

# Content Testing of HC3 BCC Materials

## Key Study Findings

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## 1. BACKGROUND

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

### 1.1 Context

Health Communications Capacity Building Collaborative (HC3) developed various communication materials (television commercials and booklets) for its family planning behavior change and communication (BCC) campaign. The materials were tested through qualitative study methods to assess the understandability and clarity of the messages and contents of the materials.

### 1.2 Study Objectives

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

The objectives of the pre-test exercise were to:

- determine if the target audience easily understands the messages and contents on TVCs and booklets;
- identify whether there is anything that is offensive, confusing or unclear in the messages, actions/behaviors promoted, and
- collect feedback about likes, dislikes and possible suggestions for improving the concepts and contents.

### 1.3 Study Coverage

The study covered three districts (Surkhet, Parbat and Siraha) from different ecological and geographical regions. In each district, two different areas were identified and selected for the purpose of study that included the urban/semi-urban and remote (hard-to-reach) sites. The study areas included Lahan (urban/semi-urban) and Bhaluwahi (remote) in Siraha; Kushma (urban/semi-urban) and Nagliban (remote) in Parbat; Uttarganga (urban/semi-urban) and Kunathari (rural) and in Surkhet districts.

### 1.4 Study Limitations

The study was carried out within a short period of time, and focused on some specific aspects related to the contents based on the study objectives. In addition, the study completely relied on qualitative methods administered with beneficiaries and health workers.

### 1.5 Tested Materials

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

- Television Commercials (TVCs)
- Booklet

## 2. STUDY METHODOLOGY

This section of the report discusses about the study design, study methods, procedures, and study approaches.

### 2.1 Study Design

Considering the study objectives to explore people's perspectives on BCC tools developed, the study used qualitative study methods. The study used in-depth interviews (IDIs) as the key method to collect the data. IDI tools were administered with couples/individuals and health workers.

### 2.2 Study Methods

The study involved in-depth interviews described as follows:

#### Method: In-depth Interviews (IDIs)

The main objective of interview within qualitative study technique was to acquire deep understanding on different social phenomenon through intensive conversation and discussion with knowledgeable and experienced individuals. Thus, the identification of the suitable person with enough knowledge and experience in the subject matter is a key to collect quality data. The interviews were semi-structured and in-depth in a way that it allowed enough space for interviewer to probe deeply into topics.

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

**Table – I: Distribution of IDI Respondents**

Category or Respondent	Siraha	Parbat	Surkhet	Total
IDI with newly-wed couples/individuals	2	2	2	6
IDI with 1000 days' couples/individuals	2	2	2	6
IDI with couples having child of 2-5 years	2	2	2	6
IDI with health worker	2	2	2	6

## 3. KEY STUDY FINDINGS

This section presents key study findings. The study findings are organized based on the type of materials tested and their contents. This section provides overview of the study findings by the type of materials.

## 1. TVC 1 (tested with general beneficiaries)

### I. After Marriage

#### Overall impression

On the whole the TVC was considered good and liked by the respondents across all the districts and all the categories. They could figure out the key message that the video is trying to convey. They could clearly explain that the video is about things related to planning right after the marriage to take enough time before thinking of giving birth to a child. The message about the importance of '*need to be settled before having a child*' is found to be well received. There are no confusions in specific.

#### Red flags (if any)/ Confusion

Nothing

#### Suggestions

Some of the suggestions made by the respondents are as follows:

- It is only talking about female FP methods. It should also mention about male FP methods.
- Reputed doctor's voice should be included in the video for effectiveness. I find it as a commercial advertisement.
- The word 'pyaro' in the video is bit confusing in what it means to say.

### II. Post Partum

#### Overall impression

Respondents find the TVC on post-partum to be nice and understandable. They were able explain that the TVC is about the need of adopting the family planning method within 45 days after the child is born to maintain enough spacing before having planning for the next child. People find the conversations in the video to be suitable for the community and nothing is offensive or unacceptable. Although the TVC highlights about the absence of possible side effects due to the use of FP methods people were found with the opinion that they could still have such effects.

#### Red flags (if any)/Confusion

Respondents, especially in Parbat district, were unable to understand the use of 'smart'. They were not clear whether it is some method or trying to mean something else. Also, interestingly 1000 days' couples themselves were confused with the 'golden 1000 days' phrase used in the TVC.

#### Suggestions

Few of the suggestions that the respondents provided are as follows:

- Advantages should be explained,

- Possible side effects like stopping of menstruation, weight gain and the reasons behind it should be explained,
- The benefits and effects of age gap should be included so that people can compare and choose methods accordingly,
- TVC could be made a bit longer to provide clearer message.

### ***III. Timing***

#### **Overall impression**

The TVC about 'timing' was understandable among the respondents. People could clearly understand what the video is trying to say. In particular, they could explain that it is about the use of FP methods and its advantages to the child and parents. Also, respondents were able to clearly point out the need of proper care of the child for well physical and mental growth.

#### **Red flags (if any)/Confusion**

The confusion about the phrase 'golden 1000 days' was encountered with the respondents (particularly Parbat) in this video as well.

#### **Suggestions**

Few of the suggestions that the respondents provided are as follows:

- It should also explain about side effects so that people can understand about the benefits and effects of contraceptives and therefore can choose the appropriate one,
- Use of illustrations of the FP devices/methods will add further clarity to the message of the video

### ***IV. LARC***

#### **Overall impression**

On the whole the TVC on LARC is clear and understandable. People were able to understand that it is about the method of longer period for those couples who do not want to child any more. Also, they could clearly get the message that the device (IUCD) has no side effects.

#### **Red flags (if any)/Confusion**

The respondents in Parbat were not clear about IUCD. They had no idea about this type of method and could not figure out whether it is in the injection, tablet or in some other form. In addition to that, people were also not able to understand the term 'hormone'.

#### **Suggestions**

Some of the suggestions made by the respondents are as follows:

- The side effects of FP methods should be explained,
- Voice of reputed doctor should be included for more reliability and effectiveness.

## **V. Emergency Pill**

### **Overall impression**

People were able to understand purpose behind the use of emergency pill. They were clear on using the pill only emergencies i.e. during unprotected sex to avoid the chances of unwanted pregnancy. Also, they received the message that the pill is not meant to be used regularly and frequently.

### **Red flags (if any)/Confusion**

Some of them were confused about what really an emergency contraceptive pill is.

### **Suggestions**

- Including negative effects of the use of E-pill in addition to it helping in avoiding unwanted pregnancy will make the audience more clear about both positive as well as negative effects,
- Video suggesting to use the pill within five days confused the respondents. It could better be said in hours i.e. within how many hours should the pill be taken after the unprotected sex.

## **3.2 TVC 2 (tested with health workers)**

### **I. Bleeding**

#### **Overall impression**

Overall, the content of the video is clear and the health workers were able to understand the message. They feel that the health workers like them will be able to deliver the message to the individuals seeking the information. Just the difference will be the language depending in the area where health workers are working.

#### **Red flags (if any)/Confusion**

In Siraha, although they will need to explain in local language in contrast to Nepali language used in the video it will still be relevant and useful as the video is meant for the health workers.

#### **Suggestions**

The summary of suggestions and feedback based on the confusions encountered by the respondents in the video are discussed as follows:

- Incorrect use of the phrase '*Paramarsha bhaneki thiyen*' which should rather be '*paramarsha diyeki thiyen*' or '*sallah diyeki thiyen*'
- In the video the health worker asks the client to visit health facility after 2 months after having Brufen. Respondents suggest that the better way is to ask her come to the HF immediately if the client has any problem,
- It is better not to mention the names of the medicines as they will not be available every time in the health facility,
- There should be information regarding the confidentiality of the cases,
- The video should tell about the normal and complicated effects in detail separately.

## **II. Implant**

### **Overall impression**

Health workers clearly understand the conversations in the video and receive the intended message. They consider it to be useful for providing counseling on using family planning methods within 45 days after child birth.

### **Red flags (if any)/Confusion**

Not applicable

### **Suggestions**

Suggestions made by the respondents are as follows:

- Health worker directly showed implant without explaining other FP options although the health worker in the video says - "let's first discuss about different methods of family planning",
- More information on Implant will be helpful to clarify the clients about the implant insertion process,
- Information about exclusive breastfeeding can further be made cleared by mentioning about the duration and timings of breastfeeding besides discussing frequency in the video,
- The 3 elements of exclusive breastfeeding should be explained which acts an effective family planning method,
- There should be information regarding the confidentiality of the cases,

## **III. IUCD**

### **Overall impression**

Respondents were able to get the message on IUCD that the video is trying to convey. The video particularly is about the family planning method that is used by those who like to have spacing for a longer period of time, possible effects and prevalent misconceptions about the associated risks due to the use of IUCD. Respondents were found to be comfortable with the contents of the video and the interaction between the service provider and the client.

### **Red flags (if any)/Confusion**

Some of the practices differ with what is mentioned in the video. In Siraha, the health worker opined that the IUCD should be inserted into uterine within seven days of menstruation in contrast to 12 days as said by the service provided in the video.

### **Suggestions**

The following are the suggestions:

- Copper-T is more commonly understood by the clients hence is better to replace the term IUCD with it,

- Complete information about all the possible effects due to the use of IUCD should be mentioned,
- There is nothing mentioned about confidentiality. It should be clearly mentioned by the service providers.

#### IV. *Migrant*

##### **Overall impression**

The video is about unprotected sex and the use of emergency pill to avoid unwanted pregnancy. The respondents find it understandable. There are no big issues and confusions with the video. Only the suggestion is to make the communication using the simplest language so that the health workers will later be able to convey the message in similar way.

##### **Red flags (if any)/Confusion**

Not applicable

##### **Suggestions**

Some specific suggestions are as follows:

- Some corrections in the language required “*uniharu turunta arko bachcha janmauna chahadinan*”
- Use of Nepali term of the ‘dose’ is preferred (suggested term: *matraa*)

#### V. *Pills*

##### **Overall impression**

The video content is easily understandable among the respondent health workers. No any confusions and clarity lacks are reported. As in earlier videos, use of simpler terms and language/grammar consistency is suggested for making it further effective. On the whole, it is clear and the health workers are able to receive the intended message that the video is trying to convey through the interaction between health service provider and the clients.

##### **Red flags (if any)/Confusion**

Not applicable

##### **Suggestions**

Some specific suggestion:

- At the end of the video, the female says “*uni sahayogi hunuhodorahechha*” which needs to be corrected

### 3.3 *Badhai* Booklet

##### **Overall Impression:**

*Badhai* book was tested with the respondents from hard-to-reach (remote) areas. They find it attractive and catchy. Overall look of the book is nice. The respondents were found to having

difficulty understanding the language in the book due to the errors present in the book confused them while going through it. On the whole, they find it informative and useful.

They considered the book to describe about newly married couple and birth spacing. It should be about giving birth to healthy child. The participants thought the book is for women, and is related to family planning, and suitable for married couple.

## ***I. After marriage***

### **Overall Impression**

First section of the book 'after marriage' contains the information about the things to be considered right after the marriage. Information related to future planning, timing to have the first child and adopting the suitable method to delay were found to be useful for the couples.

### **Red flags (if any)/Confusion**

Respondents found difficulty in understanding the terms 'dipo' and 'dampati'. This section discusses about the options of various family planning methods. However, respondents expressed the need of possible side effects, advantages and disadvantages of using or adopting those methods. Also, it doesn't discuss anything about the FP methods other than *Depo*. There are no any content that are offensive, unacceptable and awkward.

### **Suggestions**

The key suggestions are:

- Use simpler or provide enough information to define/describe any unfamiliar terms and phrases

## ***II. Thinking about child***

### **Overall Impression**

This part of book describes about the right time to think of having child and importance of birth spacing. The contents are fine. The respondents were able to go through the contents and get the message. There are no any contents that are socially or individually unacceptable and offensive.

### **Red flags (if any)/Confusion**

Some respondents felt difficulty in understanding some of the ideas discussed in the section. They were unaware about golden 1000 days and could not understand about it despite the calculations presented at the end of this section.

### **Suggestions**

The key suggestions are:

- This section doesn't contain any information that is related to husbands, respondents feel it required to include something about husband as well

### **III. Pregnancy**

#### **Overall Impression**

This section contains the information about pregnancy and describes things to be considered during this period. Respondents are clear about the message that this section is trying to give. They could easily summarize the things discussed in this part of the book with the key message being health care of the pregnant woman, nutrition and the gaps for having next child. The contents are easily understandable, clear and don't contain anything confusing, absurd and unacceptable.

#### **Red flags (if any)/Confusion**

'Golden 1000 days' is still an issue in this section as well. Respondents were confused about this concept. Also, the suggestion at the end regarding use of IUCD created curiosity as if it looked like this method is recommended over others.

#### **Suggestions**

- Additional information about Do's and Dont's during pregnancy will be useful - what are the tasks a pregnant woman can perform and what to avoid.

### **IV. Birth Spacing**

#### **Overall Impression**

This section talks about the importance of spacing for a healthy and happy family. On the whole, the respondents understand the message about proper birth spacing to keep both mother and child healthy and to have enough time for rejuvenate before thinking of the next child. They like the illustrations and find it nice and catchy.

#### **Red flags (if any)/Confusion**

There are no any contents that the respondents feel awkward and are uncomfortable with. Some confusions on the use of IUCD exist as this section doesn't say anything about the effects and associated problems that users might have due to its use. In Siraha, respondents were unable to understand the term '*Janmantar*' they mistook it to be '*janma darta*'. As in earlier section, respondents had difficulty understanding about IUCD and implant.

#### **Suggestions**

- It would have been better with two pictures, one with 3 year old child and other with showing gap.
- More details is needed for the term IUCD and Implant which could be done by providing information in brackets.

### **V. Safe delivery**

#### **Overall Impression**

This section contains information about the things to be considered and taken care of after the child birth. Respondents were able to understand the key message of the section. The combinations of texts and pictures looked good and attractive.

### **Red flags (if any)/Confusion**

The confusion in understanding about IUCD exists in this section as well. Also, respondents were not clear about 'birthing center'. They were not able to understand this term.

### **Suggestions**

The key suggestions are as follows:

- More information on IUCD is needed as it is not clear whether IUCD can be removed if couple wants to have a child after 4 to 5 years and when IUCD can be inserted.
- 'Birthing Center' should be replaced with some simpler term that is easily understood by the people (eg. *sutkeri garaun thaun*)

## **VI. Post Partum**

### **Overall Impression**

The overall content of the section is clear and easy to understand. Respondents were able to get the key message that it is trying to convey. They particularly pointed out about the need of nutritious food, regular check up, adopting FP method within 45 days and various danger symptoms seen in child that should be taken seriously.

### **Red flags (if any)/Confusion**

Respondents were unable to understand about '*mishrit khane chakki*'.

### **Suggestions**

- Should mention about the name of disease (only the symptoms are mentioned)

## **4. CONCLUSION & RECOMMENDATIONS**

This section summarizes the report with conclusion and recommendations.

### **4.1 Conclusion**

On the whole, the developed materials are easily understood, serve purpose to communicate desired messages. The research team considers the materials to be good enough to roll further with some minor changes in some materials. Some participants struggled with the use of certain terminologies which requires simplifications. HC3 is recommended to review the findings carefully, and explore chances to address the concerns raised by participants as far as possible.

## 4.2 Recommendations

The study recommends HC3 to go ahead with full fledged development of materials, and subsequent distribution and dissemination. Although the tool specific recommendations were provided in the findings section, some overall recommendations are as follows:

- Simplify terminologies that could create confusion in understanding
- Correct some minor language errors
- Use of suitable terminologies that are better understood by the target communities

## ANNEX 1. District wise specific findings

District: **Parbat**

Testing area (VDCs) : **Naglibang, Kushma**

Reporting date: **June 27 – 28, 2016**

### Methods and Activities

Date	Activities
<b>June 27 , 2016</b>	Interview at Hard to reach area with 1000 days couple Newly wed couple Health worker
<b>28<sup>th</sup> June, 2016</b>	Video testing in urban area with Newly wed couple 1000 days couple Couple with children of 2 -5 years Health worker

### Impressions

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
TVC 2 (Health Worker)	1. Bleeding	Looks fine.	The video is on excessive bleeding after use of implant so client has visited health post to find the reason and cure it.	None	None	If pamphlet and necessary information was given while delivering implant client need not come to health post. Meftal and hyospal should be given instead of brufen as it increases gastritis.
	2. Implant	It is fine.	It contains combined information on Depo and Implant.	None	None	Health worker directly showed implant without explaining other FP options. More information on Implant is required such as effects,

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
						<p>hormones, how it is inserted and number of sticks.</p> <p>It would have been better if the health facility had trained health worker for inserting implant.</p>
	3. IUCD	It is fine	<p>Information on IUCD, its effects and duration has been clarified.</p> <p>Service has been delivered to client.</p>	None	None	If health worker explained more on permanent family planning method, the client could have been motivated to use permanent FP methods. Prevent use of English words like "fit"
	4. Migrant	It is fine.	<p>Video is about unsafe sex, migrant worker.</p> <p>Women should take ECP or IUCD after unsafe sex.</p>	None	None	<p>It should have incorporated the role of FCHVs.</p> <p>There must be regular supply of ECP at health facilities as the health facility in the video did not have it.</p>
	5. Pills	All areas care covered. Health worker has behaved well and helped client to open up and choose from range of FP options.	It has targeted newly wed couple. Video has covered information on use of pills, its side effects, complications and eligibility to use pills.	None	None	It would have been better if health worker explained about other FP options.
<b>Badhai Book (Newly wed</b>	1. After marriage		They understood about delaying child bearing after marriage, choosing family planning contraceptive	None	None	None

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
couple)			methods for newly wed couple, choosing contraceptives for birth spacing.			
	2. Thoughts of having baby		Couple must be economically and socially stable before having a child. Therefore gap must be maintained after marriage in order to be SMART couple. Women must be physically sound to give birth.	None	None	None
	3. Pregnancy	Helpful for those who are uninformed about procedures involved in pregnancy like vaccination.	be careful after pregnancy for example: nutritious food, arranging transportation and blood, antenatal check-ups.	Did not understand the concept of golden 1000 days.	None	Doesnot contain information on the task that a pregnant women can perform.
	4. Safe delivery	Clear, content can be understood after reading	Things to be considered after child birth like place of delivery (health facility or at home), cutting the umbilical cord, not bathing baby after birth and keeping baby warm by placing in mother's chest. Feeding first milk (colostrum) which increases baby's immunity.	Not clear about IUCD.	None	More information on IUCD is needed. It is not clear if IUCD can be removed if couple desire baby after 4 to 5 years and when IUCD can be inserted.
	5. Post	Looks fine. It is	After delivery mother should	Not clear about	None	None

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
	partum stage	good and necessary.	<p>take nutritious food and mother and baby should have routine check ups.</p> <p>Respondent also understood the message about problems that can be seen in a baby like breathing, chest indrawing and about the use of suitable contraceptives after 45 days of child birth.</p>	mixed type of pills "misrit khane chakki "		
	6. Thoughts on birth spacing	It is good.	<p>Having three years of spacing helps maintain mother's and child health.</p> <p>Use of appropriate contraceptives for birth spacing for example for long term spacing IUDC or Implant.</p>	None	None	None
<b>Badhai Book (1000 days couple)</b>	1. After marriage		<p>Information on birh spacing (whether to delay or not)</p> <p>Use of family planning contraceptives, having first baby on mutual understanding, maintaining healthy and happy family.</p>	None	None	None
	2. Thoughts of having baby		To have child only after age of 20. It would be better to have second child only after 1000 days of first pregnancy. Couples should	None	None	None

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
			think about their capacity to raise child and provide him / her with basic facilities of education and good life.			
	3. Pregnancy		Contains information about things to consider during pregnancy like 4 ANC visits, proper nutritious food for pregnant women going to health facility if any problem arises.	None	None	None
	4. Safe delivery		Pregnant women should be immediately rushed to health facility in case of labour pain.  Breast feeding within one hour of birth, cutting cord and not bathing baby after birth.	None	None	None
	5. Post partum stage		Lactating mother should consume enough liquids (nutritious food) and iron tablets for 45 days.  Immediately take new born baby and mother to health facility if any danger signs are seen.  Keeping family healthy and happy.	Not clear about mixed type of pills "misrit khane chakki "	None	None
	6. Thoughts on birth	Message is easily	Proper birth spacing keeps both mother and child	Not clear about effects of long	None	More details is needed for the term IUCD and Implant which

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
	spacing	understood.	healthy and leads to healthier and happier life.  Informs about where to go and from whom to receive counseling for use of family planning to maintain birth spacing of 3 years.	term use of contraceptives for maintaining birth spacing, not clear about IUCD and problems it may cause to conceive in future.		could be done by providing information in brackets.

*(Note: Please specify the type of respondents in parenthesis eg. newly wed, 1000 days)*

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
TVC 1 <b>(couple with 2-5 years child)</b>	1. After Marriage	Video is good. It is trying to give good message.	Couple should think of having baby after the couple is well settled.  In order t have SMART life temporary family planning (FP) methods should be used.	None	None	It is only talking about female FP methods. It should also mention about male FP methods.
	2. Post partum	Good	It explains about birth spacing methods after having first child and also tells to use FP methods after 45	Did not understand about the word "SMART" is it any method or is it about life.	In video it is mentioned that there are no side effects but in reality there are side effects.	Advantages should be explained.  Side effects like stopping of menstruation,

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
			days.			weight gain and the reasons behind it should be explained.
	3. Timing	It is easily understood and is fine.	It has explained about advantages of using IUCD for couples with one child.  It can be taken out when couple desire for another baby.	None	None	It should also explain about side effects so that people can understand about the benefits and effects of contraceptives and therefore can choose the appropriate one.
	4. LARC	It is about IUCD and is fine .	It gives information about birth spacing and one can maintain birth spacing as desired.	None	None	The side effects of FP methods should be explained.
	5. Emergency pill	It is good, fine.	It gives information that ECP should be taken after unsafe sex to prevent unwanted pregnancy.	Confused about what is emergency contraceptive pills.	None	It should explain what will happen if ECP is used regularly otherwise suggest to use other temporary method.  Video suggests the pills to be taken within 5 days but exact time should be given.

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
TVC 1 (1000 days couple)	1. After Marriage	It is good, fine and understandable.	Newly wed couple should not think of having baby immediately. They think about it after they are settled.  There are many temporary FP methods available which couples can choose.	None	None	None
	2. Post partum	Fine	Have birth spacing through temporary FP methods and share this message with friends.	Did not understand about the phrase "golden 1000 days"	None	None
	3. Timing	Fine.	Nutritious food should be given to baby after 5 to 6 months up to 3 years and take good care of baby.  Have second child after first child reaches 5 years.	None	None	None
	4. LARC		Have second child after first child reaches 5 years.	None	None	None

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
			<p>Have baby after completing education for a successful married life.</p> <p>Use IUCD as it does not contain any side effect.</p>			
	5. Emergency pill	Fine	<p>Temporary method that cannot be used regularly and can be used only for few days.</p> <p>It should be used before 5 days of unsafe sex.</p>	Did not understand about what is emergency contraceptive pills.	None	None
TVC 1 (newly wed couple)	1. After Marriage	Is fine. Message is not new. Already heard and have been watching in TV and radio.	<p>It is about birth spacing.</p> <p>It supports Nepal's government policy of reducing population.</p> <p>It is about happy life. Not having child immediately after marriage and planning only after being settled.</p>	I was suggested by doctor not to use pills to prevent having first baby as it affects fertility. But it is just the opposite in the video.	None	Reputed doctor's voice should be included in the video for effectiveness. I find it as a commercial advertisement.
	2. Post partum	It is not new thing. Good.	<p>It explains about birth spacing after first child.</p> <p>It gives information</p>			The benefits and effects of age gap should be included so that people can compare and

Material Type	Contents	Overall impression	Understanding the message? (what message did the respondents receive?)	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
			<p>about Depo for 3 months.</p> <p>To reduce population is the main message.</p>			<p>choose methods accordingly.</p> <p>Video can be bit longer but more effective.</p>
	3. Timing	They all look similar and message is quite similar.	It is about immunization and child care.	Have just heard about "1000 days"	None	The concept of "1000 days is not clear". Briefing of "1000 days" is necessary.
	4. LARC	Looks fine.	<p>Is about IUCD.</p> <p>First of all completing education, fulfillinf own desires then only having baby.</p> <p>The main message is to have 2 babies.</p>	Not clear about IUCD. What is it injection or tablet or something else.	None	Voice of reputed doctor should be included for more reliability and effectiveness.
	5. Emergency pill	It is good, fine.		None	None	More briefing is needed on disadvantages of regular use.
TVC 2 (Health worker)	1. Bleeding	It is ok.	<p>Use of hormonal method may cause excessive bleeding.</p> <p>Normal bleeding is self cured however excessive bleeding requires intake of brufen and iron tablets. If uncured</p>	None	Incorrect use of sentence " Paramarsha bhaneki thiye"	<p>" Paramarsha bhaneki thiye" should be replaced by either " paramarsha diyeki thiye "</p> <p>Or " sallah diyeki thiye "</p> <p>Instead of saying</p>

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
			client should visit health facility.			come after 2 months after having brufen health worker should say come immediately when you have problem.
	2. Implant	Fine	<p>It is about spacing, implant and depo.</p> <p>Mother's health is affected if birth spacing is not maintained.</p>	None	<p>The message that pregnancy can return after 45 days is not appropriate as in some cases it can return after one month.</p> <p>Earlier health worker explains her client that breast feeding is not appropriate FP method then only she describes about it.</p>	<p>The 3 elements of exclusive breastfeeding should be explained which acts an effective family planning method.</p> <p>Health worker should specifically mention client about weight gain based on research data.</p>
	3. IUCD	Fine	<p>Gives information for couple who want birth spacing for long time.</p> <p>It explains about effects about IUCD and discomfort during sex.</p>	None		Before inserting IUCD health worker must have sent her client for urination and take verbal consent.

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
			It has tried to remove misconceptions about IUCD.			
	4. Migrant	Fine	<p>It is about emergency family planning method.</p> <p>It gives information about when ECP can be used.</p> <p>Information on protection against HIV / AIDS through condom use has been mentioned.</p>			
	5. Pills	It is ok.	Newly wed couple were informed about delaying birth by using FP temporary methods.			<p>Instead of using “uni sahayogi hunuhudoraichha” “uha sahayogi hunuhudo raichha” must be used.</p> <p>While suggesting how to start using pills, health worker was showing it from third row whereas she should point it from first tablet on first row.</p>

**Please, mention any additional notable impressions below:**

- In every method, the effectiveness and how the method works has not been explained.
- Health worker has not explained that none of the methods provides protection against HIV/AIDS
- New poster should be made where contraceptives are arranged in order of effectiveness (starting from implant, IUCD and other. Posters with condom on top should be removed.)

Motivations (newly wed couple)

- Couple must discuss if they want to delay having baby immediately after marriage.
- Couple must be financially stable to have baby.
- It encourages to have birth spacing.

Good aspects

- It contains information on the schedules for immunization.
- It includes information about the danger signs.

Motivation (1000 days couple )

- It encourages for proper use of contraceptives.
- Maintaining birth spacing and delay in child birth for a happy married life.

District:Siraha

Testing area (VDCs): Lahan,Govindapur and Siraha(Bhaluwai)

Reporting date:29-06-2016

Methods and Activities

Date	Activities
27/06/2016	Content test with newly married(Govindapur)
	Content test with 1000 days(Govindapur)
	Content test with 2-5 year children's parents(Lahan)
	Content test with Health worker (Govindapur)
28-06-2016	Content test with Newly Married Couple(Badhai book)
	Content test with 1000 days Couple(Badhai book)
	Content test with Health worker (Siraha)

Impressions

Material Type	Contents	Overall impression	Understanding the message? (what message did the respondents receive?)	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
TVC 1	1. After Marriage	Female was shy to talk. Male was recently backed to home foreign employment. Discussion was held in closed room and no interference occurred during discussion.	<ul style="list-style-type: none"> <li>➤ Overall video is good</li> <li>➤ Pills should be taken to control timing of pregnancy and also describe when to get pregnant.</li> <li>➤ This advertisement is for 5-6 month married couple.</li> <li>➤ The advertisement is suitable for society.</li> <li>➤ The advertisement message is easy to understand.</li> </ul>	<ul style="list-style-type: none"> <li>➤ There is no confusion in advertisement.</li> </ul>	Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>
	2. Post partum		<ul style="list-style-type: none"> <li>➤ Vaccination of child should be done within in 45 days.</li> <li>➤ Vaccination should be done to children.</li> <li>➤ The advertisement message is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Vaccination should be to done to children to prevent unwanted pregnancy .</li> </ul>	Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>

Material Type	Contents	Overall impression	Understanding the message? ( <i>what message did the respondents receive?</i> )	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
	3. Timing		<ul style="list-style-type: none"> <li>➤ There should be three years gap for another child.</li> <li>➤ In the advertisement there is IUCD as family planning method is which can be use by mothers.</li> <li>➤ The advertisement is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> </ul>		Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>
	4. LARC		<ul style="list-style-type: none"> <li>➤ There should be three years gap for another child.</li> <li>➤ Family planning should be used.</li> <li>➤ The advertisement is for Married couple.</li> <li>➤ The advertisement message is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> </ul>		Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>
	5. Emergency pill		<ul style="list-style-type: none"> <li>➤ Pills should be taken to prevent unwanted pregnancy.</li> <li>➤ Pills should be taken within five days.</li> <li>➤ The advertisement is for those couple who have child but don't want another child now.</li> <li>➤ The advertisement message is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> </ul>		Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>

Material Type	Contents	Overall impression	Understanding the message? (what message did the respondents receive?)	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
<b>1000 days couple</b>						
TVC 1	1. After Marriage	Children were disturbing in the discussion. Female was shy to talk	<ul style="list-style-type: none"> <li>➤ The advertisement is for those couple who wants to have late child.</li> <li>➤ Advertisement describe about the pills.</li> <li>➤ The advertisement is cleared,</li> <li>➤ No additional change is needed.</li> <li>➤ The advertisement message is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> </ul>	The advertisement was cleared	Nothing is unacceptable, offensive, awkward.	➤ No further addition is required.
	2. Post partum		<ul style="list-style-type: none"> <li>➤ This advertisement was good.</li> <li>➤ Pregnancy interval should be maintained.</li> <li>➤ We should talk vaccination to prevent unwanted pregnancy.</li> <li>➤ We should take 2-4 years interval.</li> <li>➤ The advertisement message is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> </ul>	The words and message was cleared.	Nothing is unacceptable, offensive, awkward.	➤ No further addition is required.
	3. Timing		<ul style="list-style-type: none"> <li>➤ We can implant IUCD when we don't want to have child .</li> <li>➤ The advertisement is targeted for young and newly married couple who want to have child later.</li> <li>➤ The advertisement message is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> <li>➤ The advertisement is good.</li> </ul>	➤ The content as advertisement was cleared.	Nothing is unacceptable, offensive, awkward.	➤ No further addition is required.
	4. LARC		<ul style="list-style-type: none"> <li>➤ The advertisement describes we have to take 3-5 years gap between another child.</li> <li>➤ IUCD doesn't hamper women's health and reproductive organs.</li> </ul>	The content of advertisement is cleared.	Nothing is unacceptable, offensive, awkward.	➤ No further addition is required.

Material Type	Contents	Overall impression	Understanding the message? (what message did the respondents receive?)	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
<b>1000 days couple</b>						
			<ul style="list-style-type: none"> <li>➤ The advertisement message is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> </ul>			
	5. Emergency pill		<ul style="list-style-type: none"> <li>➤ Pills should be taken within five days,</li> <li>➤ This advertisement is focus for those who are involvement in accidental sexual involvement.</li> <li>➤ The advertisement message is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> </ul>		Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>

Material Type	Contents	Overall impression	Understanding the message? (what message did the respondents receive?)	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
<b>2-5 years children's parents</b>						
TVC 1	1. After Marriage	The female was active and she is a health worker.	<ul style="list-style-type: none"> <li>➤ The advertisement video is good.</li> <li>➤ It describes about pills.</li> <li>➤ It describes about family planning.</li> <li>➤ It describes about the time interval after marriage to get pregnant and time interval between two children.</li> <li>➤ The advertisement message is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> </ul>	The content is cleared. There is not any difficulty.	Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>
	2. Post partum		<ul style="list-style-type: none"> <li>➤ This is a good video.</li> <li>➤ It describe about the gaping after first child .</li> <li>➤ It describe about implant and <i>dipo</i>.</li> <li>➤ The advertisement is focused on thousand days mothers and family planning.</li> </ul>	The words and messages are cleared.	Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>

Material Type	Contents	Overall impression	Understanding the message? (what message did the respondents receive?)	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
<b>2-5 years children's parents</b>						
			<ul style="list-style-type: none"> <li>➤ The advertisement message is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> </ul>			
	3. Timing		<ul style="list-style-type: none"> <li>➤ The video is good.</li> <li>➤ It describe about the choices of family planning methods.</li> <li>➤ Copper T work for twelve years.</li> <li>➤ The advertisement focused on 1000 days mothers.</li> <li>➤ The advertisement focused on dalit and muslim group because of their poverty and lack of education.</li> <li>➤ The advertisement describes about the gaping between two child.</li> <li>➤ The advertisement message is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> </ul>		Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>
	4. LARC		<ul style="list-style-type: none"> <li>➤ The video is good.</li> <li>➤ The video describes first baby should be after setting carrier.</li> <li>➤ The video describes to take gaps between two baby,</li> <li>➤ The video describes about long term family planning methods.</li> <li>➤ This video focused on IUCD which is non-hormonal.</li> <li>➤ The advertisement message is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> </ul>	Community cannot understand the word ' <i>Hermon</i> ' <i>Educated people can understand the term but un educated people can't understand the term hormon.</i>	Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>
	5. Emergency pill		<ul style="list-style-type: none"> <li>➤ The advertisement video mainly focused on emergency contraceptive pills.</li> <li>➤ It should be taken within five days.</li> </ul>		Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>

Material Type	Contents	Overall impression	Understanding the message? (what message did the respondents receive?)	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
<b>2-5 years children's parents</b>						
			<ul style="list-style-type: none"> <li>➤ This videos is mainly focused on married couple who have unplanned sex.</li> <li>➤ The advertisement message is easy to understand.</li> <li>➤ The advertisement is suitable for society.</li> </ul>			

Material Type	Contents	Overall impression	Understanding the message? (what message did the respondents receive?)	Confusions, difficult to understand?	Red flags (anything that is unacceptable, offensive, awkward)	Any changes suggested?
<b>Newly married Couple/ Badhai book</b>						
<b>Badhai Book</b>		<ul style="list-style-type: none"> <li>➤ The couple was recenty married</li> <li>➤ The woman was curious to know but shy to respond to questions.</li> <li>➤ A bit of language barrier occurs special communicating with women.</li> </ul>				
	First impression on book		<ul style="list-style-type: none"> <li>➤ The books describe about newly married couple and time gap. That should be given to birth to healthy child.</li> <li>➤ This book is for woman.</li> </ul>			
	After marriage		<ul style="list-style-type: none"> <li>➤ This book describes the way of spending happy life.</li> <li>➤ It tells about number of children we should have less children.</li> <li>➤ It describes the way of</li> </ul>	The term 'dipo', 'dampati' is difficult to understand.	Nothing is unacceptable, offensive, awkward.	➤ No further addition is required.

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags <i>(anything that is unacceptable, offensive, awkward)</i>	Any changes suggested?
			<ul style="list-style-type: none"> <li>➤ spending healthy life.</li> <li>➤ In case of infertility we should do counseling in health post.</li> <li>➤ It tells marriage should be done after being matured.</li> <li>➤ Book is ok.</li> <li>➤ The content is easy to understand.</li> <li>➤ The content and pictures are suitable for society.</li> </ul>			
	Perspective toward child		<ul style="list-style-type: none"> <li>➤ The book describe women should be 20 years to get pregnant to have happy family.</li> <li>➤ The couple should be mentally and physically prepared before having child.</li> <li>➤ The content is easy to understand.</li> <li>➤ The content and pictures are suitable for society.</li> </ul>		Nothing is unacceptable, offensive, awkward.	➤ No further addition is required.
	Pregnancy		<ul style="list-style-type: none"> <li>➤ This book describes about pregnancy condition women.</li> <li>➤ Nutritional food should be given to women for giving birth to healthy child.</li> <li>➤ Proper care of women should be taken during pregnancy for health of women and child.</li> <li>➤ If any complication and health problem occur during pregnancy women should be taken immediately to health post to solve problem.</li> <li>➤ Educated people can understand the message.</li> </ul>		Nothing is unacceptable, offensive, awkward.	➤ No further addition is required.

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags <i>(anything that is unacceptable, offensive, awkward)</i>	Any changes suggested?
			<ul style="list-style-type: none"> <li>➤ The content is easy to understand.</li> <li>➤ The content and pictures are suitable for society.</li> </ul>			
	Safe Motherhood		<ul style="list-style-type: none"> <li>➤ This part of book describe the process of lactation of child and care of pregnant women.</li> <li>➤ Breast feeding should be done with in time interval.</li> <li>➤ The content is easy to understand.</li> <li>➤ The content and pictures are suitable for society.</li> </ul>		Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>
	Post-partum delivery		<ul style="list-style-type: none"> <li>➤ Pregnant women should be checked 3 times within 24 hours.</li> <li>➤ Breastfeeding should be done for six months.</li> <li>➤ Pregnant women should it liquid food.</li> <li>➤ If any problem occur or if child refugee to take milk they should be immediatly taken to health post,</li> <li>➤ The content is easy to understand.</li> <li>➤ The content and pictures are suitable for society.</li> </ul>		Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>
	Time gap		<ul style="list-style-type: none"> <li>➤ The content is easy to understand.</li> <li>➤ The content and pictures are suitable for society.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Birth registration should be done for getting admission in school.</li> </ul>	Janmantar means Janmadarta	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags <i>(anything that is unacceptable, offensive, awkward)</i>	Any changes suggested?
				<ul style="list-style-type: none"> <li>➤ Birth registration helps children in future to do different work.</li> <li>➤ The term IUCD, Implant is difficult to understand.</li> </ul>		
	Summary of book.		<ul style="list-style-type: none"> <li>➤ The book is about family planning and health.</li> <li>➤ The book tells the way of taking care of women health and child health.</li> <li>➤ The book tells the way of taking care of child during birth.</li> <li>➤ The book describes the caring process of child during development so that no complication can occur.</li> <li>➤ The book is good.</li> </ul>			➤
➤ 1000 days couple						
<b>Badhai book</b>		The couple was married 10 years ago. The couple was well educated.			Nothing is unacceptable, offensive, awkward.	➤ No further addition is required.
	First impression on book		<ul style="list-style-type: none"> <li>➤ The book is related to family planning.</li> <li>➤ The book is suitable to married couple.</li> </ul>			
	After marriage		<ul style="list-style-type: none"> <li>➤ The book describe about family planning.</li> </ul>			

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags <i>(anything that is unacceptable, offensive, awkward)</i>	Any changes suggested?
			<ul style="list-style-type: none"> <li>➤ Child should be according to will.</li> <li>➤ The couple should discuss when to conceive child.</li> <li>➤ The content is easy to understand.</li> <li>➤ The content and pictures are suitable for society.</li> </ul>			
	Perspective toward child		<ul style="list-style-type: none"> <li>➤ This part of book describe child should be conceives after setting carrier.</li> <li>➤ There should be birth spacing.</li> <li>➤ The content is easy to understand.</li> <li>➤ The content and pictures are suitable for society.</li> </ul>			➤
	Pregnancy		<ul style="list-style-type: none"> <li>➤ Child birth spacing should be three years.</li> <li>➤ Regular health check up should be done.</li> <li>➤ This books is appropriate for new generation.</li> <li>➤ The content is easy to understand.</li> <li>➤ The content and pictures are suitable for society.</li> </ul>			
	Safe Motherhood		<ul style="list-style-type: none"> <li>➤ Breast feeding should be done.</li> <li>➤ Caring of child should be done.</li> <li>➤ The content is easy to understand.</li> <li>➤ The content and pictures are suitable for society.</li> </ul>			
	Post-partum delivery		<ul style="list-style-type: none"> <li>➤ It tells about different dangerous condition on child.</li> <li>➤ it describe about pregnancy</li> </ul>			

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags <i>(anything that is unacceptable, offensive, awkward)</i>	Any changes suggested?
			period on women. ➤ No problem is seen while reading book. ➤ The content is easy to understand. ➤ The content and pictures are suitable for society			
	Time gap		➤ It talks about the time gap of child. ➤ This message will be appropriate for poor people. ➤ The content is easy to understand. ➤ The content and pictures are suitable for society.			
	Summary of book.		➤ This book is about family planning. ➤ Smart couple means smart with all approach. ➤ Health is also important part of life. ➤ It raises the level of awareness. ➤ The book is beneficial for improving child and mother health. ➤ We also learn something new.			

Material Type	Contents	Overall impression	Understanding the message? <i>(what message did the respondents receive?)</i>	Confusions, difficult to understand?	Red flags <i>(anything that is unacceptable, offensive, awkward)</i>	Any changes suggested?
<b>Health worker Govindapur</b>						
TVC 2	6. Bleeding		➤ Video was good.		Nothing is	➤ No further

<p>(Health Worker)</p>			<ul style="list-style-type: none"> <li>➤ Counseling on the video perfect.</li> <li>➤ It describe about bleeding as a side effect of implant is normal.</li> <li>➤ Counseling was done before implant and counseling also done to clear the queries after implant.</li> <li>➤ Content on the video was good and message was cleared.</li> <li>➤ We can easily deliver such message for clients but we have to describe in local language.</li> <li>➤ Describing in local language is challenge.</li> <li>➤ Health worker can grab the message from video but local language barrier remains for local people.</li> <li>➤ The video should tell about the normal and complicated effects in detail separately.</li> </ul>		<p>unacceptable, offensive, awkward.</p>	<p>addition is required.</p>
	<p>7. Implant</p>		<ul style="list-style-type: none"> <li>➤ It was a good video.</li> <li>➤ It is related to family planning counseling.</li> <li>➤ It describe about the birth time gap.</li> <li>➤ It describe the way of counseling and referral system.</li> <li>➤ It describes about the lactating period and choices on family planning according to need of time.</li> <li>➤ The content was suitable for community.</li> </ul>		<p>Nothing is unacceptable, offensive, awkward.</p>	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>

			<ul style="list-style-type: none"> <li>➤ Showing video for community will be good but role play can be good option.</li> <li>➤ No changes required in this video.</li> <li>➤ No problem with message and words.</li> </ul>			
	8. IUCD		<ul style="list-style-type: none"> <li>➤ Video was good and clear.</li> <li>➤ In this video counseling and post counseling is properly shown.</li> <li>➤ It tells about the misconception of IUCD and counseling is done to erase the misconception.</li> <li>➤ No difficulty to understand the video message.</li> <li>➤ The message on family planning can be given through video but lack of instrument make us difficult to show the video in health post.</li> <li>➤ Role play can be the option.</li> <li>➤ Now a days we do counseling by help of chart on family planning methods.</li> <li>➤ This video is suitable for a couple who don't want to have a child for a long time.</li> <li>➤ No changes are required in this video.</li> <li>➤ No problem with message and words.</li> </ul>		Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>
	9. Migrant		<ul style="list-style-type: none"> <li>➤ It describe about emergency contraceptive for preventing unwanted pregnancy in unprepared sex.</li> <li>➤ It is specially for those who</li> </ul>		Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>

			<p>lives outside and come hope occasionally.</p> <ul style="list-style-type: none"> <li>➤ Role play will be the good option to deliver the family planning message.</li> <li>➤ It was a good video</li> <li>➤ No change is required in this video.</li> <li>➤ No problem with message and words.</li> </ul>			
	10. Pills		<ul style="list-style-type: none"> <li>➤ It is about using pills.</li> <li>➤ It is for new couple.</li> <li>➤ People watch family planning advertisement on TV and come to do counseling for different methods on family planning.</li> <li>➤ The video tells about the drawback of living pills for certain time and also describe what should be done in such case.</li> <li>➤ No changes are required in this video.</li> <li>➤ No problem with message and words.</li> </ul>		Nothing is unacceptable, offensive, awkward.	➤ No further addition is required.
Health worker Siraha(Bhaluwai)						
	1. Bleeding	The discussion was very interactive with health worker. Health worker suggest some correction on video.	<ul style="list-style-type: none"> <li>➤ Video is good.</li> <li>➤ It is in simple language. But local people can't understand in Nepali language.</li> <li>➤ It shows counseling part, it clears the queries of client about advantage and disadvantage of family planning methods.</li> <li>➤ It describes about implant.</li> <li>➤ All content and message was cleared.</li> </ul>		Nothing is unacceptable, offensive, awkward.	➤ No further addition is required.

			<ul style="list-style-type: none"> <li>➤ Health worker provide sufficient counseling to client.</li> <li>➤ It describe about the miner side effect of Implant.</li> <li>➤ No changes are required in this video.</li> <li>➤ No problem with message and words</li> </ul>			
	2. Implant		<ul style="list-style-type: none"> <li>➤ Video is good.</li> <li>➤ Content is enough and realistic.</li> <li>➤ It clears the concept of use the family planning method of Implant.</li> <li>➤ Sufficient and enough content in the video.</li> <li>➤ Every health post should provide implant service so that no client have to go another place to take Implant service</li> <li>➤ No changes are required in this video.</li> <li>➤ No problem with message and words</li> </ul>		Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ No further addition is required.</li> </ul>
	3. IUCD		<ul style="list-style-type: none"> <li>➤ Video is good.</li> <li>➤ Client chose IUCD for long term effects.</li> <li>➤ It describe the details of implant and IUCD.</li> <li>➤ It tells about the advantage and disadvantage of IUCD.</li> <li>➤ IUCD is an old method, more developed methods are available these days.</li> <li>➤ No problem with message and words</li> </ul>	<ul style="list-style-type: none"> <li>➤ IUCD should kept within 7 days of menstruation not in 12 days as shown in video.</li> </ul>	Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ Some time thread can be misplaced during menstruation, it should be describe on the video and the message should be given there it can be manage.</li> <li>➤ It should be</li> </ul>

						<p>mention in video that back ache may occur as a side effect of IUCD,</p> <ul style="list-style-type: none"> <li>➤ The video should describe about the favorable time of use of IUCD clearly</li> </ul>
	4. Migrant		<ul style="list-style-type: none"> <li>➤ It is a good video.</li> <li>➤ It is about emergency contraceptive pills.</li> <li>➤ It describe the advantage and disadvantage of family planning method.</li> <li>➤ Content is clear.</li> <li>➤ It will be difficult to understand for local people in Nepali language.</li> <li>➤ The video is realistic.</li> <li>➤ Words are suitable but this community is very conservative. So, taking this video on community may not be suitable, there fore it should be shown individually for each couple in private setting.</li> <li>➤ No problem with message and words</li> </ul>		Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ It does not describe if husband came temporarily or permanently because the choice of contraceptive depends on the stay duration of her husband.</li> </ul>
	5. Pills		<ul style="list-style-type: none"> <li>➤ This is a good video</li> <li>➤ In this video client chose option by themselves.</li> <li>➤ Enough information in this video.</li> <li>➤ Language in the video is simple.</li> </ul>		Nothing is unacceptable, offensive, awkward.	<ul style="list-style-type: none"> <li>➤ Sometimes client take some other medicine and do not take pills. So, message</li> </ul>

			<ul style="list-style-type: none"> <li>➤ Pills are good for new couple. And for those who return home in holiday from foreign employment.</li> <li>➤ No problem with message and words</li> </ul>			<p>should be delivered that it should be taken in simple medication. But counseling should be taken in complicated case.</p> <ul style="list-style-type: none"> <li>➤ It only describes the client has her menstruation 5 days before.</li> <li>➤ It should clearly describe with in how many days of menstruation pills should be taken.</li> </ul>
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**2.1 IDI Checklist for males/females/couples (TVC)****एच.सि.थ्री. (HC3) नेपाल परियोजना  
विस्तृत अन्तर्वाताकोलागि निर्देशिका (महिला, पुरुष, दम्पती)**

नमस्कार । मेरो नाम ..... हो । हामी रिडा नेपाल भन्ने एक अध्ययन संस्थाबाट आएका हौं । हामी एच.सि.थ्री परियोजनाको अध्ययनको लागी काम गर्दैछौं । हामी परियोजनाले विकास गरेका सामाग्रीहरूका बारेमा समुदायका मानिसहरूको विशेषगरी दम्पतीहरूको धारणा जान्न चाहन्छौं । यो छलफल हामी तीन जिल्लामा (पर्वत, सिरहा, सुर्खेत) एकै साथ गर्दैछौं ।

हामी एउटा टेलिभिजन विज्ञापन तपाईंहरूलाई देखाउँछौं र यो हेरेर यसप्रति तपाईंहरूलाई लागेको कुराहरु भन्दै यसको सुधारका लागि आफ्नो अमूल्य सल्लाह, सुभाब/पृष्ठपोषण दिनुहोला । तपाईंको पृष्ठपोषण/सुभाब यस किसिमका कार्यक्रम वा विज्ञापनलाई अभै प्रभावकारी रुपमा निर्माण गर्न हाम्रो लागि अत्यन्तै महत्वपूर्ण हुनेछ जसले देशभरि नै सही सन्देश प्रवाह गर्न मद्दत गर्नेछ । यस छलफलमा कुनै पनि जवाफ ठीक वा बेठीक हुँदैन । हामी यस विज्ञापन सम्बन्धि विषयहरूमा तपाईंको विचार मात्र जान्न चाहन्छौं । तपाईंको विचार नै हाम्रो लागि महत्वपूर्ण हुन्छ । त्यसैले कुनै किसिमको सकोच नमानी आफ्नो विचार खुलस्त रुपमा राख्नुहोला । यदि तपाईं अनुमति दिनुहुन्छ भने तपाईंले भन्नुभएका कुराहरूलाई रेकर्ड गर्नेछौं ता कि तपाईंका सम्पूर्ण विचारहरूलाई समेट्न सकियोस् र तपाईंले दिनुभएको अमूल्य सल्लाह सुभाबहरू छुट्टिन नपाउन् तर त्यो कतै कसैलाई सुनाउदैनौं ।

यस अध्ययनमा तपाईंको सहभागिता पूर्ण रुपमा स्वेच्छिक वा तपाईंको इच्छा अनुरूप हुनेछ । यस छलफलमा सहभागि भएपनि तपाईं कुनै पनि बेला छाड्न सक्नुहुनेछ । यस छलफलमा जे जति कुराकानीहरु हुन्छन् त्यसका बारेमा बाहिर गएर अरुसँग कसले के भन्यो भन्ने कुरा कसैलाई नभन्न आग्रह गर्दछौं । सुरु हुनुभन्दा अगाडि हामीलाई सोध्नुपर्ने प्रश्नहरु केही छन् भन्ने निर्धक्क भएर सोध्न सक्नुहुनेछ । यो छलफलका लागि ३० देखि ४५ मिनेटसम्म आवश्यक पर्नेछ ।

हामीले छलफल शुरु गर्नुभन्दा पहिले तपाईंहरूका केही प्रश्न या खुल्दुली छन् कि?

तपाईंहरु सबैलाई धन्यवाद एवं हार्दिक स्वागत गर्न चाहन्छु । कृपया निर्धक्कताका साथ मनमा लागेका कुराहरु र आफ्ना विचारहरु राख्नुहोला । तपाईंहरूको विचारले साँच्चै नै ठूलो महत्व राख्दछ । यहाँ कुनै पनि जवाफ सही या गलतका आधारमा मुल्याङ्कन गरिने छैन । हामी तपाईंहरूलाई केवल इमान्दारिताका साथ यस छलफलमा सहभागि हुन आग्रह गर्दछौं ।

अब हामी यहाँहरूलाई एउटा भिडियो देखाउनेछौं र यसैका आधारमा छलफल गर्छौं । अब शुरु गरौं है त ।

**भिडियो सहभागिहरूलाई देखाउँदै तलका प्रश्नहरूमा छलफल गर्नुहोस् ।**

१. यस टेलिभिजनको विज्ञापन (भिडियो) हेर्दा तपाइलाई समग्रमा कस्तो लाग्यो, कृपया हामीलाई बताइदिनुहोस्, ? के कस्तो अनुभव गर्नुभयो ?
२. यस विज्ञापनबाट तपाईंले के बुझ्नुभयो ? यो के सम्बन्धी विज्ञापन रहेछ ? यसले के भन्न खोजेको होला ?
३. विज्ञापन हेरीसकेपछि, तपाइले मुख्य रुपमा कुन कुरा सम्झनु हुन्छ ? यस विज्ञापन मुख्य गरी कसको लागि लक्षित गरिएको जस्तो लाग्छ ? के कारणले त्यस्तो लागेको हो ?
४. यस विज्ञापनमा तपाईंले नबुझ्नुभएको वा बुझ्न गाह्रो भएको कुराहरु केही छन् भने त्यसको बारेमा भनिदिनुहोस् न ? के के कुरा बुझ्नुभएन ?

५. यस विज्ञापनमा कुनै असामान्य (असजिलो) अथवा नसुहाएको जस्तो केही पाउनुभयो ? यदि केही छ भने ती के के हुन् ? यसका बारेमा तपाईंको सुझाव के छ ?
६. के यस विज्ञापनमा तपाईंको समुदायलाई स्वीकार्न गाह्रो हुने वा अप्ठ्यारो खालका के के शब्द/भनाइ/वाक्यहरु वा दृश्यहरु छन् ? के के कुरा त्यस्तो लाग्यो ? कसरी सुधार गर्न सकिनेला ?
७. तपाईं थप केही भन्न चाहनुहुन्छ भने भन्न सक्नुहुन्छ ।

*अर्को भिडियो देखाउने र छलफल गर्दै जाने ....*

## I. Checklist for IDI with health worker (TVC II)

### एच.सि.थ्री. (HC3) नेपाल परियोजना

#### स्वास्थ्यकर्मीसँग छलफलका लागि निर्देशिका

नमस्कार । मेरो नाम ..... हो । हामी रिडा नेपाल भन्ने एक अध्ययन संस्थाबाट आएका हौ । हामी एच.सि.थ्री परियोजनाको अध्ययनको लागि काम गर्दैछौं । हामी परियोजनाले विकास गरेका सामाग्रीहरुका बारेमा समुदायका मानिसहरुको विशेषगरी दम्पतीहरुको धारणा जान्न चाहन्छौं । यो छलफल हामी तीन जिल्लामा (पर्वत, सिरहा, सुर्खेत) एकै साथ गर्दैछौं ।

हामी एउटा भिडियो देखाउँछौं र यो हेरेर यसप्रति तपाईंहरुलाई लागेको कुराहरु भन्दै आफ्नो अमूल्य सल्लाह, सुझाव/पृष्ठपोषण दिनुहोला । तपाईंको पृष्ठपोषण/सुझाव यस किसिमका कार्यक्रम वा विज्ञापनलाई अभै प्रभावकारी रूपमा सार्वजनिककरण गर्न हाम्रो लागि अत्यन्तै महत्वपूर्ण हुनेछ जसले देशभरि नै सही सन्देश प्रवाह गर्न मद्दत गर्नेछ । यस छलफलमा कुनै पनि जवाफ ठीक वा बेठीक हुँदैन । हामी यस भिडियो सम्बन्धि विषयहरुमा तपाईंको विचार मात्र जान्न चाहन्छौं । तपाईंको विचार नै हाम्रो लागि महत्वपूर्ण हुन्छ । त्यसैले कुनै किसिमको संकोच नमानी आफ्नो विचार खुलस्त रूपमा राख्नुहोला । यदि तपाईं अनुमति दिनुहुन्छ भने तपाईंले भन्नुभएका कुराहरुलाई रेकर्ड गर्नेछौं ता कि तपाईंका सम्पूर्ण विचारहरुलाई समेट्न सकियोस् र तपाईंले दिनुभएको अमूल्य सल्लाह सुझावहरु छुट्टिन नपाउन् । यस अध्ययनमा तपाईंको सहभागिता पूर्ण रूपमा स्वेच्छिक वा तपाईंको इच्छा अनुरूप हुनेछ । यस छलफलमा सहभागि भएपनि तपाईं कुनै पनि बेला छाड्न सक्नुहुनेछ । यस छलफलमा जे जति कुराकानीहरु हुन्छन् त्यसका बारेमा बाहिर गएर अरुसँग कसले के भन्यो भन्ने कुरा कसैलाई नभन्न आग्रह गर्दछौं । सुरु हुनुभन्दा अगाडि हामीलाई सोध्नुपर्ने प्रश्नहरु केही छन् भन्ने निर्धक्क भएर सोध्न सक्नुहुनेछ । यो छलफलका लागि ३० देखि ४५ मिनेटसम्म आवश्यक पर्नेछ ।

हामीले छलफल शुरु गर्नुभन्दा पहिले तपाईंहरुका केही प्रश्न या खुल्दुली छन् कि?

यहाँलाई धन्यवाद एवं हार्दिक स्वागत गर्न चाहन्छु । कृपया निर्धक्कताका साथ मनमा लागेका कुराहरु र आफ्ना विचारहरु राख्नुहोला । तपाईंहरुको विचारले साँच्चै नै ठूलो महत्व राख्दछ । यहाँ कुनै पनि जवाफ सही या गलतका आधारमा मुल्याङ्कन गरिने छैन । हामी तपाईंहरुलाई केवल इमान्दारिताका साथ यस छलफलमा सहभागि हुन आग्रह गर्दछौं ।

अब हामी यहाँलाई एउटा भिडियो देखाउनेछौं र यसैका आधारमा छलफल गर्दै जानेछौं । अब शुरु गरौं है त ।  
भिडियोहरु एक एक गर्दै देखाउँदै जानुहोस् र तलका प्रश्नहरु सोध्नुहोस्

१. यस भिडियो हेर्दा तपाइले समग्रमा कस्तो लाग्यो, कृपया हामीलाई बताइदिनुहोस्, ? के कस्तो अनुभव गर्नुभयो ?
२. यस सामाग्रीबाट तपाईंले के के बुझ्नुभयो ? यो के सम्बन्धी रहेछ ? यसले के भन्न खोजेको होला ?
३. यस सामाग्रीमा तपाईंले नबुझ्नुभएको वा बुझ्न गाह्रो भएको कुराहरु केही छन् भने त्यसको बारेमा भनिदिनुहोस् न ? के के कुरा बुझ्नुभएन ?
४. यस सामाग्रीमा कुनै असामान्य (असजिलो) अथवा नसुहाएको जस्तो केही लागेको छ ? यदि छ भने, के के कुरा त्यस्तो लाग्यो ? कसरी देखाइयोस भन्ने सुझाव दिन चाहनुहुन्छ ?
५. के यस भिडियोमा स्वास्थ्यकर्मीहरुलाई स्वीकार्न गाह्रो हुने वा अप्ठ्यारो खालका केही शब्द/भनाइ/वाक्यहरु वा दृश्यहरु छन् ? यदि छन् भने के के होलान् ?
६. यसमा के कस्ता परिवर्तनहरुको आवश्यकता छ जस्तो लाग्दछ ? यसलाई अभै प्रभावकारी बनाउन तपाईंको सल्लाह सुझाव के के छन् ?
७. अन्त्यमा, के तपाईं थप केही कुरा भन्न चाहनुहुन्छ ?

क्रमशः अन्य भिडियोहरु देखाउनुहोस् ...

II. IDI Checklist for testing *Badhai* Booklet

## एच.सि.थ्रि. (HC3) नेपाल परियोजना

नव दम्पती/१००० दिनका महिला/पुरुष छलफलका लागि निर्देशिका

नमस्कार । मेरो नाम ..... हो । हामी रिडा नेपाल भन्ने एक अध्ययन संस्थाबाट आएका हौ । हामी एच.सि.थ्री परियोजनाको अध्ययनको लागि काम गर्दैछौं । हामी परियोजनाले विकास गरेका सामाग्रीहरूका बारेमा समुदायका मानिसहरूको विशेषगरी दम्पतीहरूको धारणा जान्न चाहन्छौं । यो छलफल हामी तीन जिल्लामा (पर्वत, सिरहा, सुर्खेत) एकै साथ गर्दैछौं ।

हामी तपाईंलाई एउटा किताब देखाउँछौं र यो हेरेर यसप्रति तपाईंहरूलाई लागेको कुराहरु भन्दै यसको सुधारका लागि आफ्नो अमूल्य सल्लाह, सुझाव/पृष्ठपोषण दिनुहोला । तपाईंको पृष्ठपोषण/सुझाव यस किसिमका कार्यक्रम वा सामग्रीलाई अझै प्रभावकारी रूपमा निर्माण गर्न हाम्रो लागि अत्यन्तै महत्वपूर्ण हुनेछ जसले देशभरि नै सही सन्देश प्रवाह गर्न मद्दत गर्नेछ । यस छलफलमा कुनै पनि जवाफ ठीक वा बेठीक हुँदैन । हामी यस विज्ञापन सम्बन्धि विषयहरूमा तपाईंको विचार मात्र जान्न चाहन्छौं । तपाईंको विचार नै हाम्रो लागि महत्वपूर्ण हुन्छ । त्यसैले कुनै किसिमको संकोच नमानी आफ्नो विचार खुलस्त रूपमा राख्नुहोला । यदि तपाईं अनुमति दिनुहुन्छ भने तपाईंले भन्नुभएका कुराहरूलाई रेकर्ड गर्नेछौं ता कि तपाईंका सम्पूर्ण विचारहरूलाई समेट्न सकियोस् र तपाईंले दिनुभएको अमूल्य सल्लाह सुझावहरू छुट्टिन नपाउन् तर त्यो कतै कसैलाई सुनाउदैनौ ।

यस अध्ययनमा तपाईंको सहभागिता पूर्ण रूपमा स्वेच्छिक वा तपाईंको इच्छा अनुरूप हुनेछ । यस छलफलमा सहभागि भएपनि तपाईं कुनै पनि बेला छाड्न सक्नुहुनेछ । यस छलफलमा जे जति कुराकानीहरु हुन्छन् त्यसका बारेमा बाहिर गएर अरुसँग कसले के भन्यो भन्ने कुरा कसैलाई नभन्न आग्रह गर्दछौं । सुरु हुनुभन्दा अगाडि हामीलाई सोध्नुपर्ने प्रश्नहरु केही छन् भन्ने निर्धक्क भएर सोध्न सक्नुहुनेछ । यो छलफलका लागि ४५ देखि ६० मिनेटसम्म आवश्यक पर्नेछ ।

हामीले छलफल शुरु गर्नुभन्दा पहिले तपाईंहरूका केही प्रश्न या खुल्दुली छन् कि?

तपाईंहरू सबैलाई धन्यवाद एवं हार्दिक स्वागत गर्न चाहन्छु । कृपया निर्धक्कताका साथ मनमा लागेका कुराहरु र आफ्ना विचारहरु राख्नुहोला । तपाईंहरूको विचारले साँच्चै नै ठूलो महत्व राख्दछ । यहाँ कुनै पनि जवाफ सही या गलतका आधारमा मुल्याङ्कन गरिने छैन । हामी तपाईंहरूलाई केवल इमान्दारिताका साथ यस छलफलमा सहभागि हुन आग्रह गर्दछौं ।

अब हामी यहाँहरूलाई एउटा भिडियो देखाउनेछौं र यसैका आधारमा छलफल गछौं । अब शुरु गरौं है त ।

अब हामी यहाँहरूलाई किताब देखाउनेछौं र यसैका सन्दर्भमा केही प्रश्नहरू सोध्नेछौं । अब शुरु गरौं है त ।

### खण्ड क : समग्र किताबको झलक

शुरुवातमा सहभागिलाई किताब देखाउनुहोस् र तलका प्रश्नहरू सोध्नुहोस् ।

१. समग्रमा तपाईंलाई यो किताब कस्तो लाग्यो? आकर्षक छ कि छैन? किन ?
२. यो के सम्बन्धी किताब होला ? यसमा कस्ता जानकारीहरू होलान् ?
३. तपाईंको विचारमा यो किताब कसका लागि उपयोगी होला ?

### खण्ड ख : किताबमा भएका जानकारी

(अब सहभागिलाई किताबको हरेक भागहरू पढ्न दिनुहोस् र तलका विषयमा छलफल गर्दै जानुहोस्)

१. यो भाग<sup>१</sup> पढिसकेपछि यस भागको बारेमा के भन्नुहुन्छ ? तपाईंले किताबको यो भाग पढिसकेपछि समग्रमा कस्तो लाग्यो ?
२. यसमा के कुरा भन्न खोजिएको छ ? तपाईं यहाँ दिइएको कुराहरूबाट के बुझ्नुभयो ?
३. यसले कस्तो सन्देश दिन खोजेको जस्तो लाग्छ ? के यहाँ लेखिएका कुराहरू स्पष्ट छन् ?
४. यदि केही बुझ्न गाह्रो भएको भए, तपाईंलाई बुझ्न गाह्रो भएका कुराहरू के के छन् त्यसको बारेमा भनिदिनुहोस् न ?
५. के यसमा तपाईं वा तपाईंको समुदायमा अस्वीकार्य वा अष्टयारो मानिने कुनै त्यस्ता सामग्रीहरू (चित्र, शब्द, वाक्य वा वाक्यांश) छन् ? यदि छन् भने, ति के के हुन ? त्यसलाई कस्तो ढंगबाट राख्दा ठीक होला ?
६. अन्य केही सल्लाह सुझाव छन् कि ? छन् भने कृपया भन्नुहोला ।

*किताबको अर्को भाग पढ्न लगाउने.*

अन्त्यमा,

१. यस किताबले मुख्य रूपमा के के गर्न प्रोत्साहित गर्छ ?
२. यस किताबमा तपाईंलाई समग्रमा के के कुरा राम्रो लाग्यो ? के के कुरा राम्रो लागेन ?

यहाँहरूको समयको लागि धेरै धेरै धन्यवाद ।

<sup>१</sup>भागहरू: विवाहपछि, सन्तानबारे सोच, गर्भावस्था, सुरक्षित प्रसुती, सुत्केरी अवस्था, जन्मान्तरको सोच लामो समयसम्म जन्मान्तर चाहने सोच