

Pre-Testing of Communication Campaign on Consumption of Iron & Folic Acid During Pregnancy in Eight States of India

By

Ruchi

*Dissertation submitted for the partial fulfillment of the
MBA Hospital and Health Management*

Academic year, 2015-2017



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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Dr. Ruchi** student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at IMS HEALTH from **February 1, 2017 to May 12, 2017.**

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.



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From 1st February 2017 to 12th May 2017

Organization: IMS HEALTH Information and Consulting Services India, Pvt. Ltd.

She comes across as a committed, sincere & diligent person who has a strong drive and zeal
for learning

We wish her all the best for future endeavors



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CERTIFICATE BY SCHOLAR

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This is to certify that all ethical issues have been considered while collecting data for my dissertation titled "Pre-testing of Communication Campaign on Consumption of Iron & Folic Acid during pregnancy in eight states of India".

A handwritten signature in blue ink, appearing to read 'Ruchi', with a long horizontal stroke extending to the right.

Signature of student

ABSTRACT

Introduction- Mass media has changed the world in many respects. With advances in technology, it has become the most important vehicle for spreading information. This can also be seen in case of health-related information. Use of mass media campaigns for creating awareness has now become a daily task. However, developing such campaigns is not only the result of creativity, it also involves a huge amount of research as well as resources at every step of development. Therefore, pre-testing the campaign before it is produced in the final form not only saves time, energy and money but also increases the chances of success.

Objectives- This study aims to test a campaign developed on consumption of Iron & Folic Acid during pregnancy in the initial stages of development to understand the perception of people for the campaign.

Rationale- Anaemia is one of the most common and widespread nutritional deficiency disorders in the world. In 2002, the WHO estimated that anaemia resulting from iron deficiency was one of the ten most important factors contributing to the global burden of diseases. Anaemia during pregnancy increases the risk of both maternal and foetal complications. Registrar General of India had reported anaemia to be a direct cause of 20 per cent of maternal deaths in India and indirect cause of another 20 per cent of maternal deaths. Consumption of dietary iron has been unsuccessful in tackling the deficiency. Therefore, supplementing the diet with Iron and Folic Acid has become important.

Method- One and half month study from March 15, 2017 to April 30, 2017 was conducted in eight selected villages, each from different state of India. 15 respondent from each village were interviewed making the total sample of 120 for the study. TV advertisement, Radio spot and a logo was tested to assess the acceptability of the campaign.

Findings- The study showed that 95.8% of the respondents could recall the TV ad. Those who could recall the advertisement, approximately 85% of the respondent liked the TV and the radio ad, 99% of them thought it was believable and 64% of the respondent could identify themselves with the ad. More than 50% of the respondents could understand the main message of TV ad however the understanding was high for the radio ad. The credibility for radio advertisement was 92.5%.

Conclusion- The campaign had a high acceptability and the message was clear, easy to remember and believable. The campaign was successful in achieving its desired outcomes for pre-testing. However, the final impact will be seen after the final from roll out.

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ABBREVIATION

1. Ad- Advertisement
2. AP- Andhra Pradesh
3. BCC- Behaviour Change Communication
4. CDC- Centers for Disease Control and Prevention
5. CI- Confidence Interval
6. Hb- Haemoglobin
7. IDA- Iron Deficiency Anaemia
8. IFA- Iron and Folic Acid
9. IMR- Infant Mortality Rate
10. MMR- Maternal Mortality Ratio
11. MoHFW- Ministry of Health and Family Welfare
12. MP- Madhya Pradesh
13. NCC- Nutrition Communication Campaign
14. NCI- National Cancer Institute
15. NFHS- National Family Health Survey
16. OR- Odd Ratio
17. PRI- Panchayat Raj Institution
18. PSA- Public Service Announcement
19. PW- Pregnant Woman
20. TV- Television
21. UCAN- Utah Cancer Action Network
22. UNFPA- United Nations Population Fund
23. UNICEF- United Nations Children's Fund
24. UP- Uttar Pradesh
25. WHO- World Health Organization

INTRODUCTION

Health Information has passed from many phases from time to time. Earlier, it was in the form of interpersonal communication from doctor to patient or mother to child. But with increasing population and advancement in technology, mass media became an important vehicle for health information. There are large number of evidences in the past that has shown the success it has achieved not only in reaching large number of audiences but also in bringing desired behavior change in the community. However, developing a campaign has never been easy. There are many components that need to be taken care to make a campaign successful. It starts from assessing the need of the campaign, development of the campaign and bringing the campaign to the market. However, there are many steps during the formative phase of the campaign that are important before a campaign comes to market space. One such step is pre-testing, which captures the acceptability of the campaign by the people as well as the understanding that people develop from the campaign, thereby ensuring that the time and resources spent on the campaign do not go waste. This study also aims to pre-test a campaign developed on consumption of Iron and Folic acid during pregnancy. Since the objective of the advertisement is to create awareness as well as to reinforce the message of taking Iron tablets during pregnancy, knowing whether the target audience could comprehend the key message and can accept the information is crucial for the success of the campaign.

Background

1.1 Anaemia

Anaemia is defined as a decrease in the concentration of circulating red blood cells or in the haemoglobin concentration and a concomitant impaired capacity to transport oxygen. [1] The etiology of anaemia is complex. There are multiple reasons for the development of anaemia. These may be genetic, such as haemoglobinopathies; infectious, such as malaria, intestinal helminths and chronic infection; or nutritional, which includes iron deficiency as well as deficiencies of other vitamins and minerals, such as folate, vitamins A and B12, and copper. [2]

Anaemia is one of the most common and widespread nutritional deficiency disorders in the world. It has become a global public health problem both in developing and developed countries affecting not only human health but also have an impact on economic and social development. [1,3,4] It occurs at all stages of the life cycle, but is more prevalent in pregnant women and young children. [1,5]

1.1.1 Anaemia and Iron Deficiency

In 2002, the WHO estimated that anaemia resulting from iron deficiency was one of the ten most important factors contributing to the global burden of diseases and that it increases morbidity and mortality in preschool-aged children and pregnant women. [6]

1.1.2 Anaemia and Pregnancy

Anemia in pregnancy is defined by the World Health Organization (WHO) as a hemoglobin concentration below 11 g/dL. In Nigeria, Dim et al found that 40.4% of the women were anaemic. Out of these 90.7% were mildly anaemic and 9.3% were moderately anaemic. However, there was no case of severe anaemia. In the same study, it was seen that time of booking also affected haemoglobin level, those who registered in the third trimester showed a higher prevalence of anaemia than those who registered in second trimester. [7]

Another study conducted by Ogudu et al in another part of Nigeria (2016) found that despite the various intervention programs by government, anaemia has increased (77.9%) among pregnant women over time. Though they associated the reason with malaria and other cultural beliefs which forbid the woman from eating meat from certain animals which they thought could form rich source of iron. This marked iron deficiency to be the primary cause of anaemia and it came out to be one of the major barrier in healthy gestation. Another important finding was a significant relationship between the educational level and the prevalence of anaemia among pregnant women. It showed lesser the formal education, the greater is the prevalence. [8] In Pakistan also, Baig-Ansari et al established a high prevalence of anemia (90.5%) among pregnant women. Though majority had mild and moderate anaemia but 0.7% of women also showed severe forms. [9]

McLean et al in 2007 estimated the prevalence of anaemia globally and regionally based on the data from 1993-2005. They reported that it was affecting 34% of all the women, 44% of pregnant women and 52% of pre-school children globally which they thought was the most accurate picture to date of the prevalence of anaemia. [1]

Even in India, anaemia has been present from quite a long time. Various studies have captured the picture of anaemia in various parts of India at different times and places. In Ahmednagar, Maharashtra (2016) the prevalence of anaemia among pregnant women was found to be 49.40% where there were 19.46%, 25.06% and 04.86% cases of mild, moderate and severe degree of anaemia respectively. [10] However, in South India (2014) 60% of the maternal population was found to be anaemic. [11] A significantly high prevalence (98%) has also been seen in rural areas of Haryana with the number of ANC

visits in present pregnancy intake of iron folic acid prophylaxis very significant variables in the determination of prevalence as well as the severity of anemia. [3] A similar high prevalence 99% has been reported in women in labor attending labor ward at maternity hospital in Tirupati, Andhra Pradesh (2015). [12]

Though globally, there had been a decrease of 5 percentage points in the prevalence of anaemia (43% to 38%) among pregnant women between 1995- 2011. However, there was not much variation (only 1%) in its prevalence in South Asia region. Till 2011, it accounted for 52% of the disease burden among pregnant women in this region. [13] and the highest contribution both to the prevalence of anaemia in pregnancy and maternal deaths due to anaemia is by India. [4]

Though these studies gave some idea, however, the information given cannot be generalized. Recent survey NFHS-4 has revealed that 45.7% of pregnant women in urban areas and 52.1% of pregnant women in rural areas of India are anaemic. [14]

1.1.3 Anaemia and Maternal Deaths

Complications during pregnancy and childbirth are a leading cause of death and disability among women of reproductive age in developing countries. The maternal mortality ratio represents the risk associated with each pregnancy, i.e. the obstetric risk. [15]

Definition (According to WHO)

Maternal death- The death of a woman while pregnant or within 42 days of termination of pregnancy, irrespective of the duration and site of the pregnancy, from any cause related to or aggravated by the pregnancy or its management but not from accidental or incidental causes.

Live birth refers to the complete expulsion or extraction from its mother of a product of conception, irrespective of the duration of the pregnancy, which, after such separation, breathes or shows any other evidence of life.

Recent data shows that Maternal Mortality Ratio is 167 per 100000 live births in India in the year 2011-13. [16] There has been a substantial decline nearly 24% in maternal mortality ratio between 1993-2003, however, the pace of decline has been insufficient to achieve the targets. [17] The most recent information showed that there had been a decrease of 69% in maternal deaths in India between 1990-2015. However, it still contributes the highest number of maternal deaths (68%) in South Asia region which is the second highest contributor to maternal deaths in the world (22%) next to Sub-Saharan Africa (66%). [18]

Anaemia in pregnancy is one of the major causes of maternal morbidity, mortality and reproductive wastage in the world including India. [19] A survey done by Registrar General of India had reported anaemia to be a direct cause of 20 per cent of maternal deaths in India and indirect cause of another 20 per cent of maternal deaths. [17] Available data in India indicated maternal morbidity rates to be higher in women with Hb below 8gm/dl and maternal mortality increased steeply when maternal Hb levels fell below 5.0 g/dl. [4] Apart from that anaemic women are found to be more susceptible to infections and their recovery might be prolonged. A substantial proportion of maternal deaths has occurred due to antepartum and post-partum haemorrhage, pregnancy induced hypertension and sepsis. It has been seen in women with moderate anaemia. [12]

1.1.4 Anaemia and IMR

Anaemia during pregnancy has been associated with many maternal and foetal complications. [4] It could lead to adverse consequences like abortion, poor intrauterine growth, premature births, low birth weight leading to poor growth trajectory in various stages of life causing low adult height. This has also been considered as a factor for high infant mortality. [19, 12, 20] Similar association has been seen in some studies. Where one study reported two-fold increase in preterm babies and low birth weight babies in anaemic mother and high perinatal mortality and morbidity among babies born to anaemic women, other study observed 2.5 to 3.5 times increase in low birth weight and preterm babies and also in early neonatal death in anaemic group as compared to non-anaemic group. [10,7] However, another study though established maternal anemia to be an independent risk factor for both, preterm delivery (OR = 1.2; 95% CI 1.1–1.2, $p < 0.001$) and low birthweight (OR = 1.1; 95% CI 1.1–1.2, $p = 0.001$), it did not show any association with adverse perinatal outcome. [21]

Various studies have found Iron deficiency to be the major cause of anaemia in pregnancy leading to complications and a successful treatment can be achieved with iron and folic acid. [22, 23] Since socio-economic status, literacy of women and awareness related to health concerns are the major determinants that contribute to the problem of anaemia and many studies have highlighted the use of campaigns to increase awareness of anaemia and its complication as well as promotion of iron pills. [24]

1.2 Communication Campaign

A communication campaign is tested on 5 parameters that are utmost important for the success of the advertisement. These are Likeability, Credibility, Comprehension, Relatability, and Call to Action. [25]

1.2.1 About Mass Media Campaign

Mass media campaigns are planned, large scale, multimedia efforts to communicate a single concept idea to a target population(s) in a prescribed amount of time (Wallack, 1981).

Mass media campaigns may not initiate or be the cause of behaviour change, however, they can speed the rate of behaviour change. They can also play a role in facilitating one or more steps in the behaviour change process. They work best, however, in coordination with other intervention components. A combination of interpersonal and media messages is best for changing strongly held attitudes and behaviours (Severin & Tankard, 1988). [26]

1.2.2 Health Communication Campaign

According to the CDC and NCI, **health communication** is “the study and use of communication strategies to inform and influence individual decisions that enhance health.” [27]

Public Communication Campaign- The campaigns that use the media, messaging, and an organized set of communication activities to generate specific outcomes in a large number of individuals and in a specified period of time. [28]

Interpersonal communication thought to be more effective at promoting behaviour change, but its reach, and ultimate impact, has been limited by the size of the audience (Gillespie, 1987) Though the mass media has been quick in reaching greater number of people. However, it is difficult to change strongly held attitudes or behaviours by single messages. Therefore, a co-ordinated multi-channel approach employing different forms of media has found to be the best approach to a nutrition communication/behaviour change programme. [26]

1.2.3 Role of Mass Media in Nutrition Communication

The mass media were not used widely in nutrition communication until the 1970s. Before then, nutrition communication relied almost entirely on face-to-face instruction in health clinics (Lediard, 1991). However, some campaigns such as that for oral rehydration salts in Egypt, the Honduras, Gambia, and Swaziland, using mass media had produced changes in behavioural practices, but it did not result in significant change in nutritional status. (Hornik, 1985). [26] Many early efforts using mass media in nutrition communication yielded disappointing results. Those were due to the inferior quality of many past

programmes resulted from one of the following factors- lack of training or preparation, inadequate resources, or because it was used for inappropriate purposes. Media cannot, for example, cure poverty (Lediard, 1991). But, we cannot rely on media alone for bringing change in behavioural patterns. [26] However, one of the most powerful aspects of the media is its ability to set the public's agenda. That is, media shapes what people view as important in the world, and it identifies and defines concerns, issues and problems. This is another form of building awareness. The public, however, may not agree with the conclusions reached by the media about how to resolve these concerns (Severin & Tankard, 1988). So, other forms of two-way communication may be needed to persuade the public to adopt a different behavioural approach, for example, to infant feeding. As selection of right form of media is important for a successful campaign, same can be said for the message. Some of the key points that needs to be kept in mind while developing a message include messages should be clear, concise, credible, and easy to remember, all from the target audience's perspective. Above all, the messages need to appeal to the target audience's perceived need for information. [29] The most effective messages include a precise behaviour change recommendation, use a memorable slogan or theme, and are presented by a credible source in a positive, uplifting style that is not offensive to any member of the target audience (US Department of Health and Human Services, 1992). Short (10-60 second) public service announcements, spots, or plugs on radio or television should also recommend a specific action, make a positive (not a negative or fearful) appeal to the audience in simple language with a memorable theme, music, visual, or character to deliver the message. [26]

The ultimate goal of nutrition education is to produce nutritionally literate decision makers who are motivated, knowledgeable, skilled, and willing to choose proper nutrition alternatives (Lewis, 1976). To be effective, nutrition education must communicate clear messages with a specific behaviour-change goal for target groups (Guthrie, 1978 in Valdecanas, 1985). [26]

As till now it has been discussed that anaemia has become a public health problem and its effects on pregnancy are huge and despite many government initiatives we are far behind our goals. Since the advantages of mass media has already been established. So, creating awareness with the help of mass communication will help in increasing the pace of improvement. In Pakistan also, it has been emphasized that women of child bearing age should be educated regarding food sources of iron as well as those food items that either enhance or interfere with iron absorption prior to becoming pregnant. [9]

REVIEW OF LITERATURE

2.1 Impact of Health Communication Campaign

Media campaigns have a great potential in creating awareness among masses as well as bringing behavior change at large scale. This has been seen even in case of health information. Creating awareness and making people adapt healthy habits has always been a daunting task but UCAN's prevention campaign (2003) using multiple media channels had shown a significant increase (from 36% to 79%) in the number of individuals who reported seeing, reading or hearing about colon cancer early detection and four-fold increase (from 18% to 76%) in respondents who reported seeing or hearing about skin cancer prevention or sun protection announcement in the period of four to six weeks. While 85% of 79% could recall the key message in case of colon cancer, 78% of 76% who could recall could play back the key message or specific content of advertisement in case of skin cancer prevention. [30]

Apart from this the role of radio in creating awareness cannot be neglected. This had been supported by Hall et al (2012) who showed that radio was a source of information for breast cancer among low income, uninsured African-American women. [31]

Baizhumanova et al (2010) conducted a pilot study among 121 women and 98 children to evaluate the effectiveness of communication campaign on iron deficiency anemia in Kyzyl-Orda region, Kazakhstan. Though the study found a significant decrease in the prevalence of anemia among rural women (from 65.9% to 48.0%, $p < 0.05$) and among urban children (from 63.1% to 11.5%, $p < 0.001$), however, this change was explained by intake of variety of fruits and vegetables taken during summer and autumn seasons. There was also a meaningful decrease in IDA prevalence among women in urban and combined areas (from 37.5% to 15.0% and 40.5 to 14.8%, respectively, $p < 0.001$) that was related to taking iron pills after education campaign. Although there was no consistency in the effects of the campaign on IDA across the subgroups, they were unexpectedly large. It also identified that a significant improvement in the knowledge of the anti-anemic effect of wheat fortified flour over the period of the campaign among women both in urban (from 48.5% to 80.9%, $p < 0.001$) and rural (from 69.8% to 88.6%, $p < 0.001$) areas. Though not every positive finding was the result of communication campaign, it did conclude that the campaign was effectively carried out giving biological impact on hematological indices. [32]

Another campaign in Southwestern Virginia to promote awareness of folic acid among women of child bearing age through Public Service Announcement and printed education materials showed an increase from 31% to 75% in the awareness about the benefits and from 55% to 73% in knowledge about consumption of folic acid. [33] Although it was

found that a combination of mass media campaign with direct tailored education was the most successful strategy. [34] However, where one study on anti-marijuana campaign was successful in achieving exposure to the message but it did not achieve the desired outcome. [35] another study on marijuana use showed a significant effect on public health behaviors by media campaigns alone. Though the findings could not be generalized to overall drug use, yet it underscored the importance of public service announcements in drug abuse prevention efforts. [36] One study even underpinned the effectiveness of TV campaign in reducing prevalence of smoking but at the same time it pointed out that a campaign should be shown for a prolonged time to have an impact. [37]

2.2 Pretesting

It is the process of measuring the reaction of the target audience to the components of a communication campaign before they are produced in final form. [38]

2.3 Rationale for Pre-testing

Pretesting messages and materials are important as it helps in identifying the suitability of the material and the messages which will be most effective with the intended audiences. It also helps in saving time, energy and money as it avoids the need for repetition of the entire development process as it is carried out in the initial stages of development before advertisement comes to media space. [39,38] The cost of advertising (television and other mass media) tends to be high so it is extremely important to get the advertising right before the media money is spent. [40]

Millward Brown's analysis finds that consistent pre-testing improves a brand's ad effectiveness by at least 20 percent compared to brands that do not test. [41]

The main aim of any advertisement campaign is behavior change. Even though an advertisement is successful in creating awareness, it does not always lead to successful outcome. It underpins the importance of pre-testing a campaign which not only evaluates the level of awareness it is able to achieve but also assess the perception of the general public and thereby the possible impact it can have in long term.

RESEARCH METHODOLOGY

This chapter presents the research question, objectives, selection of the research area, the study design the sampling process, data collection process and experiences of data collection. Subsequently, methods used for analyzing the data are presented followed by limitations of the study and conclusion in the end.

3.1 Research Question

What is the effectiveness of the nutrition communication campaign developed by an agency on the people in six hindi speaking, one telugu speaking and one marathi speaking states of India?

3.2 Research Approach

A total of 8 states were selected for the study. These were AP, Bihar, Chhattisgarh, Jharkhand, Rajasthan, Maharashtra, Madhya Pradesh and UP. The study was conducted in one block selected from each state. A 30 minutes' program was shown at every block. This program consisted of a serial and 4 to 5 advertisements in between as is shown on television. All the advertisements were animated and the advertisement for pre-testing was 3rd in the order and at the end of the ad, a logo was shown and when the program ended a radio spot was played twice for the audience. Projectors and speakers were used for showing the advertisements at each location. After the program ended, 15 respondents were selected from among the people who were present at that time and who belonged to one of the category of target audience. Personal Interview with each of the respondent was conducted on the field using a structured questionnaire. The field work ended with the collection of data.

3.3 Objectives of the study

The study intended to pretest a television advertisement animatic and a radio spot developed on Iron & Folic Acid (IFA) on certain parameters mentioned by MoHFW in eight states of India. The study also assessed understanding, comprehension and meaning of the logo which was shown at the end of the advertisement. The aim of the study was to assess effectiveness of the campaign, improvement required along with creating awareness among the masses.

- To pre-test TV advertisement animatic on six parameters (Recall, Likeability, Comprehension, Credibility, Relatability, Call for Action).
- To pre-test radio spot on three parameters (Likeability, Comprehension, Credibility).
- To pre-test the logo on three parameters (Understanding, Comprehension, Meaning).

3.4 Study Setting

The study was carried out in eight states of India. These were Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Maharashtra, Rajasthan, and Uttar Pradesh. One district from each state was identified and then a block from each district was selected for conducting the study. A total of eight blocks were covered under the study.

3.3 Study design

3.3.1 Type of study

The study design was cross-sectional descriptive and explanatory in nature. The study involved the collection of data in a specific location and at a specific time. Hence, cross-sectional design was used. The objectives of the study were designed to assess the understanding, likeability, relatability, credibility and call to action for IFA advertisement. This served the explanatory purpose of the study.

3.3.2 Nature of data collected

Primary data

3.3 Duration of study

The study was completed in one and half months. One month is spent on development of the advertisement material (TV advertisement animatic, Radio Spot and the logo). Three days were spent on development of the tool in Hindi and one day for translation of the tool to telugu and Marathi. A full day was contributed for selection and recruitment of investigators and next day training was conducted for all the eight teams consisting of five investigators and one trainer each. This was organized to familiarize the team with the objective of the study, the methodology as well as the tool. Feedback from the team was also taken into consideration. The methods used for training were Role Play and Mock Sessions to prepare them for the field work. Next one day was given for travel of the team to their respective locations. Data collection along with completion of transcripts was done by the teams on subsequent three days. One day was given to the team to travel back to the office. It took two days for creating the codes for all the themes and two days are spent for the analysis.

3.3.3 Study subjects

The subjects consisted of two groups-

Key Target Group included pregnant women, lactating women, and mothers of children under two; husbands of pregnant women and fathers of children under two; mothers-in-law and sisters-in-law of pregnant women and women with children under two.

Secondary Target Group included influencers such as Panchayati Raj Institution (PRI) members; village elders; other women of reproductive age group and adolescent girls.

3.4 Methodology

3.4.1 Sampling Design

Respondents were chosen in accordance with the availability of the respondents at the health facility where the program was shown as well as their convenience making it a Convenience Non-Probability Sampling.

3.4.2 Sample Size

Based on the time available for data collection, a sample of 120 respondents consisting of 15 respondents from each village were included in the study.

3.5 Data Collection Method

Data was collected using Interview schedule consisting of both closed and open ended questions. The primary data was collected through personal interview with the respondents.

3.5.1 Data Collection Tools

An interview schedule was prepared for the study. The schedule was divided into 5 sections- the first section captured the general information of the respondent, second section consisted of general information on the program, third section was on television advertisement, fourth section was on the logo and the last section was on radio advertisement. It was in Hindi for 6 hindi speaking states, in Marathi for Maharashtra and in telugu for AP. All the answers were translated to English for analysis.

3.6 Data Analysis Tools

All the quantitative questions were coded in the tool. However, for all the open ended questions a separate code book was prepared later. Data entry was done using Excel 10. The data was then exported to Stata for analysis. All the parameters are analyzed using frequency and percentage distribution. The graphical presentation was done using Excel 10.

3.7 Limitation of the study

Due to limited time for data collection, the sample size selected for the study was limited. As the data was collected based on the convenience of the researcher, the results of the study cannot be generalized.

3.8 Ethical Consideration

The methodology and purpose of the study was explained to all the respondents. Informed consent was obtained prior to the interview. Respondents were assured that their participation is voluntary. Confidentiality of the responses were maintained throughout the study. This study was reported after approval from the working organization.

RESULTS

4. 1 Television Advertisement

4.1.1 Recall of the Television Advertisement

The data showed that overall 95.8% of the respondents recalled the advertisement, out of which 86% could recall the advertisement without any help and 9.1% needed some probing for the recall. However, there were 4.2% respondents who did not remember the advertisement even after probing. Thereby, showing that most of the respondents could recall the advertisement, stating that the television advertisement has a greater consequence on the defendants.

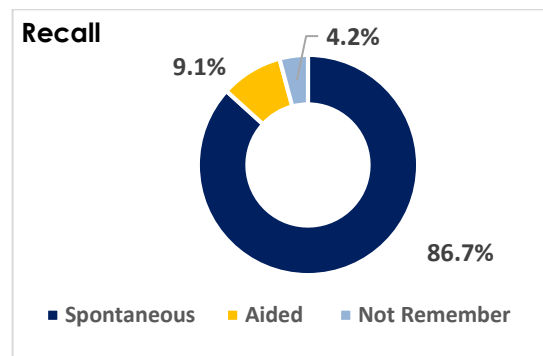


Figure 1 Recall of the television advertisement

4.1.2 Order of Recall

The above-mentioned graph implies that approximately half (49%) of the respondents could recall the advertisement promptly, 23% recalled the broadcast at the second instant followed by 11% and 3% who could recollect the advertisement at the third and fourth turn respectively. But 14% of the people were not able to recall it at all.

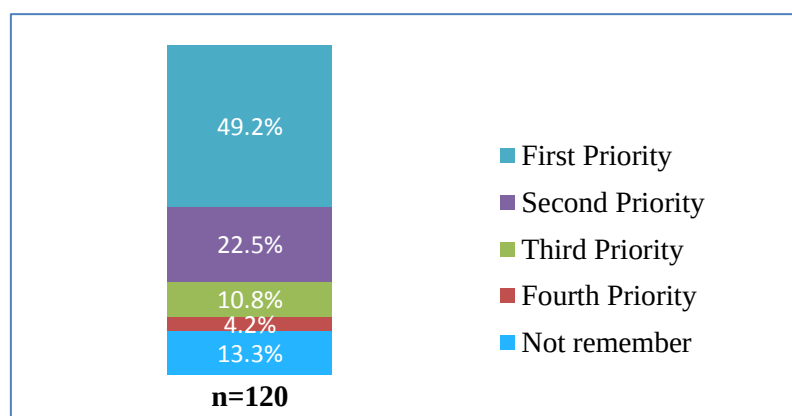


Figure 2: Order of recall for the television advertisement

4.1.3 Understanding of television advertisement

Table 1: Perceived key message of the television advertisement

Perceived Understanding of television advertisement	Percentage N=115
IFA should be consumed (daily) / Pregnant woman should consume IFA (for 100 days)	28.7
If Iron tablets will be consumed during pregnancy then (mother) and (child) will be healthy	27
Good (care) for woman (child)	9.6
If a woman is anemic then she should be given/consume (iron) tablet (to increase hemoglobin)	8.7
Not relevant	7.8
Tablet should be consumed	7
If Iron tablets will be consumed during pregnancy then mother and child will be healthy and delivery is smooth	4.4
Do not remember/don't know	4.4
It was about pregnant woman	1.7
Iron tablet should be consumed	0.9

The above table gives us the detailed description about the percentage distribution of the respondents for the key message they perceived. It was established that 28.7% of respondents could recall the number of IFA that are to be consumed daily. 27% could recall that daily consumption of iron tablets help mother and child to be healthy. 9.6% of respondents perceived that good care should be given either to woman or child or both whereas 8.7% consider that iron tablets should be given to the anemic woman to raise hemoglobin label. However, some of the people (7.8%) got the message from the advertisement that was not related to the theme of the advertisement. 7% of the respondents assume that tablets should be consumed, though the clarity, which tablet is to be consumed was not there while only 0.9% were aware that iron tablets should be consumed. 4.4% respondents were of this impression that iron tablets should be consumed during pregnancy to have smooth delivery and a healthy child. At the same time, 4.4% were not able to recollect the things. 1.7% could not specify the message however they

knew that whatever information was given in the advertisement, it was on pregnant woman.

4.1.4 Likeability of the advertisement

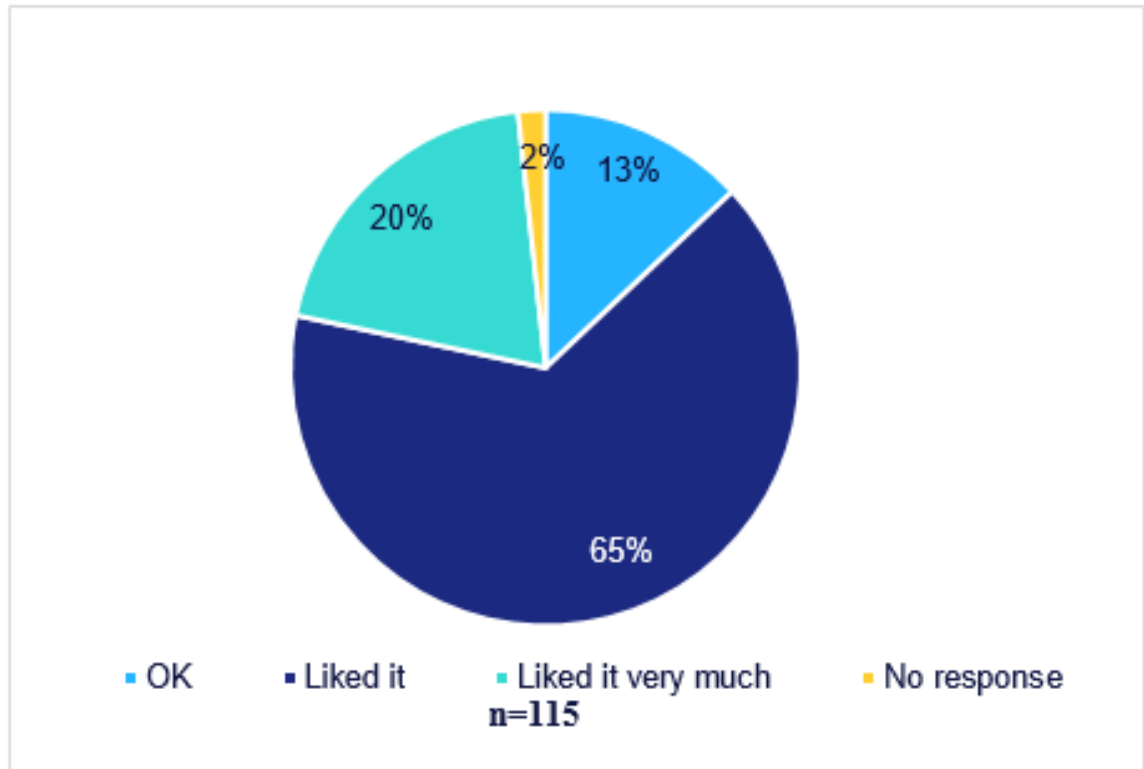
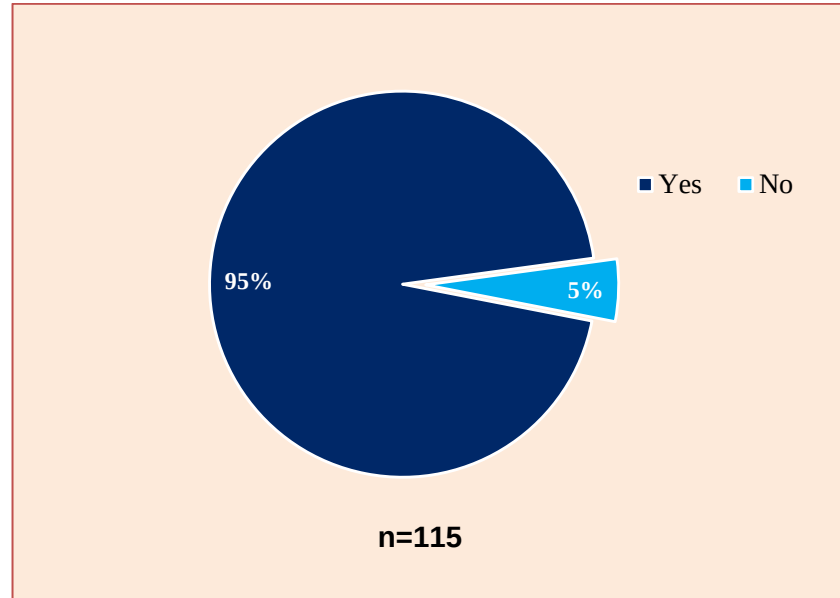


Figure 3 likeability of advertisement

The above graph depicts the likeability of the advertisement based on 4 scales i.e. liked very much, like, ok and no response. The responses for this parameter was given by only those who could recall the advertisement which found to be 115. It was investigated that 65% liked the advertisement and 20% of the respondents found it very good, whereas, 13% found the advertisement to be ok and 2% did not show the response. However, none of the respondent said they did not liked the advertisement

4.1.5 Intention to act after watching the advertisement



Sr. No.	Reasons for not acting as per the ad	N
1	Nobody to tell me how to do it	2
2	We are old now/we don't need it	2
3	Tough to do it	1
4	Could not understand	1

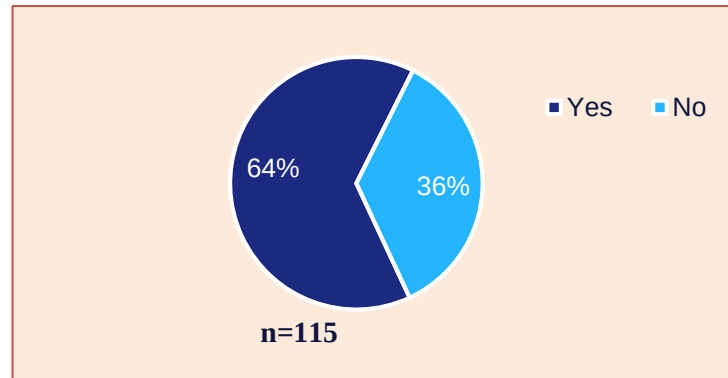
Figure 4: Perceived intention to act after watching the television advertisement & the perception of those who could not act in accordance with the ad

This graph depicts that after 95% thought that they could practice what was told in the advertisement whereas out of the 5% which thought they could not act in accordance with the advertisement, 2 felt there was nobody who could tell them how to do what has been told and the other 2 thought that it was too late as they were old hence the information is of no use to them, however, one of them found it tough to practice. The finding that became important as this point is even though the message was developed in regional language for two regions and hindi for six hindi speaking region, one respondent could not understand what was told.

4.1.6 Relatability of the advertisement

Whether people could relate to the advertisement was assessed on two parameters- based on the clothing and the people shown in the ad; and on the way people speak to each other.

4.1.6.1 Based on people

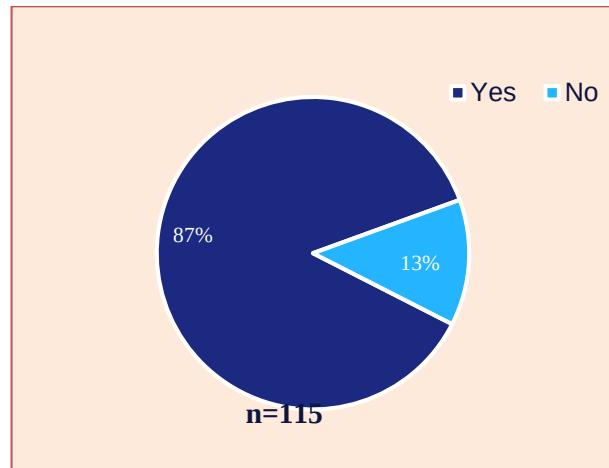


Sr. No.	Reasons for finding people in the ad not relatable	%age
1	Looks like cartoon/ different character	40.5
2	No explanation / do not know	26.2
3	No response	19.0
4	People in the ad are better than us/ good looking	4.8
5	The way it was spoken language spoken was different	4.8
6	They are actors	2.4
7	Characters were looking old	2.4

Figure 5 Perceived Relatability to the people in the advertisement along with reason for unrelatability

The graph shows the percentage of population in terms of relatability of advertisement. The respondents were evaluated to know the relevance of IFA. It was assessed that 64% found its importance. However, 36% found it to be irrelevant. The reasons due to which people were unable to relate the advertisement were assessed. It was found that 40.5% the advertisement looks like cartoon, around 26% respondents do not have any explanation for the same, whereas, 19% do not responded. Around 5% found that people in the advertisement were good looking and the language used was different. 2.4% respondents told that the advertisement have the actors at the same time 2.4% informed that the characters were looking old.

4.1.6.2 Based on the conversation

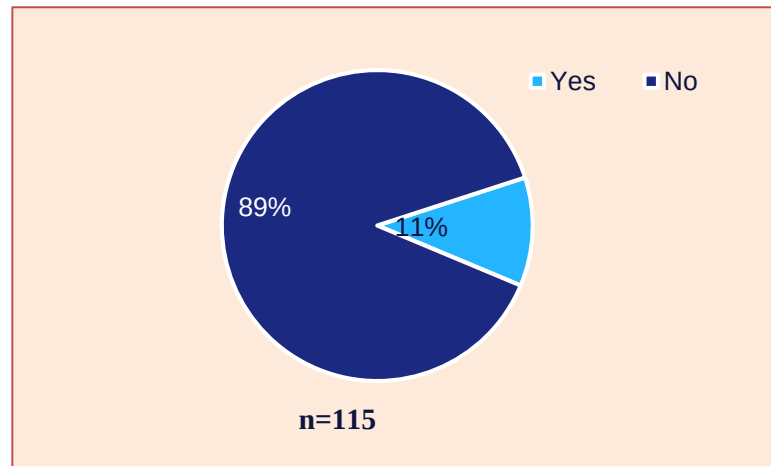


Sr. No.	Reasons for finding conversation relatable	%age
1	Do not know/do not remember / not relevant	43.8
2	Language was different	25.0
3	Language and clothing were different	6.3
4	The conversation like this happens in literates	6.3
5	Nobody to inform pregnant woman like this	6.3
6	We feel shy to have such conversations	6.3
7	No response	6.3

Figure 6: Relatability to the language of the advertisement along with the reasons for unrelatability

Above graph depicts the relevance of the conversation, it was found that 87% found the conversation to be relevant while for 13% it was not relevant. Also, the reasons for the non- relevance of the advertisements were evaluated, it was figured out that 43.8% of 13% of the respondents who could not relate to the language or the conversation of the ad, did not know the reason for unrelatability or did not remember why they found it unrelatable. 25% of 13% found the language different from what they speak in their region, 6.3% of 13% found both the language and the clothing to be different. On one hand 6.3% of 13% feel shy to have these kind of conversations, the same number of respondents feel that they could not relate to the conversation because such conversations happen between literates, however, they are illiterate people so they do not converse like that, on the other hand, same number of respondents felt that in their area nobody gives such kind of information to pregnant woman.

4.1.7 Suggestion for change



Sr.No.	Suggested changes in the ad	N
1	Focus more on information related to health of pregnant woman and child/additional information	6
2	If you take medicines timely, it will help in providing care to the pregnant woman	2
3	No response	2
4	Talk properly to children and daughter-in-law. Let the mother and child live happily	1
5	Faces/characters replaced with human beings	1
6	Do not know/do not remember / not relevant	1

Figure 7: Percentage Distribution of people for change needed in the advertisement along with the change suggested

The graph shows that 89% of the respondents were satisfied with the advertisement and did not want any change in the advertisement. However, a total of 13 people wanted some kind to change in the advertisement. Most of them thought the information is very limited, more information should be given related to health of pregnant woman and the child whereas 2 respondents felt that the component of time should be added in the advertisement. One of the respondent wanted that it is important to include the way mothers should be treated and talked to.

4.1.8 Credibility of the advertisement

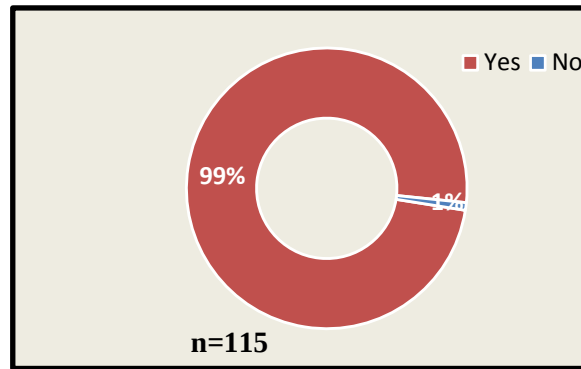


Figure 4 Believability of the television advertisement

The graph shows that 99% of the respondents believed on the information given in the advertisement. One did feel that a false information could be given therefore believing it is a little difficult.

4.2 Radio Advertisement

4.2.1 Likeability of the radio spot

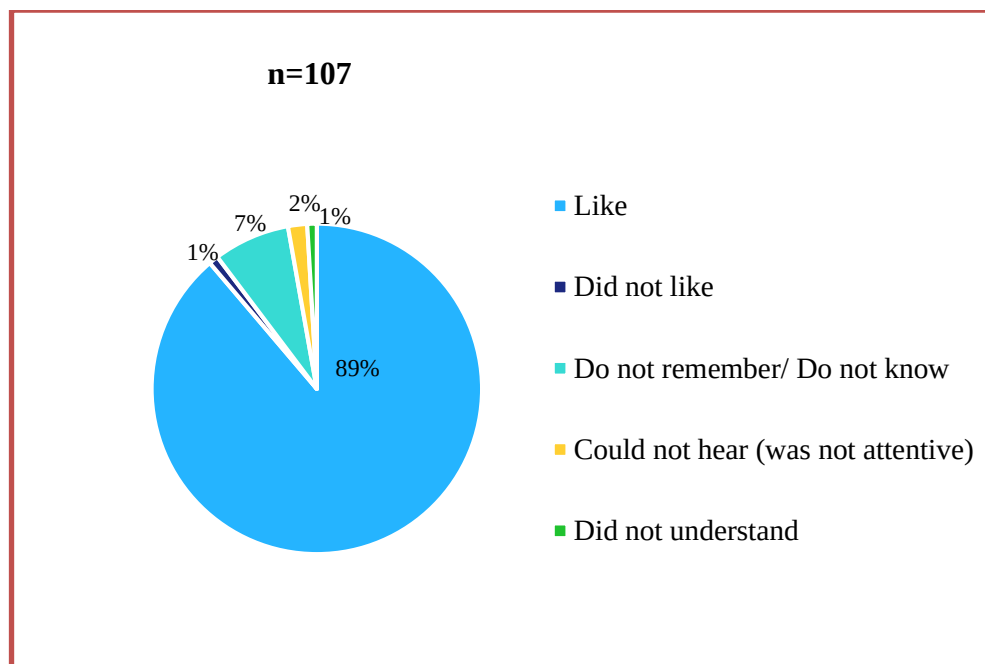


Figure 9: Likeability of radio spot on IFA

The figure shows that 89% of respondents liked the radio campaign. However, the respondents that did not remember and did not like are 7% and 1% respectively. Though 2% could not hear, however 1% did hear the spot but did not understand what was told.

4.2.2 Understanding of the radio spot

Table 2 Perceived Understanding of the key message

Sr. No.	Perceived understanding of key message from IFA radio ad	%age
1	Pregnant woman should consume 100 iron tablets (100 days)	31.8
2	Pregnant woman should consume iron tablets to increase her hemoglobin / for child's good health	23.4
3	About pregnant woman	15.0
4	To consume (100) tablets	10.3
5	Do not know / Did not understand/ do not remember	10.3
6	Iron tablets	3.7
7	Iron tablet should be consumed after 6 months	1.9
8	Explained TV ad	0.9
9	Take care of health of the child	0.9
10	Mother should take tablet	0.9
11	Not relevant	0.9

The table shows that 31.8% of the respondents understood the intended message, however, 23.4% did understand the message however they did not recall the number of tablets to be taken and there were 10.3% respondents who missed two important components of the message- Iron and pregnant woman. 1.9% misunderstood the message and gave added information which was nowhere mentioned in the radio spot. Approximately 10% respondents did not understand or could not remember the message.

4.2.3 Credibility, understanding and new information gathered from the radio spot

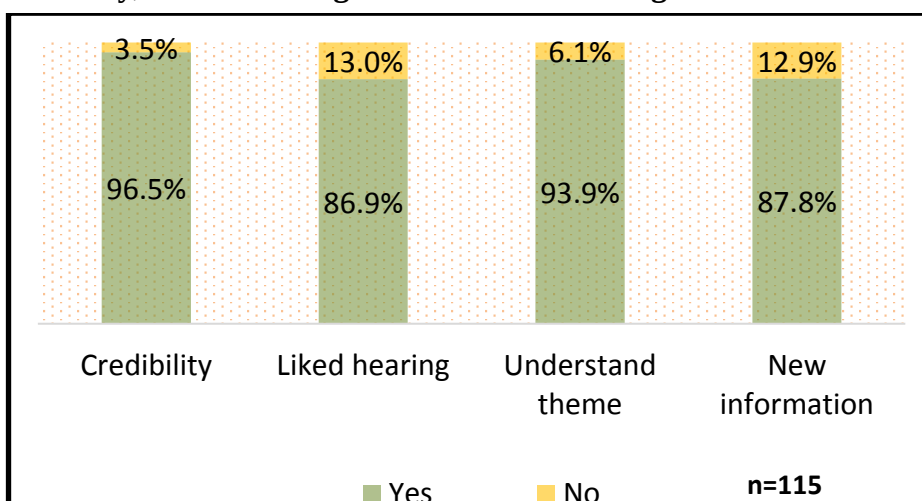


Figure 10: Percentage distribution of respondents for Credibility, Understanding and Likeability of Radio spot on IFA

This figures shows that 96.5% of the respondents believed on the message delivered. 86.9% liked the radio ad. A total of 93.9% of the respondents understood the theme.

However, 12.9% of the respondents felt they did not get any new information, they already knew what was told in the advertisement.

4.2.4 Suggested Changes in the radio spot

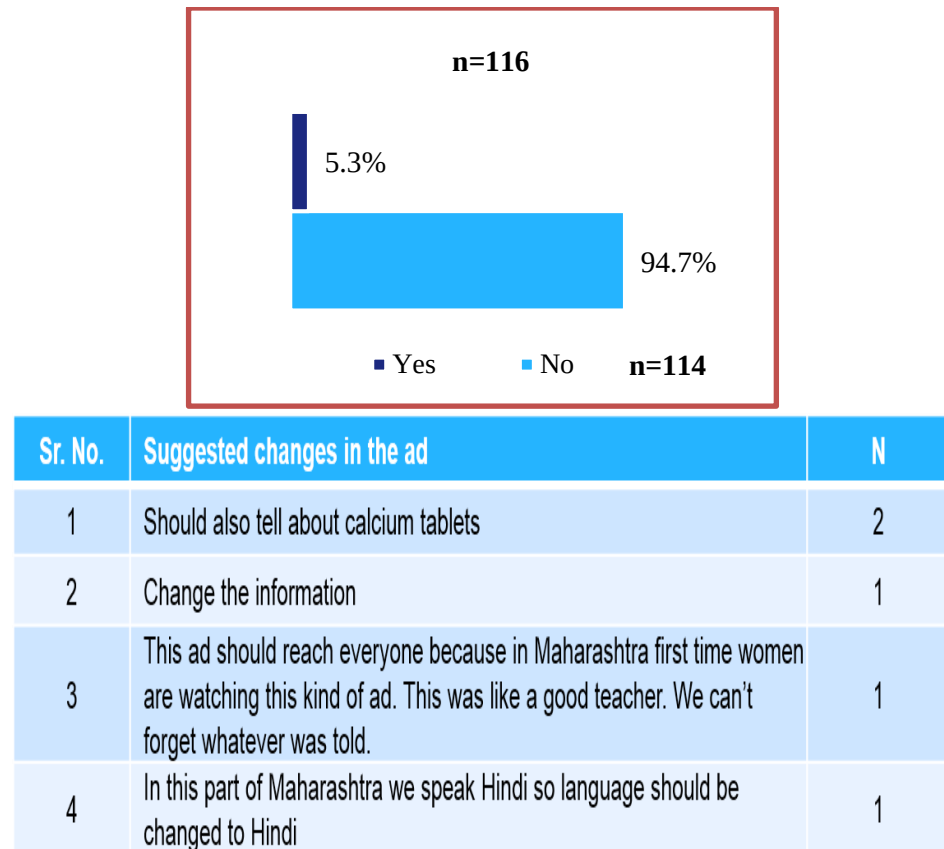


Figure 11: Felt need for change in the radio spot along with the changes suggested

The data shows that though 94.7% of the respondents did not want to change anything the radio advertisement, 5.3% did feel the need for change. Among these 5.3% the changes suggested are- Information on calcium tablets, one respondent wanted the change the information that was given in the advertisement, however one respondent found the campaign as first of its kind and emphasized that the reach should be large, instead of covering a small number of people, it should reach to everybody. However, it was interesting to know that there are people in Maharashtra that want the advertisement to be in hindi.

4.3 Logo

4.3.1 Comprehension of the picture

Table 3 Comprehension of the logo

Understanding of the Logo	Percentage
Mother breastfeeding the child	34.2%
Woman and fruits	4.2%
Mother should breastfeed the child for 6 months and give light food (and fruits) after that	5.0%
Woman with child, fruits, (tablets)	21.7%
Fruits, Iron tablets, The slogan / (breast)feeding till 6 months	5.8%
Pregnant woman should eat nutritious food	4.2%
slogan	0.8%
IFA tablet	3.3%
About child nutrition	9.2%
Not relevant/ don't remember	3.3%
Did not understand/don't know	8.3%

The table shows that people comprehended the picture in their own ways where majority of the respondents (34.2 %) could clearly see that a mother is breastfeeding a child, 5.0% interpreted that mother should breastfeed the child for 6 months. Majority of the respondents could comprehend that the picture is about nutrition to mother as well as to child. Interestingly, a small number (3.3%) noticed the tablets shown in the picture and they could relate it easily with the iron tablets. However, 21.7% only identified fruits and vegetables, they did mention the picture in the center. 4.2% of the respondents could interpret that it is about giving nutritious food to the pregnant woman. However, 8.3% could not comprehend anything from the picture.

4.3.2 Interpretation of the picture

The following tables shows the interpretation that respondents had of the picture shown to them.

Table 4 Interpretation of the picture

Interpretation of the Logo	Percentage
Breastmilk has the nutrition of fruits and vegetables	2.5%
Woman (child) should eat fruits and vegetables (so that child and woman are healthy)	20.0%
Mother should breastfeed the child (for 6 months) and give light food after that	14.2%
Fruits keep you healthy and are good for child	6.7%
I saw a woman (child)	2.5%
Mother should only milk feed child (till six months)	13.3%
Pregnant woman should consume iron tablets	1.7%
Love/care between mother and child	5.8%
Mother breastfeeding the child	4.2%
Iron tablet should be consumed (healthy) (mother) (child)	3.3%
Nutrition	0.8%
Did not understand / Do not know	16.7%
No Response	8.3%

4.3.3 Understanding of the slogan

Table 5 Understanding of the slogan

Interpretation of the Slogan	Percentage
We pledge that till 6 months child should be breastfed, so that child is healthy and can be protected from serious illness	10.0%
(Timely) Food will provide nutrition (to child)/to mother	12.5%
About food	3.3%
One should take care of their nutrition	8.3%
<u>Hamara Pran Suposhan</u>	4.2%
Mother and child should be healthy	7.5%
We should pledge for nutrition	4.2%
Child should be healthy	5.8%
Eliminate hunger among (mother) and (child)	2.5%
Mother should feed the child (breastmilk) (milk)	5.0%
We pledge to give children nutritious food so that no child is malnourished	1.7%
Iron tablet will be good for health	4.2%
Don't remember	0.8%
Don't Know/ Did not understand	28.3%
No Response	1.7%

The table shows that 4.2% of respondents simply repeat the line and could not interpret anything from it, however, majority of the respondents were able to identify that it was related to nutrition. 2.5% even could said it was to eliminate malnutrition. Only a few,

1.7 % could tell the meaning of the line and 28.3% did not even understand what was written on the picture.

DISCUSSION

5.1 Television Advertisement

5.1.1 Recall of the television advertisement

The study showed that 96% of the respondent could recall the advertisement, it implies that the advertisement was attractive enough to grab the attention of most of the people and those did not recall were the ones who did not remember the advertisement at all. Moreover, most of them did not remember other ads as well. However, the reason for not remembering were not captured in the study. If the respondents did not remember only one advertisement then the reasons could be thought of that either they were not able to understand due to inbuilt problem of the advertisement or due to disturbance. However, most of them were not able to recall ads shown at different time intervals, this could mean that they were not attentive during the programme, this could be because of their lack of interest in the programme or they could not understand what was shown in the advertisement.

5.1.2 Likeability

85% of the respondents who recalled the advertisement liked it. However, only 20% showed interest in seeing it again. 13% found the advertisement average but they did not want to change anything the advertisement. Most of them have already heard or seen similar kind of information and said they had not got any new information from the advertisement.

5.1.3 Perceived Understanding of the key message

The study showed approximately half of the respondent could understand that the key message was that Pregnant Woman should consume Iron tablet. However, only some could tell the exact number of the tablets to be consumed that was the central part of the advertisement as the number of tablets has been changed from earlier.

5.1.4 Relatability to the advertisement

It has been observed that only 64% of the respondents could relate themselves to the clothing and the way of conversation shown in the advertisement. However, 13% could not relate to both the people as well as the way of conversation. Further analysis showed that 50% of the respondents who could not relate to the people are from UP and approximately 12 respondents each from Bihar and UP could not relate to the way of

conversation shown. However, they could recall and understand advertisement and did not suggest changes. This implies that people may not relate to the advertisement however they could get the message if hindi is considered for the advertisement. One may think of changing the language specifically for these two reasons, however, practical implication is still unknown.

5.1.5 Credibility

There was a significant finding that came out from the study. 99% of the respondents believed on what was told in the advertisement. Credibility is a very important component for the success of an advertisement. Achieving 99% credibility shows that there is no need to change the content of the message.

5.1.6 Intention to act

95% of the respondents felt they could do what has been told in the advertisement. Only those who thought that this information is of no use to them as they have become old did not show any intention to practice what has been told in the advertisement.

5.1.7 Key Findings

- ✓ **Recall:** 96%
- ✓ **Understanding:** more than 50% could understand that iron tablets should be given to pregnant women
- ✓ **Likeability:** 85% liked the advertisement. 13% find the advertisement okie, only 20% showed interest in seeing it again.
- ✓ **Relatability:** 64% could relate both to the people and the way of communication. However, 13% could not relate to both the people and the way on conversation
- ✓ **Credibility:** 99% could believe the message given

5.1.8 Consideration

As this was a phase of pre-testing, the final version will include people. This will give better results on relatability as majority of those who could not relate because of the animatics will relate themselves with the people in the advertisement. Next, quite a few number of respondents felt that the language was a barrier for them to relate either to the people or the way of communication. However, these did not hinder with their understanding.

5.2 For Radio Advertisement

5.2.1 Likeability

It has been seen that 86.9% of the respondents liked the radio advertisement, however, approximately 10% either did not hear, those who heard either could not understand or did not remember and those who did not like majority of them did not find any new information. Since the radio spot was in the form of puzzle. This might be the reason for high number of people who could not understand or hear the message. However, the reason for not understanding was not included in the study and nobody said that they could not understand puzzles.

5.2.2 Credibility

96.5% of the respondents believed on the information. From 3.5% who could not believe, 2 respondents did not understand what was told and rest did not suggest any change in the ad.

5.2.3 Understanding

A total of 93.9% of the respondents understood the theme. More number of people could specify the number of tablets as compared to the television advertisement. This may be because the radio ad was played at the end of the programme, it was played twice and it was not played alone whereas television advertisement was shown in between a programme.

CONCLUSION

The study showed that the content of the message was clear, easy to remember and believable. People liked the campaign and understand the essence of the message. The change from animatics to normal television advertisement will help in increasing the relatability component. People also believe that they can act on the information. The main aim of the campaign is to bring behavior change. Though the impact cannot be determined at this point of time, however, this study did show that the acceptance to this advertisement was high. But the success of the campaign could only be determined after it enters the market space.

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Annexure

Nutrition Communication Campaign Pre-Testing Tool

Introduction

नमस्कार, मैं _____ हूँ और आप सभी का यहाँ आने के लिए धन्यवाद। आज हम आपको एक टेलीविजन प्रोग्राम दिखाएँगे। मुझे यकीन है कि आज हम सब को काफी मजा आएगा। शुरू करने के पहले थोड़ा बता दूँ कि हम क्या करेंगे। हमने आप को यहाँ बुलाया क्योंकि हमें लगता है कि यह जो टेलीविजन प्रोग्राम हम आपको दिखा रहे हैं उसके बारे में आप सभी की राय लेना बहुत जरूरी है। तो यूँ समझ लीजिये कि यह एक मौका है इस प्रोग्राम को बनाने वालों को बताने का कि ये प्रोग्राम आपको कैसा लगता है। ठीक है ना, तो एक बात और -- हम आपके खुले विचार जानना चाहते हैं। आप यह मत सोचिये की हम क्या सुनना चाहते हैं या आपके पति या सास या बहु या पड़ोसी क्या सोचेंगे -- हम आप की राय जानना चाहते हैं। और इसीलिए न कोई सही जवाब है और न कोई गलत जवाब। यह तो आपके विचार हैं प्रोग्राम के बारे में। तो एक छोटी सी विनती है हमारी -- हमारा पूरा काम न हो जाए तब तक आप कृपया इस प्रोग्राम के बारे में किसी से चर्चा न करें।

प्रोग्राम दिखाएं।

ठीक है अब शुरू करते हैं। इस प्रोग्राम के बारे में हम आपके विचार जानना चाहते हैं। क्या आपको अच्छा लगा, क्या आपको अच्छा नहीं लगा। ठीक है, तो शुरू करते हैं।

Respondent's Information

A. Respondent Type

		आपके कितने बच्चे हैं
गर्भवती महिला	01	
स्तनपान कराने वाली महिला	02	
दो साल से कम उम्र के बच्चे की माँ	03	
गर्भवती महिला की सास	04	NA
धातरी माता की सास	05	NA
दो साल से कम उम्र के बच्चे की माँ की सास	06	NA
गर्भवती महिला की ननद	07	NA
धातरी माता की ननद	08	NA
दो साल से कम उम्र के बच्चे की माँ की ननद	09	NA
दो साल से कम उम्र के बच्चे का पिता	10	
होने वाला पिता	11	
किशोरी	12	NA
पंचायती राज के सदस्य	13	NA

गाँव के बूजुर्ग	14	NA
कोई अन्य प्रजनन उमर की महिला	15	NA

B. आपकी उम्र क्या है?

C. लिंग

- पुरुष

01

- महिला

02

D. आपने किस दर्जे तक की पढ़ाई की है?

Illiterate	01
Primary	02
Middle	03
Matriculation/ Secondary	04
Higher Secondary	05
Diploma/ Graduate	06

E. आपके परिवार की मासिक आय क्या है?

Below 5,000	01
5,000-10,000	02
Above 10,000	03

Television Advertisement

Q1. आज जो प्रोग्राम आपने देखा उसके कौन से हिस्से ऐसे थे जो आपको पसंद आये?

A1. _____

Q2. उसके कौन से हिस्से थे जो आपको पसंद नहीं आये?

A2.

Q3. हम प्रोग्राम के बारे में चार बातें कहेंगे। आप बताइये उनमें से कौन-सी बात है जो आपके विचार से मिलती जुलती है :

A3.

- | | |
|--------------------------------------|----|
| 1. प्रोग्राम देखने में मजा आया और आप | 01 |
| 2. अच्छा प्रोग्राम था | 02 |
| 3. कुछ खास मज़ा नहीं आया | 03 |
| 4. काफी बेकार प्रोग्राम था | 04 |

Q4. प्रोग्राम के बीच में कुछ विज्ञापन भी थे। आपको उनमें से कौन-कौन से विज्ञापन याद हैं? (नोट: उसी क्रम में लिखें जिस क्रम में उत्तरदाता बताएँगे)

A4.

पहला विज्ञापन _____

दूसरा विज्ञापन _____

तीसरा विज्ञापन _____

चौथा विज्ञापन _____

(नोट: अगर उत्तरदाता स्वास्थ्य विज्ञापन के बारे में बताते हैं तो उनसे Q7. पुछें। अगर उत्तरदाता स्वास्थ्य विज्ञापन के बारे में खुद से नहीं बताते तो उनसे Q5. पुछें)

Q5. क्या आपने माता और बाल स्वास्थ्य एवं पोषण सम्बन्धी कोई विज्ञापन देखा?

A5.

हाँ	01
ना	02

(नोट: अगर हाँ तो Q7. पर जाएँ, अगर नहीं तो आप उस विज्ञापन का सारांश /नैरेटिव बताएँ फिर Q6. पुछें)

Q6. क्या अब आपको वह विज्ञापन याद आया?

A6.

हाँ	01
ना	02

(नोट: अगर हाँ तो Q7. पर जाएँ, अगर नहीं तो Q24. पर जाएँ)

Q7. विज्ञापन में क्या दिखाया गया था? कृपया उस विज्ञापन की पूरी कहानी बताएँ

A7.

Q8. आपके विचार से उस विज्ञापन का मुख्य सन्देश क्या था?

A8.

Q9. आपको वह विज्ञापन कैसा लगा?

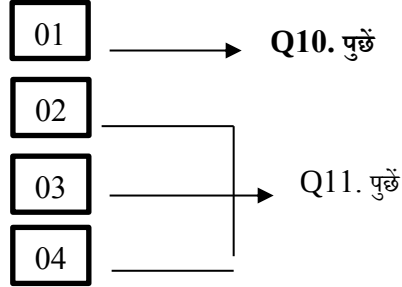
A9.

अच्छा नहीं लगा

ठीक लगा

अच्छा लगा

बहुत अच्छा लगा



Q10. अगर अच्छा नहीं लगा तो क्या अच्छा नहीं लगा?

A10.

Q11. अगर ठीक/अच्छा/बहुत अच्छा लगा तो क्या ठीक/अच्छा/बहुत अच्छा लगा?

A11.

Q12. आपने उस विज्ञापन में जो देखा, क्या वैसा कुछ आपने पहले भी किसी विज्ञापन में देखा-सुना है?

A12.

हाँ

ना

02

(नोट: अगर हाँ तो Q13. पर जाएँ, अगर नहीं तो Q14. पर जाएँ)

Q13. अगर हाँ, तो क्या देखा-सुना था?

A13.

Q14. आपने उस विज्ञापन से क्या नई चीज सीखी?

A14.

Q15. क्या उसमें जो बताया गया है, वो आप आसानी से कर पाएंगे?

A15.

हाँ

ना

01

02

(नोट: अगर हाँ तो Q17. पर जाएँ, अगर नहीं तो Q16. पर जाएँ)

Q16. अगर नहीं कर पाएंगे, तो क्या कारण होंगे?

A16.

Q17. विज्ञापन में जो लोग आपने देखे क्या वह आप जैसे थे या आप के जान पहचान वालों के जैसे थे?

A17.

हाँ	01
ना	02

(नोट: अगर हाँ तो Q19. पर जाएँ, अगर नहीं तो Q18. पर जाएँ)

Q18. अगर नहीं, तो कौन नहीं थे और क्या कारण थे?

A18.

Q19. जिस तरह की बात चीत दिखाई गयी है क्या आपके यहाँ लोग ऐसे ही बात करते हैं या नहीं?

A19.

हाँ	01
ना	02

(नोट: अगर हाँ तो Q21. पर जाएँ, अगर नहीं तो Q20. पर जाएँ)

Q20. अगर नहीं, तो कौन से हिस्से में आपको खासकर ऐसा महसूस हुआ?

A20. _____

Q21. आप विज्ञापन में कुछ बदलना चाहेंगे?

A21.

हाँ

01
02

ना

(नोट: अगर हाँ तो Q22. पर जाएँ, अगर नहीं तो Q23. पर जाएँ)

Q22. अगर हाँ, तो क्या बदलना चाहेंगे?

A22.

Q23. उस विज्ञापन में जो सन्देश था, क्या उस पर विश्वास किया जा सकता है?

A23.

हाँ

01

ना

02

1. अगर नहीं, तो क्यों नहीं?

Q24. (नोट: पहले लोगो/चित्र दिखाएँ।)

आपको जो चित्र दिखाया गया उसमें आपने क्या देखा?

A24.

Q25. आपको इस चित्र से क्या समझ आया?

A25.

Q26. उस चित्र में लिखा था, हमारा प्रण, सुपोषण / हमने किया है प्रण, मिटायेंगे कुपोषण। आपको इससे क्या समझ में आया?

A26.

Radio Advertisement

आपने रेडियो का एक विज्ञापन सुना। उसके बारे में हमारे कुछ सवाल हैं।

Q27. आपको विज्ञापन कैसा लगा?

A27.

Q28. उस विज्ञापन का मुख्य संदेश क्या था?

A28.

Q29. अब हम विज्ञापन के बारे में पाँच छोटे सवाल पूछेंगे। बस हाँ या ना में जवाब दीजियेगा, ठीक है?

A29.

1. तो जो संदेश था, उस पर विश्वास किया जा सकता है?

हाँ

01

ना

02

1.1 अगर नहीं, तो क्या नहीं?

2. बात सही ढंग से बतायी गई?

हाँ

01

ना

02

3. सुनने में मज़ा आया?

हाँ

01

ना

02

4. बात समझ में आई?

हाँ

01

ना

02

5. उससे कुछ जानकारी हासिल हुई?

हाँ

01

ना

02

Q30. आप विज्ञापन में कुछ बदलना चाहेंगे?

A30.

हाँ

01

ना

02

(नोट: अगर हाँ तो Q31. पर जाएँ, अगर नहीं तो Q32. पर जाएँ)

Q31. अगर हाँ, तो क्या बदलना चाहेंगे?

A31. _____

Q32. आपके गाँव में क्या लोग पहलियाँ पूछते हैं?

A32. _____
