



# ***Assessment Report***

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***“Study on Assessment of IEC Campaign Sarthi Sandesh Vahini”***

***Submitted by  
SIRTAZI SUPPORT FOUNDATION (SSF)***

## **ACKNOWLEDGEMENT**

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# Chapter 1-Introduction

Worldwide, 214 million women of reproductive age in developing countries who want to avoid pregnancy are not using a modern contraceptive method.<sup>1</sup> Some family planning methods, such as condoms, help prevent the transmission of HIV and other sexually transmitted infections and reduces unsafe abortion. Family planning reinforces people's rights to determine the number and spacing of their children. By preventing unintended pregnancy, family planning /contraception prevents deaths of mothers and children. So, family planning is one of the most cost-effective health interventions and is an important social determinant in empowering women to exercise their reproductive choices. The recent data reveals that Uttar Pradesh with a fertility rate of 2.7 children per married couple, witnesses a large number of unplanned pregnancies and consequent pressure on the health system. Ensuring universal access to quality family planning information and services through multiple service delivery channels is paramount in achieving the SDG goals committed by the country. The problem is further compounded by the fact that the state also witnesses a large proportion of early marriages and early child bearing due to societal pressure. Social and behaviour change communication thus is of paramount importance to tackle such health behaviour issues prevailing in the society.

In the past 'Sehat Sandesh Vahini' a mobile video van project, funded by NHM, was implemented at scale by SIFPSA covering the entire state in 2015-16 to publicize various NHM supported schemes and services amongst the target audiences. Over 30,000 villages were covered during the two phases of the program. The independent assessment of the program revealed that 75 percent audience desired repeat of such audio-visual shows through mobile vans providing information and generating awareness on health areas, at least once a year. However, the Government of India recently identified about 145 low performing vulnerable districts across several states and launched Mission Parivar Vikas (MPV) with additional resources and support for intensive and improved family planning information and quality service delivery. In Uttar Pradesh, 57 districts have been included under the MPV program that needs focused attention. The Hon'ble Chief Minister, Uttar Pradesh on April 02, 2018 launched 'Sarathi Sandesh Vahini' program.

## 1.1 About Sarathi Sandesh Vahini

The 'Sarathi Sandesh Vahini' is a mission started by the state family welfare department with an aim to spread awareness regarding family planning in urban and rural areas. Under the program, 57 Audio Visual Vans (one for each MPV district) were flagged off to hold intensive publicity and generate awareness round the year to promote family planning schemes and services amongst masses in the assigned districts. These branded audio-visual vans, fully equipped with all modern audio-visual system including LED screen, conduct shows in each sub-center village, covering 3 to 4 sub-centre villages per day. The AV vans play specially created audio-visual messages on various special benefits offered under the MPV programs. Publicity materials like handbills in local language are also distributed by the van staff as take aways to reinforce the messages. Each van also has a trained family planning cum health counsellor to provide on-site counselling and referral support for interested couples for family planning, linking them to the nearest health facility. The team in each AV Van coordinates with local ASHAs, ANM and Panchayat member of the assigned village, while the counsellor interacts with the audience and responds to any queries raised by the audience. The District Health Education Officer and the Block level officials ensure close monitoring of the programme. After completion of video show, co-ordinator conducted the quiz programme on the basis of recall of messages with the audience and some prizes like "Key ring" was distributed among the winners.

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<sup>1</sup> WHO factsheet 2018

The Sandesh Vahini Mobile outreach services addresses inequities in access to family planning services and commodities in order to help women and men meet their reproductive health needs. Mobile outreach AV van successfully broadens the method mix of contraceptive use available to clients, increasing awareness about the newer methods introduced in contraception and educating the masses on permanent methods. Mobile video vans strengthens the existing health systems and programme by improving the skills of the local counsellor to provide a wider range of methods.

## **1.2 The Concern in the State**

The state of Uttar Pradesh has a history of constantly being the most populous states in the country and continues to experience the population pressures until now. Undoubtedly, the State also has one of the highest Total Fertility Rates (TFR) in India at 2.7 (NFHS-4). Reducing fertility is successful for economic health of the nation. The Family Planning 2020 India Commitments lay down the need of raising global awareness on the positive impact of family planning measures which can be brought about by effective social and behavioral change (SBC) mechanism by IEC campaign. Audio, Video and print media have played an important role towards continuous education on family planning methods.

Renowned celebrities, film and media partners, channels have been used since a very long time, Slogans like "Parivar ko bojh nhi takat banaaye" (Don't make family a burden make it your strength), "PLAN BANA O, ZIMMEDARI NIBHA O" have a significant effect on the masses.

In this light, SIFPSA aims to spread awareness about family planning with the use of these AV vans in rural and urban areas. The van reaches to masses and villages and the video, and documentaries are played, ASHA coordinates with the counsellor, driver and block coordinator and mobilizes people to watch the documentary and learn about newer methods of family planning, Antara, Chhaya. The IEC material displayed in the AV van also gives message on "basket of choices", Copper T and the various incentives offered to promote female and male sterilization and sterilization soon after delivery. The AV van is an interactive social media, two way communication concept, sessions promoted in Family Planning hope to promote health and equity in the State.

## **1.3 Study Rationale/Need for the Study**

While the importance of IEC to family planning is often acknowledged, there has been little evaluation of these programme and their significant impact on the masses. While there have been several studies on the outcome of family planning and use of contraceptives, there are less chances on "before" measurement, if it is nationwide, also it is difficult to locate a representative control group who have not received a IEC. The programme outreach need to be evaluated to know its reach and effect and to assess the need of further fund allocation on IEC use in family planning. Women and men working in rural areas, working at home, fields find get to hear the audio, video visuals and information on newer method introduced by Government Of India. The need of the study to how the exposure of family planning communication and mobile video vans has emerged. The necessity of creating demand by changing behaviour and awareness will overall effect the family planning objectives. To know whether these communication activities help to bring a shift from seeing family planning as only limiting the number of children (which often led people to associate family planning without having children at all). to see it as a way to space births and improve health of women and children, it is also beneficial to consult the community to know the impact of a newly launched campaign. The need of the campaign to drive strategically and advocate effective message, to scale the programme thus holds a prime importance.



### 1.4 Objectives of the Study

The main objective of this study is to assess the project in terms of its effectiveness in delivering the desired messages on Family Planning and MCH to the targeted population in the community and their recall of messages. The specific objectives are as follows:

- The assessment of “Sarathi Sandesh Vahini” project being implemented in 57 MPV districts of the state against its set objectives.
- The assessment of project coverage both geographical and communication coverage, its effectiveness in delivering the desired messages on Family Planning and MCH to the targeted population in the community and their recall of messages.

## Chapter 2-Methodology and Study Design

In order to meet the objectives of the study, a rapid audience (women) interview survey in the selected villages, where the video van has already conducted the shows, have been undertaken. Besides women, available District Coordinators, Counsellors, District Divisional PM, Drivers and State Level Representatives in the surveyed villages were also interviewed.

### 2.1 Sample Methodology

This programme has covered 15 districts of 11 divisions of Uttar Pradesh. In order to achieve the above-mentioned objectives, the whole field work was divided into parts, namely General survey and Functionary survey.

*General Survey:* For conducting the study, two teams each consisting of one supervisor (male) and five field investigators (female) were formed.

*Functionary Survey:* A Research Associate was appointed for conducting the interviews of Counsellor, drivers of Sarthi Sandesh Vahini Vehicle, Divisional Project Managers (SIFPSA) of the selected districts, state level representatives of the 2 agencies implementing the program and state level representatives (SIFPSA) supervising the program.

### 2.2 Sample Size

For General Survey, each team conducted the following interviews per district:

S.N.	Interviews	Numbers
1	5 Women per village from 10 villages randomly selected from 2 blocks selected from districts(2x5x5)	50
	<b>Total interview from each district</b>	<b>50</b>
	<b>Total Interview of Respondents (50*15)</b>	<b>750</b>

For Functionary Survey team conducted the following interviews per district:

S.N.	Interviews	Numbers
1	11 Counsellor and 5 Drivers of Sarthi Sandesh Wahini vehicle from selected 15 districts	16
2	Detailed discussions with 11 Divisional Project Managers (SIFPSA)	11
3	A detailed interview of state level representatives of the 2 agencies implementing the program.	02
4	A detailed interview/discussion of state level representatives (SIFPSA) supervising the program	02
	<b>Total interview from each district</b>	<b>31</b>

### 2.3 Survey tools

Data was collected through interviews among selected respondents using a structured questionnaire. SSF collected data from the respondents through paper and pencil (pen) method (PAPI). The various qualitative and quantitative survey tools include:

- Client schedule
- Counsellor Schedule
- Driver Schedule
- DPM schedule
- Discussion questionnaire with Partner Agency-2
- Discussion questionnaire with State Representative -SIFPSA official

## **2.4 Survey Duration**

The survey in all the 15 districts was conducted for 60 days.

## **2.5 Survey Team**

The Coordinator in the study team is the regular staff of SSF. The Supervisors and field investigators were recruited based on the satisfying criteria on qualification and experience required for the study. The Coordinator was mainly responsible for recruitment of these field personnel.

## **2.6 Data Collection**

General survey: For conducting this two teams each consisting of one supervisor (male) and five field investigators (male) was formed. Each team covered five villages in one day. Assessment of two blocks of each selected district was completed in two days. The field work was completed in 15 to 18 days. The Supervisor took care of logistics and was there for getting the team the required samples for conducting the interviews. He also took care of technical problems besides any day-to-day problem in the field and also conducting on the spot-checking for data quality purpose.

Functionary survey: A Research Associate was appointed for conducting the interviews of Coordinators, drivers of Sarthi Sandesh Wahini vehicle, Divisional Project Managers (SIFPSA) of the selected districts, state level representatives of the 2 agencies implementing the program and state level representatives (SIFPSA) supervising the program. The Coordinator coordinated with all three teams and monitored their movements.

## **2.7 Data Entry & Analysis**

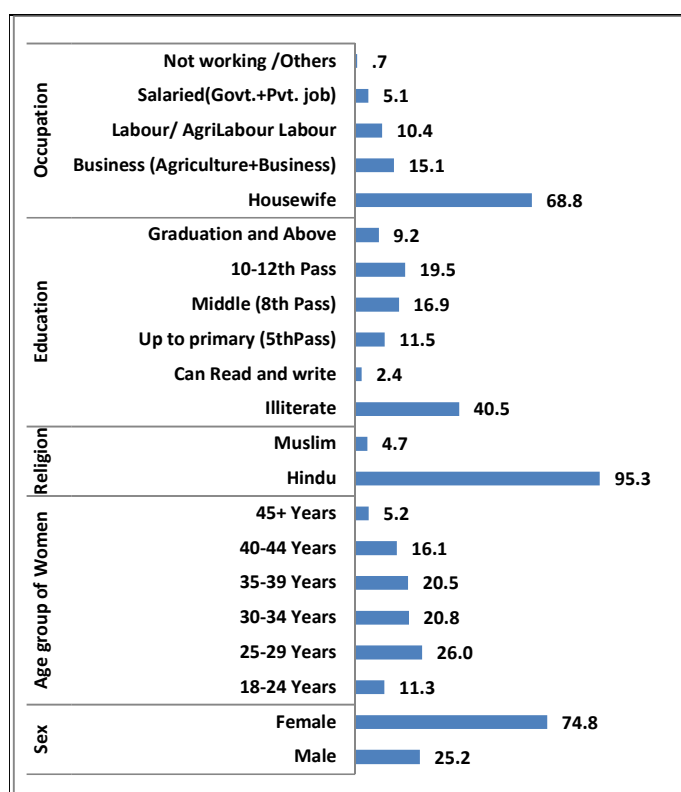
The data entry started immediately after completion of the fieldwork and validated by the data analyst. The data entry was done in CSPro 5.0. The collected data was analyzed in SPSS and frequency tables for specific indicators were generated from the validated data sets. The key outcome variables were summarized while preparing the key findings of the study. SSF prepared a tabulation and analysis plan and shared it with the client for their approval.

## Chapter 3-Study Findings, Analysis and Interpretation

### 3.1 Background of the respondents

In order to assess the awareness and knowledge of the respondents, the study intervened a total of 750 respondents, of which 189 were males and 561 females from 15 selected districts of the state. There was an equal coverage of sample in each district i.e. 50 respondents. Figure-1 presents the distribution of the respondents for various background characteristics. Distribution of 750 respondents by various characteristics reveals that 74.8 percent of the respondents were females and 25.2 percent males. Higher concentration i.e. above 80 percent of the female respondents was found in the districts of Sonbhadra, Raebareli, Gonda, Siddarth nagar and Faizabad.

Figure 1: Percent distribution of respondents by selected background characteristics

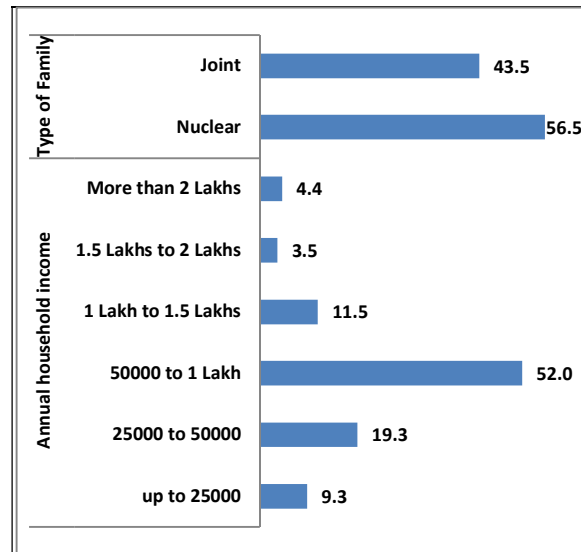


Age-group wise distribution shows that higher proportion of respondents were in the age group of 25-29 years (26%) followed by 30-34 years (21%) and 35-39 years (21%) (Figure 1). About 95 percent of the respondents interviewed were Hindus and 5 percent Muslims. Among the respondents, 41 percent were illiterate and 69 percent were housewives. Literacy rate was higher in the district of Siddarth nagar (72%) and lowest at Ballia (18%) and Ghazipur (18%). The distribution of respondents by their spouse (husband) background shows that about 27 percent have completed class 10-12, followed by 25 percent who were illiterate. Many of the spouses were engaged as daily wage labourer or agri-labourer (38%) and some 24 percent were engaged in business.

#### 3.1.1 Annual Income & Type of Family

Figure 2 below shows that the annual average income of the households is Rs 75000; highest among the households of Ballia (Rs 81000) and lowest among the households of Lalitpur (Rs 50000). About 52 percent of respondents had an annual household income of Rs 50000-1 lakh, followed by 19 percent in the income group of 25000-50000. Majority of the respondents belonged to nuclear family (57%) and about 44 percent belonged to joint family.

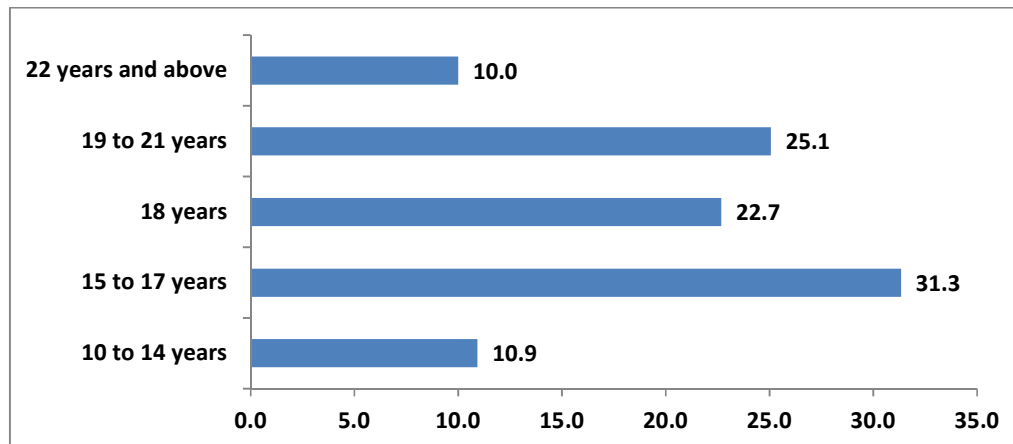
Figure 2: Percent distribution of respondents by annual household income and type of family



### 3.1.2 Age at Marriage

The age at marriage distribution shows a very interesting finding (Figure 3). Higher proportion of female respondents' age at marriage was low at 15-17 years (31%), followed by 25 percent whose age at marriage was 19-21 years and 23 percent who married at the age of 18 years. However, it was also observed that significant proportion of respondent's marriageable age was 10-14 years and among them majority belonged to age group of 45 and above years, illiterate, housewife and annual household income less than Rs 25000.

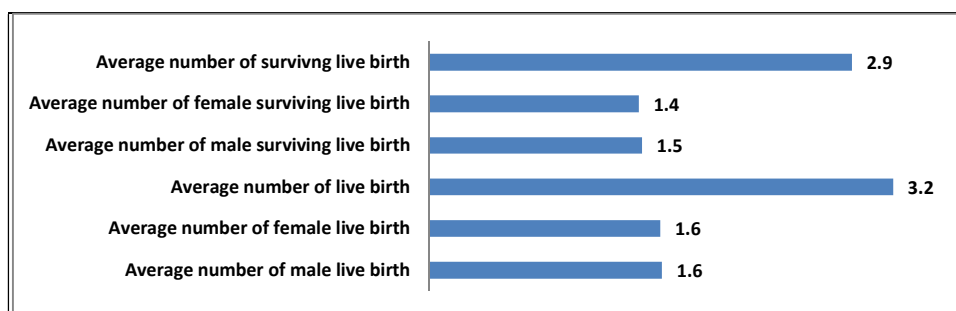
Figure 3: Percent distribution of respondents by age at marriage



### 3.1.3 Average number of live birth and surviving

The study primarily focused on assessment of the knowledge of women in the reproductive age group on family planning and MCH. Therefore, it was imperative to assess their knowledge through the indicator of number of livebirths and the surviving child. The distribution of respondents shows that the average number of livebirth is 3.2 with an equal proportion of male and female livebirths i.e. 1.6. The average number of surviving livebirths is 2.9 with slightly higher male surviving than female (Figure 4). It was also observed that the number of livebirths and surviving child was high among the age group of 40-44 years, illiterate population and among the annual income bracket of Rs 25000-50000.

Figure 4: Percent distribution of respondents by average number of birth live and surviving



## 3.2 About the Show

### 3.2.1 Perception on objectives of the show

The study inquired on how many respondents recall the show, Sarthi Sandesh Vahini. Notably, it was observed that all the respondents in the intervened districts recalled the show. Moreover, it was also inquired to understand the respondents' perspective about the objectives of the programme. A large proportion of respondents (77%) cited "Gaps between two births" as an objective followed by nearly 64 percent saying "vaccination of new born" (Figure 5). A good proportion (48%) said that the programme promotes "population control" and nearly one-third respondents mentioned that the programme is promoting about the "awareness about family planning". One fifth of the respondents stated that it was about "nutrition during pregnancy". A substantial proportion of respondents (11%) asserted that the objective of the programme is to aware people on breast feeding i.e. "first 6 months only breast feeding, 8 times in a day and once in the night". Minor proportion of respondents stated that they do not know about the objectives of the programme (Table 1).

Figure 5: Percent distribution of respondents according to the objectives of the show

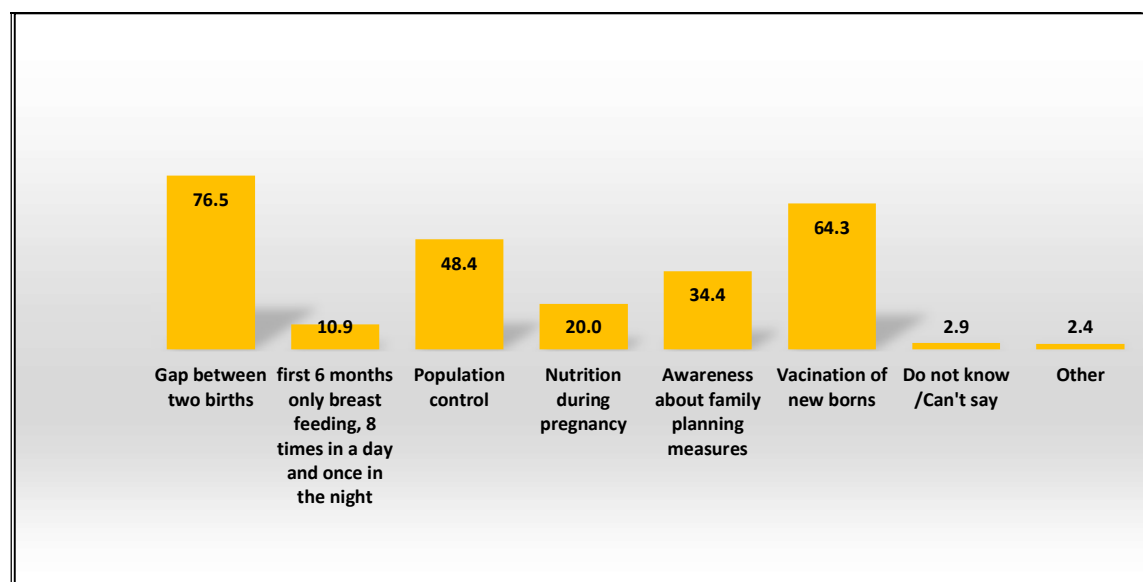


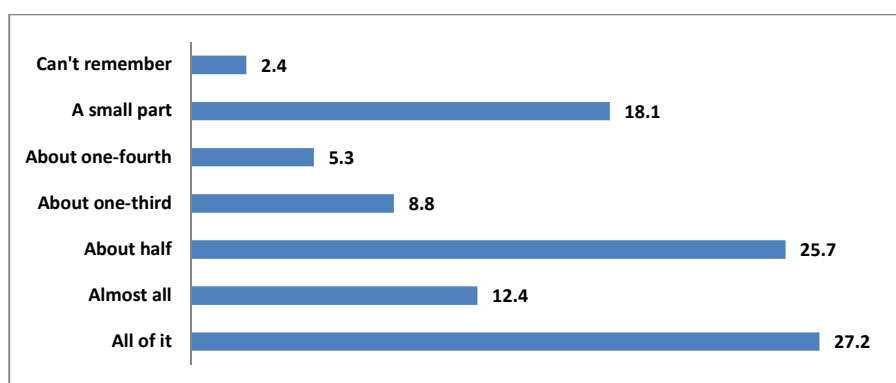
Table 1: Percent distribution of respondents according to the objectives of the show

Background Characteristics	Main objective of Sarthi Sandesh Wahini							
	Gap between two births	first 6 months only breast feeding, 8 times in a day and once in the night	Population control	Nutrition during pregnancy	Awareness about family planning measures	Vaccination of new borns	Do not know /Can't say	Other
Lalitpur	64.0	6.0	60.0	22.0	26.0	70.0	0.0	10.0
Chitrakoot	74.0	6.0	44.0	20.0	6.0	88.0	2.0	0.0
Mahoba	72.0	8.0	46.0	12.0	6.0	84.0	2.0	0.0
Allahabad	84.0	6.0	18.0	28.0	28.0	64.0	0.0	12.0
Sonbhadra	76.0	18.0	26.0	38.0	42.0	62.0	4.0	2.0
Raebareli	88.0	6.0	24.0	28.0	40.0	92.0	0.0	4.0
Hardoi	94.0	22.0	68.0	30.0	56.0	70.0	0.0	0.0
Bahraich	82.0	16.0	42.0	28.0	44.0	92.0	0.0	2.0
Gonda	80.0	8.0	38.0	20.0	52.0	90.0	0.0	0.0
Siddharth Nagar	64.0	14.0	42.0	24.0	22.0	86.0	0.0	4.0
Ambedkar Nagar	96.0	30.0	82.0	18.0	42.0	60.0	0.0	0.0
Faizabad	84.0	22.0	72.0	26.0	44.0	60.0	6.0	0.0
Ballia	58.0	2.0	48.0	2.0	22.0	20.0	24.0	0.0
Maharajganj	60.0	0.0	62.0	2.0	42.0	16.0	4.0	2.0
Ghazipur	72.0	0.0	54.0	2.0	44.0	10.0	2.0	0.0
Total	76.5	10.9	48.4	20.0	34.4	64.3	2.9	2.4

### 3.2.2 Duration of the show and duration attended

On interviewing about the duration of the show attended by the respondents, about 27 percent responded of attending all the show while 26 percent responded that they attended about half of the show, followed by 18 percent who stated they attended a small part of the show. The distribution according to districts shows that higher proportion of respondents from Allahabad and Raebareli attended all the show, while the full show was attended by less proportion of respondents from Ballia and Maharajganj. The distribution of respondents attending half the show was uniform across all the districts. It is to be noted that about 24 percent respondents at Ballia stated that they can't remember about it. (Figure 6).

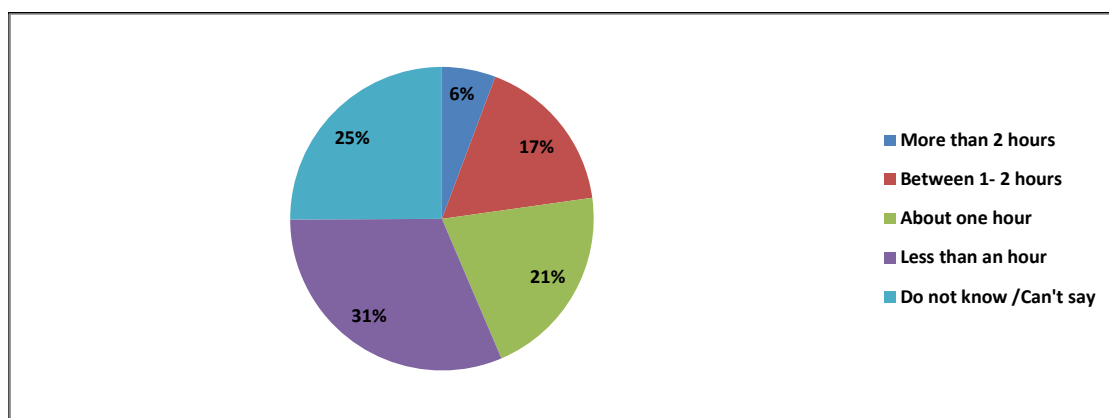
Figure 6: Percent distribution of respondents by duration of show attended



Inquiries about the length of the programme indicate that 31 percent of the respondents felt that length of this programme was less than one hour followed by 21 percent who felt that it was about one hour and 17 percent who stated that the length of the programme is between 1-2 hours. However, a significant proportion of respondents (25 percent) were unable to comment on this aspect (Figure

7). It was majorly the respondents of Ballia (78%) and Ghazipur (78%) who were either unaware or unable to comment on it.

**Figure 7: Percent distribution of respondents by duration of show**



### 3.2.3 Perception on duration of the show

Majority of the respondents (58%) stated that the total time frame of the show was adequate, while about 30 percent were not aware of it or did not want to say. Nearly 11 percent asserted that the contents or time frame of the show is less.

**Table 2: Percent distribution of respondents by their thought about the total time frame of the program**

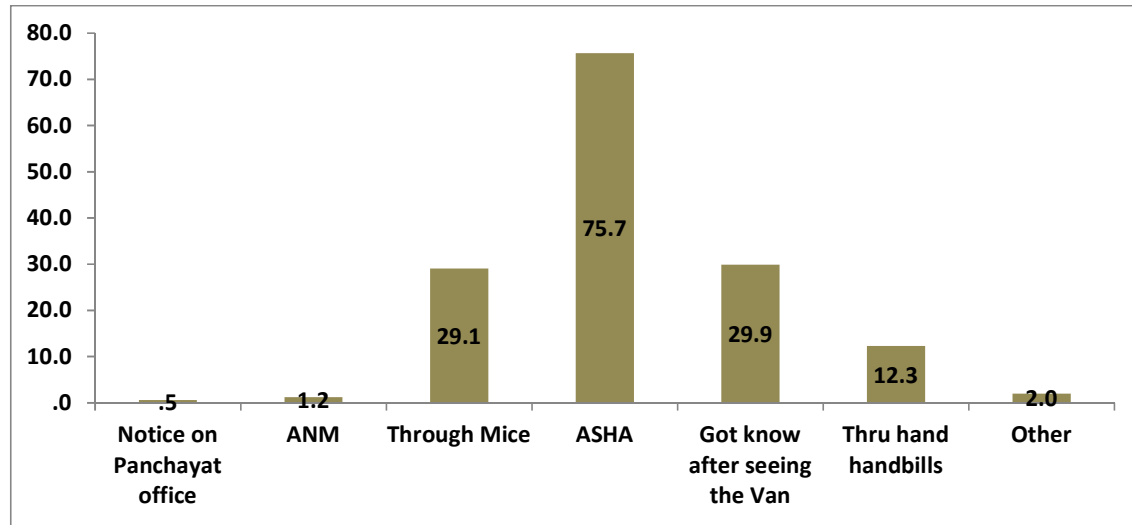
Districts	Adequate	More	Less	Do not know /Can't say
Lalitpur	54.0	4.0	10.0	32.0
Chitrakoot	48.0	0.0	16.0	36.0
Mahoba	50.0	4.0	6.0	40.0
Allahabad	78.0	10.0	2.0	10.0
Sonbhadra	64.0	4.0	20.0	12.0
Raebareli	88.0	2.0	2.0	8.0
Hardoi	68.0	2.0	10.0	20.0
Bahraich	72.0	4.0	14.0	10.0
Gonda	64.0	0.0	22.0	14.0
Siddharth Nagar	68.0	0.0	14.0	18.0
Ambedkar Nagar	62.0	2.0	8.0	28.0
Faizabad	56.0	2.0	14.0	28.0
Ballia	30.0	0.0	0.0	70.0
Maharajganj	34.0	4.0	8.0	54.0
Ghazipur	26.0	0.0	8.0	66.0
Total	57.5	2.5	10.3	29.7

### 3.2.4 Mode of publicity

Publicity of the show is an integral part of the programme, without which it is not possible to reach the unreached. In this regard, it was inquired whether the programme was adequately publicized and what was the mode of publicity about the programme. Nearly 76 percent of the respondents felt that adequate publicity was done by "ASHA" and about 29 percent mentioned "Got know after seeing the Van" and 29 percent proportion stated that publicity was done through "Mike" (Figure-8). Higher proportion of respondents of Allahabad, Sonbhadra, Raebareli and Bahraich districts stated of publicity done by ASHA. However, very less proportion of respondents (28%) of Maharajganj stated that the publicity was done through ASHA which requires further intervention and measures to enhance the capacity of ASHAs in the area. Very less proportion of respondents stated that the mode of publicity was through panchayat office, ANM, handbills and others.



Figure 8: Percent distribution of respondents aware about how the program was publicized



More than 65 percent of the respondents stated that handbills were not distributed by the counsellor before the show (Figure 9) and it was maximum at Sonbhadra (92%), Allahabad (86%), Mahoba (84%) and Chitrakoot (80%) (Table 3).

Figure 9: Percent distribution of respondents reported whether handbills distributed by the counselor before the show

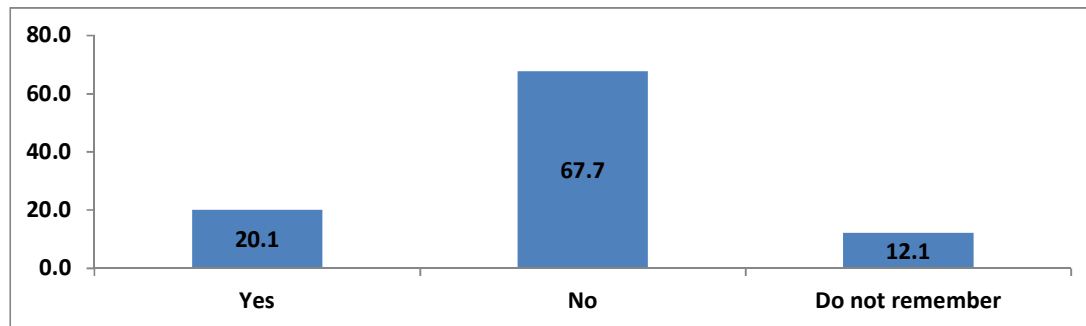
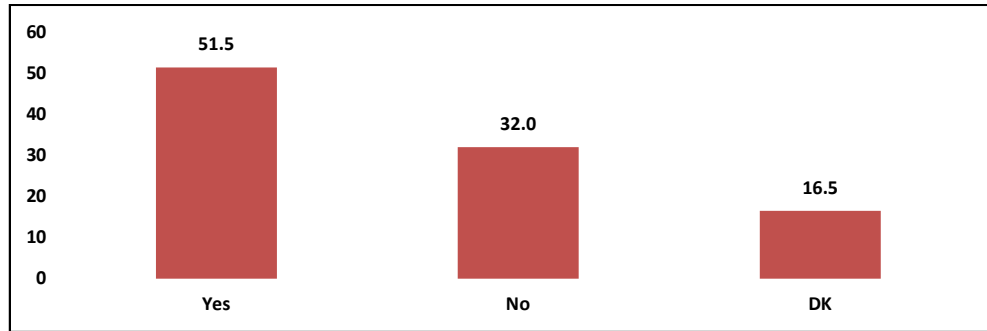


Table 3: Percent distribution of respondents reported whether handbills distributed by the counselor before the show

Districts	Yes	No	Do not remember
Lalitpur	32.0	66.0	2.0
Chitrakoot	8.0	80.0	12.0
Mahoba	6.0	84.0	10.0
Allahabad	8.0	86.0	6.0
Sonbhadra	8.0	92.0	0.0
Raebareli	30.0	64.0	6.0
Hardoi	26.0	68.0	6.0
Bahraich	40.0	56.0	4.0
Gonda	24.0	76.0	0.0
Siddharth Nagar	26.0	66.0	8.0
Ambedkar Nagar	8.0	78.0	14.0
Faizabad	26.0	66.0	8.0
Ballia	16.0	54.0	30.0
Maharajganj	18.0	48.0	34.0
Ghazipur	26.0	32.0	42.0
Total	20.1	67.8	12.1

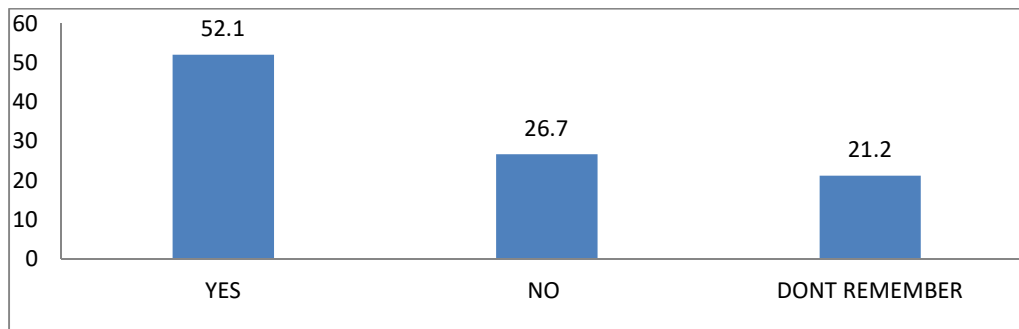
Many respondents reported that the counsellor introduced ASHA before the video (show) started. However, nearly 32% opined negatively and 17% could not remember (Figure 10). Many respondents of Allahabad district stated that the counsellor did not introduce ASHA before the show and higher proportion from Ballia and Maharajganj districts stated that they could not remember.

**Figure 10: Percent distribution of respondents reported whether counselor introduced ASHA before the video (show) started**



As regards to the question on whether introduction about the show was given by the counsellor, “Yes” was the predominant answer. Nearly half of the respondents stated that introduction was not given and could not remember (Figure 11).

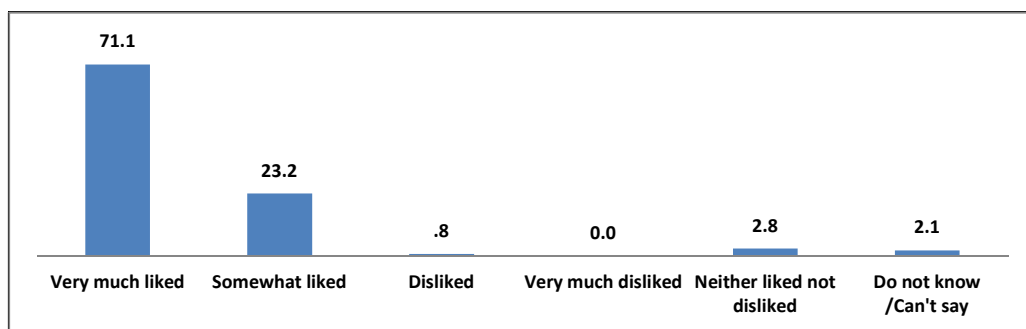
**Figure 11: Percent distribution of respondents reported whether Introduction given by counselor before the show**



### **3.2.5 Perception on Liking the programme**

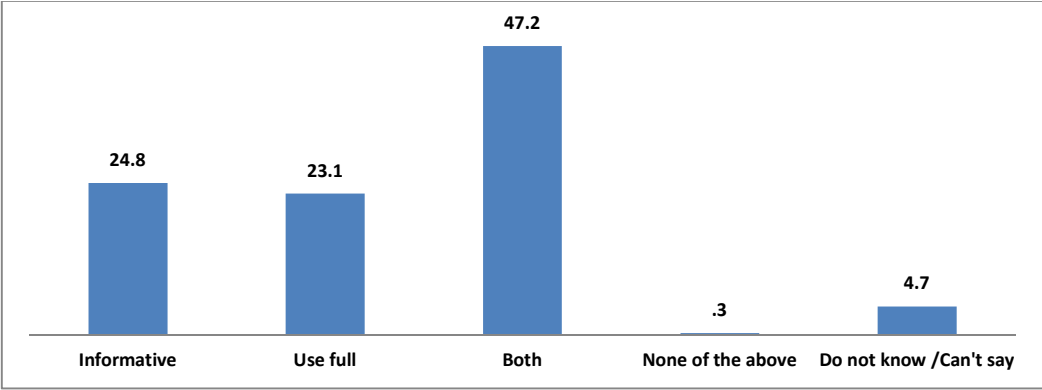
Respondents were also asked about their perception on liking the show. Noteworthy that three quarters liked it very much and 23 percent said that they ‘somewhat liked it’. There were 2.1 percent respondents who responded saying ‘neither liked nor disliked’ and only 0.8 percent mentioned ‘disliked’ the show and 2.1 percent respondents did not respond to the question (Figure 12).

**Figure 12: Percent distribution of respondents by their liking of the program**

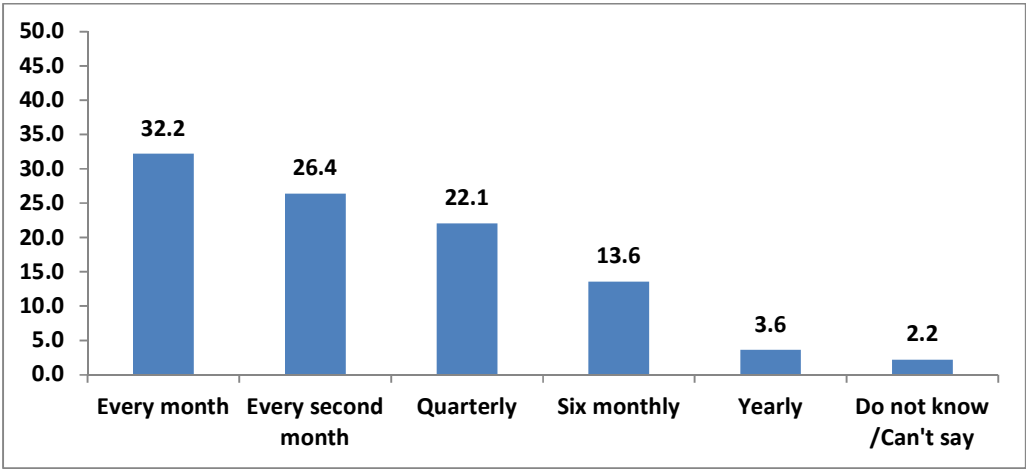


It was also inquired from the respondents about contents of show i.e whether the show was adequately informative, well organised and entertaining. About 47 percent responded that it was both informative and useful. Few of the respondents stated that it was informative while some stated that it was useful. Very low proportion of respondents stated that it was neither informative nor useful. The responses were uniform across all districts (Figure 13). Moreover, above 90 percent of the respondents asserted that the program should be organized more frequently. On asking about the frequency of organizing the show, about 32 percent stated to show every month, followed by 26 percent respondents who responded of showing it in every second month and about 22 percent asserted quarterly (Figure 14).

**Figure 13: Percent distribution of respondents by feature about the program**



**Figure 14: Percent distribution of respondents by advised frequency of such program**



### 3.3 Contents of the Show

#### 3.3.1 Contents of the show recalled

The study also suggested the respondents to recall and inform the content they had observed while watching the show. It may be noted that the response was highest for new contraceptive methods (70%) followed by sterilization of male and female both (59%) and population control (56%) while 24% recalled Antra injection as the content of the show and 19% recalled Chhaya pills as the content of the show. It is to mention that the content of new contraceptive methods was highest for women of above 45 years of age, who can read and write, salaried person and those who had watched the full show (81%) The distribution across districts shows that the content of new contraceptive methods was highest at Hardoi and Faizabad and significantly low at Bahraich. (Figure 15 & Table 4).

Figure 15: Percent distribution of respondents by contents recalled for show program and background characteristics

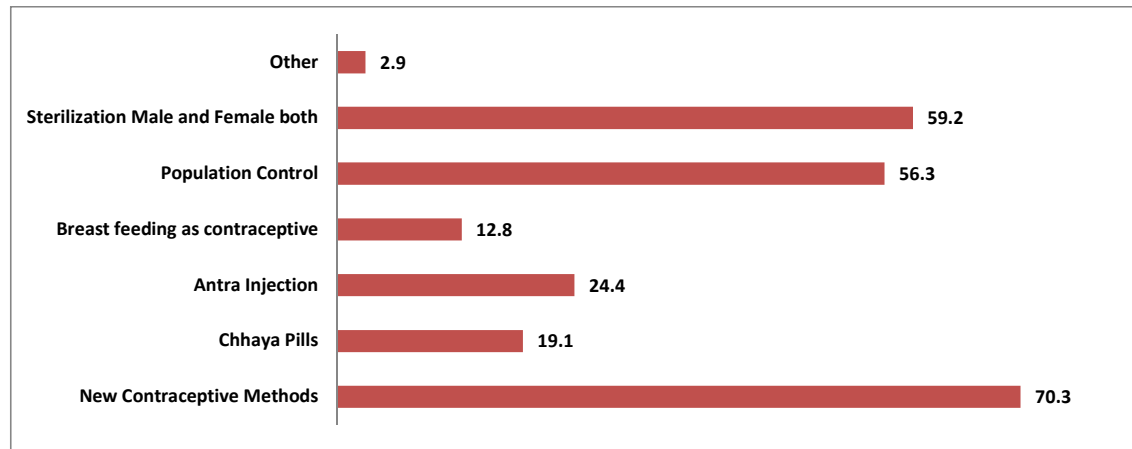


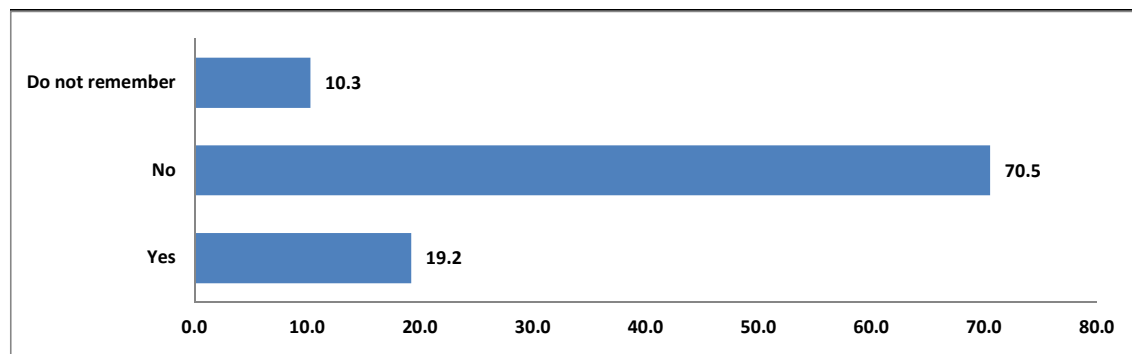
Table 4: Percent distribution of respondents by contents recalled for show program and district

Districts	New Contraceptive Methods	Chhaya Pills	Antra Injection	Breast feeding as contraceptive	Population Control	Sterilization Male and Female both	Other
Lalitpur	64.0	24.0	14.0	6.0	58.0	62.0	8.0
Chitrakoot	82.0	4.0	12.0	0.0	62.0	62.0	0.0
Mahoba	64.0	4.0	8.0	2.0	62.0	56.0	4.0
Allahabad	60.0	0.0	20.0	18.0	28.0	74.0	0.0
Sonbhadra	82.0	2.0	24.0	32.0	36.0	66.0	6.0
Raebareli	78.0	8.0	30.0	6.0	36.0	78.0	2.0
Hardoi	86.0	50.0	48.0	30.0	76.0	42.0	2.0
Bahraich	48.0	50.0	48.0	18.0	42.0	78.0	8.0
Gonda	52.0	24.0	34.0	10.0	44.0	82.0	4.0
Siddharth Nagar	52.0	26.0	32.0	10.0	54.0	72.0	4.0
Ambedkar Nagar	82.0	42.0	46.0	24.0	84.0	50.0	2.0
Faizabad	86.0	24.0	34.0	22.0	74.0	50.0	0.0
Ballia	66.0	8.0	4.0	2.0	66.0	46.0	2.0
Maharajganj	78.0	8.0	4.0	4.0	66.0	36.0	2.0
Ghazipur	74.0	12.0	8.0	8.0	56.0	34.0	0.0
Total	70.3	19.1	24.4	12.8	56.3	59.2	2.9

### 3.3.2 Other features

On inquiring whether they could see any written information above the vehicle, many respondents denied of such written information (42%), while an equal proportion affirmed of seeing such written information (40%). The remaining could not remember. About 37% of respondents asserted that besides the show, a quiz was also conducted, followed by 33% who denied and another 30% who could not say anything. Nearly 280 respondents stated that the quiz was conducted, highest in Raebareli and lowest in Ghazipur. Majority (98%) stated that they very much liked the quiz conducted. Importantly on asking whether any audio announcement /mike propaganda carried out throughout the village streets, as many as 71% of the respondents denied of any propaganda, while a small proportion of 19 percent asserted that propaganda was carried out. Among the respondents who stated that the propaganda was carried out, it was highest at Allahabad and lowest at Ambedkar nagar (Figure 16).

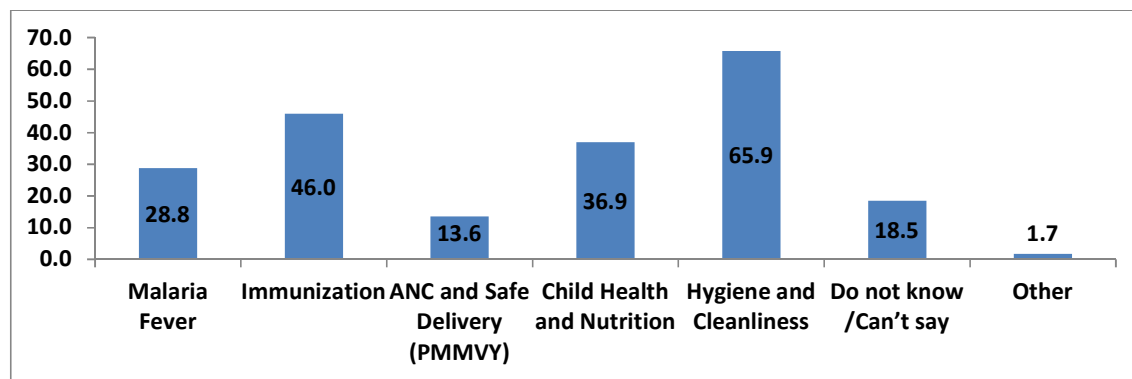
**Figure 16: Percent distribution of respondents by response on any audio announcement /mike propaganda carried out throughout the village streets**



While asked about their opinion on improvement of the show, only 30 percent responded that they would like to suggest for improvement. However, no one could respond properly about the type of suggestions.

Moreover, on inquiring about the topics covered other than family planning, hygiene and cleanliness was the predominant topic, followed by immunization and then child health and nutrition. Notably, the response of hygiene and cleanliness was highest among women of above 45 years of age, illiterate & can only read & write, not working and those who have watched the full show (Figure 17). In Maharajganj and Siddharthnagar, respondents were recall about Dastak Pakhwara (10%) and JE Fever (12%)

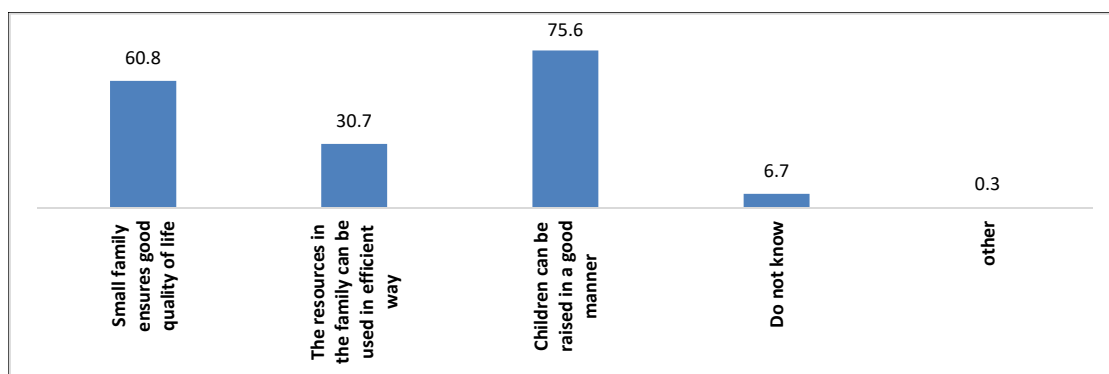
**Figure 17: Percent distribution of respondents by topics other than family planning shown through program**



### 3.3.3 Knowledge on childbirth and spacing shown in video

The study also explored knowledge of the respondents on childbirth and benefits of spacing. On interrogating the benefits of keeping a distinction between children told in the video, majority opined that the children can be raised in a good manner (76%), followed by 61 percent of respondents who stated that small family ensures good quality of life and 31% respondents stated that the resources available in the family can be used in an efficient way (Table 5).

**Figure 18: Percent distribution of respondents by knowledge on benefit of keeping a distinction between children explain in video**



**Table 5: Percent distribution of respondents by knowledge on benefit of keeping a distinction between children explain in video**

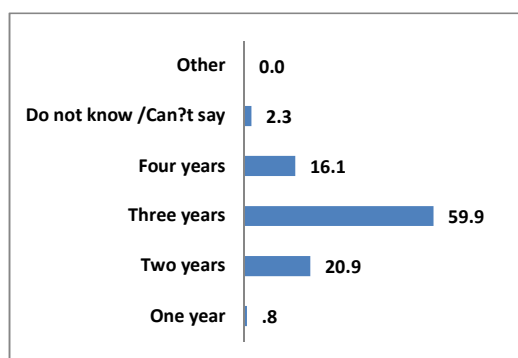
Districts	Benefits of keeping a distinction between children were told in the video				
	Small family ensures good quality of life	The resources available in the family can be used in an efficient way	Children can be raised in a good manner	Do not know /Can't say	Other
Lalitpur	64.0	20.0	80.0	4.0	2.0
Chitrakoot	46.0	24.0	84.0	6.0	2.0
Mahoba	42.0	6.0	82.0	6.0	0.0
Allahabad	56.0	22.0	86.0	4.0	0.0
Sonbhadra	52.0	44.0	88.0	6.0	0.0
Raebareli	64.0	42.0	86.0	2.0	0.0
Hardoi	80.0	60.0	82.0	6.0	0.0
Bahraich	58.0	28.0	62.0	2.0	0.0
Gonda	66.0	28.0	46.0	4.0	0.0
Siddharth Nagar	50.0	20.0	50.0	26.0	2.0
Ambedkar Nagar	84.0	56.0	80.0	4.0	0.0
Faizabad	80.0	48.0	72.0	8.0	0.0
Ballia	64.0	18.0	74.0	16.0	0.0
Maharajganj	50.0	18.0	90.0	2.0	4.0
Ghazipur	56.0	26.0	80.0	4.0	0.0
Total	60.8	30.7	76.1	6.7	.7

Among those who said that the benefit is that children can be raised in a good manner, highest response was found among the respondents of Maharajganj, followed by Sonbhadra and Raebareli and lowest response was encountered at Gonda. Surprisingly, about 26 percent and 16 percent respondents of Siddharth nagar and Ballia respectively, could not mention anything on such issue.

The respondents were also interviewed on the gap to be maintained between births of two children. Nearly 60 percent of the respondents reported of three years gap, while 21 percent said that there should be two years gap and 16 percent asserted to four years gap. Among respondents who reported of three years gap, majority were from Faizabad and Raebareli. Very low proportion of respondents

(0.8%) reported of one year gap (Figure 19). This shows that the respondents are well aware of the knowledge and information about family planning, child care, etc.

**Figure 19: Percent distribution of respondents by knowledge on gap to be kept between the births of two children**

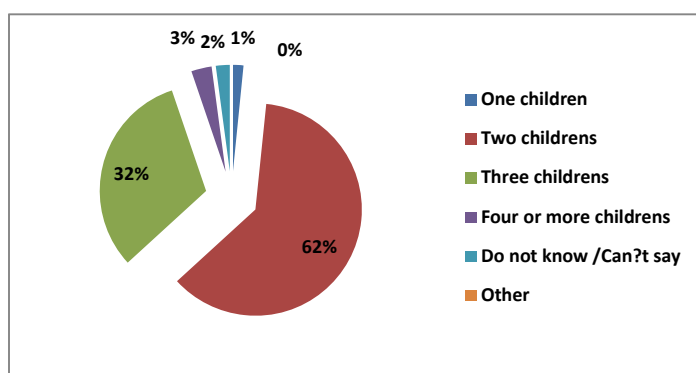


Even a gap of two years was reported by very less proportion of respondents from Raebareli, Hardoi and Faizabad as compared to the others districts, and a gap of four years was reported by almost similar proportion of respondents from lalitpur, Mahoba and Bahraich as compared to other districts as shown in below table 6

**Table 6: Percent distribution of respondents by knowledge on gap to be kept between the births of two children**

Districts	One year	Two years	Three years	Four years	Do not know /Can't say	Other
Lalitpur	2.0	30.0	56.0	8.0	4.0	0.0
Chitrakoot	0.0	20.0	64.0	16.0	0.0	0.0
Mahoba	2.0	30.0	62.0	6.0	0.0	0.0
Allahabad	0.0	20.0	64.0	16.0	0.0	0.0
Sonbhadra	2.0	14.0	72.0	10.0	2.0	0.0
Raebareli	0.0	4.0	74.0	20.0	2.0	0.0
Hardoi	0.0	8.0	70.0	20.0	2.0	0.0
Bahraich	0.0	24.0	70.0	6.0	0.0	0.0
Gonda	2.0	28.0	52.0	16.0	2.0	0.0
Siddharth Nagar	0.0	38.0	40.0	12.0	10.0	0.0
Ambedkar Nagar	0.0	24.0	58.0	18.0	0.0	0.0
Faizabad	0.0	8.0	74.0	16.0	2.0	0.0
Ballia	2.0	20.0	54.0	18.0	6.0	0.0
Maharajganj	2.0	26.0	44.0	28.0	0.0	0.0
Ghazipur	0.0	20.0	44.0	32.0	4.0	0.0
Total	.8	20.9	59.9	16.1	2.3	0.0

**Figure 20: Percent distribution of respondents by knowledge on number of children a married couple should have**



It is also significant to mention that majority (61%) of the respondents perceived that a married couple should have two children; the highest response reported from Lalitpur (80%) and lowest from Bahriach (44%). This shows that the SSW program has been to some extent instrumental in mobilizing the women on various aspects of family planning, maternal and child care. However, there were also 32 percent

respondents who reported that a married couple should have three children. Besides, some respondents reported of having one child and four or more children (Figure 20).

About 42 percent of the respondents opined that it takes three years for a woman to prepare her body for next delivery and 29 percent said it takes two years. Notably, some 1.2 percent respondents also reported that it takes six months to get prepared for next delivery which is very discerning since six months time is not adequate enough. This has been reported mainly by the respondents of Ghazipur district. On asking about after how many years of marriage it is advised to plan for children in the video, 42 percent respondents stated that children should be planned after two years of marriage, while 28 percent said after three years. There were also significant proportion of respondents who did not know about it and could not answer (18%), among them highest is in Siddharth nagar.

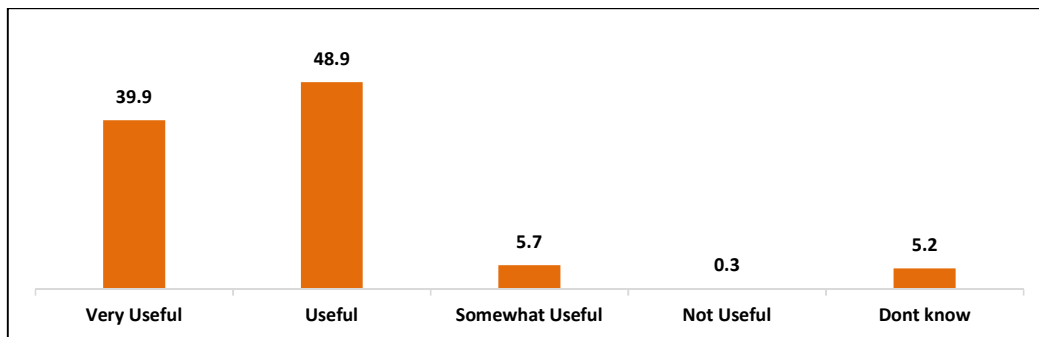
### 3.3.4 Usefulness of SSW Program

It was also imperative to evaluate the perception of the respondents as regards to the usefulness of the SSW program so as to address the inconsistencies and adopt measures to improve it. The researchers received affirmative response on inquiring about it. Nearly 49 percent and 40 percent respondents reported that the program was useful and very useful, respectively. However, few respondents of Siddharth nagar and Ballia districts were negative about their response (Table 7).

Table 7: Percent distribution of respondents by rating on usefulness of Sandesh Wahini

Districts	Very Useful	Useful	Somewhat Useful	Not Useful	Do not know /Can't say	Other
Lalitpur	36.0	50.0	0.0	0.0	14.0	0.0
Chitrakoot	38.0	46.0	12.0	0.0	4.0	0.0
Mahoba	22.0	58.0	12.0	0.0	8.0	0.0
Allahabad	56.0	36.0	6.0	0.0	2.0	0.0
Sonbhadra	56.0	36.0	4.0	0.0	4.0	0.0
Raebareli	60.0	40.0	0.0	0.0	0.0	0.0
Hardoi	48.0	50.0	2.0	0.0	0.0	0.0
Bahraich	10.0	82.0	8.0	0.0	0.0	0.0
Gonda	24.0	70.0	6.0	0.0	0.0	0.0
Siddharth Nagar	24.0	68.0	4.0	2.0	2.0	0.0
Ambedkar Nagar	46.0	40.0	10.0	0.0	2.0	2.0
Faizabad	40.0	42.0	14.0	0.0	4.0	0.0
Ballia	28.0	48.0	2.0	2.0	20.0	0.0
Maharajganj	68.0	32.0	0.0	0.0	0.0	0.0
Ghazipur	42.0	36.0	4.0	0.0	18.0	0.0
Total	39.9	48.9	5.6	.3	5.2	.1

Figure 21: Percent distribution of respondents by rating on usefulness of Sandesh Wahini



### 3.3.5 Vaccination of children

The response on the video shown on vaccination of children was quite satisfactory. About 85 percent of the respondents stated that the video showed about vaccination of children, while small proportion of 4 percent denied of any such video and 12 percent could not remember. Further on asking about the number of vaccine given to children till age of five years, majority did not knew about it (27%), while some perceived as seven and five vaccination to be given to children till age of five years. Among those who did not knew about it, higher proportion of respondents were from Ambedkar nagar,



Siddharth nagar and Faizabad. Therefore, it can be concluded that additional interventions in terms of awareness camps, trainings, IEC programmes, propaganda, etc. needs to be adopted in these areas to aware people on its importance (Figure 22 & 23).

Moreover, almost all the respondents stressed that they are aware of the common occurrence of fever and swelling after vaccination.

Figure 22: Percent distribution of respondents by response on video explained about vaccination of children

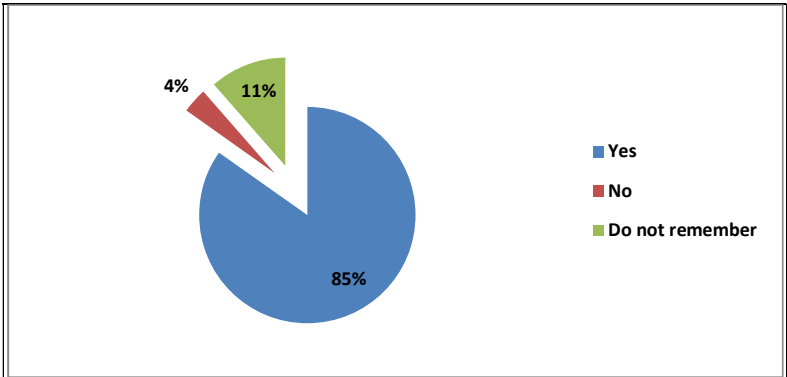
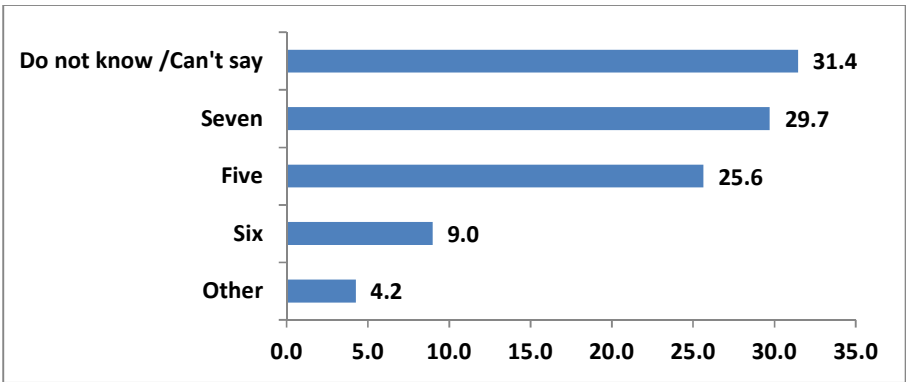
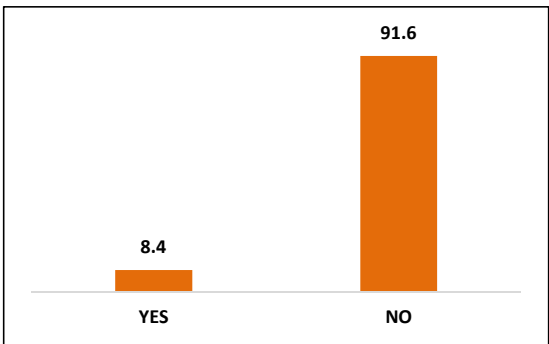


Figure 23: Percent distribution of respondents by response on number of vaccine given to children till age of five years



### 3.3.6 Knowledge about Nayi Phale kit and contents

Figure 24: Percent distribution of respondents by awareness on Naye Phale Kit



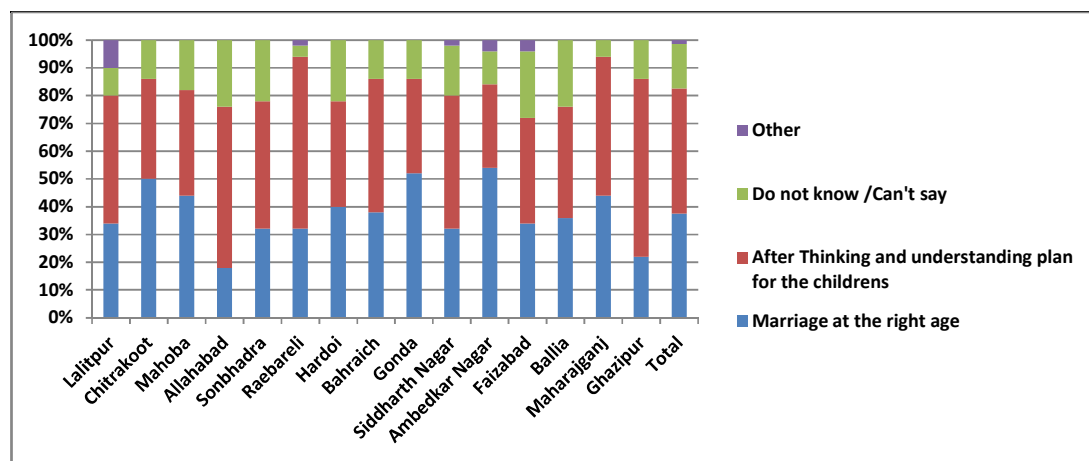
The respondents' knowledge about the Nayi Phale Kit was also assessed and it was observed that above 90 percent of the respondents did not know about the kit (Figure 24). Out of those respondents who were aware of Nayi Phale kit knew that the kit contents means of family planning (89%) and complete consultation and information on family planning (38%). Some respondents even stated that the kit contents Makeup accessories.

Table 8: Percent distribution of respondents by knowledge about Nayi Phale kit and contents

Districts	Respondent knew about the Nayi Phale kit		Kit contents					Number of respondents knew about Nayi Phale Kit
	Yes	No	Makeup accessories	Complete consultation and information on family planning	Means of family planning	Do not know /Can't say	Other	
Lalitpur	6.0	94.0	100.0	66.7	100.0	0.0	0.0	3
Chitrakoot	4.0	96.0	100.0	50.0	100.0	0.0	0.0	2
Mahoba	10.0	90.0	100.0	20.0	80.0	0.0	0.0	5
Allahabad	8.0	92.0	0.0	25.0	100.0	0.0	0.0	4
Sonbhadra	20.0	80.0	0.0	50.0	100.0	0.0	0.0	10
Raebareli	8.0	92.0	0.0	0.0	100.0	0.0	0.0	4
Hardoi	6.0	94.0	100.0	0.0	100.0	0.0	0.0	3
Bahraich	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0
Gonda	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0
Siddharth Nagar	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0
Ambedkar Nagar	10.0	90.0	80.0	40.0	80.0	20.0	0.0	5
Faizabad	10.0	90.0	60.0	40.0	80.0	0.0	0.0	5
Ballia	12.0	88.0	0.0	16.7	33.3	66.7	0.0	6
Maharajganj	12.0	88.0	33.3	33.3	100.0	0.0	0.0	6
Ghazipur	20.0	80.0	20.0	70.0	100.0	0.0	0.0	10
Total	8.4	91.6	38.1	38.1	88.9	7.9	0.0	63

Out of the respondents who reported that they know about Naye Phale Kit, 87.3 percent (55) stated they know that this kit is gifted to newly married couples. Majority (87%) stated that they need to contact the ANM for getting the kit. On asking what did the video tell to do for a happy family, it was imperative to mention that majority reported of “after thinking and understanding plan for the children” (45%), followed by “marriage at right age” (38%).

Figure 25: Percent distribution of respondents by Contents for happy family explained in the video

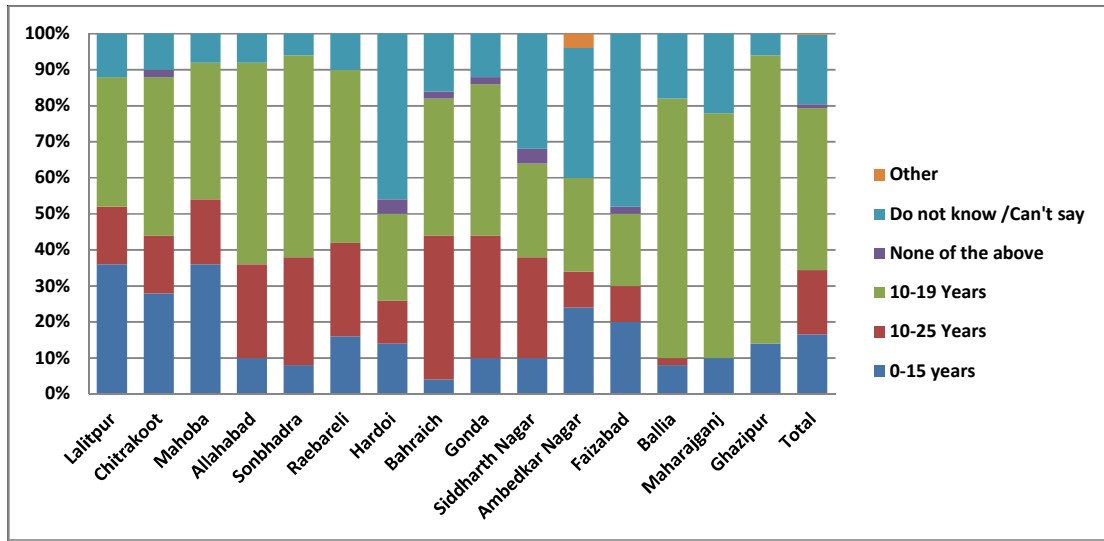


### 3.4 Knowledge & Impact of SSW show on the respondents

#### 3.4.1 Family Planning Methods

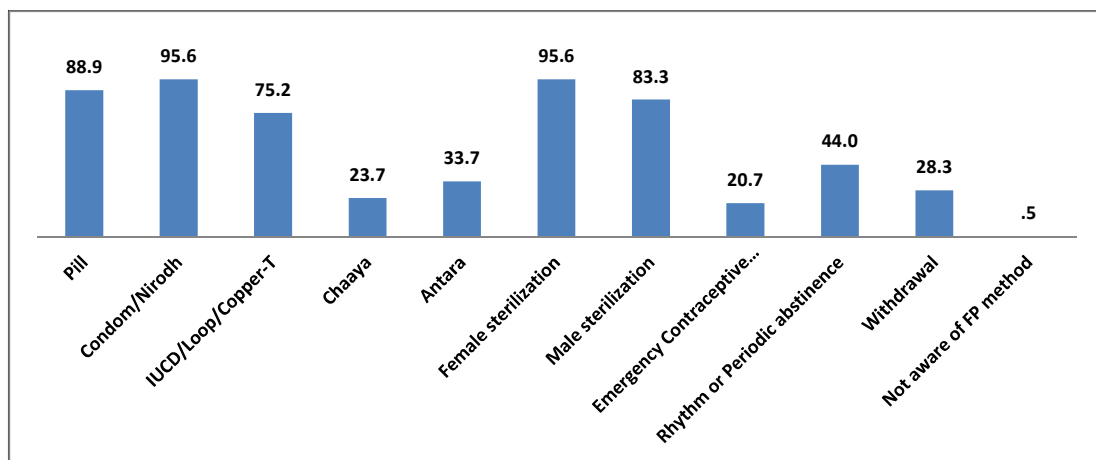
Information, education and communication (IEC) serves as a tool to augment one's knowledge despite the socio-economic and educational backgrounds. The SSW programme as mentioned earlier is mandated towards IEC of the concerned population. It may be noted that most of the respondents were aware that the adolescent age is 10-19 years (45%), followed 18 percent who stated that the adolescent age is 10-25 years and 17 percent who stated that the adolescent age is 0-15 years. However, about 20 percent could not say anything about it. Among the respondents who state that the adolescent age is 10-19 years, highest was in Ghazipur and lowest at Faizabad (Figure 26).

**Figure 26: Percent distribution of respondents by knowledge on adolescent age**



Since the program is all about family planning, the respondents were asked about the ways or methods of family planning. About 96 percent of the respondents each stated of condom and female sterilization as the methods of family planning, followed by 89 percent who stated of pills and 83 percent of male sterilization. It is also seen that the responses across the districts is uniform. Some lower proportion of respondents also mentioned of Emergency Contraceptive Pill (ECP), Chaaya and withdrawal as methods of family planning. This shows that the respondents are quite aware of the methods of family planning but it is a matter of question on their usage.

**Figure 27: Percent distribution of respondents heard about family planning method**

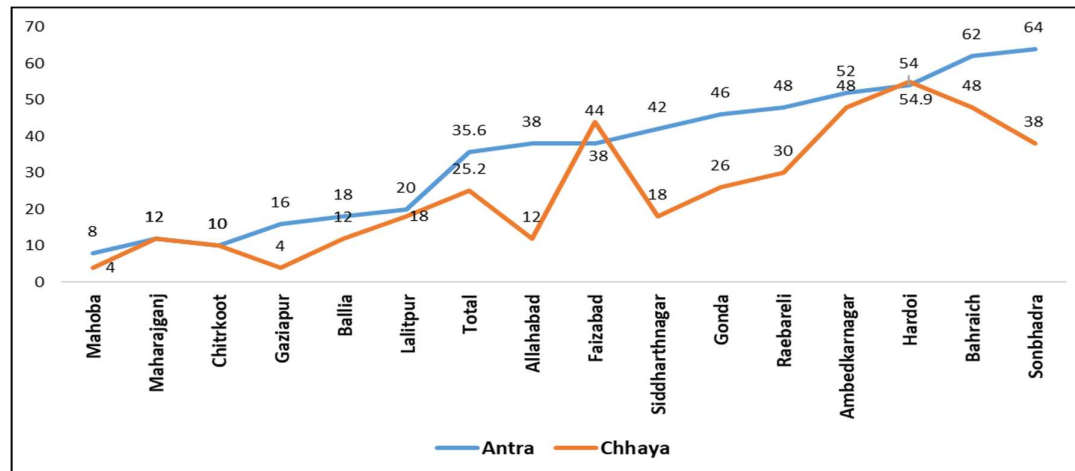


### 3.4.2 Awareness about new contraceptives (Chaaya and Antara)

On questioning whether they are aware of the methods of Chaaya and Antara injection, as many as 75 percent denied that they do not know about the modern methods of Chaaya and Antara injection and only 25 percent stated that they know about it. In other words, 189 respondents were aware

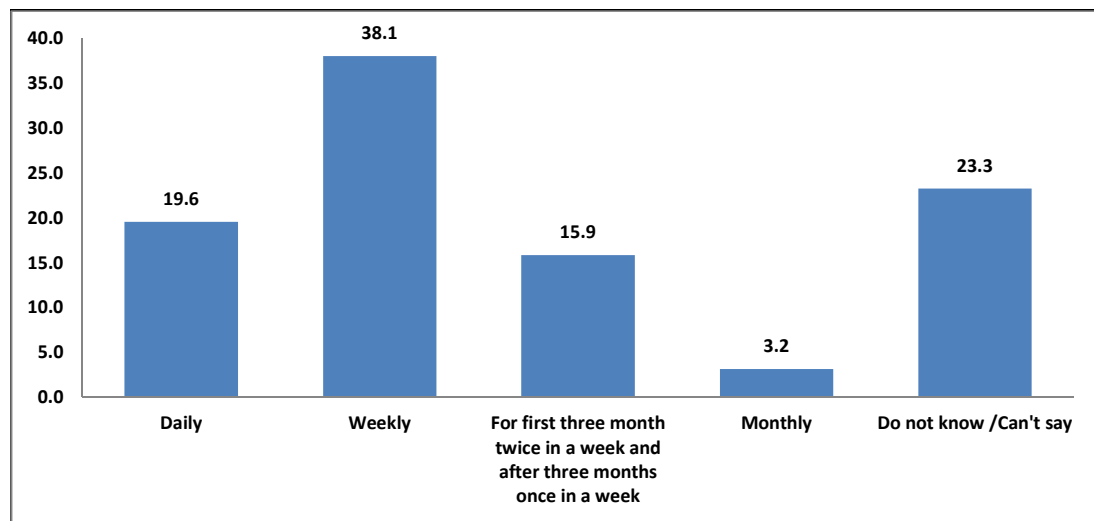
about the Contraceptives. Distribution across the districts shows that large proportion of respondents from Hardoi, Bahraich and Ambedkar nagar districts are aware while less proportion of people of Mahoba and Ghazipur were aware of the new contraceptives. Out of the respondents who know about it, 38 percent perceived that it is used weekly, 20 percent said that it is used daily and 16 percent said that it is used for first three month twice in a week and after three months once in a week. A large proportion of 44 percent stated that they are aware that taking Chaaya pill can sometimes increase the difference between two menstruation cycle. But, there is need for further intervention as still a large proportion of 42 percent said that they do not know. Many respondents are also aware that Chaaya Tablet and Antara Injection can be given to breast feeding mothers (mother of 6 months old).

**Figure 28: Percent distribution of respondents heard about Antara Injection and Chaaya Contraceptive Pills**

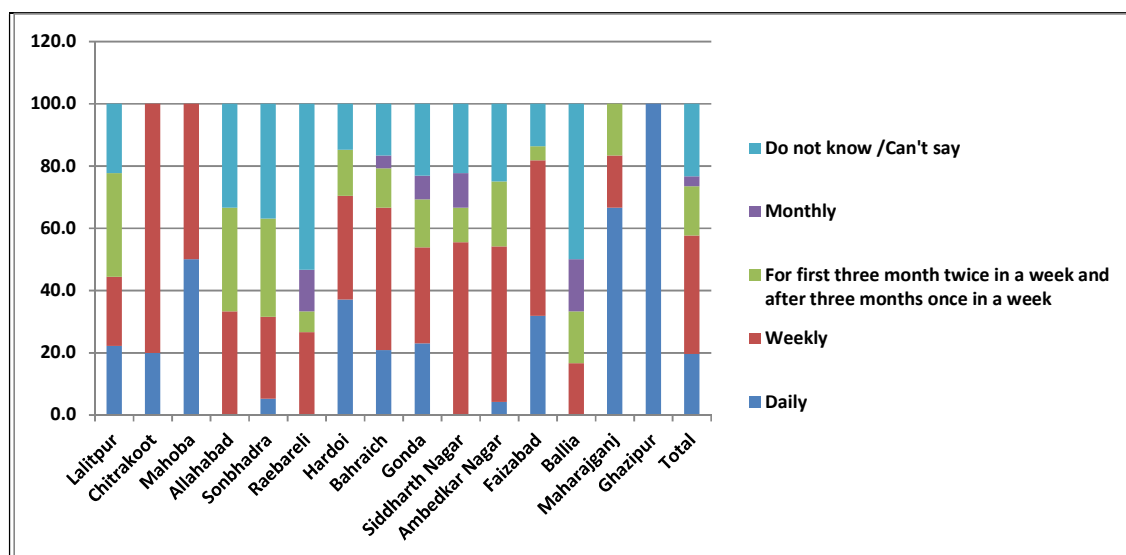


Though some of the respondents are aware of Chaaya pills, still larger proportion does not know the time to be used i.e. after how many weeks of delivery it can be used. About 21 percent said that Chaaya can be used after six weeks of delivery. There are also responses that Chaaya can be used after two weeks, three weeks, four weeks, five weeks, and seven weeks.

**Figure 29: Percent distribution of respondents as what do they know about Chaaya contraceptive pill**



**Figure 30: Percent distribution of respondents as what do they know about Chaaya contraceptive pill**



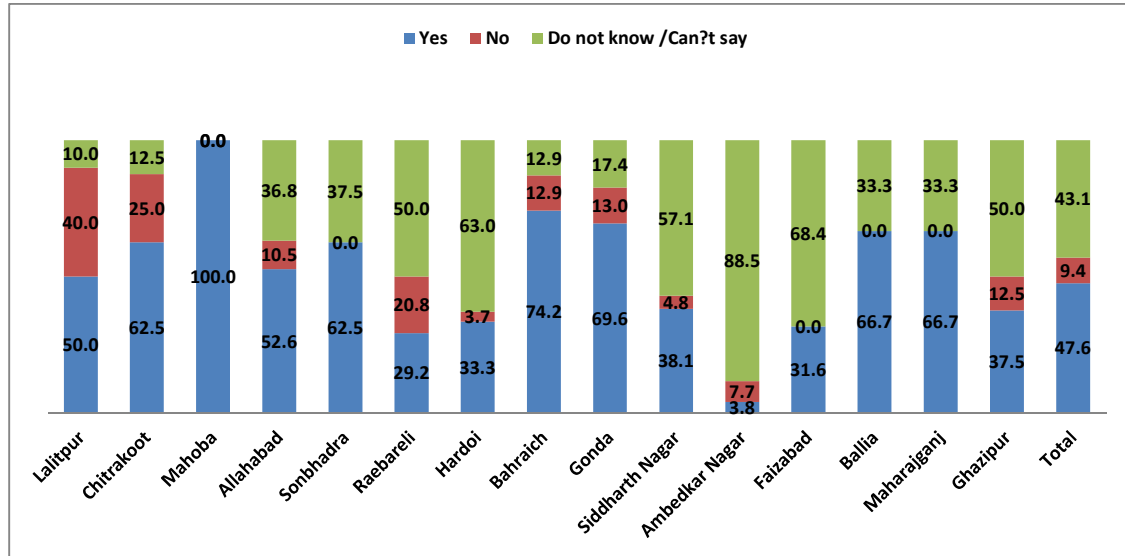
As regards to the Antara project, it is observed that only 36 percent know about it and as high as 64 percent are not aware of it. Therefore, there is need to aware people about the contraceptive and mobilize them to use it. Larger proportions of respondents of Sonbhadra and Bahraich districts are aware of the contraceptive while very small proportions from Mahoba are aware. Responses on how to use the Antara injection, many (69 percent) stated it is used once in six months but about 20 percent does not know its usage which is a matter of great concern. The detail of knowledge and usage of the contraceptive is given in below Table 9.

Table 9: Percent distribution of respondents by the knowledge Antara and how to use it

Districts	Respondents heard about Antara project		Knowledge about Antara project and how to use it				Number of respondents aware about antara project
	Yes	No	Once in a month	Once in a three months	Once in a six months	Do not know /Can?t say	
Lalitpur	20.0	80.0	0.0	60.0	30.0	10.0	10
Chitrakoot	16.0	84.0	0.0	100.0	0.0	0.0	8
Mahoba	8.0	92.0	0.0	75.0	25.0	0.0	4
Allahabad	38.0	62.0	0.0	73.7	15.8	10.5	19
Sonbhadra	64.0	36.0	3.1	53.1	12.5	31.3	32
Raebareli	48.0	52.0	0.0	45.8	16.7	37.5	24
Hardoi	54.0	46.0	0.0	77.8	3.7	18.5	27
Bahraich	62.0	38.0	0.0	83.9	12.9	3.2	31
Gonda	46.0	54.0	8.7	69.6	13.0	8.7	23
Siddharth Nagar	42.0	58.0	9.5	76.2	9.5	4.8	21
Ambedkar Nagar	52.0	48.0	3.8	53.8	3.8	38.5	26
Faizabad	38.0	62.0	0.0	84.2	0.0	15.8	19
Ballia	18.0	82.0	0.0	55.6	0.0	44.4	9
Maharajganj	12.0	88.0	0.0	83.3	0.0	16.7	6
Ghazipur	16.0	84.0	0.0	62.5	0.0	37.5	8
Total	35.6	64.4	2.2	68.5	9.7	19.5	267

Like Chaaya contraceptive, here also many respondents (55%) does not know the time when to use Antara contraceptive. While some said it is used after six weeks, others said it is used after two weeks, three weeks, four weeks, five weeks, and seven weeks. About 48 percent respondents have the knowledge that the contraceptive can be given to breastfeeding mothers. However, very small proportion of respondents from Ambedkar nagar does not have the knowledge that the contraceptive can be given to breastfeeding mothers. Moreover, a significantly high proportion of 43 percent respondents stated that they do not know about it.

Figure 31: Percent distribution of respondents by the knowledge about Antara can be given breastfeeding female



It is evident that there occur changes in menstruation after taking contraceptive pills. In this regard, on asking the respondents about the changes occurred in menstruation after using Antara Injection, 26 percent asserted of changes in menstrual bleeding, followed by 22 percent who reported of irregular bleeding and 19 percents reported of stains. About 33 percent reported of some other changes (Figure 32).

Figure 32: Percent distribution of respondents by type of changes occur in menstruation after using Antara Injection

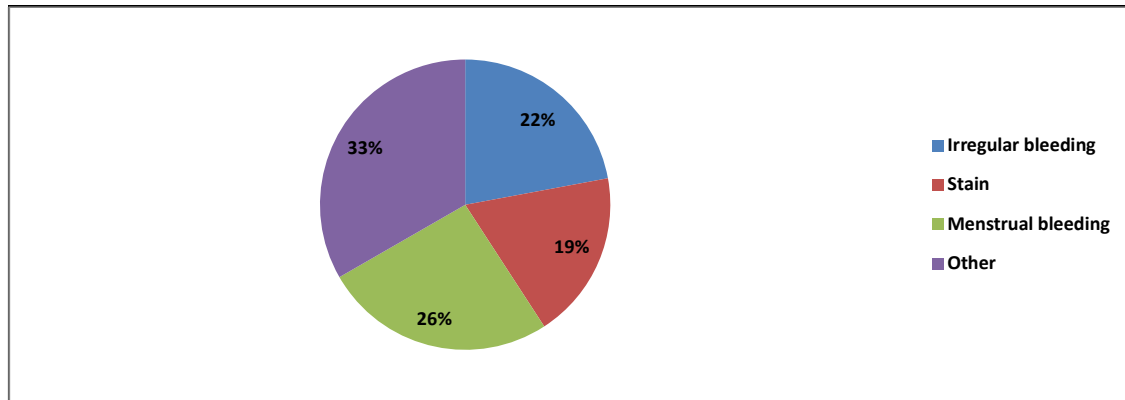
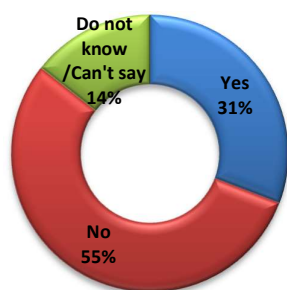
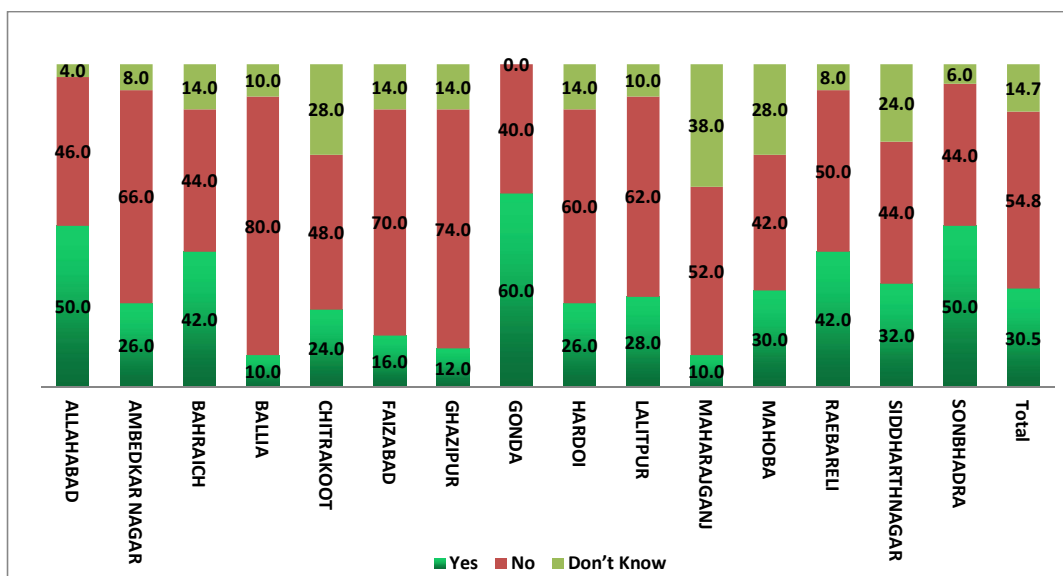


Figure 33: Percent distribution of respondents by response that ASHA conducted any Saas Bahu Sammelan in your village



The topic regarding ASHA responsibility in conducting Saas Bahu Sammelan in the village was quite interesting since, majority said that ASHA did not conduct any sammelan and only 31 percent affirmed that ASHA conducted the sammelan. Thus, there is need to strengthen the system and build capacity of the frontline workers to facilitate the services effectively.

**Figure 34: Percent distribution of respondents by response that ASHA conducted any Saas Bahu Sammelan in your village (district wise)**



About 89 percent of the respondents were aware of the amount given on NSV and 36 percent respondents aware of the amount given on FST. An amount of Rs 2000 was given for NSV and Rs 1400 given for FST.

**Table 10: Percent distribution of respondents by amount given for using the permanent method**

Districts	Amount given for NSV	Number of respondents aware about money on using NSV	Respondent not aware about amount given on NSV	Amount given for FST	Number of respondents aware about money on using FST	Respondent not aware about amount given on FST
Lalitpur	1500	8	84.0	1500	41	18.0
Chitrakoot	3000	7	86.0	1400	37	26.0
Mahoba	2750	8	84.0	1400	37	26.0
Allahabad	2000	6	88.0	1400	38	24.0
Sonbhadra	3000	16	68.0	1900	34	32.0
Raebareli	2000	7	86.0	1400	30	40.0
Hardoi	2000	3	94.0	1400	26	48.0
Bahraich	2000	5	90.0	1500	35	30.0
Gonda	2500	4	92.0	1400	29	42.0
Siddharth Nagar	1400	3	94.0	1400	22	56.0
Ambedkar Nagar	2500	4	92.0	1400	32	36.0
Faizabad		0	100.0	1400	30	40.0
Ballia	2000	2	96.0	1400	22	56.0
Maharajganj	2000	4	92.0	1400	41	18.0
Ghazipur	2000	3	94.0	1400	25	50.0

Total	2000	80	89.3	1400	479	36.1
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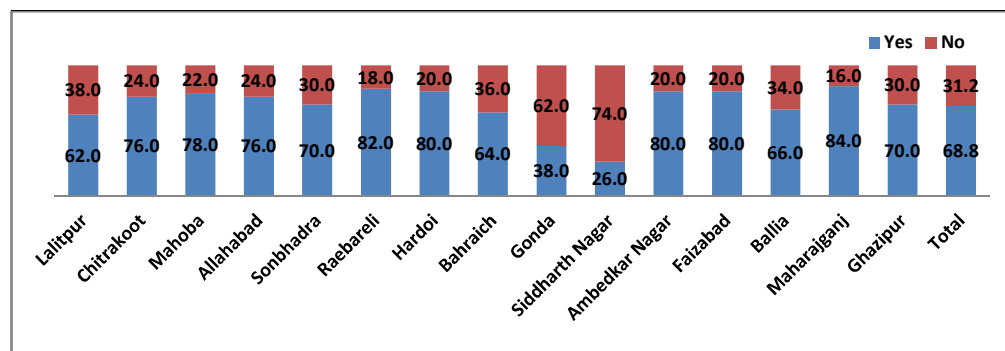
### 3.4.3 Age at marriage and childbirth

It may be noted that most of the respondents were aware that the minimum age at the time of first child (64%) is 20 years, highest at Sonbhadra and lowest at Raebareli district. About 30 percent stated of “other age” as the minimum age. Most of the respondents were aware of correct age of marriage for girls (64%) and boys (61%). However, significant proportion of respondents also stated that the age at marriage is after completing studies and after earning for both boys and girls.

### 3.4.4 Using family planning methods

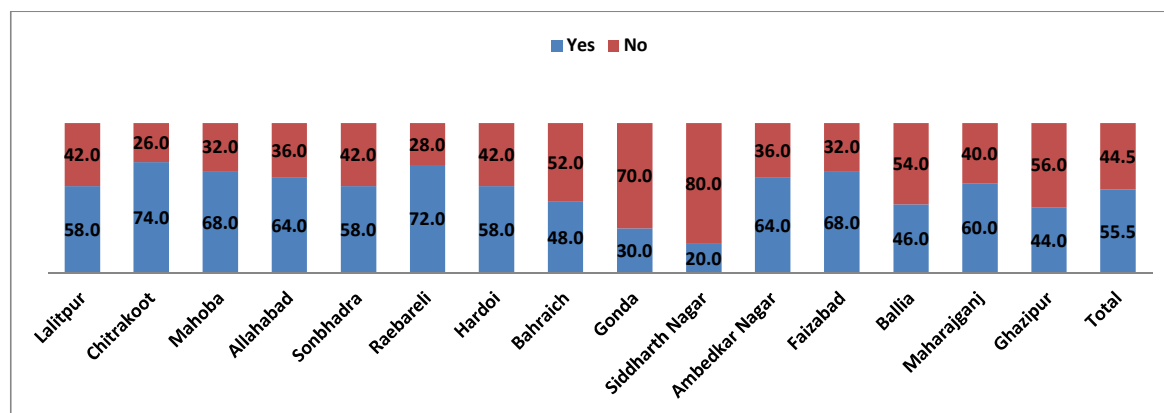
The study attempted to assess the program through the actual impact of the program on the women. In this perspective, it inquired whether the respondents started using family planning methods after seeing the SSW video and if they have started then which method. It is observed from below Figure 35 that larger proportions (69%) ever used the methods of family planning. Majority of respondents from the most backward districts of Maharajganj, Raebareli, Hardoi, Ambedkar nagar and Faizabad affirmed of using the methods. Only 31 percent of the respondents reported of never using the FP methods.

Figure 35: Distribution of respondents ever used any family planning methods



However, on looking at the data on currently using FP methods (as shown in below Figure 36), it is found that though more than half of the respondents are currently using the methods of family planning, but their proportion is less as compared to ever used any methods. Very low proportions of respondents are using FP methods in Gonda and Siddharth nagar districts. A glance at both the Figures clearly suggests that there has been decrease in the proportion of respondents from every used to currently using the FP methods.

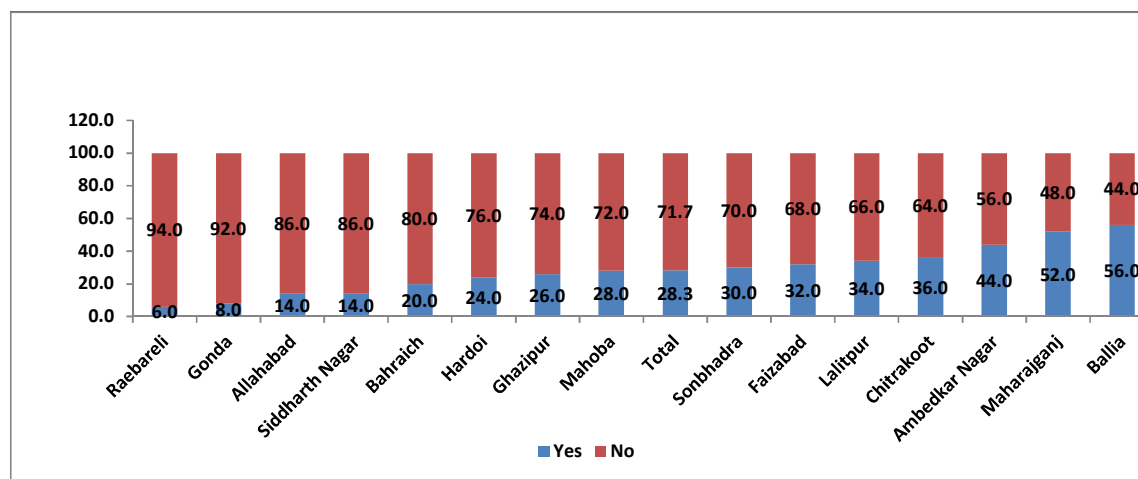
Figure 36: Distribution of respondents currently using any family planning methods





As regards to the proportion of respondents who started using FP methods after seeing the SSW video, shows a reverse trend. Above 70 percent of the respondents denied of using the methods and very less proportion are using. Among those who are using are mostly educated women of age group 18-24 years and 35 to 39 years, not working/others and whose annual household income is upto Rs 25000. And, the proportion of not using is higher in the districts of Raebareli and Gonda. More than half of the respondents from Maharajganj and Ballia reported of using the methods after seeing the video. This indicates that there is need for more strengthening of the SSW program with some improved strategies to effectively impact the beneficiaries.

**Figure 37: Distribution of respondent started using these family planning methods after seeing the video (show) of the Sandesh Wahini (Mission Pariwar Vikas)**



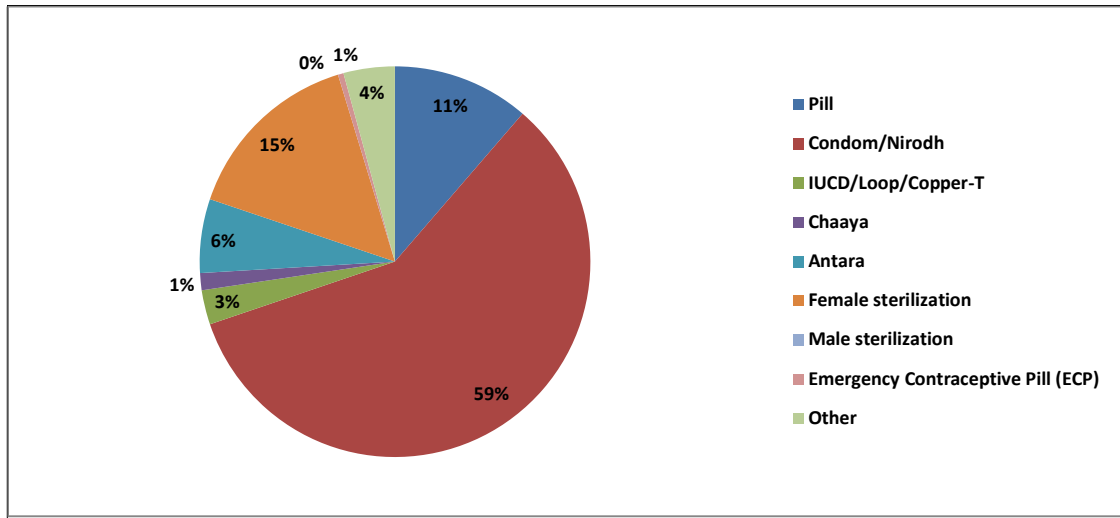
**Table 11: Distribution of respondent started using these family planning methods after seeing the video (show) of the Sandesh Wahini (Mission Pariwar Vikas)**

Background Characteristics		Respondent started using this family planning methods after seeing the video (show) of the Sandesh Wahini (Mission Pariwar Vikas)	
		Yes	No
Age group of Women	18-24 Years	28.2	71.8
	25-29 Years	31.8	68.2
	30-34 Years	31.4	68.6
	35-39 Years	29.9	70.1
	40-44 Years	24.8	75.2
	45+ Years	2.6	97.4
Religion	Hindu	28.3	71.7
	Muslim	28.6	71.4
Education	Illiterate	23.0	77.0
	Can Read and write	11.1	88.9
	Up to primary (5th Pass)	27.9	72.1
	Middle (8th Pass)	32.3	67.7
	10-12th Pass	32.9	67.1
Occupation	Graduation and Above	39.1	60.9
	Housewife	27.5	72.5
	Business (Agriculture+Business)	30.1	69.9
	Labour/ AgriLabour Labour	25.6	74.4
	Salaried(Govt.+Pvt. job)	36.8	63.2
	Not working /Others	40.0	60.0
Annual household income	up to 25000	41.4	58.6
	25000 to 50000	29.7	70.3
	50000 to 1 Lakh	25.6	74.4
	1 Lakh to 1.5 Lakhs	27.9	72.1

Type of Family	1.5 Lakhs to 2 Lakhs	30.8	69.2
	More than 2 Lakhs	24.2	75.8
	Nuclear	27.4	72.6
	Joint	29.4	70.6
Total		28.3	71.7

As shown in below Figure 38, majority of the respondents were using condom/nirodh, followed by female sterilization and pills. And, it was seen that condom was highly used by the women of 45 years and above. Majority of women using family planning method were found to be in the age group 25-29 years (62), followed by women of 30-34 years (49), 35-39 years (46) and 40-44 years (30). Less number of women in the age group 18-24 years was using FP methods which require attention and intervention (Table 12).

**Figure 38: Distribution of respondent on type of family planning methods used/adopted**



**Table 12: Age Wise Distribution of Respondents Adopting FP Method after Watching the Show**

Age-group		Which Family planning method used/adopted									NUMBER OF NEW USERS AFTER THE SHOW
		Pill	Condom/ Nirodh	IUCD/Loop/Copper-T	Chhaya	Antara	Female sterilization	Male sterilization	Emergency Contraceptive Pill (ECP)	Other (withdrawal method, calender method)	
Age group of Women	18-24 Years	12.5	58.3	4.2	0.0	12.5	4.2	0.0	0.0	8.3	24
	25-29 Years	9.7	71.0	4.8	0.0	9.7	1.6	0.0	1.6	1.6	62
	30-34 Years	8.2	59.2	4.1	2.0	4.1	18.4	0.0	0.0	4.1	49
	35-39 Years	15.2	56.5	0.0	2.2	2.2	17.4	0.0	0.0	6.5	46
	40-44 Years	13.3	33.3	0.0	3.3	3.3	43.3	0.0	0.0	3.3	30
	45+ Years	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1
Total		11.3	58.5	2.8	1.4	6.1	15.1	0.0	0.5	4.2	212

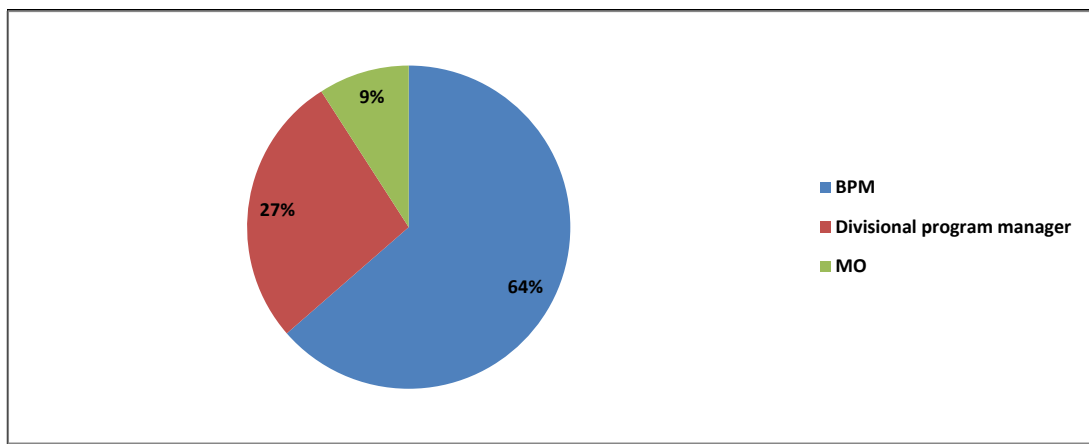
## Chapter 4-Perspective of Counsellor, Divisional PM and Driver

For assessment of Sarthi Sandesh Vahini project in Uttar Pradesh, interviews of available Counsellor, Driver and Divisional Project Manager were conducted. In the surveyed 10 villages in 15 districts at the time of survey a total of 11 Counsellor, 11 Divisional PM and 5 Drivers could be contacted and interviewed. Their perspective about the SSW program is given in detailed in this chapter.

### 4.1 Counselors & Drivers

The study covered a total of 11 counsellors and 5 drivers for the study. The findings show that all the counsellors and drivers received the route plan for the shows. On asking who provided the route plan, about 64 percent counsellors and 60 percent drivers stated that they were provided by BPM, while 27 percent counsellors and 40 percent drivers stated that Divisional PM provided them the route plan and only 9 percent counsellors stated that the MO gave them the route plan.

**Figure 39: Proportion of Counsellor on who provided route plan for the show**



All the counsellors and drivers stated that the shows were performed according to route plan, they used to have enough gifts and pamphlets to distribute after the show, the branding status of “Sarthi Sandesh Vahini” program was upto the mark, the T.V. and audio system available in the vehicle was always kept in good and working condition and they sent monthly reports on right time.

The responses of all the counsellors and drivers illustrate that the average distance travelled by Sarthi Vahan on daily basis is 88.64 Km and 104 Km, respectively and the program (video) is shown in 4 villages on a daily basis. Majority of the counsellors (5) stated that about 30 shows could not be performed for some reason from the total show schedule. While, low proportion of drivers (2) stated that 9 shows could not be performed for some reason. On asking whether they have completed showing the remaining videos, all drivers and 4 counsellors gave a positive response, while 1 counsellor said no. About 5 counsellors and 2 drivers reported of non-performance of 1 vehicle.

Nearly 18.2 percent counsellors and 40 percent drivers reported that the Sarthi Sandesh Vahini sound system broke down. However, it took only one day to fix it. Above 90 percent counsellors and all drivers asserted that they distributed an average of 25-30 and 30-40 respectively, pamphlets before starting the program. Everybody stated that they used to conduct quiz after the show and asked about 5-6 questions. On dropping the ANM at sub-centre, many (72 percent) counsellors stated that they drop an ANM 5-6 times and 60 percent drivers stated that they drop ANM 2-3 times at the sub-center on vaccination day from your vehicle. Nearly 46 percent counsellors and all drivers reported that the vehicle of Sarthi Sandesh Vahini (Mission Pariwar Vikas) was used 3 times for Dastak Pakhwara , 2

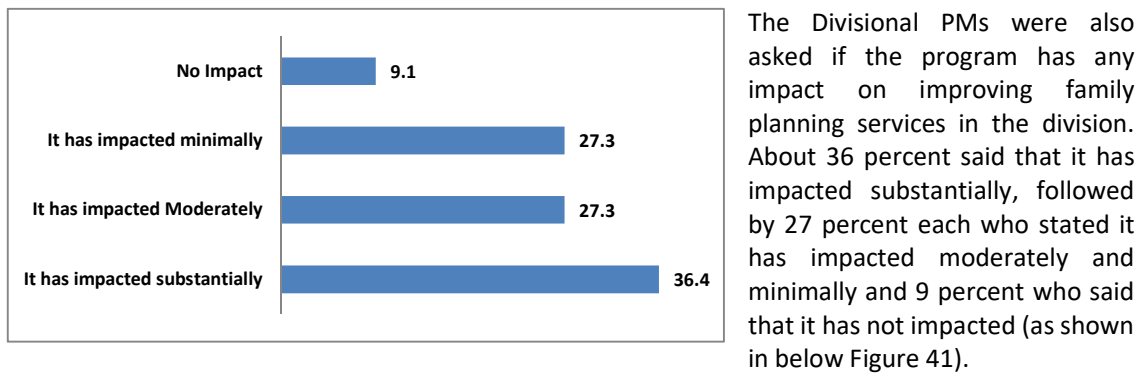
times for Japanese Encephalitis and 1 time for Immunization. The ASHA and the Pradhan of the village is the main person who decides the place for the show as reported by the drivers and counsellors.

On suggestions for improving the shows and the overall program, the counsellors stated that there should be seating arrangement for the viewers, show timings should be changed and it should be planned in the evening. Some also suggested that the film showed in the program should change and timing should increase. More than 2 shows should not be planned per day.

4.2 Divisional Project Manager (DPM)

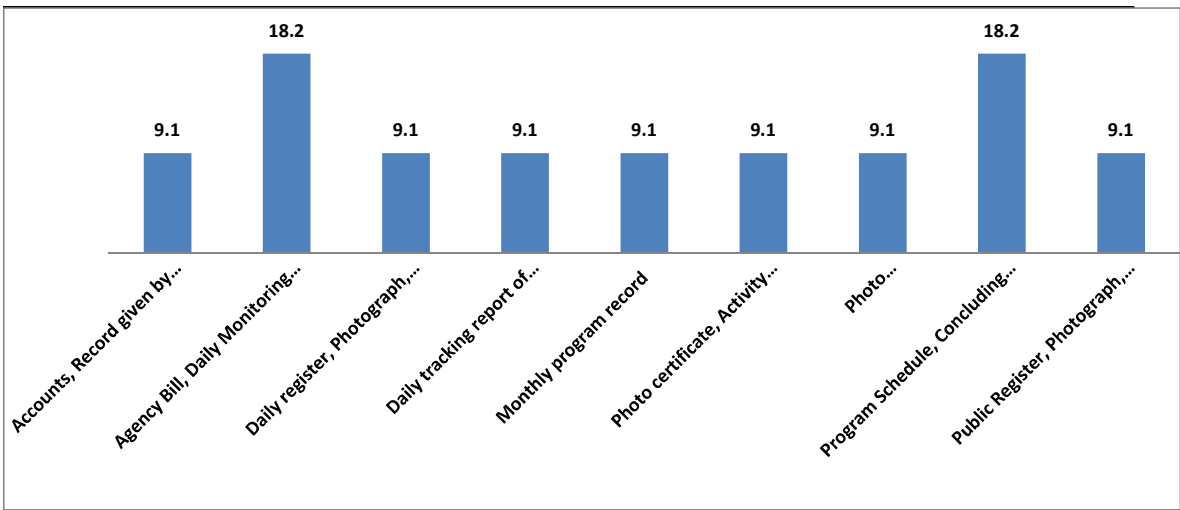
The study covered interviews of a total of 11 Divisional PMs. As many as 73 percent respondents stated that the SSW vehicles were used in other programs besides family planning. All the respondents asserted that their office maintains the records of this scheme, while 64 percent reported of reviewing the progress of the program. As regards to the review meetings, it was reported by majority of the respondents that there are weekly meetings while a small proportion reported of no meeting at all which requires further intervention.

Figure 40: Proportion of Divisional PM on impact of program on family planning services in the division



On inquiring about the types of records maintained, majority stated that agency bill, daily monitoring register, program schedule, concluding document and bill book are maintained. While few also mentioned of Accounts, Record given by agency, Daily register, Photograph, Feedback form bill, certificate, Daily tracking report of program, Certified Photos Monthly program record, etc are also maintained.

Figure 41: Proportion of Divisional PM on types of record maintained



On the challenges faced by the Divisional PM, majority reported of monitoring challenge. They stated that since the show is conducted in day time and most of the villagers work during day time, so the crowd is very less. Moreover, motivation among the villagers is low as they do not accept family planning easily. Lastly, their challenges get supplemented by untrained staff, regular changing in counselor and Vehicle paper work.

The level of coordination with partner agencies involved in Sarthi Sandesh Vahini (Mission Priwar Vikas) program as reported by majority of DPM is average, while few (46%) reported of good coordination. They do not face any such problem in coordinating with the partner agencies. They stated that the partner agencies are responsible for organizing all advertisement material on vehicle and making available all the community members for watching show.

The quality of video and audio was reported by many respondents as good and average.

The divisional PMs reported the following suggestions to improve Sarthi Sandesh Vahini (Mission Pariwar Vikas) program:

- There should be someone from or near the village who can mobilize the people and gather them for the shows.
- The number of shows should increase and the show should be conducted in the evening so that large number of people can observe it.
- Incentives to be given at district level so as to ensure effective monitoring and the information can be reached to majority of the people.

## Chapter 5-Conclusion and Recommendations

The assessment of Sarthi Sandesh Wahini (SSW) programme was carried out in 15 districts of the state of Uttar Pradesh. In each district a total of 50 women who had witnessed the program (video/show) were surveyed besides the counsellor, driver and Divisional Project Manager were also interviewed. As such, from all the 15 districts a sample of 750 respondents of which 189 are males and 561 females was interviewed.

The main findings of the study section-wise are as follows-

### 5.1 Background of the respondents

- Nearly 74.8 percent of the respondents were females and 25.2 percent males. Higher concentration of female respondents was found in the districts of Sonbhadra, Raebareli, Gonda, Siddarth nagar and Faizabad.
- Higher proportion of respondents were in the age group of 25-29 years (26%)
- About 95% respondents interviewed were Hindus, 57 percent nuclear family, 41 percent illiterate and 69 percent housewives
- The annual average income of the households is Rs 75000
- Female respondents' age at marriage was 15-17 years

### 5.2 About the Show

- Larger proportion of respondents (77%) cited "Gaps between two births" as an objective of the program.
- About 27 percent responded of attending all the show while 26 percent attended about half of the show, followed by 18 percent who attended a small part of the show.
- About 31 percent respondents felt that length of the programme was less than one hour
- Majority of the respondents (58%) felt that the total time frame of the show was adequate and 76 percent felt that adequate publicity was done. Among these respondents, most of them were informed about the show by ASHA.
- Majority (77%) were of the view that they came to know about the program through "Mice",
- More than 65 percent of the respondents stated that handbills were not distributed by the counsellor before the show and it was maximum at Sonbhadra (92%), Allahabad (86%), Mahoba (84%) and Chitrakoot (80%)
- Almost half of the respondents felt that introduction about ASHA was not given.
- Three quarters liked the program very much and 23 percent said that they 'somewhat liked it'.
- About 47 percent responded that the content of the show was both informative and useful and above 90 percent asserted that the program should be organized more frequently.

### 5.3 Contents of the Show

- It may be noted that the response on recalling the content of the show was highest for new contraceptive methods (70%) followed by sterilization of male and female both (59%) and population control (56%).
- Many denied of any written information above the vehicle.
- Some respondents asserted that besides the show, a quiz was also conducted and they very much liked the quiz conducted
- However, many respondents denied of any propaganda being carried out throughout the village streets

- The video communicated much insightful information about benefits of keeping distance between children as majority opined that the children can be raised in a good manner (76%), followed by 61 percent of respondents who stated that small family ensures good quality of life and 31% respondents stated that the resources available in the family can be used in an efficient way.
- Nearly 60 percent respondents reported of three years gap to be maintained between births of two children and a married couple should have two children
- The respondents were somewhat aware that it takes three years for a woman to prepare her body for next delivery. Notably, some small proportion reported that it takes six months to get prepared for next delivery which is very discerning since six months time is not adequate enough.
- They were also aware that children should be planned after two years of marriage.
- Several respondents reported that the program was useful.
- But, majority did not know about the number of vaccine given to children till age of five years (27%),
- The respondents' knowledge about the Nayi Phale Kit was also assessed and it was observed that above 90 percent of the respondents did not know about the kit. But, they knew that the kit contents means of family planning (89%) and complete consultation and information on family planning (38%)

#### **5.4 Knowledge & Impact of SSW show on the respondents**

- Most of the respondents were aware that the adolescent age is 10-19 years (45%),
- The main methods of family planning are condom and female sterilization, followed by pills and male sterilization.
- About 75 percent denied that they do not know about the modern methods of Chaaya and Antara injection. Out of the respondents who know about it, 38 percent perceived that it is used weekly,
- Lesser respondents are aware that taking Chaaya pill can sometimes increase the difference between two menstruation cycle.
- As regards to the Antara project, only 36 percent know about it and as high as 64 percent are not aware of it.
- Nearly 26 percent asserted of changes in menstrual bleeding after using Antara Injection, followed by 22 percent who reported of irregular bleeding and 19 percents reported of stains.
- Most of the respondents were aware that the minimum age at the time of first child (64% ) is 20 years. They also know the correct age of marriage for girls (64%) and boys (61%).
- As regards to the proportion of respondents who started using FP methods after seeing the SSW video, show a reverse trend. Above 70 percent respondents denied of using the methods and very less proportion are using. Among those who are using are mostly educated women of age group 18-24 years and 35 to 39 years, not working/others and whose annual household income is upto Rs 25000. Majority were using condom/nirodh, followed by female sterilization and pills.



## RECOMMENDATIONS

The assessment of the efficacy of Sarthi Sandesh Vahini Programme strongly suggest that among the various means of IEC this is the most effective one and may be scaled up to cover all the villages or village Panchayats of the state.

For more effective implementation of this programme following are suggested-

- Shows may be repeated as people are aware of the importance of show and keen to watch it. For retention of information most the respondents, counsellors and Divisional PM recommended that SSW show to be repeated at least once more.
- The timing of the show may be changed to evening as most of the people would not be available in the morning or afternoon.
- There should be adequate seating arrangement for the viewers.
- The video showed in the program should change and timing should increase. More than 2 shows should not be planned per day.
- Show could be made more entertaining by incorporating Puppetry, folk performances, involving more participants from community on special days like Breastfeeding Week, Nutrition Week etc.
- New methods of family planning need to be advocated more strongly. A creative film could be added to the existing content for its promotion
- Ensure that the Quiz is conducted at the end of the show.
- Many illiterate and semi-literate respondents find it difficult to follow the fast speech of the show thus fail to understand the content. As such, the content may be revisited and rationalized keeping in the view the pace of background speech.
- As a precondition, programme Schedule to be distributed by CMOs through MOICs to ASHAs & ANMs for reinforcement of programme at village level (at least 2-3 days in advance).
- There should be someone from or near the village who can mobilize the people and gather them for the shows.
- Incentives to be given at district level so as to ensure effective monitoring and the information can be reached to majority of the people.
- The '*Saas Bahu Sammelan*' in the village should be organized regularly. They should be made aware of Nayi Pahal Kit and contraceptives such as Chhaya and Antara injections.