESE ARE THE SIGNS OF DEHYDRATION:
 - THIRST
 - IRRITABILITY
 - DRY MOUTH.
 - SUNKEN EYES
- o IF ANY OF THESE SIGNS APPEARS, IT MEANS THAT THE CHILD IS DEHYDRATED.
- o IMMEDIATELY TAKE THE CHILD TO THE DOCTOR.
- o GIVE ORS/NIMKOL ON THE WAY.
- o TELL THIS TO OTHERS, SAVE CHILDREN'S LIVES.

Combination #2: Spot 2, 4, 6

SPOT 2

INTENDED MESSAGE.

- DURING DIARRHOEA CHILD THIS LOOSES SALTS AND WATER THROUGH VOMITING AND STOOLS, CAN BE FATAL
- THE LOSS OF SALTS AND WATER CAN BE REPLACED BY GIVING CHILD ORS/NIMKOL WATER AND BREASTMILK.
- GIVE CHILDREN ABOVE 4 MONTHS SOFT FOODS ALONG WITH MOTHER'S MILK.
- THIS WAY THE CHILD'S LIFE CAN BE SAVED.
- TEACH THIS TO OTHERS; SAVE CHILDREN'S LIVES

SPOT 4

INTENDED MESSAGE.

- LOOSE STOOLS AND VOMITING CAN CAUSE DEHYDRATION.
- DEHYDRATION CAN BE FATAL.
- IF CHILD IS:
 - USUAL THIRSTIER THAN USUAL
 - HAS DRY MOUTH.
 - CRIES AND IS SOOTHED ONLY WHEN WATER IS OFFERED.
 - HAS SUNKEN EYES
 - CHILD LOOKS WEAK AND LETHARGIC
- IF ANY OF THESE SIGNS APPEARS, IT MEANS CHILD IS DEHYDRATED.
- TAKE THE CHILD TO THE DOCTOR IMMEDIATELY.
- GIVE ORS ON THE WAY.
- TELL THIS MESSAGE TO OTHERS

SPOT 6

INTENDED MESSAGE.

- DIARRHOEA AND VOMITING IS MAJOR CAUSE OF DEATH IN CHILDREN.
- SAVE CHILDREN'S LIFE.
- GIVE THE CHILD MORE BREAST MILK THAN USUAL
- GIVE CHILDREN ABOVE 4 MONTHS SOFT FOODS LIKE KHICHRI YOGURT, DALYA BANANA MANY TIMES A DAY.
- GIVE THE CHILD MORE BREASTMILK AFTER DIARRHOEA STOP.
- WHEN STOPS GIVE CHILD MORE FOOD FOR 2 WEEKS
- GIVE CHILD ORS/NIMKOL DURING DIARRHOEA.
- TELL THIS TO OTHERS SAVE CHILDREN'S LIVES

QUESTIONNAIRE

NAME OF RESEARCHER_____ ORDER OF SPOTS_____

SPOT 1

INTENDED MESSAGE

- MORE THAN 2 LAKHS CHILDREN (LESS THAN 5 YEARS) DIE OF DIARRHOEA EACH YEAR.
- QURANIC VERSE
- "HE WHO SAVES ONE LIFE SAVES MANKIND."
- YOU CAN SAVE LIVES BY GIVING CHILD PLENTY OF ORS BREASTMILK AND SOFT FOODS DURING DIARRHOEA.
- TELL THIS IT TO OTHERS AND SAVE CHILDREN

PRE TEST

- 1) HOW MANY CHILDREN DIE OF DIARRHOEA IN PAKISTAN EVERY YEAR?
 - 2) CAN YOU SAVE THESE CHILDREN FROM DEATH IF YES HOW ?
 - 3) SHOULD YOU GIVE ANYTHING TO THE CHILD TO EAT OR DRINK DURING DIARRHOEA?
 - 4) IF YES, WHAT ?
FOODS:
DRINKS\BREASTMILK
- WHO TOLD YOU ABOUT IT ?

POST TEST

WHAT DID YOU SEE/HEAR IN THE SPOT?(verbatim+order)

- 1) ACCORDING TO THE TV SPOT, HOW MANY CHILDREN DIE OF DIARRHOEA IN PAKISTAN EVERY YEAR?

- 2) ACCORDING TO THE TV SPOT, CAN YOU SAVE THESE CHILDREN FROM DEATH IF YES HOW ?

- 3) ACCORDING TO THE TV SPOT SHOULD YOU GIVE ANYTHING TO THE CHILD TO EAT OR DRINK DURING DIARRHOEA?

- 4) IF YES, WHAT?
DRINKS/BREASTMILK:
FOODS:

WILL YOU DO WHAT TV SPOT TOLD YOU FOR YOUR OWN CHILD?

DID YOU LIKE THE SPOT OR NOT, IF YES WHAT DID YOU LIKE IN THE TV SPOT?

IF NOT WHAT YOU DISLIKED ABOUT THE SPOT ?

WILL YOU TELL IT TO THE OTHERS? WHOM?

DID YOU LIKE THE MUSIC OR NOT ?

SHOULD BE:

KEPT REMOVED CHANGED

COMMENTS/OBSERVATIONS

SPOT 2

INTENDED MESSAGE.

- DURING DIARRHOEA CHILD LOOSES SALTS AND WATER THROUGH VOMITING AND STOOLS, CAN BE FATAL
- THE LOSS OF SALTS AND WATER CAN BE REPLACED BY GIVING CHILD ORS/NIMKOL WATER AND BREASTMILK.
- GIVE CHILDREN ABOVE 4 MONTHS SOFT FOODS ALONG WITH MOTHER'S MILK.
- THIS WAY THE CHILD'S LIFE CAN BE SAVED.
- TEACH THIS TO OTHERS; SAVE CHILDREN'S LIVES

PRE TEST

- 1) IS DIARRHOEA A DANGEROUS DISEASE?
- 2) IF YES WHY ?
- 3) SHOULD YOU DO ANYTHING ABOUT IT, IF YES, WHAT ?
- 4) SHOULD YOU GIVE ANYTHING TO THE CHILD TO EAT AND DRINK DURING DIARRHOEA ?
- 5) IF YES WHAT?
DRINK:
FOOD:
BREASTMILK

POST TEST

WHAT DID YOU SEE/HEAR IN THE SPOT?(verbatim+order)

- 1) ACCORDING TO THE TV SPOT IS DIARRHOEA DANGEROUS OR NOT ?
- 2) IF YES WHY ?
- 3) ACCORDING TO THE TV SPOT SHOULD YOU DO ANYTHING ABOUT IT, IF YES WHAT ?
- 4) ACCORDING TO THE TV SPOT SHOULD YOU GIVE ANYTHING TO THE CHILD TO EAT AND DRINK DURING DIARRHOEA ?
- 5) IF YES WHAT?
DRINK:
FOOD:
BREASTMILK

WILL YOU DO WHAT TV SPOT TOLD YOU FOR YOUR OWN CHILD?

DID YOU LIKE THE SPOT IF YES WHAT?

IF NOT WHAT YOU DISLIKED ABOUT THE SPOT ?

WILL YOU TELL IT TO THE OTHERS, WHOM ?

DID YOU LIKE THE MUSIC OR NOT?

SHOULD BE:

KEPT REMOVED CHANGED

COMMENTS/OBSERVATIONS

SPOT 3

INTENDED MESSAGE.

- DIARRHOEA AND VOMITING CAUSE DEHYDRATION.
- TO MAKE UP FOR THIS LOSS OF SALTS AND WATER FEED THE CHILD AS MUCH ORS SOLUTION AS IS LOST THROUGH VOMITING AND STOOLS.
- THIS LOSS OF WATER CAN BE REPLACED (FILLED UP) BY GIVING CHILD ABOUT ONE CUP OF ORS WATER.
- WHENEVER THE CHILD IS THIRSTY, GIVE IT ORS SOLUTION YOU CAN GIVE AS MUCH AS THE CHILD TAKES.
- GIVE THE CHILD BREAST MILK, MORE THAN USUAL.
- GIVE CHILDREN ABOVE 4 MONTHS EASILY DIGESTIBLE SOFT FOODS.
- TELL THIS TO OTHERS, SAVE CHILDREN'S LIVES!

PRE TEST

- 1) IS DIARRHOEA A DANGEROUS DISEASE OR NOT?

- 2) IF YES WHY, WHAT CAN BE THE DANGER ?

- 3) WHAT SHOULD YOU DO ABOUT IT ?

- 4) SHOULD YOU GIVE ANYTHING TO THE CHILD TO EAT AND DRINK

- 5) IF YES WHAT?
DRINKS:
HOW MUCH AND HOW OFTEN:
FOODS:
BREASTMILK:

SPOT 4

INTENDED MESSAGE.

- LOOSE STOOLS AND VOMITING CAN CAUSE DEHYDRATION.
- DEHYDRATION CAN BE FATAL.
- IF CHILD IS THIRSTIER THAN USUAL
HAS DRY MOUTH.
CRIES AND IS SOOTHED ONLY WHEN WATER IS OFFERED.
HAS SUNKEN EYES
CHILD LOOKS WEAK AND LETHARGIC
- IF ANY OF THESE SIGNS APPEARS, IT MEANS CHILD IS DEHYDRATED.
- TAKE THE CHILD TO THE DOCTOR IMMEDIATELY.
- GIVE ORS ON THE WAY.
- TELL THIS MESSAGE TO OTHERS

PRE TEST

- 1) IS DIARRHOEA A DANGEROUS DISEASE ?
- 2) IF YES, WHAT IS THE DANGER OF DIARRHOEA ?
- 3) WHAT ARE THE SIGNS THAT THE CHILD SHOULD BE TAKEN TO THE DOCTOR ?
- 4) WHAT SHOULD YOU DO IF ANY OF THESE SIGNS APPEAR ?

POST TEST

WHAT DID YOU SEE/HEAR IN THE SPOT?(verbatim+order)

- 1) ACCORDING TO THE TV. SPOT IS DIARRHOEA A DANGEROUS DISEASE OR NOT ?
- 2) IF YES, HOW WHAT IS THE DANGER ?
- 3) ACCORDING TO THE TV. SPOT HOW WILL YOU KNOW WHAT ARE THE SIGNS ?
- 4) WHAT SHOULD YOU DO IF ANY OF THESE SIGNS APPEAR ?
- 5) WHAT SHOULD YOU DO ON THE WAY ?

WILL YOU DO WHAT TV SPOT TOLD YOU FOR YOUR OWN CHILD? why

DID YOU LIKE THE SPOT,WHAT?

IF NOT WHAT YOU DISLIKED ABOUT THE SPOT ?

WILL YOU TELL IT TO THE OTHERS, WHOM ?

DID YOU LIKE THE MUSIC OR NOT ?

SHOULD BE:

KEPT REMOVED CHANGED

COMMENTS/OBSERVATIONS

SPOT 5

INTENDED MESSAGE.

- A CHILD WITH DIARRHOEA CAN BECOME DEHYDRATED.
- THESE ARE THE SIGNS OF DEHYDRATION:
 - THIRST
 - IRRITABILITY
 - DRY MOUTH.
 - SUNKEN EYES
- IF ANY OF THESE SIGNS APPEARS, IT MEANS THAT THE CHILD IS DEHYDRATED.
- IMMEDIATELY TAKE THE CHILD TO THE DOCTOR.
- GIVE ORS/NIMKOL ON THE WAY.
- TELL THIS TO OTHERS, SAVE CHILDREN'S LIVES.

PRE TEST

- 1) IS DIARRHOEA A DANGEROUS DISEASE OR NOT?
- 2) IF YES HOW WHAT IS THE DANGER ?
- 3) HOW WILL YOU KNOW WHAT ARE THE SIGNS ?
- 4) WHAT SHOULD YOU DO IF ANY OF THESE SIGNS APPEAR ?



POST TEST

WHAT DID YOU SEE/HEAR IN THE SPOT?(verbatim+order)

- 1) ACCORDING TO TV SPOT IS DIARRHOEA A DANGEROUS DISEASE OR NOT?
- 2) IF YES , NOW WHAT IS THE DANGER ?
- 3) ACCORDING TO THE TV. SPOT, HOW WILL YOU KNOW WHAT ARE THE SIGNS ?
- 4) ACCORDING TO THE TV SPOT, WHAT SHOULD YOU DO IF ANY OF THESE SIGNS APPEAR ?
- 5) ACCORDING TO THE TV. SPOT WHAT SHOULD YOU DO ON THE WAY (WHY)

WILL YOU DO WHAT TV SPOT TOLD YOU FOR YOUR OWN CHILD? why

DID YOU LIKE THE SPOT OR NOT. IF YES WHAT ?

IF NOT WHAT YOU DISLIKED ABOUT THE SPOT ?

WILL YOU TELL IT TO THE OTHERS, WHOM ?

DID YOU LIKE THE MUSIC OR NOT ?

SHOULD IT BE :

KEPT REMOVED CHANGED

COMMENTS/OBSERVATIONS

SPOT 6

INTENDED MESSAGE.

- DIARRHOEA AND VOMITING IS MAJOR CAUSE OF DEATH IN CHILDREN.
- SAVE CHILDREN'S LIFE.
- GIVE THE CHILD MORE BREAST MILK THAN USUAL
- GIVE CHILDREN ABOVE 4 MONTHS SOFT FOODS LIKE KHICHRI YOGURT, DALYA BANANA MANY TIMES A DAY.
- GIVE THE CHILD MORE BREASTMILK AFTER DIARRHOEA STOP.
- WHEN STOPS GIVE CHILD MORE FOOD FOR 2 WEEKS
- GIVE CHILD ORS/NIMKOL DURING DIARRHOEA.
- TELL THIS TO OTHERS SAVE CHILDREN'S LIVES

PRE-TEST

WHAT IS THE MAJOR CAUSE OF CHILDREN'S DEATH ?

CAN YOU SAVE CHILDREN

IF YES, HOW ?

SHOULD YOU GIVE ANY THING TO THE CHILD TO EAT AND DRINK DURING DIARRHOEA? (*COMPARATIVE AMOUNTS*)

IF YES WHAT?

USUAL MORE LESS STOPPED

FOOD:
BREASTMILK:

HOW MUCH SHOULD YOU GIVE YOUR CHILD TO EAT WHEN DIARRHOEA IS STOPPED ?

USUAL MORE LESS STOPPED

BREASTMILK:
FOODS:

FOR HOW LONG ?

POST TEST

WHAT DID YOU SEE\HEARD IN THE SPOT?(verbatim+order)

- 1) ACCORDING TO THE TV. SPOT WHAT IS THE MAJOR CAUSE OF CHILDREN'S DEATH ?
- 2) ACCORDING TO THE TV. SPOT CAN YOU SAVE CHILDREN IF YES, HOW?
- 3) ACCORDING TO THE TV. SPOT , SHOULD YOU GIVE ANY THING TO THE CHILD TO EAT AND DRINK DURING DIARRHOEA?
(COMPARATIVE AMOUNTS)
- 4) IF YES WHAT?
USUAL MORE LESS STOPPED

BREASTMILK:
FOOD:

- 5) ACCORDING TO THE TV.SPOT HOW MUCH SHOULD YOU GIVE YOUR CHILD TO EAT WHEN DIARRHOEA IS STOPPED ? (COMPARATIVE AMOUNTS)
USUAL MORE LESS STOPPED

BREASTMILK:
FOODS:

FOR HOW LONG ?

WILL YOU DO WHAT TV SPOT TOLD YOU FOR YOUR OWN CHILD?

DID YOU LIKE THE SPOT OR NOT. IF YES WHAT DID YOU LIKE IN IT?

IF NOT WHAT YOU DISLIKED ABOUT THE SPOT ?

WILL YOU TELL IT TO THE OTHERS?

IF YES, WHOM WILL YOU TELL?

DID YOU LIKE THE MUSIC,
SHOULD BE:
KEPT REMOVED CHANGED ?

COMMENTS/OBSERVATIONS



Name of Respondent: _____

Age: _____

Education: _____

No of Children Under Five Years of age: _____

Residential Area: _____

Language: _____

Can Speak Urdu: Yes No

Can understand Urdu Yes No

Ethnic Group: _____

Do you have Radio? Yes No

Do you have TV? Yes No

Do you watch it?

How often

Which Program