

Research Inputs and Development Action

Word testing for HC3 Campaign

Top Line Findings (Key Inferences from Panauti, Sankhu and Kakani)

1. Context

Johns Hopkins University, Center for Communication Programs (JHU-CCP) is preparing to implement Health Communications Capacity Collaborative (HC3) project in 13 districts of Nepal. RIDA, a Nepal based research institution, is providing support to JHU-CCP in carrying out the qualitative formative research to explore the aspirations of community members, communication and decision making regarding family planning in selected districts of Nepal. Before implementing the program word testing for the campaign was conducted in some peri-urban and rural areas around the Kathmandu, Nuwakot and Kavre during March 14-15, 2015. This brief summarizes key points that came out of the field visit.

2. Overview

The quest for the word testing was conducted in Panauti (Kavrepalanchowk district), Sankhu (Kathmandu district), and Kakani (Nuwakot district). A total of 30 respondents (15 to 25 years) were randomly selected. Although most of the villages has been recently categorized as municipalities, the team tried to cover peri-urban and rural part of the locality. The testing covered respondents from six different categories who fall under the above mentioned age group i.e. unmarried male, unmarried female, married male without children, married female without children, married male with children and married female with children.

3. Observations/ Impression

- As most of the male were married after 25 years so it was difficult to find (15 to 25 years) married male with or without the children, so after the discussion with HC3 team we selected married male up to 28 years old.
- Some respondents who had never gone to school or who were educated up to the primary level were not able to recognize the sign ✓.
- Some of the respondents were curious if we were from "Smart Cell" a mobile company.

4. Question wise response of the respondents

Q 1: Have you heard of a Smart Phone?

A: Out of total respondents 21 of them said that they had heard of a Smart phone whereas 10 out of total respondents said they had never heard about it.

Q 2: What does the word 'SMART' mean to you?

- Good
- Intelligent
- Successful
- Balance in everything

- Active
- Dynamic
- Fit
- Fast and systematic just like smart phone
- Good in studies

Q 3: What does a SMART choice mean to you?

- Better
- Good choice
- Choosing in intelligent way
- Choosing right from wrong
- It must be right
- Choice that one prefers is smart choice

Q4: How you describe a SMART choice with respect to Health?

- Fit and right
- Aware and doing by thinking
- Hospital check up
- Choosing good doctor
- Don't understand
- Fit and fine
- Speaking, walking, dressing up in smart way
- Clean and tidy
- Hygienic food and water
- Healthy person
- Physically strong
- Children's hygiene
- Health check ups
- Going to good health facility one suffers from disease
- Necessary knowledge about the health
- Treatment according to the disease
- Preventive
- Good food/vegetable and pure drinking water
- Going hospital when not feeling well
- Exercise and balanced diet

Q 5: What kind of person would you say is a SMART person?

- Good person, one who does not argue
- One who have knowledge in every thing
- Healthy body
- Good person
- Trustworthy
- One who does good work

- Different than others
- Good person, handsome, fit and fine
- Good behavior
- Helpful
- Active personality and who use their mind in making decision
- Qualified
- Good looks and personality
- Young energetic
- Good behavior
- Mature

Q6: How would you describe a SMART *Dampati*?

- Good and understanding, using their qualification in making decision
- Good family
- Staying in harmony
- One who don't have many children
- Giving good care to the children and educating them
- Good in terms of physical body, education, economy, job
- Nice couple
- Mutual understanding among the couple
- Having good relationship
- Ideal couple
- Perfect in every aspects
- Staying together in good and bad times
- Living without fighting
- Loving and caring
- Looking after the family
- Not arguing
- Forward looking

Q 7: How would you describe a SMART *Child*?

- Sharp, brainy
- Good health
- Active
- Good children
- Satisfied
- Disciplined
- Clean
- Goes to school and don't fight
- Who don't create problem to their parents
- Perfect in everything, forward, clever
- Good weight and health
- Good in studies
- Who knows everything and brought-up in good environment

- Different and more than what we expect
- Qualified
- Not getting involved in bad habits
- Obeying the elders
- Forward
- Enthusiastic
- Having good manners
- Healthy
- Talented
- Frank
- Physically and mentally fit
- Disciplined
- Sharp minded

Q 8: How do you visualize a SMART life?

- A person whose life is running smoothly
- Happy life happy family
- Without any tension, satisfied
- Who don't fight, and who don't drink
- Good work and good in all aspects
- Good and spending life happily
- Thinking about the future
- Relax
- Satisfied
- Happy life
- If both couple has positive thinking in bad times also
- Happy family
- Eating good food and wearing good clothes
- Fulfilling all the desires
- Being happy in whatever we have
- Just like a beautiful flower
- Taking care of health and hygiene
- Staying in harmony with the society

Q9. Do you think there is any negative meaning of the word SMART?

- Out of total, 4 respondents said that there is negative meaning of the word SMART.

Q 10. If yes, what could that negative meaning/connotation be?

- Over smart
- Underestimating others
- Talking unnecessary things
- Males teasing females

Q 11. What does this sign ✓ mean to you?

- Good
- Tick mark
- Right

5. Conclusion

- **The idea of SMART is workable among the youths of age group 15-25.**
- The target age group of 15-25 normally understood the term SMART possibly because most of them have received education to some level. The illiterate or lowly educated find it difficult to get the meaning.
- Although it is considered to be something **good**, most of the respondents normally associated it with the physical appearance rather than life and future. However, it was something that they linked with the health and nurture and also were aware about smartphones.

Attachment - XX. List of Categories and their details

Respondents	Panauti (Kavre)	Sankhu/ Lapsipedi/ Thali (Kathmandu)	Kakani (Nuwakot)	Age	Education	No. of Children
1. Unmarried Male	1			16 yrs	10 class	
	1			23 yrs	12 class	
	1			23 yrs	Masters	
		1		18 yrs	12 class	
		1		21 yrs	Bachelors	
			1	18 yrs	Illiterate	
			1	17 yrs	10 class	
			1	20 yrs	Bachelors	
Total no. of respondents	3	2	3			
2. Unmarried Female	1			19 yrs	12 class	
		1		19 yrs	11 class	
			1	17 yrs	10 class	
			1	17 yrs	12 Class	
			1	18 yrs	10 class	
Total no. of respondents	1	1	3			
3. Young Married Male without children	1			25 yrs	5 class	
Total no. of respondents	1					
4. Young Married Female without children	1			22 yrs	12 class	
		1		16 yrs	Illiterate	
Total no. of respondents	1	1				
5. Married Male With Children		1		22 yrs	8 class	1
		1		28yrs	10 class	1
		1		27yrs	10 class	1
			1	27yrs	8 class	2
			1	25yrs	S.L.C.	2
			1	28yrs	12 Class	1
		1	27 yrs	5 class	2	
Total number of respondents		3	4			
6. Married Female with Children	1			24yrs	5 class	2
	1			20yrs	6 class	1
		1		24yrs	Bachelors	1
		1		24yrs	12 class	1
			1	25yrs	Bachelors	1
			1	24yrs	12 class	1
		1	25yrs	4 class	1	
Total no. of respondents	2	2	3			
Total	8	9	13 = 30			