

Using Media Spots (TV and radio) to Improve Exposure to Family Planning Messages

Why use this approach?

Building off on NURHI's "Get it Together" campaign, TCI is supporting States to adapt and air TV and radio spots as a cost-effective approach to expand the reach of family planning messages across States. The campaign promotes exposure to family planning messages through the use of media channels with wide reach and large followership.



STEP 1: Introduce States to the intervention

through a preview of the media spots. The media spots are presented to the State DG team for preview during which they are briefed on the research behind the NURHI "Get it Together" Campaign.



STEP 2: Conduct one-day training

for the pretest team to prepare the officials from the State Ministry of Health/Primary Health Care Development Agency for the pretest activity.



STEP 3: Pretest and adapt radio spots

to be State-specific. Pretest existing media spots, specifically focusing on: comprehension, attractiveness, acceptance, involvement and whether the material induces action. Consider adaptation related to elements of the written and spoken word, for example - literacy levels, content accuracy, culturally appropriate and credibility of speakers.



STEP 4: Air and monitor media spots

using a media buying agency for the placement of the spots. The agency uses current data to select media stations with the widest reach and that would also give the best rates and discounts.

The monitoring is done by the State through the SBCC Committee, LPAY Ambassadors and social mobilizers. The media monitors have a monitoring guide as well as a monitoring log that helps them to document the frequency, quality of airing as well as any other observations so they can be addressed in a timely manner.