

Qualitative Study Report

Content Testing of HC3 BCC Materials



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Kathmandu, Nepal

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HC3 Content Testing

Study Report

SECTION 1

BACKGROUND

This section introduces the report with study context, study objectives, study coverage, limitations, and organization of the report.

1.1 Context

Health Communications Capacity Building Collaborative (HC3) developed various communication materials (posters, television commercials, and radio jingles) for its Behavior Change and Communication (BCC) campaign. The materials were tested through qualitative study methods to assess its relevance and effectiveness.

1.2 Study Objectives

The main purpose of the study was to provide research based evidence to guide effective dissemination of the information by carrying out qualitative research to test the communication materials developed within HC3 project.

The objectives of the pre-test exercise were to:

- determine if the target audience easily understands the messages on family planning services;
- determine if the target audiences can easily understand the messages contained in the posters and radio/TV spots,
- establish whether there is anything that is offensive or confusing in the messages, actions/behaviors promoted, and collect feedback about likes, dislikes and possible suggestions for improving the concepts and contents.

1.3 Study Coverage

The study covered four districts (Banke, Chitwan, Syangja & Siraha) from different ecological and geographical regions. In each district, a VDC was selected for the purpose of study. The areas included in the study within each district were: Karkandho

in Banke; Bhandara, Fulbari and Bharatpur in Chitwan; Bishnupurkatti in Siraha; and Phedikholra and Putalibazar in Syangja.

Figure – 1: Study Districts in the Map of Nepal



1.4 Study Limitations

The study was carried out within a short period of time, and focused on some specific aspects related to the contents based on the study objectives. In addition, the study completely relied on qualitative methods administered with beneficiaries (rather than service delivery agents).

1.5 Tested Materials

The materials that were tested in the study include the followings:

- Posters
- Television Commercial (TVC)
- Radio

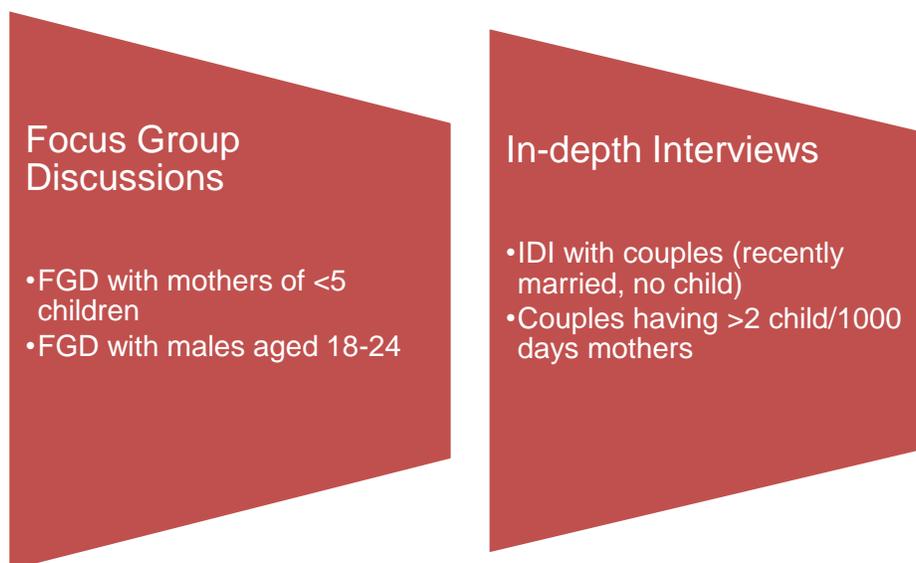
SECTION 2

STUDY METHODOLOGY

This section describes the study design, study methods, procedures, and study approaches.

2.1 Study Design

Considering the study objectives to explore people's perspectives on BCC tools developed, the study used qualitative study methods. The study used two key methods which include: (i) focus group discussions, and (ii) In-depth interviews. Both of the tools were administered with groups/individuals from same category to enable triangulation between group and individual opinions.



2.2 Study Methods

The study involved two key qualitative study methods (focus group discussions, and in-depth interviews) described in the following sections.

Method 1: In-depth Interviews (IDIs)

The main objective of interview within qualitative study technique was to acquire deep understanding on different social phenomenon through intensive conversation and

discussion with knowledgeable and experienced individuals. Thus, the identification of the suitable person with enough knowledge and experience in the subject matter is a key to collect quality data. The interviews were semi-structured and in-depth in a way that it allowed enough space for interviewer to probe deeply into topics.

The IDIs were conducted with different categories of respondents which included of (i) recently married couples having no child; and (ii) couples having children >2 years of age and 1000 days mother. In total 28 IDIs were conducted with these groups of people. The distribution is as follows:

Table – I: Distribution of IDI Respondents

Category or Respondent	Unit	Siraha	Chitwan	Syangja	Banke	Total
IDI with couples (recently married, no child)	Couple (M+F)	3	3	3	3	12
IDI with couples having >2 child/1000 days mothers	Couple(M+F)	4	4	4	4	16

Method 2: Focus Group Discussions (FGDs)

Focus Group Discussion is the most common type of qualitative information collection method which involves discussion with a group of informants of similar characteristics. Each FGD is expected to last up to two hours. Short details about each FGD carried out for the testing is presented below:

Focus Group Discussions were conducted with:

- Mothers having children under 5
- Males aged 18-25 years of age

Table – II: Distribution of FGD Respondents

Category or Respondent	Unit	Siraha	Chitwan	Syangja	Banke	Total
FGD with mothers of <5 children	Group (6-8)	1	1	1	1	4
FGD with males aged 18-24	Group (6-8)	1	1	1	1	4

SECTION 3

KEY STUDY FINDINGS

This section presents key study findings. The study findings are organized based on the concepts/tools that were tested during the study.

3.1 General Findings

The messages in posters were clear and easily understandable. The respondents could clearly understand the core message communicated through the materials. The target audience showed their preference to see nice (beautiful), cheerful and happy faces on the posters. However, to make the message further clear, they suggested to incorporate illustrations of family planning devices in all posters (not only on the first poster of cafeteria) in a bigger size that is clearly visible and easily identifiable, preferably real pictures than the sketch. While majority of respondents were able to clearly understand the concept of 'smart, in a few discussions, respondents showed the preference on Nepali term over 'smart'.

Although people were able to understand and get the core message through radio and TVC, the conversations in the radio and TVC messages could be made more clear by using appropriate local terms and phrases. During the testing exercise, the target audiences were not familiar with some terms, and thus encountered problem in identifying and understanding the exact word or phrase during those instances. It made it difficult for the audience to get right message that TVC or radio were trying to give.

On the whole, HC3 Project can go ahead with the communication materials that the project has developed. Some of the materials could be more effective with some changes, clarity and addition of contents/illustrations as suggested by the target audience during the pre-testing.

3.2 Theme-wise Discussion on the Findings

This section provides overview of the study findings by theme. The feedback from the audience differed slightly by themes and communication material. The section below also presents the findings on the materials that were tested in the study.

Theme 1: Cafeteria

Poster

On the whole, the respondents could understand that the poster is about different temporary family planning (FP) devices/methods and they get the message that couples should visit health facility and meet health worker to discuss about family planning method/devices and make decisions on which one to use. Most of the respondents find the message to be socially acceptable and easily understandable.



Some feedbacks and suggested changes are:

1. The audiences were found confused with the illustrations of FP devices shown in the poster especially IUCD and G-del. They seem to be not familiar with these devices. IUCD is widely known as copper-T among the people and they suggested changing the label accordingly.
2. In a few discussions, suggestions were received on including additional messages or having separate material about suitable time to start using FP devices and the proper way to use the materials.

Radio

People got the core message that **Smart Choice** is about rightly selecting and adopting suitable temporary FP methods/devices. However, they struggled to properly understand the term such as IUCD. The audience also preferred conversational approach over one way announcement.

Some suggestions for further improvement were as follows:

1. The part in which the health worker greets saying Namaste can be moved ahead and placed somewhere in the starting portion. Some respondents were not much comfortable about it happening it quite late
2. Respondent did not understand the term IUCD and also claimed the audio to be unclear. People were found being confused about IUCD and showed the curiosity if it is something new

TVC

The TVC was effective in overall. The audiences were also interested to hear about the benefits of the use of family planning devices in the TVC. It also encountered similar problem in understanding the term IUCD with most of the respondents.

Some suggestions on TVC were:

1. Replace the term IUCD with copper-T
2. It would be better if the FP devices are also shown during the conversation between health worker and the couple.

Theme 2: Newly Wed

Poster

Message on the poster was considered to be encouraging for the couples to adopt FP methods before planning for child and prioritize education, secure employment for financial independence, better future and happier life.

Based on the suggestions of audience, the poster could be made more effective by:

1. demonstrating family planning devices in the poster, possibly in the bottom left strip of the poster as in the first poster of theme cafeteria
2. People preferred to have the message on the poster in following order:

“परिवार नियोजनको साथ

Smart भविष्यको शुरुवात ”

3. Illustration of the house in the background was unclear among the respondents as they were unable to identify whether it is a residence or a health facility. They considered it to look more like a health facility.

Radio

As anticipated, the audience got clear message through the radio. Majority of them were able to explain that they should adopt FP devices unless they get settled. The English term ‘settle’ used in the conversation was understood by almost all of the respondents and were found familiar with it.



The key suggestions were as follows:

1. Few of the respondents understood the message in a different way. In their opinion, the couple getting married before completing their education might have unintended understanding among the audience about the early marriage.
2. There is misconception in the community that use of FP methods prior to first birth of child could lead to infertility. Encouragingly, few respondents also considered that the message might be trying to reinforce the true message about the possibility of FP use prior to having the first baby. It would be better if the message clearly state about the side-effects of FP methods before the first birth.
3. The sentence in the conversation about wedding photographs was not well understood by the respondents

TVC

The messages were clearer through the visualization in the TVC. The audiences were able to understand the core messages being communicated.

The following are the key suggestions particular to TVC:

1. The audiences showed higher preference to have good looking faces in the TVC to make it more catchy.

Theme 3: Congratulations

Poster

From the poster, the respondents understood that smart family is the one which has favorable environment to live and the members are happy. They also got the point that small family is happy family.

The suggestions were:

1. Could have looked better if the child was in mother's lap
2. The child should look small as it currently looks like the age of around six years.
3. The illustrations of FP devices to be included somewhere in the poster (similar to the first poster).
4. The couple should be good looking and need to seem happy.



5. Some audiences also suggested having health facility somewhere in the background.

Radio

The respondents clearly understood the message about importance of starting the use of FP methods within 45 days of the child birth to maintain the gap until next child. They consider those couples as ‘smart’ ones who plan to adopt FP methods within this time period.

The following were the suggestions:

1. The ‘thank you’ said in the radio jingle was unclear. The audiences could not identify whose voice it actually was.
2. Use of Nepali word *dhanyabad* for ‘thank you’ was recommended in the discussions especially in Banke.
3. Grandmother asking mother to take good care of the child by saying “*aba ramro her bichar gara*” sounded to the respondents like she is leaving them and going away from the family.
4. Some respondents felt that some information about gap maintained to have the first child after their marriage could also be useful to make the message more effective.

Television

The understanding of the message about use of the FP methods within 45 days of the child birth was reinforced with the visual of the TVC. The respondents find it quite encouraging about mother-in-law giving suggestions about FP.

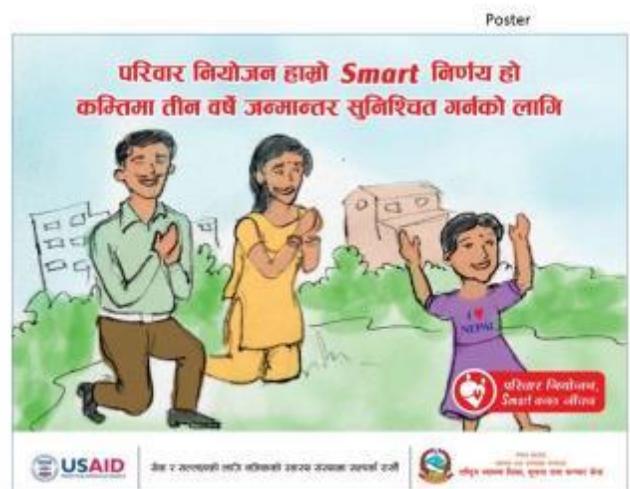
Some of the feedback and suggestions were:

1. As mentioned above (within radio) daughter-in-law saying ‘thank you’ was unclear and mother in law asking to take care of the child (“*aba ramro her bichar gara*”) sounded to the respondents like she is leaving them and going away from family.

Theme 4: Smart Family

Poster

On the whole people gave the core message and people could guess what it is trying to



deliver. However, they considered the illustrations to be not adequately clear as the respondents were not able to determine what the people in the posters were doing.

Some observations and suggestions are:

1. Actions of the illustrated people in the poster are unclear. It seems like they are happy but difficult to know the reason behind it.
2. Some respondents reported that it seems like the parents are begging (god) for something.
3. As also suggested or previous posters, the illustrations of FP devices should be shown somewhere in the poster.
4. Pictures of real good looking people should be used to make it more attractive and to draw people's attention

Radio

People got the message clearly about birth spacing for at least three years and consider 'Smart Family' as the one that maintains spacing of at least three years between two births. Respondents feel that the message is clear and understandable. In a few discussions people expressed about the need of mentioning different FP tools in the audio. No any other recommendations were provided and no changes were suggested.

Television

Respondent understood that they should adopt suitable FP methods to maintain gaps between the child births so that the parents can raise the child with proper care. They got the message in a clear way. No specific changes were suggested.

Theme 5: Brighter Future

Poster

By looking at the poster, the respondents got the message that small family is a key to happiness, and use of FP methods is one of the ways towards bright future. The respondents found the poster to focus mainly on the education of children.



Followings are the suggestions for the poster:

1. The poster must be colorful and should include real people.
2. As in the previous posters illustrations of FP devices should be shown somewhere in the poster.
3. Pictures of real good looking people should be used to make it more attractive and to draw people's attention.
4. Respondents (especially in terai) showed their interest to see the female in the poster in saree. They also suggested to have bangles in her hands

Radio

Message is clear and easily understandable. They consider it to encourage the youths to use FP devices to have birth spacing. In opinion of respondents, if there is birth spacing, then they think that it will be easy to educate children and give them proper care.

Television

The message was clear. They found the couple to look happy with two children, and also understood that they focus to educate their children and make their life better, and should send their children to school on time. They also understood that couple is looking forward for permanent FP devices. For better understanding of the message, they suggested to show the name of family planning methods/devices.

Poster 6: Smart Dampati

Most of the respondents were able to get the message that 'smart dampati' means that which maintains birth spacing of three years by using suitable FP tools by relating to the posters seen prior to this one. The respondents report that the people in the poster look happy and they also believe it is good to show cheerful people to attract attention. However, it was difficult for them to understand what exactly the poster is trying to show.



Followings are the suggestions on possible changes:

1. Some respondents found the poster unclear. They linked it to advertisement of bank. Some also reported that it was difficult to identify whether they are from the same family (senior and junior members) or all of them are couples.
2. Similar to their suggestions for other posters, respondents suggested including the illustrations of different FP devices in the poster to emphasize the message.
3. Majority of respondents say that the couples on the poster should have dressed culturally to represent different cultures and ethnic groups.
4. They also suggested to have shown children with their parents in the poster.

Poster 7: Smart Nawajawan

Similar confusions existed with this as with the previous poster (poster 6) about the clarity and on what it is exactly trying to depict. Majority of the respondents were unable to understand what *nawajawan* means. Also, they didn't find the pairs matching to each other. It was suggested to include the illustrations of different FP devices on this poster as well.



SECTION 4

CONCLUSION & RECOMMENDATIONS

This section summarizes the report with conclusion and recommendations.

4.1 Conclusion

On the whole, the ideas/concepts included in the HC3 BCC campaign were liked and well accepted by the target groups (couples, mothers, and fathers). The respondents could clearly understand the core message communicated through the materials. The campaign materials are comprehensive and can be taken to the field with selection of particular option (as suggested by this study) and revisions accommodating the suggestions from beneficiaries.

4.2 Recommendations

In general, the study recommends HC3 to go ahead with the campaign following the specific considerations and recommendations suggested by the study. The recommendations presented in this section are the inferences provided by target audience to make the messages more effective. However, the study team does not strongly recommend HC3 to follow all the suggestions. Most of the materials could still be rolled out without these additions or changes.

The following are the specific recommendations:

1. **Make the illustrations clearly visible and identifiable** specially the FP devices illustrated in the poster
2. **Change the label of IUCD into Copper-T** as it is widely recognized and identifiable among the beneficiary groups
3. **Place the illustrations of FP devices** in each poster somewhere in the bottom left as illustrated in the poster 1
4. **Use the people with good looking faces** in the poster and the TVC to make it attractive and catchy
5. **Make the conversations in radio or TVC clear** using local terms and phrases with the dialogues among the characters carried out in a slower pace

6. **Use clear illustrations with matching pairs in the posters 6 and 7**, which among all were considered unclear on the exact message that these posters were trying to disseminate
7. Use the characters in poster and TVC of the right age as they are intended to be shown (esp. the children)

ANNEX I: STUDY TOOLS

HC3 Nepal Project

Focus Group Discussion Guide

A. Introduce yourself and the organization you are representing.

Namaste. My name is _____ and I am here on behalf of

B. Introduce objectives of the study

The HC3 is producing television advertisements and posters targeting young couples to adopt FP services. We are talking to people in different parts of the country to collect their feedback on the television advertisement and the poster for the Campaign to support MoHP/NHEICC and FHD.

We will show storyboard of television spots for you and hope to get your valuable suggestions/feedbacks for further improvement. Please note that your feedback/suggestions are very important to us because they will help us make these advertisements really effective in disseminating right message throughout Nepal.

C. Format of the interview

Please feel free to say exactly what you think; there is no right or wrong answer to any questions we ask. Your opinions are important to us. We will try to write down what you say. With your permission, we will also use this tape recorder to record the session because this will help us accurately capture everything that we discuss today.

D. Consent to participate

Your participation in this study is voluntary. After this meeting is over, when you go out, we request you not to tell outsiders about what other participants said during this meeting. Before we proceed, please feel free to ask us if you have any questions. This will require 30-45 minutes.

Notes for Interviewers

1. Remember that this is meant to be a discussion and not a structured interview.
2. Let the informants do most of the talking.
3. Make sure that your body language shows that you are interested in the subject matter and the informants. Maintain eye contact and use gestures to convey to the participants that you are listening to what they say.
4. Use follow up questions (e.g. Please tell me more about that, how did that make you feel, etc) to get more information or to clarify statements made by the informants.
5. Silence can be important. Allow the informants enough time to compose their answers.

6. Try to maintain a natural flow to the discussion. There is no need to ask a question that an informant answered while discussing a prior topic – Be alert to informant’s answers.
7. Probe when differences of opinion come up during the discussion.

SECTION ONE: DISCUSSION GUIDELINES FOR TV ADVERTTISEMENT

Introduction

District _____ VDC _____ Ward No:

Type of Group: Couple Group N

respondent

Date: Time: From To

Request participant to introduce themselves (NAME, OCCUPATION,CHILDREN,). MAKE SURE EVERYONE INTRODUCES.

List of Participants (please use separate sheet to be attached as Annex in the final report)

S.N	Name	Caste/Ethnicity	Age	Occupation	Education

WARMING UP

Tell the participants that their true comments/feedbacks/suggestions will help a lot to make the advertisement better and understandable to all people like them. It will also help make the message more effective to these groups of people across Nepal.

Also tell them that this discussion is not a test and they should not feel hesitant or shy sharing their feelings/opinions.

SHOW TV STORYLINE TWICE TO THE PARTICIPANTS

INITIATE DISCUSSION:

1. Please tell us what is your overall impression about this TV Advertisement?
2. What do you understand in this TV Advertisement?

3. Is there anything that you do not understand or that is difficult for you to understand?
4. Is there anything in the TV Advertisement that looks like unusual or not appropriate? If yes, how would you suggest to be?
5. Is there any words/phrases/sentences or picture that is not acceptable in society or community that you belong to ?
6. What is the KEY message that you could recall after viewing this advertisement?
7. What is your view on the word SMART? (PROBE ON: can they read the letters easily?, how would they describe the word SMART?, What is SMART associated with?
8. How would you describe SMART couple (Dampati) or Family (Pariwar)?
9. How would you describe SMART life (*Jeevan*)?
10. How would you describe SMART Nawajawan (*Youth*)
11. How would you describe SMART Choice (*Rojai/chhanaut*)
12. Do you think this TV advertisement will encourage people to adopt FP services? If yes, why? If no? why do they think so?
13. If not, what kind of messaging will help them encourage them to do so? Or What is the suggestions to make it better?