

Mass Media

In Pakistan, mass media campaigns entail digital and print media such as billboards, social media, TV and radio. These mass media campaigns can be reinforced at the community level through community theater and puppetry and engagement with influencers. Through these channels, family planning awareness raising messages can reach the masses in minimum time.



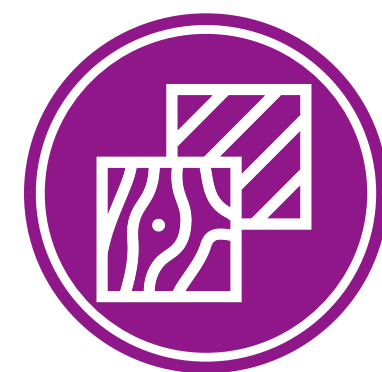
Step 1: Assess the community's family planning environment

Consider collecting information from the community in an efficient manner, such as conducting a baseline survey, focus group discussions, interviews or other methods. This initial assessment should inform the messages and communication channels that you develop to create awareness about family planning based on available resources at the local government level and within the community.



Step 2: Design a communications plan or strategy

Design your strategy based on a social and behavioral science theory or framework. The strategy or plan will include communication objectives, audience segmentation, program approaches, channel recommendations, a work plan and a monitoring and evaluation plan.



Step 3: Create, test and produce mass media materials and programs

Develop the program's communication products. Test your ideas and designs with your intended audience(s) to ensure that the messages are clear, actionable and resonate with the people.



Step 4: Implement and monitor the mass media campaign

As soon as you develop your mass media material in local languages according to the geographies, implement the strategies and continuously monitor the results.



Step 5: Review, evaluate and redesign subsequent mass media programs

Evaluate the reach and effects of each mass media program to see which ones successfully reached your target audience(s). Adjust future programs.