

How we used Research Evidence for behaviour change communication in rural areas of Jharkhand, India

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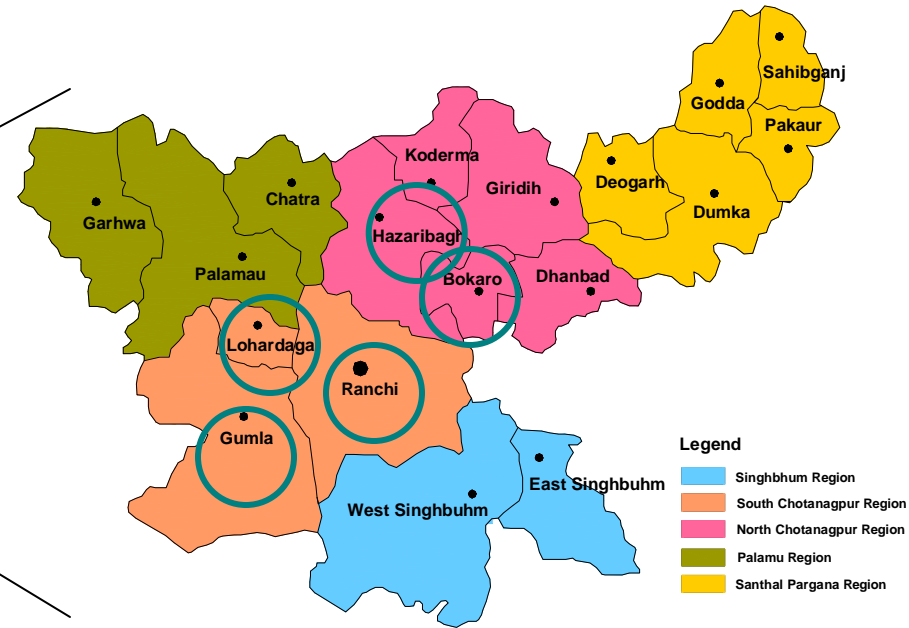
Overview

- The Program
 - Location
 - Purpose and Target audience
- What we did
 - The Issue
 - The strategy
- How we did it
 - Our activities
- What changed
 - The results

Where did we work



Jharkhand State



- Legend**
- Singhbhum Region
 - South Chotanagpur Region
 - North Chotanagpur Region
 - Palamu Region
 - Santhal Pargana Region

One of the least developed states of India

	Jharkhand (rural)	India (rural)
Crude Birth Rate	28.8	25.0
Total Fertility Rate	3.69	2.98
Infant Mortality Rate	68.7	57.0



Purpose

To increase current use of condoms & pills among the target population in the project area to space births

Period: April 06 – Mar 08

Target Audience

Currently married and non-sterilized men (21-34 years) and women (15-29 years) living in rural areas



The Issue

- Low usage of modern contraceptive methods
 - Current use of OCP and condom

Baseline survey (2006)	Percent	C.I.
Respondents reporting current use of any spacing method (modern + traditional)	20.7	18.2-23.2
Respondents reporting current use of modern spacing methods	13.3	11.2-15.3
Respondents reporting current use of OCPs & Condoms	12.5	10.5-14.5

The Strategy

Profiling the TG

Identifying most significant determinants of promoted behaviour

The demand side

Designing communication messages addressing identified determinants

Use of multiple channels – mass/ mid/ IPC

Repeated contacts with TG

Demonstration

Contest

The supply side

(Saadhan Dukan)
Shop

(Saadhan Salahakar)
Counselor



Key Determinants

(1)

Identified by dividing the target audience into:

- Current users vs. non users of condom or OCP

Determinants	Odds Ratio	C.I.
Perceived availability of OCP or condom	1.10	0.985 – 1.240
Knowledge about OCP and condom		
Social Norms related to contraceptive use		
Self Efficacy to use	1.76	1.418 – 2.195
Social Support from spouse	1.51	1.376 – 1.667
Attitudes toward use of OCP and condom		
Beliefs about use of OCP and condom		

Captured through quantitative survey using psychographic scale item measured on a Li-kert scale

Strongly disagree 1	Disagree Somewhat 2	Neither Agree nor disagree 3	Agree Somewhat 4	Strongly Agree 5
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Key Determinants

(2)

- Sample statements – Self Efficacy [Cronbach's alpha = 0.851]
 - I am able to plan my family properly
 - I can avoid pregnancy as long as I want to
 - I am able to talk to my spouse about birth spacing
 - I am confident I can learn and use any contraceptive method
 - I am confident that I can use contraceptives properly to prevent pregnancy

How did we communicate

- Integrated Communication
- Thematic approach
- Repeated visits by IPC (known as Saadhan Bhaiya & Saadhan Didi)
- Used overarching theme (tagline)

Our activities – Wall painting



Static media – emphasis on perceived availability
(Birth spacing of 3 years is good and it keeps the mother healthy and makes child strong)

Our activities – Female Group Meeting



Female IPC – Emphasis on Spousal Support and Self Efficacy



Our activities – Nukkad Natak



Mid Media – emphasis on Spousal Support and Perceived availability



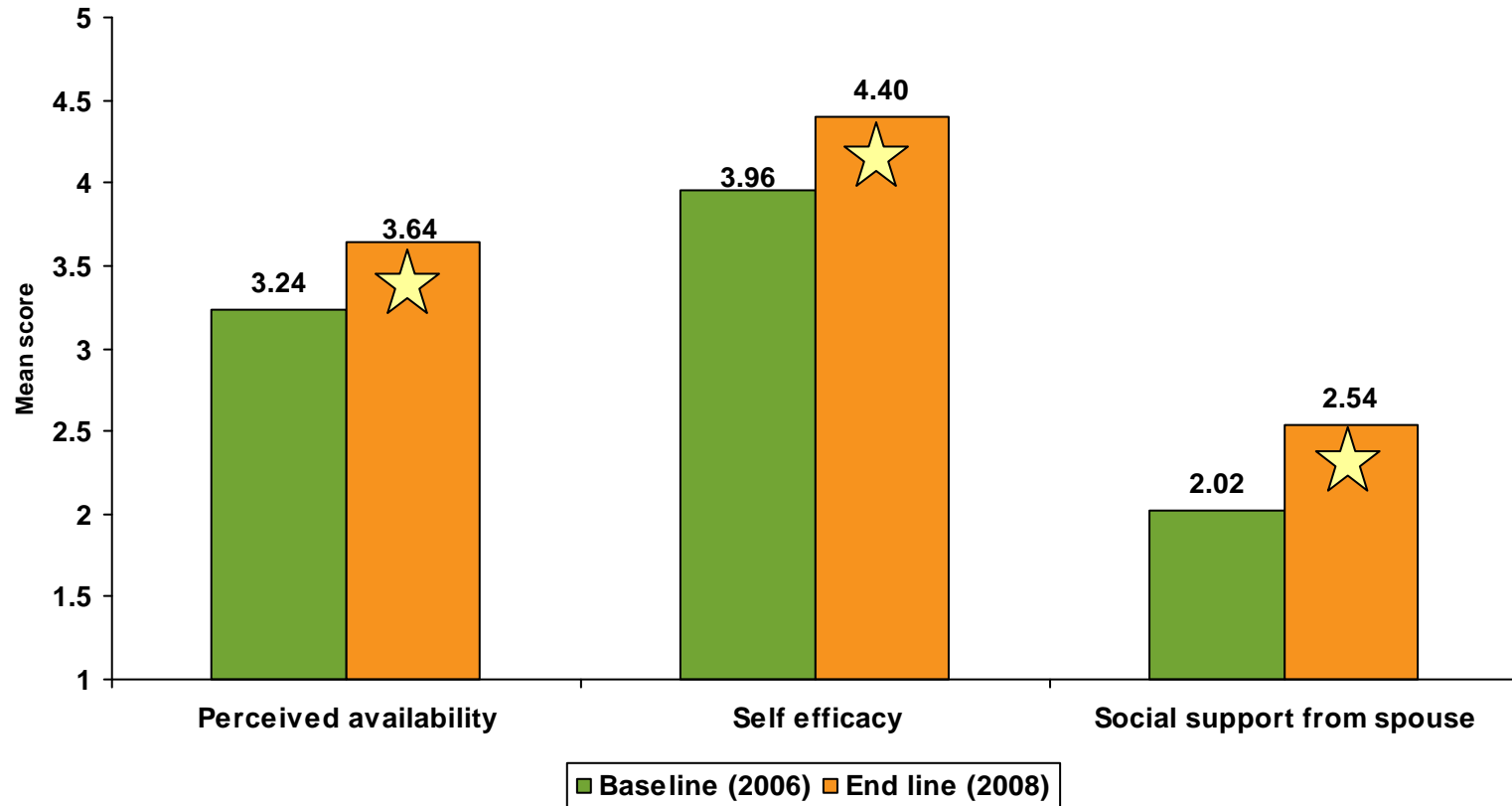
Shop – A Sadhan Dukan



A village shop – PSI placed products in these shops. PoP material displayed

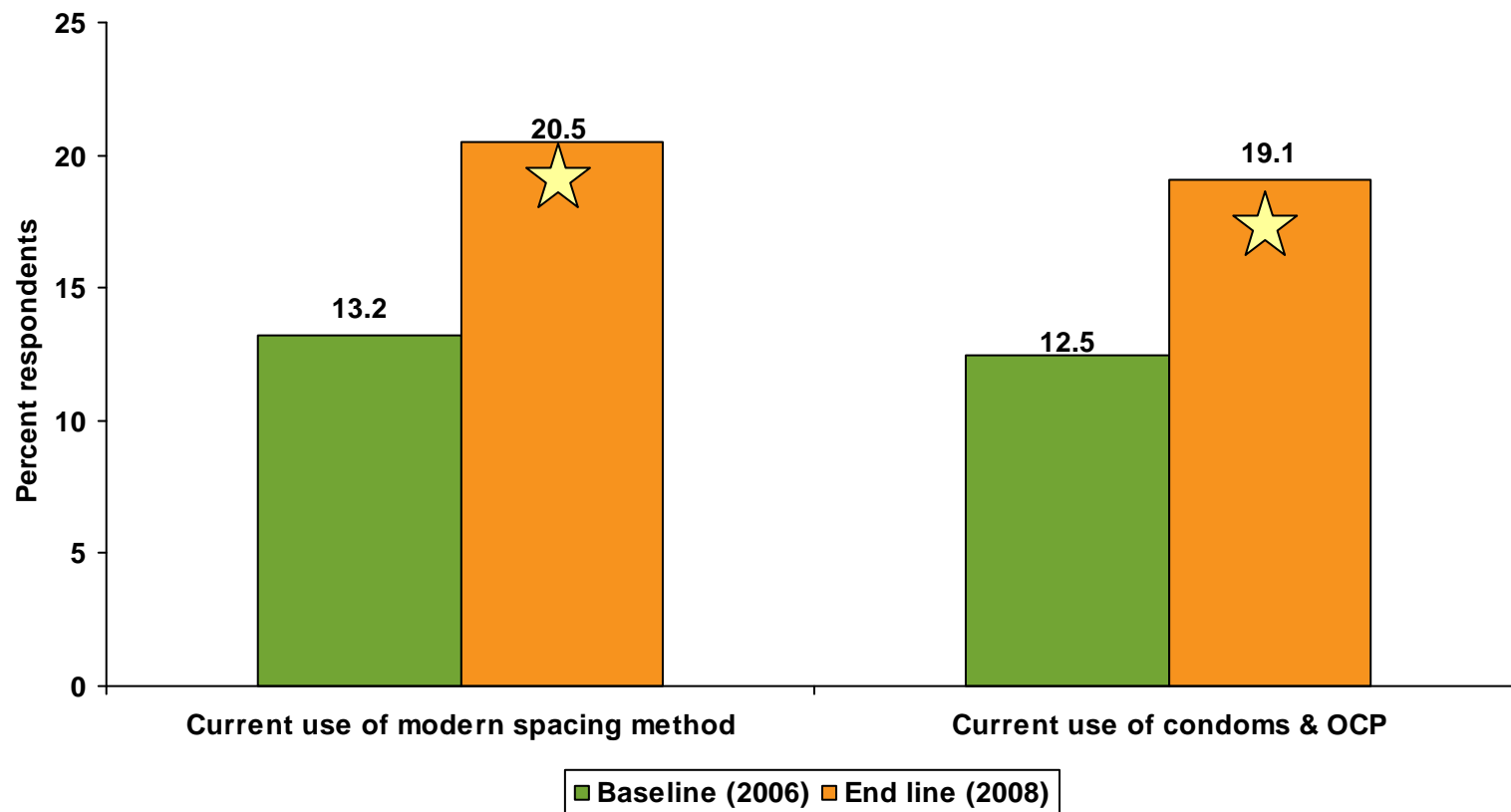


What did we achieve



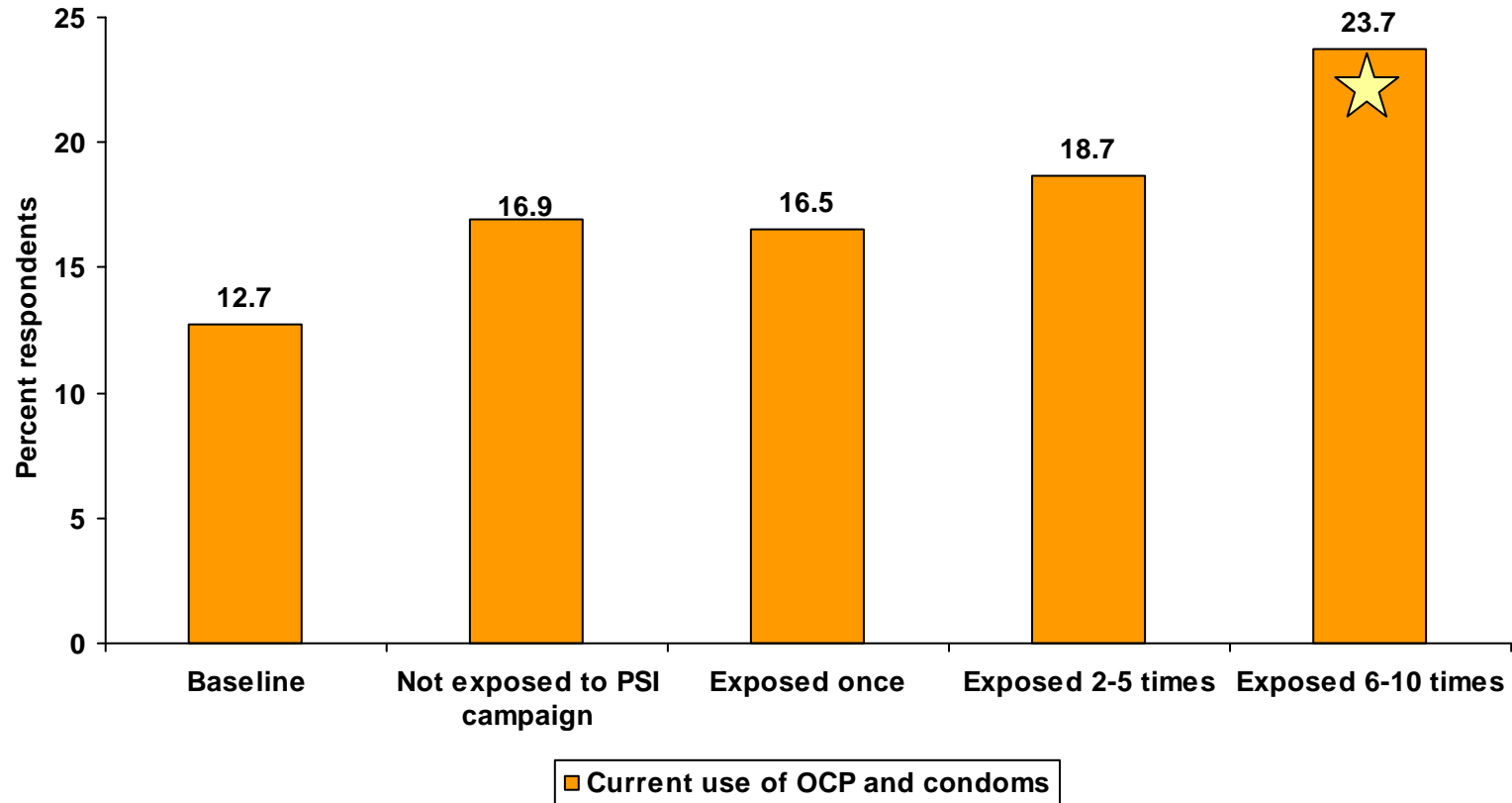
★ Significantly different from baseline $p < 0.05$

And consequently



★ Significantly different from baseline $p < 0.05$

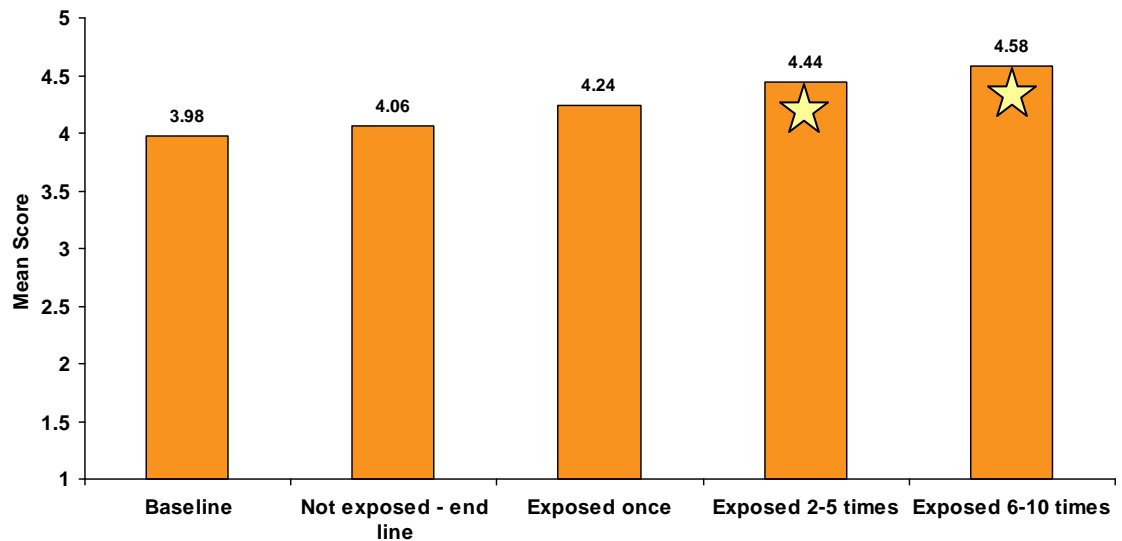
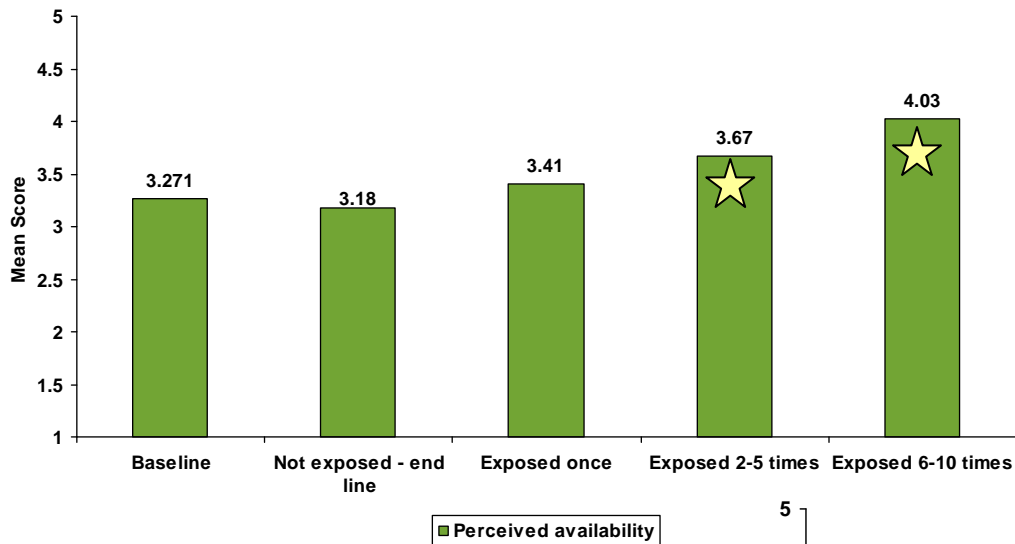
What difference did campaign make...(1)



Those exposed 6-10 times were significantly different from all other categories



What difference did campaign make... (2)

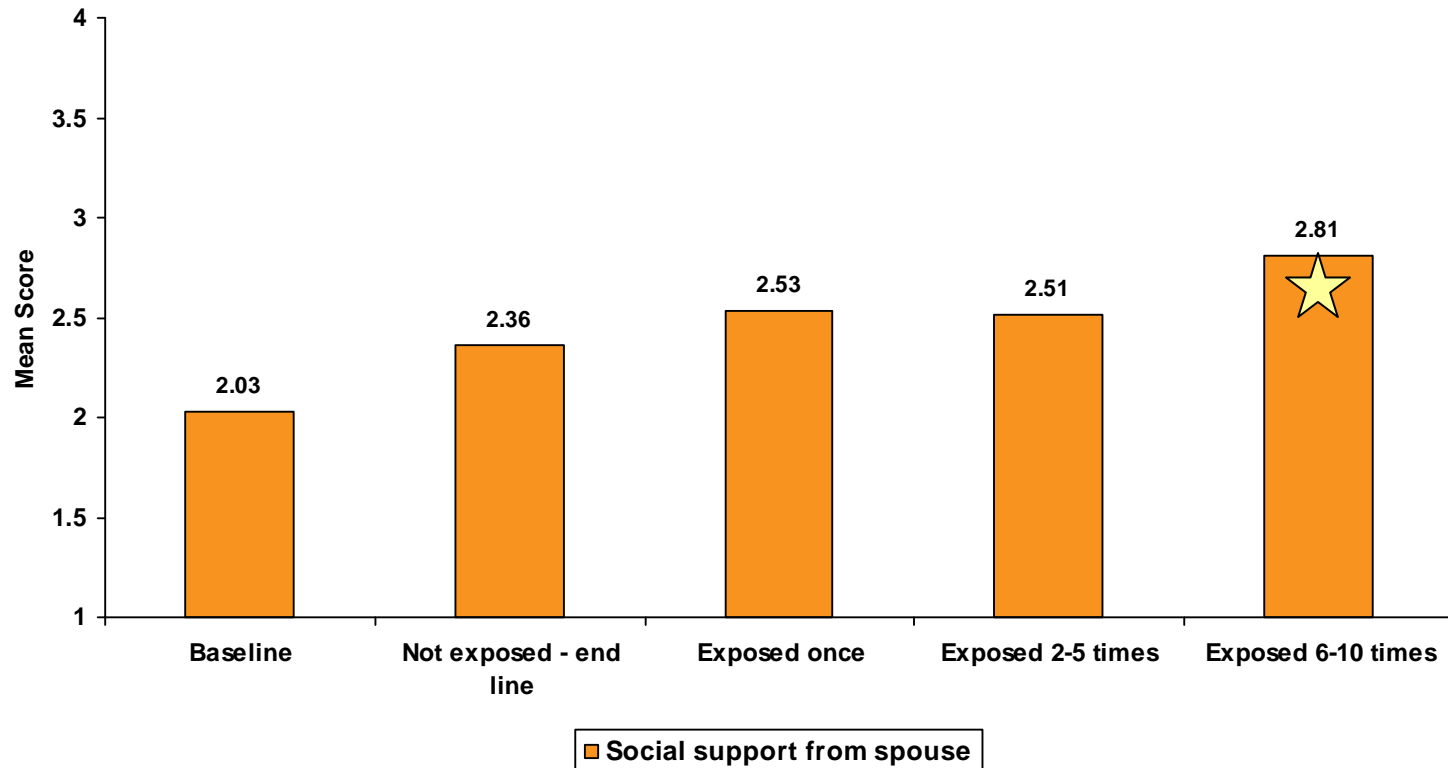


Those exposed 6-10 times and 2-5 times were significantly different from not exposed category

Self efficacy



What difference did campaign make... (3)



Those exposed 6-10 times were significantly different from not exposed category

Key learning

- Segmenting the target audience into users and non users is a pragmatic approach to identify determinants
- Repeated exposure to program activity is essential for behaviour change
- Behaviour change occurred after at least 6 exposures
- Although a lower number of exposure was enough to change the determinants; it was not enough to change behaviour
- Current use of OCP and condom can be increased in low literacy rural settings by following an evidence based decision making process
- Regular Stocking of shops was a challenge in remote villages

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