

Experiencing change with  
**Happy Dampatti**



**Implementing Partner**  
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Bloomberg School of Public Health  
Center for Communication Programs (CCP)

**Creative and Outreach Agency:** Linterland, A Division of Lintas India Pvt. Ltd.

**Research, Creative Development and Implementation**

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Innovative experiential marketing model for driving demand for family planning in slum communities of Aligarh





## Happy Dampatti

.....triggering change

“We want every couple in our neighborhood to become a Happy Dampatti.”

Braj Gopal and Madhubala,  
HD winners, Gandhi Nagar Cluster, Aligarh

Six months after the birth of their second daughter, Madhubala started taking oral contraceptive pills so that they could fulfill the dreams that they had seen for their daughters. Even before one can ask what are those dreams, 6 year old Khushi speaks up “I will become a doctor” and little Pari quickly adds “...I will become a pilot.”

Madhubala and Braj Gopal have devised a very good way of ensuring that she does not forget to take her pill each night. The pills are placed in the same place where Brajgopal keeps the keys to his store. Each morning while picking up the keys, he checks the pills. In case Madhubala has not taken it the previous night, he gives it to her himself.

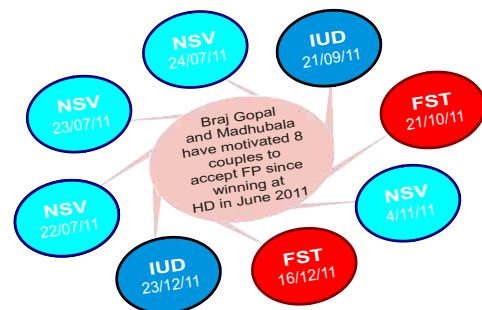
For Brajgopal and Madhubala, becoming a Happy Dampatti winner is just a beginning of

a whole new responsibility to ensure that other couples too plan their families and become Happy Dampattis like them.

They support the UHI Peer Educator in their area to help mobilize couples for acceptance of family planning (FP).

Brajgopal's strategy for reaching out to men is simple. He casually initiates talk on FP whenever he sees a group of men chatting at a local tea stall or some such place. Once he has their attention he shares his own positive experiences with them and tells them about various FP options available.

Since winning the contest in June 2011, they have already motivated 8 couples in their neighbourhood to accept FP. And they believe that this is just the beginning...



## Innovating with Experiential Marketing:

The Urban Health Initiative (UHI) is part of a five-year, four country initiative supported by the Bill & Melinda Gates Foundation in Nigeria, Kenya, Senegal and India. UHI India is a consortium of international, national and community based organizations working together to improve the health of the urban poor in the state of Uttar Pradesh.

In India, the project has been designed to contribute to India's efforts to attain the Millennium Development Goals of achieving universal access to reproductive health by 2015. The Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (CCP) is one of the core partners in the consortium and is tasked with ensuring demand generation.

Insights from multi-stage participatory research revealed that fear of side-effects and myths about contraceptive methods were major barriers to acceptance. Users seldom talked about positive experiences while negative stories spread virally. Research also revealed that aspirations for a better future coupled with the growing influence of electronic media were opportunities for behavior change.



CCP developed an innovative community based activation model “Happy Dampatti ki Khoj” (The search for happy couples) as a part of an integrated communication and demand generation strategy for UHI.

The “Happy Dampatti” (HD) model integrates mass and mid media activities to identify and highlight community voices and positive role models for revitalizing family planning among urban slum communities in Uttar Pradesh.

Designed as a week-long program, the HD model is based on the principle of “surround and engage”. The community is surrounded

with messages using branded mid media such as posters, banners, audio-miking through cycle-rickshaws and supplemented by mass media such as newspapers, radio and television.

The 3 step community engagement is initiated through house-to-house contact by community level workers. The eligible couples then attend enrolment camps in their communities where they receive personalized FP counseling. They also have the opportunity to participate in the HD contest and share their FP experience on camera.

The activities culminate in a community level reality show where key behavioral messages are reinforced using role-plays and theme based interactive couple games. The HD winner role models are acknowledged on stage and their stories of change shared with the community. Eminent policy makers and city level providers interact with the community to trigger normative change.

The goal of the HD model is to empower couples and seed community networks with change agents, creating a positive social environment for sustainable change.





## Spreading Happiness

Chandtara and Parvez mobilize other couples to accept family planning

“These are our people, we want them to be happy, and will leave no stone unturned to ensure that.”

Chandtara and Parvez, HD winners, Shahjamaal Cluster, Aligarh

Soon after their marriage Parvez and Chandtara decided that they would only have two children given Parvez's paltry income of Rs. 2500 as a welding mechanic. They used condoms to delay their first child and also to space the next one. Three years ago when Chandtara was pregnant with their second child, they consulted the doctor to check if Chandtara could get herself sterilized at the time of delivery.

After delivery she returned home with a healthy little daughter in her arms and her sterilization done.

It's not common for

IUD  
16/11/2011

Chandtara and Parvez have motivated 2 couples since winning at HD in Sept 2011 to accept FP

DMPA  
22/10/2011

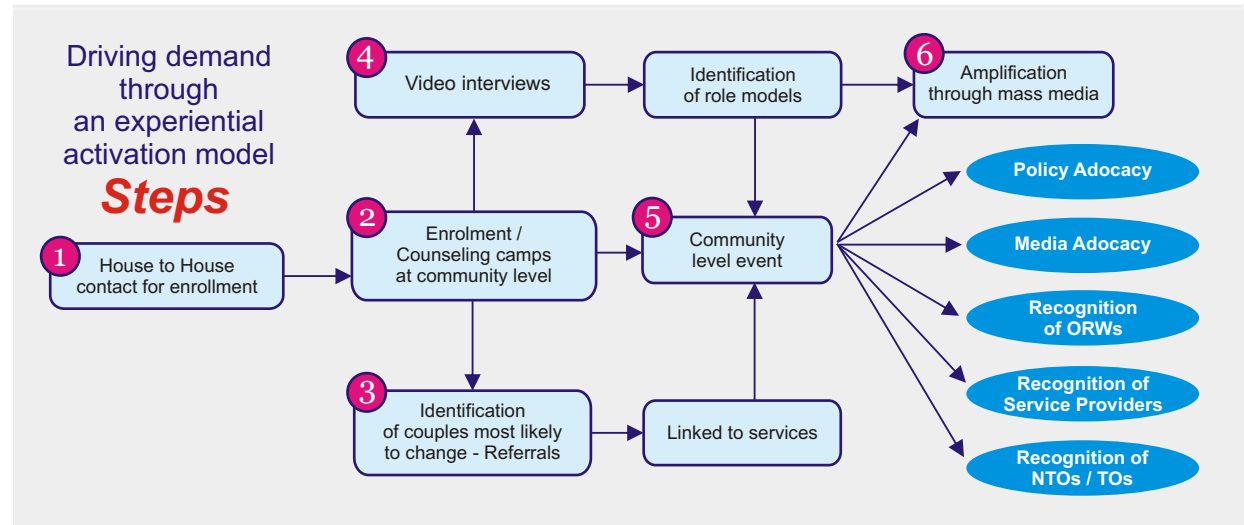
couples in Uttar Pradesh to take a decision like this. Many of Chandtara's friends and relatives still believe that as long as they are breastfeeding they are not at the risk of getting pregnant.

Remind Chandtara about this and she says, "One never knows when one could get pregnant so why take chances? The doctor said that female sterilization can be easily and safely done at the time of the delivery, so I said why not. This will not

only protect me from unwanted pregnancy but also save me from the bother of coming again to hospital."

Ask her about Happy Dampatti and she beams with pride, "Happy Dampatti has changed my life forever. Now I want to help all couples in my *basti*- Roravar to become Happy Dampattis." Educated only upto class VIII, Chandtara has a natural ability to convince people and her husband is equally supportive of her efforts. Since their participation in the contest in September end they have been able to mobilize one case each for DMPA and IUD from their slum.

## The *Happy Dampatti* Model



**Step 1:** House to house contact by community worker to inform eligible couples about the *Happy Dampatti* contest and distribute enrolment forms.

**Step 2:** Couples invited to community level enrolment camps for submission of forms. Personalized FP counseling at camps by trained counselors. Free supplies of spacing contraceptives distributed to acceptor couples.

**Step 3:** Couples with intention to change linked to

public and private sector service providers through referral cards.

**Step 4:** User couples share stories on camera to participate in HD contest. Shortlisted inspirational stories of change are judged by an independent panel consisting of eminent media, corporate and medical experts.

**Step 5:** The winners of the HD contest announced at a community level event to initiate the process of change. The event uses

entertainment education to reinforce key FP messages, and share the five secrets of becoming a "*Happy Dampatti*" through interactive couple games and role-plays. This platform is also used to acknowledge community workers and private and public sector providers.

**Step 6:** Amplification of positive deviant stories to city wide audiences through local hoardings, newspapers, radio and TV channels for diffusion of positive behaviors.

Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
Orientation of frontline workers and material distribution	House to house contact and field enrolment	House to house contact and field enrolment	<b>Sub cluster 1:</b> Community level enrolment and counseling camp. Shortlisting of couple stories	<b>Sub cluster 2:</b> Community level enrolment and counseling camp. Short listing of couple stories	<b>Sub cluster 3:</b> Community level enrolment and counseling camp. Selected stories captured on camera	Editing of stories and selection of winners by independent panel	Community level reality show	Amplification in mass media couple interviews and final event

Supported by rickshaw miking, posters, banners, wall painting, hoardings, radio spots, promos on TV, FAQs / couple stories in newspapers



## For the LOVE of you

Delaying the first birth

“Shameem laughs off the pressure from his parents by saying, we ourselves are like kids, we are not prepared for babies as yet.”

Shameem and Seema  
HD winners, Shahganj Cluster, Agra

W ecked up in all the finery of a newly wed, Seema stole shy glances at her husband Shameem, while he filled up the form and completed other formalities at the HD enrolment camp in Agra on 23<sup>rd</sup> December 2010.

Married for almost a year, they nurtured dreams of having a small and beautiful house of their own. Seema confided, “Our current house is rented, we want that our children should live in our own house rather than a rented one.”

Shameem and Seema discussed and decided that they would have their first

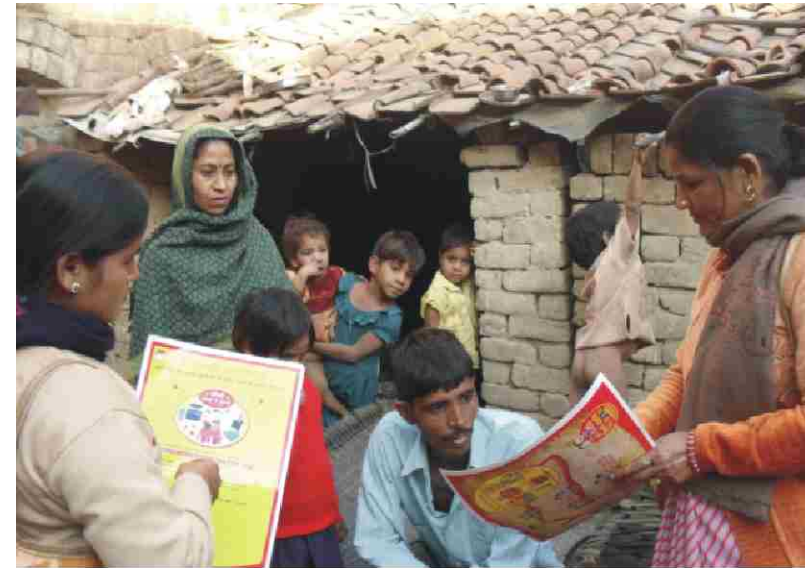
child only after two years of marriage, and so they started using condoms. Shameem, who can barely read and write, worked in a shoe factory. He admitted that he initially felt shy about buying condoms, but gradually overcame his shyness for the love of his wife.

It was Shameem's unconditional love and support that helped Seema make a place for herself in her husband's extended family despite being from a different religion. She shared that her husband took care of all her needs and supported her when his mother pressurized her to have a

baby soon. “Shameem laughs off the pressure from his parents by saying we ourselves are like kids, we are not prepared for babies as yet.” said Seema with a smile.

The grit and determination that this young couple showed to achieve their dreams and in supporting each other made them one of HD winners. Tariq Ashraf, Cluster Head UP- West, BIG FM, one of the judges at the HD panel reviewing the interview says: “Shameem and Seema are a true example of spousal communication, they definitely are a Happy Dampatti.”

## The Process



### Piloting Activation in Agra 2010

The activation model was developed and refined through participatory workshops with the consortium partners and the outreach agency. Supporting creatives, based on the program strategies, were developed.

The HD model was piloted in Agra in December 2010 in a cluster of 19 slums in Shahganj and covered a population of approximately 60,000.

An extensive evaluation of the model was carried out with the community, NGOs, service providers, sponsors and consortium partners.

The research activities were categorized according to the different phases of implementation. Direct measurements, observations and interviews of community members, field workers, key stakeholders and participants were carried out to evaluate the process and the outcomes.

*“I wish to be wholeheartedly associated with Happy Dampatti and carry it further to all India, we can definitely involve FOGSI and our federation of 26000 members. What I found most innovative was the participation by masses without any hesitation.”*

Dr Jaideep Malhotra,  
Vice President, FOGSI, 2010



### Lessons learnt:

The evaluation showed that experiential marketing combining community based counseling and a reality show with local mass media amplification can serve as an effective BCC tool for the urban poor. However the success of the activity would depend on the geographic proximity to the community and that operational modifications would be required for scale up.

### Outcomes:

- 909 couples enrolled in “Happy Dampatti” contest
- 320 couples counseled on their life stage specific family planning methods
- 180 positive deviant stories captured on camera
- 101 referrals for Freedom 5 (IUCD) and 42 packs of condoms sold
- Rs. 1,38,628 (\$3080) worth of sponsorships generated for rewards
- 182 mins airtime, worth Rs. 3,27,600 (\$7280) leveraged free of cost on BIG FM, Agra





## Now is the RIGHT time

Raj and Manju learnt about male sterilization at a Happy Dampatti enrolment camp and accepted the method that very day

“Spacing methods will not work for us, I had to get it (NSV) done so why not right now.”

Raj and Manju  
HD winners, Naurangabad Cluster, Aligarh

Raj and Manju have never been to school but they can sure give tough competition to the most educated people when it comes to quick and rational decision making. Raj works as a daily wager at a lock factory while Manju stays at home to look after their three children, two sons and a daughter.

They came to the Happy Dampatti enrollment camp in Naurangabad on 10<sup>th</sup> June 2011, to learn about the five secrets of a happy life. They had been intrigued after learning about the five secrets from the Peer Educator and they wanted to learn more about them and apply them to their own life.

At the enrollment camp they were counseled on the importance of a small family and various family planning methods. Prior to

coming to the camp, Raj and Manju had never thought about family planning, but they did have a strong desire to give their children all the pleasures of life that they themselves had been deprived off. It did not take them long to understand that keeping their family small was the key, so after learning about all the methods, Raj decided to opt for NSV that very day.

Initially Manju was a little skeptical and offered that she would get female sterilization done instead. But Raj confidently told her that it is his responsibility to think about the future of the family so he would get it done. Immediately he went to the district hospital and got the procedure done. He says determinedly “spacing methods will not work for us, I had to get it (NSV) done so why not right now!”

## Scaling up the *HD Model* to Aligarh in 2011: Outcomes



### 128 slums covered

The city was divided into 7 clusters covering a population of approx 5,00,000 in 128 slums. Each cluster included 20- 30 slums of approx 60,000 population within a radius of 1.5 km.

The campaign was executed in 2 phases from June 6<sup>th</sup> - 24<sup>th</sup> and from September 6<sup>th</sup> to October 15<sup>th</sup> 2011.

### Surrounding and engaging communities

The contest was widely publicized using a mix of mid, mass and new media:

- Outdoor media: 4 hoardings, 70 wall paintings, 700 banners

Aligarh, one of the core intervention cities for UHI with the lowest family planning indicators was chosen for the scale up of the Happy Dampatti activation model. Additionally, HD was to be used to generate demand for family planning in the traditionally low demand season for services i.e. the peak summer months.

- Audio miking: 245 man days of rickshaw miking (5 branded rickshaws moved in and around slums for the announcement of the event)
- Mobile engagement: 10 rounds of sms sent to over 8000 phone numbers of eligible couples

### Training the foot soldiers for house to house contact

213 Peer Educators (PEs) were oriented on the HD contest in 7 half day sessions through mock sessions and role-plays. For each cluster, the PEs visited eligible couples within their catchment areas to invite them to participate in the contest.

### 11500 eligible couples enroll for Happy Dampatti contest

The PEs completed more than 11500 field enrolments of eligible couples who expressed intention of participating in the HD contest.



“When we were doing house to house rounds, most enthusiastic were couples in the age group of 30 to 40 years.”

Both husbands and wives were approached by PEs and ORWs during house-to-house enrolment visits to explain details of the Happy Dampatti program





## No Pain No Gain

Sukhbeer and Renu persisted with the use of multiload despite initial problems

“Every problem has a solution, so when I had excessive bleeding after using multiload, we consulted the doctor, rather than having it removed.”

Sukhbeer and Renu  
HD winners, Bhujpura Cluster, Aligarh

Sukhbeer and Renu have been married for six years and have two sons aged five years and nine months. A rickshaw puller by occupation, Sukhbeer shows remarkable foresight and grit to achieve his dream of making it big in life. Although illiterate, Renu shares her husband's decision of having only two children so that they can provide good education to their children.

Renu opted for a multiload insertion six weeks after the birth of

IUD  
27/07/2011

Sukhbeer and Renu have motivated 2 couples to accept FP since winning at HD in June 2011.

IUD  
02/08/2011

her second child, while she was still breastfeeding. Renu says initially she did experience excessive bleeding and for a moment the thought of having the multiload removed did cross her mind. But then she and her husband thought of their larger dream and the potential danger to it if she discontinued use of contraceptives, so she consulted a doctor and soon

the problem settled down. She is happy that they did not succumb to the minor problem, as today she is not only healthy, but also free of worries about an unwanted pregnancy.

Renu is a strong advocate of multiloards. Ever since becoming a Happy Dampatti winner she has helped two more women in her area to use this method. She says, “that we women are scared but if we know about others who are using the same method, it gives us confidence, that is why I share my positive experience with everyone.”

## Scaling up the HD Model to Aligarh in 2011: Outcomes



“What Happy Dampatti is doing is something we have not been very successful at doing so far. It is making family planning a talking point. It is conceived very differently from what we have seen in the past and it makes a lot of sense”

Dr. T. P. Singh,  
Chief Medical Officer, Aligarh



### 2988 couples receive FP counseling at HD enrolment camps

Overwhelming response received with 2988 couples getting personalized counseling on family planning by trained counselors leading to:

- Immediate acceptance of spacing and limiting services by 132 couples and distribution of 417 pieces of condoms
- 286 referrals for services to private and public sector through UHI referral cards

“Our religion does not support family planning, but when you say 'khushhal zindagi' it is very hard to refuse to listen because we all want happiness”

Mohd Yasseen, 52 years,  
Qutubunnissa, 35 years, Shahjamaal

### 350 positive deviant stories captured on camera

Stories of current users explaining their reasons for accepting family planning, the barriers they overcame and their positive user experience with a particular method were video recorded. Later, an independent panel consisting of eminent media, corporate and medical experts judged the stories to select 4-5 winners per cluster.

“It's very difficult to choose winners. I'm delighted with all the interviews where couples come forward and explained what triggered their decision to adopt FP. In my 32 years of experience I'm finally seeing the beginning of a turnaround in the way couples are viewing family planning.”

Dr. Poonam Sharma,  
CMS, Dist. Women's Hospital, Aligarh  
HD Jurist Jeevangarh



Positive deviant couple sharing their story on camera





Divisional Commissioner, Aligarh Mr. Anurag Srivastava (IAS) giving away the prize to HD winner, Naurangabad



Audience enjoying the captivating performance on stage



District Malaria Officer, Dr. Rahul Kulshrestha, giving away the Janani Award at the Jamalpur Finale



Couples trying to find out the secrets of a happy life through a fun game

## Scaling up the *HD Model* to Aligarh in 2011: Outcomes



### 18500 attend 7 cluster finales

The winners were felicitated at the cluster level finales which were attended by a documented audience of 18500 from the slum communities. The venues for the events were located in the slums to encourage participation. There were many more who participated through rooftops of neighboring houses.

The events were also attended by senior policy makers, public and private sector healthcare providers and the media.

Musical role play and interactive couple games

*"I will never forget the pride of sharing the stage with such senior officials in front of my entire community."*

Chandtara,  
HD winner Shahjamal Cluster

reinforced the five secrets to becoming a "Happy Dampatti" which were based on the program strategies promoting consistent use of contraceptives, post partum family planning, post abortion family planning, spousal communication and increasing male participation in family planning.

To narrow the gap between the provider and the client and to promote the responsive service providers, eminent city based doctors addressed the audience on specific topics through the events.

The events were also used to empower the community workers such as the Peer Educators and Out Reach Workers by publicly acknowledging them on the stage.

### Leveraging private sector sponsorships

Happy Dampatti successfully brought together varied stakeholders with the government, NGOs and corporates actively sponsoring the rewards. Prizes worth Rs 4,05,500. were leveraged.

HLFPPT institutionalized the "Rakshak Award" for exemplary story of male participation while Janani gave away the "Apsara Award" for the story of consistent use of OCPs.

### Leveraging media support

The HD contest received 17,982 sq cm of editorial coverage through 85 articles in 22 newspapers which translated into space value of Rs 1,975,649.60

*"There were women in my cluster who just wouldn't talk to me whenever I approached them. I'm glad Happy Dampatti took place. Now the same women are seeking me out for more information on FP. HD has improved the way the community looks at us PEs. We are taken more seriously."*

Madhu Devi, Peer Educator,  
Dhorramafi, Aligarh







## Sponsors

## Amplification in mass media

Mass media was used to build an enabling environment for changing perceptions related to family planning. A two pronged approach was used to drive change. Positive deviants spoke up and shared their personal experiences through short films and radio interviews. Local public and private service providers also addressed the frequently asked questions for contraception giving correct information about the methods and addressing the fears and concerns.

### Print Media:

- 10 syndicated doctors' columns published in Amar Ujala, no. 1 Hindi daily of Aligarh
- 10,000 newspaper pull-outs containing stories of winners and doctors' columns distributed

### Radio:

- HD messages integrated into ongoing popular program for 49 days; 133 links of approx. 1.5 min each aired, on Big FM, Aligarh
- 3500 promotional spots of 10 secs each aired
- 294 songs tagged with Happy Dampatti messaging
- 14 Outdoor Broadcast Van (OB Van) activities held

### Cable Television

- 96 days long sustained campaign on two local television channels
- Positive deviant's stories aired 81 times
- Doctors interviews busting myths on various FP methods aired 290 times
- 144 promotional scrolls aired everyday

## Conclusion

Happy Dampatti has successfully triggered behavior change within the community. Identifying couples with intention and moving them to action by connecting them with counseling and services using information technology and entertainment education approaches.

*“In the past the government too has used dance and entertaining magic shows to draw attention to family planning issues, but the difference between them and Happy Dampatti is that it has a very interactive format that is bringing in couples to participate. No doubt, all these activities are boosting the issue of FP which had been neglected for the past many years.”*

*Dr. Balkishan, Chief Medical Superintendent, District Hospital, Aligarh*

### Outcomes:

- 11500 couples enrolled to participate in “Happy Dampatti” contest
- 2988 couples counseled on life stage specific family planning methods
- Immediate acceptance of limiting and spacing methods by 132 clients; 417 pieces of condoms distributed
- 286 couples referred for FP services
- 350 positive deviant stories captured on camera
- Rs. 40,5,500 (approx. \$ 9011) worth of sponsorships generated for rewards
- 17,982 square cm of media coverage worth Rs. 19,75,649 (approx. \$43903) received