

Ujwal project

A multi and trans-media approach to generating demand for FP and RH



Sanjanthi Velu

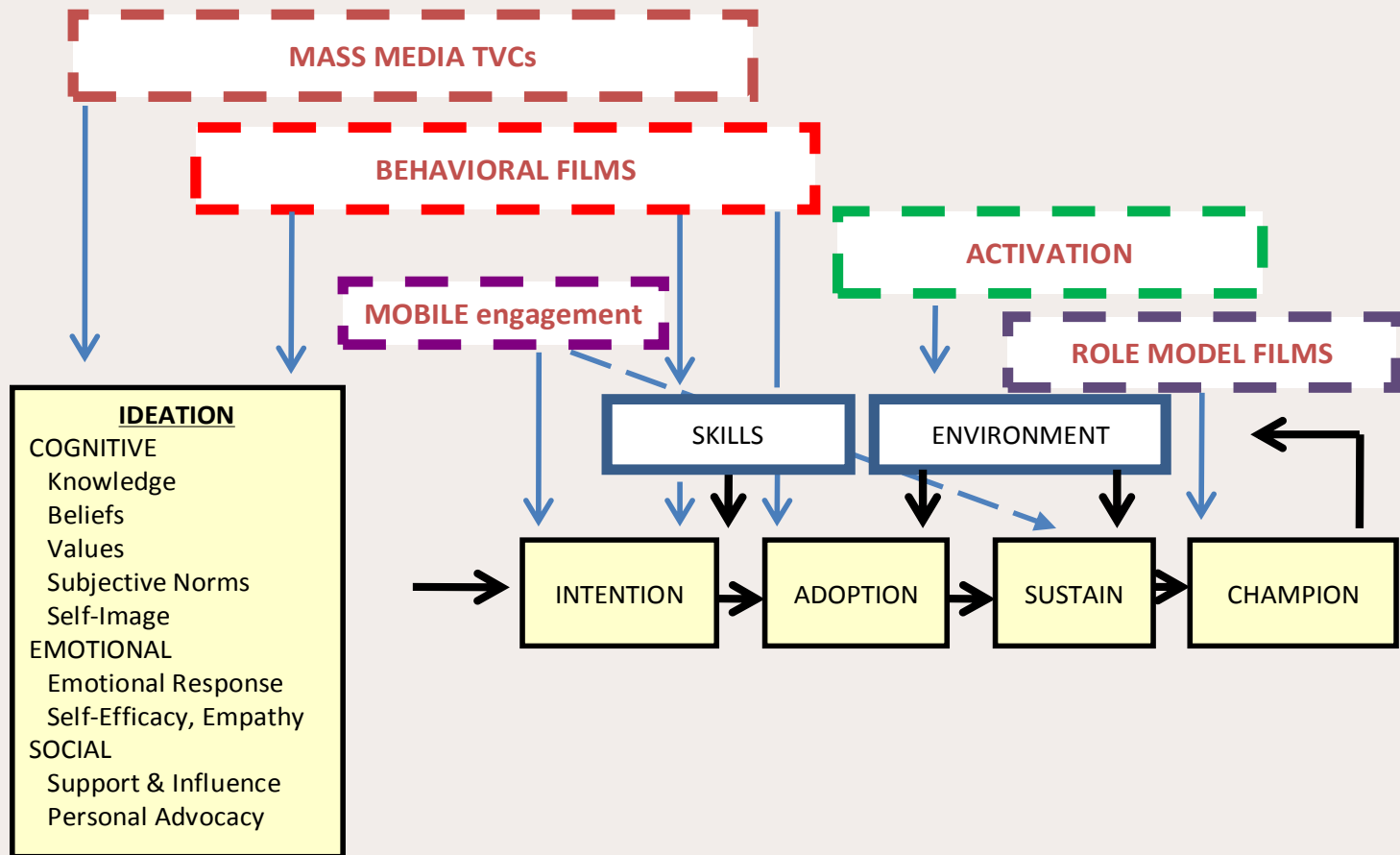
Team Lead

Johns Hopkins Center for Communication Programs

Snapshot of Family Planning in India

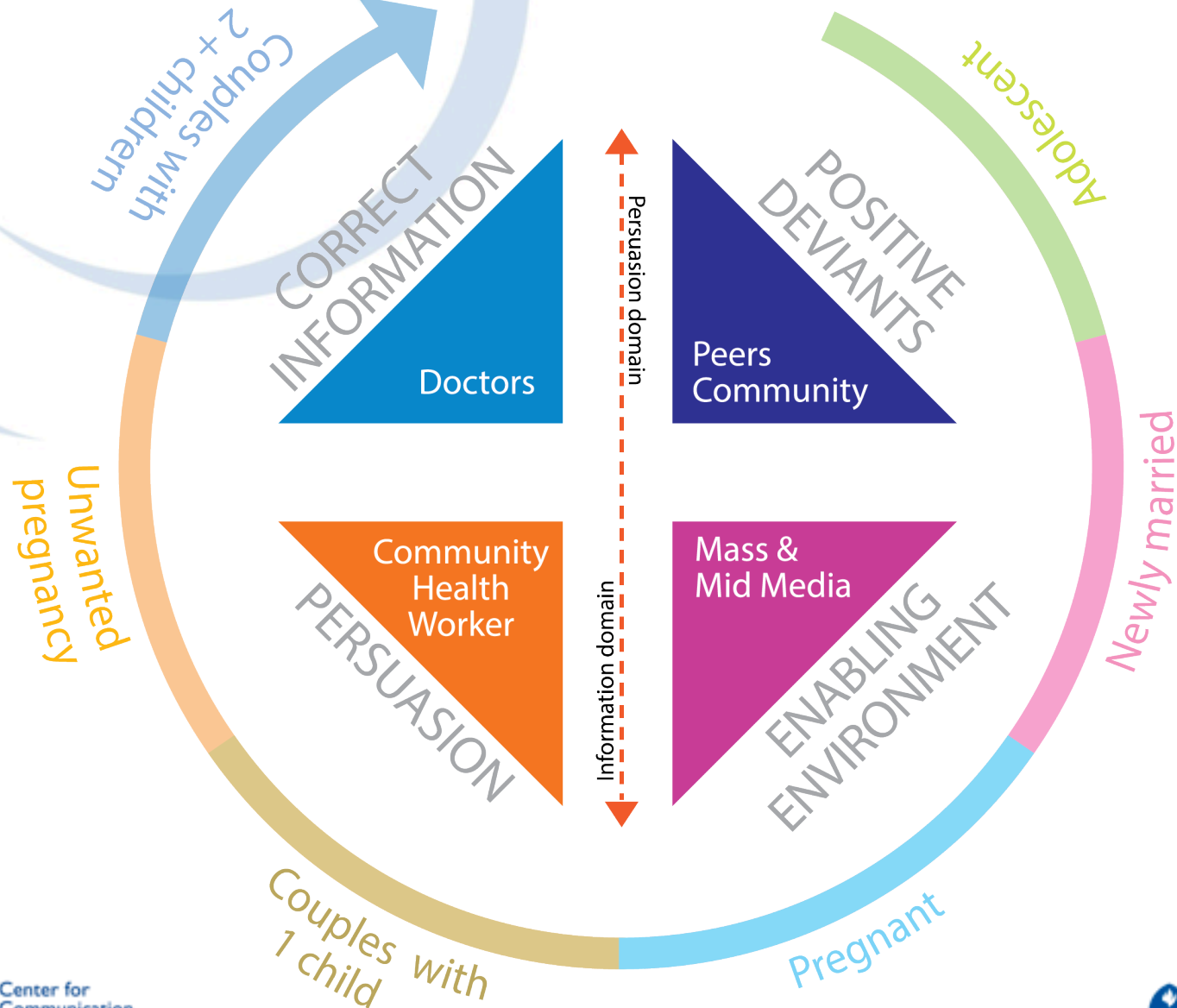
- **India TFR: 2.3** (2013, India Census)
- **Bihar TFR: 3.4** (2013, India Census)
- **Uttar Pradesh TFR: 3.1** (2013, India Census)
- **Tamil Nadu TFR: 1.7** (2013, India Census)

Using mass, mid and mobile media to drive family planning use*

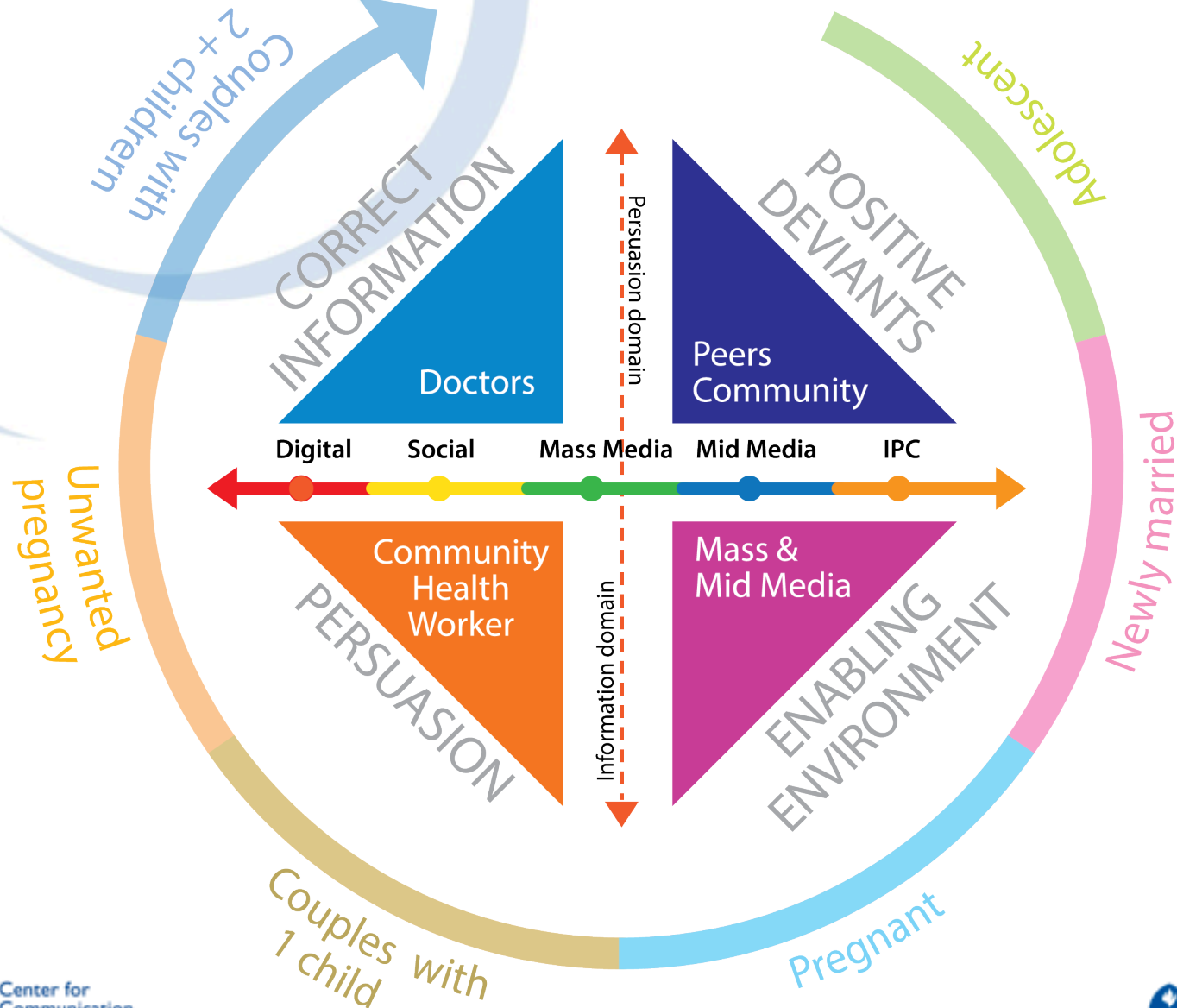


*BEHAVIOR CHANGE MODEL (Adapted from Kincaid)

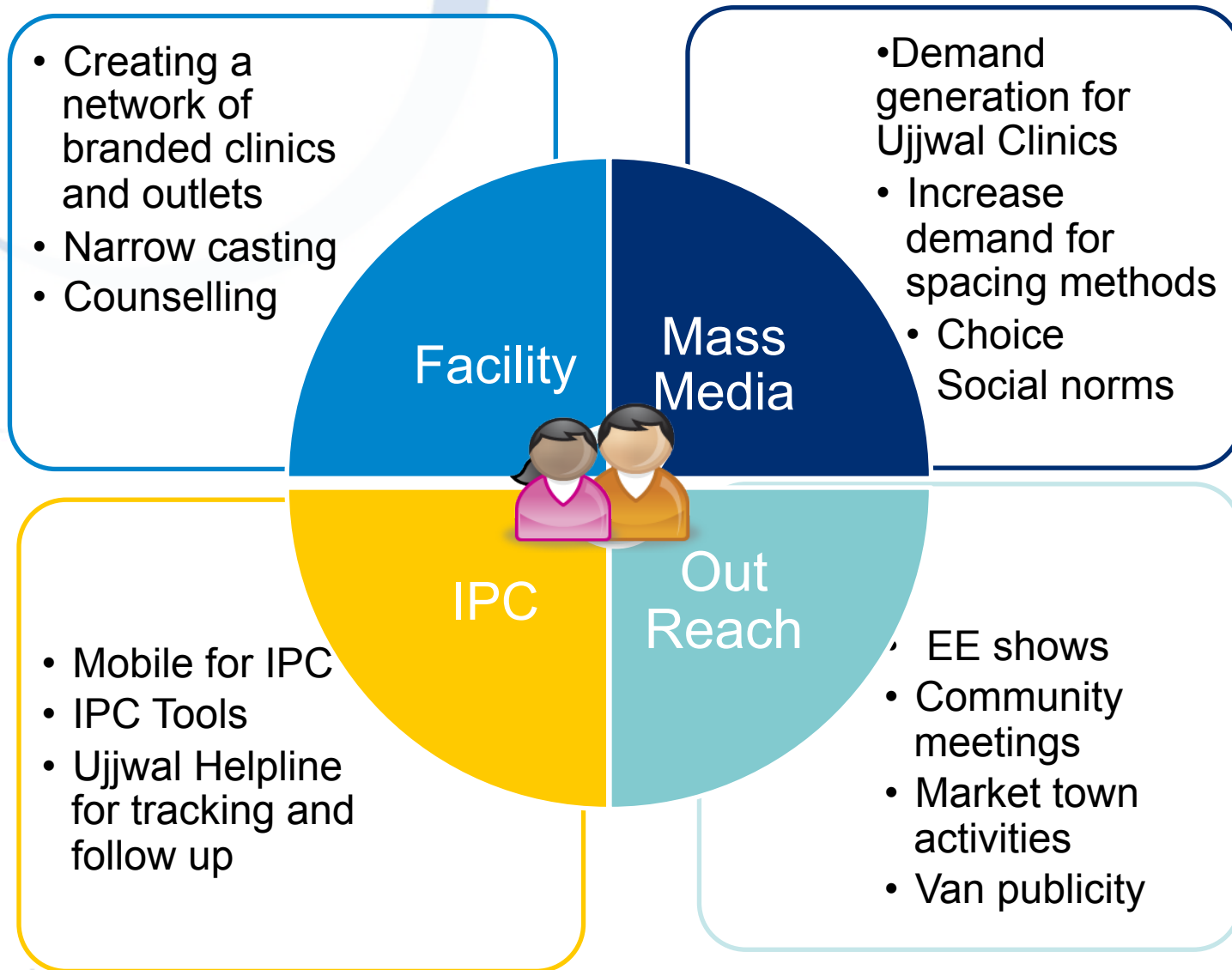
360° surround and engage for behaviour change



360° surround and engage for behaviour change



Project Ujjwal: Key demand areas



Facility: branding the network

(Hindi & Odiya)

Set of 5 Posters



उज्ज्वल
क्लिनिक
सुनहरे कल की पहल आग

मैटरनिटि केयर हॉस्पिटल

डॉ. सौदामिनी मोहापात्रा
(एम वी वी एस, एम डी)

प्लॉट न. ए/142, शहीद नगर, भुवनेश्वर
फोन: 0674-2745644

परिवार नियोजन और सुरक्षित गर्भ समापन संबंधित सलाह के लिए वैज्ञानिक कॉल करें
उज्ज्वल हेल्पलाइन: 1800 11 2121

Signages



उज्ज्वल
डॉक्टर

डॉ. सौदामिनी मोहापात्रा
(एम वी वी एस, एम डी)

Wall Paintings



उज्ज्वल
क्लिनिक
सुनहरे कल की पहल आग

परिवार नियोजन की उत्तम सेवाएं कम दामों पर

महिला नसबंदी	₹ 1299*
पुरुष नसबंदी	₹ 1099*
आई.यू.सी.डी.-375 (5 साल की सुरक्षा)	₹ 299*
गर्भनिरोधक सूई (3 महीनों की सुरक्षा)	₹ 99*
सुरक्षित गर्भ समापन - दवा द्वारा	₹ 699*
सुरक्षित गर्भ समापन - ऑपरेशन द्वारा सफाई	₹ 1999**

मैटरनिटि क्लिनिक

234, दूसरी गली, पूर्वी विहार, पटना - 223076
फोन: 0612-6793057047

परिवार नियोजन और सुरक्षित गर्भ समापन संबंधित सलाह के लिए वैज्ञानिक कॉल करें
उज्ज्वल हेल्पलाइन: 1800 11 2121

उज्ज्वल क्लिनिक
सुनहरे कल की पहल आग

उज्ज्वल क्लिनिक के साथ... परिवार नियोजन के सभी उपाय हैं आपके हाथ!

गर्भ निरोधक उपाय आई.यू.सी.डी.-375 (5 साल की सुरक्षा) ₹ 299	नसबंदी महिला नसबंदी ₹ 1299 पुरुष नसबंदी ₹ 1099	सुरक्षित गर्भ समापन दवा द्वारा ₹ 699 ऑपरेशन द्वारा सफाई ₹ 1999
---	---	---

परिवार नियोजन सलाह **नि:शुल्क**

परिवार नियोजन और सुरक्षित गर्भ समापन संबंधित सलाह के लिए वैज्ञानिक कॉल करें
उज्ज्वल हेल्पलाइन: 1800 11 2121

उज्ज्वल क्लिनिक
सुनहरे कल की पहल आग

इससे बच्चों के उज्ज्वल भविष्य के लिए नसबंदी अवसर है

'हम हैं उज्ज्वल परिवार !'

परिवार नियोजन सलाह **नि:शुल्क**

परिवार नियोजन और सुरक्षित गर्भ समापन संबंधित सलाह के लिए वैज्ञानिक कॉल करें
उज्ज्वल हेल्पलाइन: 1800 11 2121

उज्ज्वल क्लिनिक
सुनहरे कल की पहल आग

इससे बच्चा बच्चा तभी बनसकए जब मेरी पानी 21 साल की हो जायेगी

'हम हैं उज्ज्वल परिवार !'

परिवार नियोजन सलाह **नि:शुल्क**

परिवार नियोजन और सुरक्षित गर्भ समापन संबंधित सलाह के लिए वैज्ञानिक कॉल करें
उज्ज्वल हेल्पलाइन: 1800 11 2121

उज्ज्वल क्लिनिक
सुनहरे कल की पहल आग

इससे बच्चा बच्चा तभी बनसकए जब मेरी पानी 21 साल की हो जायेगी

'हम हैं उज्ज्वल परिवार !'

परिवार नियोजन सलाह **नि:शुल्क**

परिवार नियोजन और सुरक्षित गर्भ समापन संबंधित सलाह के लिए वैज्ञानिक कॉल करें
उज्ज्वल हेल्पलाइन: 1800 11 2121

उज्ज्वल क्लिनिक
सुनहरे कल की पहल आग

इससे बच्चा बच्चा तभी बनसकए जब मेरी पानी 21 साल की हो जायेगी

'हम हैं उज्ज्वल परिवार !'

परिवार नियोजन सलाह **नि:शुल्क**

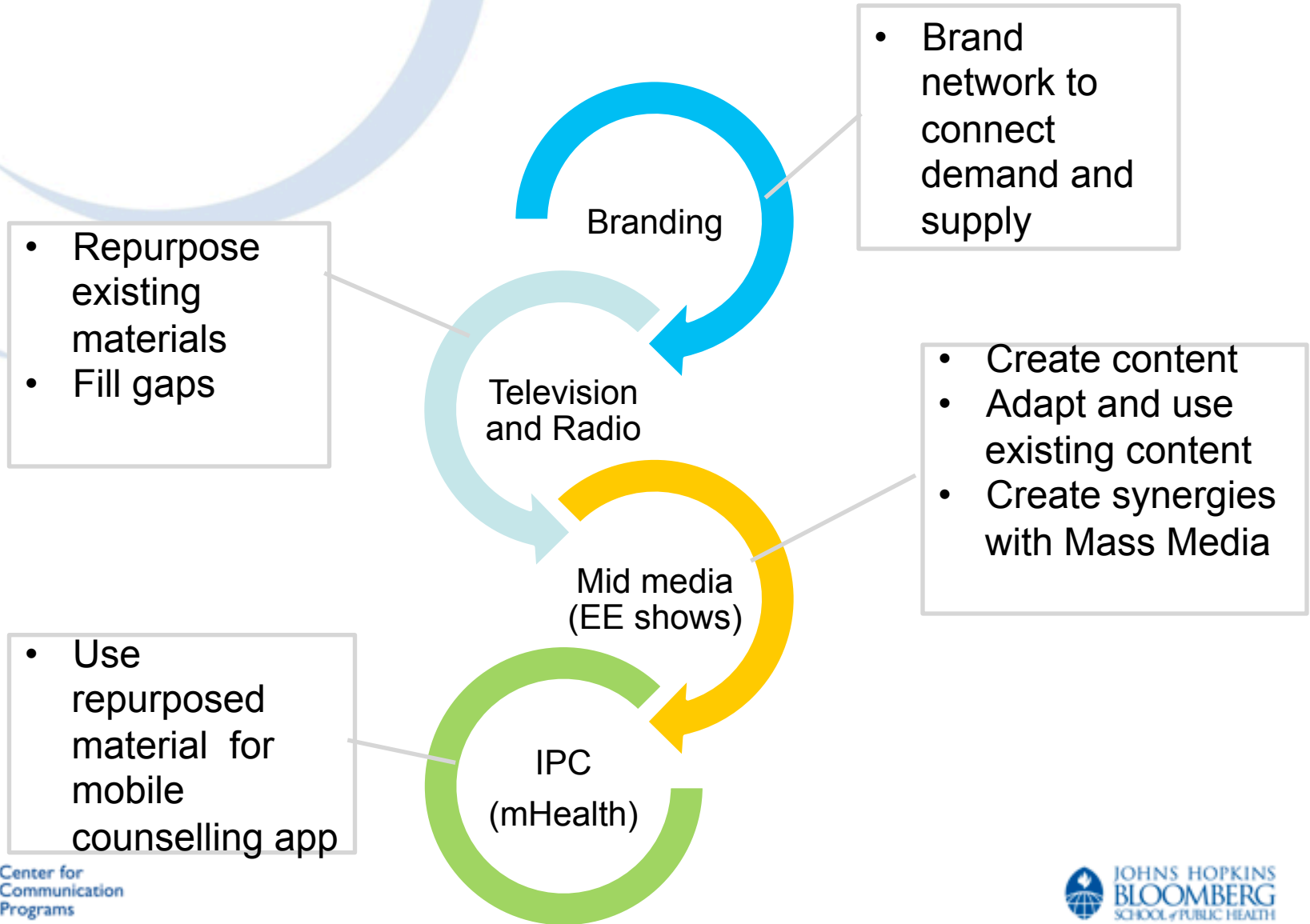
परिवार नियोजन और सुरक्षित गर्भ समापन संबंधित सलाह के लिए वैज्ञानिक कॉल करें
उज्ज्वल हेल्पलाइन: 1800 11 2121

Outlets: branding the network

(Hindi & Odiya)



Media Content Generation



Mass Media (TV and Radio Spots):

Enabling environment, strategic positioning and reaching multiple audiences

Switching from traditional methods to long term contraception for women



Switching from inconsistent use of condoms to permanent methods for men



Post partum Family Planning



Post Abortion Family Planning



Real stories of contraceptive use



IUCD

Amrita Kumari and Gajendrak Kumar explain the considerations that led them to use IUCD to space the second child and how they continue to have a happy married life.



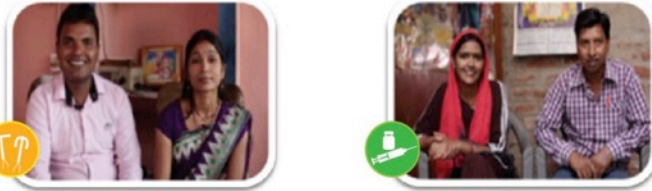
Oral Contraceptive Pill

Sarita and Rajkishore Singh share how they decided to adopt OCP to avoid any more unwanted pregnancies and space the next child.



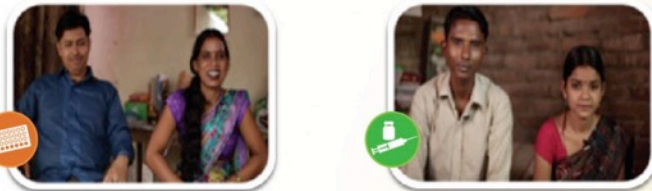
NSV

A true man, Shubham Kumar adopts NSV as he is aware of his responsibility towards his family. Supported by his wife, Poonam Kumari, he lives a happy and productive life and advocates NSV to others.



Injectable

Shamsun Khatoon and Aas Mohammad choose injectable after talking to their friends to space the birth of their next child.



Injectable

Nishu Kumari and Jitendra Kumar make use of an opportunity and adopt injectable during an immunization visit for their 3 month old.



Female Sterilization

An amazing role model couple - Sangeeta Kumari and Amresh Priyadarshi overcame social norms related to son preference and accepted female sterilization after two daughters. An ASHA worker herself, Sangeeta now motivates others to limit their family size.



Male Sterilization

Pradeep Kumar Das and Sukanti Das overcame the social barrier of son preference and chose male sterilisation to limit their family size. A proud father of two daughters, Pradeep has motivated many other men to adopt NSV.



Female Sterilization

Sujata and Abira Behera live in a small house but have big dreams for their two daughters. That's why they decided to adopt female sterilisation after their second child.



Injectable

Sabita Rani and Upendra Kande dreamt of spending a few years together before they could take on the responsibility of a child. After giving birth to a beautiful daughter after 2 years of marriage, Sabita has now adopted Injectable to space her second child.



Post abortion family planning

After undergoing four abortions, Sodamini Barik decided to adopt Injectable after watching an EE show organised by Project Ujjwal. Her husband, Umakant Barik, supported her decision and they now live a carefree life.



IUCD

Laxmipriya Sethi and Prashanta Sethi from Odisha understand the importance of limiting their family size when Laxmipriya saw an EE show organised by Project Ujjwal. Post spousal communication, they decided to adopt IUCD to avoid any unplanned pregnancy.

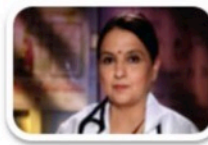


Doctors speak on family planning



OCP

Dr. Abha Rani Sinha
Public Sector
Patna Medical College
FOGSI Secretary Bihar



IUCD

Dr. Sunita Singh
Public Sector
National trainer IUCD
Safdarjung Hospital, New Delhi



Injectable

Dr. Manju Geeta Mishra
Ex Public Sector (PMCH)
Owner MGM Hospital, Patna



ECP

Dr. Ranu Singh
Public Sector
Patna Medical College



Safe Abortion

Dr. Alka Pandey
Public Sector
Patna Medical College



Female Sterilisation

Dr. Manju Geeta Mishra
Ex Public Sector (PMCH)
Owner MGM Hospital, Patna



Male Sterilisation

Dr. Basant Kumar
Private Sector
Stone Clinic, Vaishali, Bihar



Post Partum Family Planning

Dr. Sangeeta Chaudhery
Private Sector
Chaudhery Clinic, Siwan



Basket of Choices

Dr. Abha Rani Sinha
Public Sector
Patna Medical College
FOGSI Secretary Bihar



Delaying first birth

Dr. Abha Rani Sinha
Public Sector
Patna Medical College
FOGSI Secretary Bihar



**Healthy Spacing and
Timing of Pregnancy**

Dr. Abha Rani Sinha
Public Sector
Patna Medical College
FOGSI Secretary Bihar



**Importance of
Limiting Family Size**

Dr. Abha Rani Sinha
Public Sector
Patna Medical College
FOGSI Secretary Bihar

**Doctors
from
Bihar**



OCP

Dr. Jaishree Pattanaik
Private Sector
Bravarian Hospital, Cuttack



IUCD

Dr. Jyotsna Rani
Private Sector
Cuttack



Injectable

Dr. Sanjukta Mohapatra
Private Sector
HOD, IMS, Sum Hospital,
Bhubaneswar



ECP

Dr. Jyotsna Rani
Private Sector
Cuttack



Safe Abortion

Dr. Tapasi Pati
Private Sector
IMS, Sum Hospital,
Bhubaneswar



Female Sterilisation

Dr. Sanjukta Mohapatra
Private Sector
HOD, IMS, Sum Hospital,
Bhubaneswar



Male Sterilisation

Dr. Santosh Kr. Mishra
Ex Public Sector
FOGSI Secretary



Post Partum Family Planning

Dr. Tapasi Pati
Private Sector
IMS, Sum Hospital,
Bhubaneswar



Basket of Choices

Dr. Santosh Kr. Mishra
Ex Public Sector
FOGSI Secretary



Delaying First Birth

Dr. Santosh Kr. Mishra
Ex Public Sector
FOGSI Secretary



**Healthy Spacing and
Timing of Pregnancy**

Dr. Kalola Bej
Private Sector



**Importance of
Limiting Family Size**

Dr. Kalola Bej
Private Sector

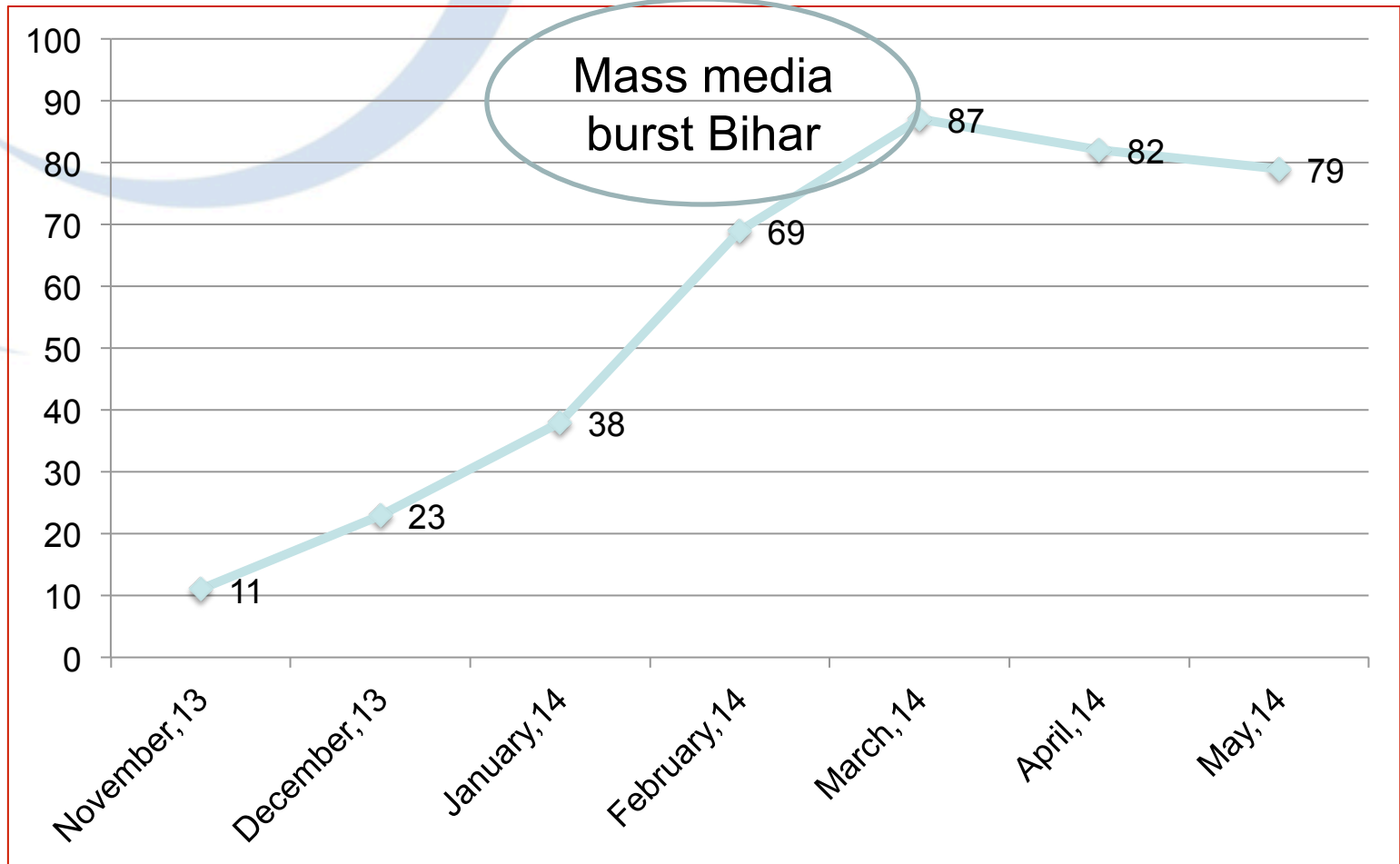
**Doctors
from
Odisha**

Mass Media and Community Outreach Strategy

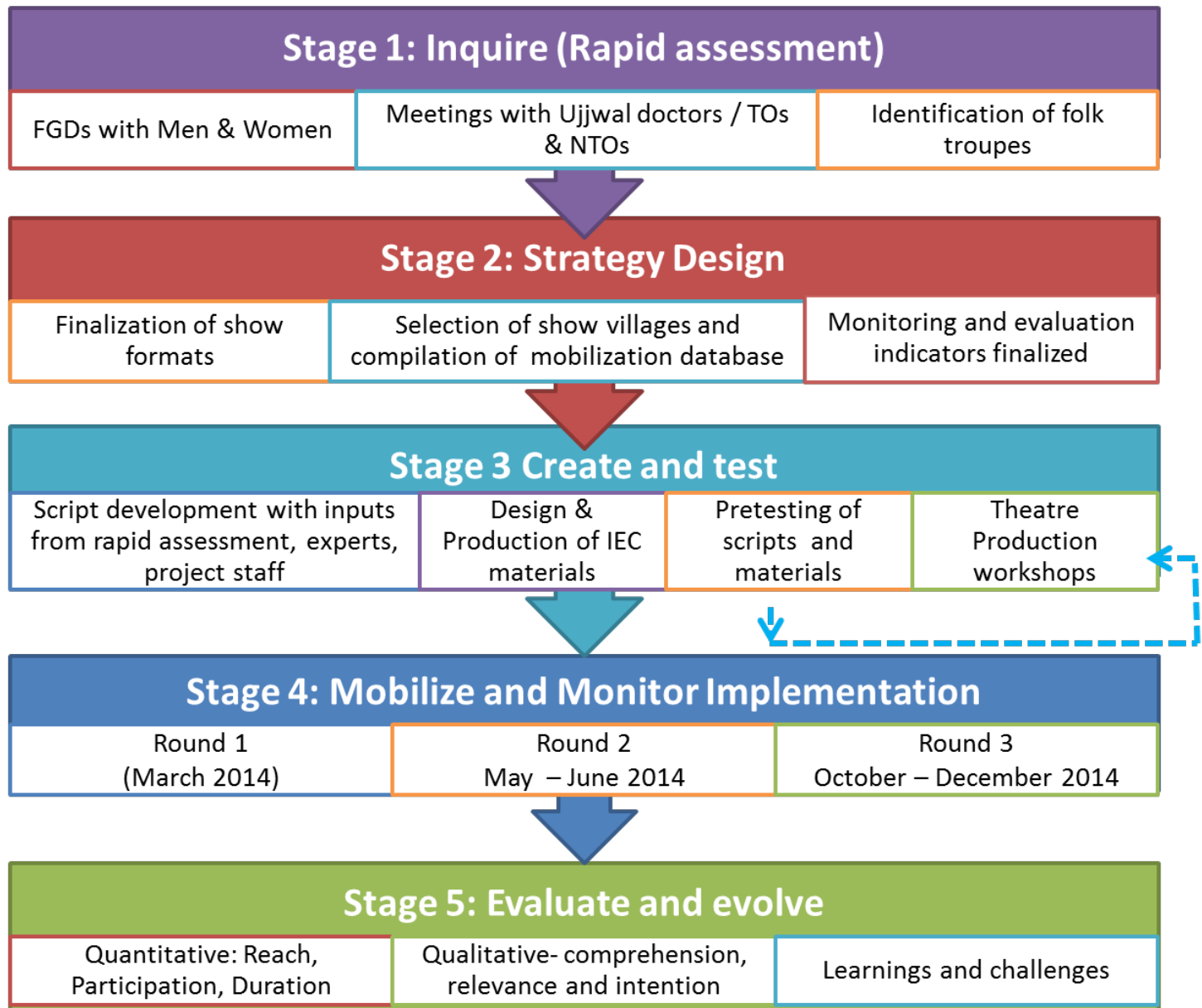
- **TV:** Promote FP methods and behaviors; encourage call-ins to Ujjwal Helpline; promote Ujjwal clinics and services; narrowcasting in Ujjwal clinic waiting areas; handed over to State Govt. and National Govt.
- **Radio:** Remind and support television by promoting Ujjwal Clinic and Ujjwal Saathi
- **Print:** Contact details of nearest Ujjwal Clinic
- **Community Outreach:** Video vans, EE Shows, Market Town Activities promoting FP behaviors, Ujjwal services, Helpline
- **Digital/mHealth:** comprehensive mobile phone Counselling app

Impact: Helpline calls trend

(Avg calls/day)



EE shows activity flow



Pre-publicity



Theatre show at Harkheli village



Bihar EE shows

Theatre show at Amawan village



Audience with leaflet

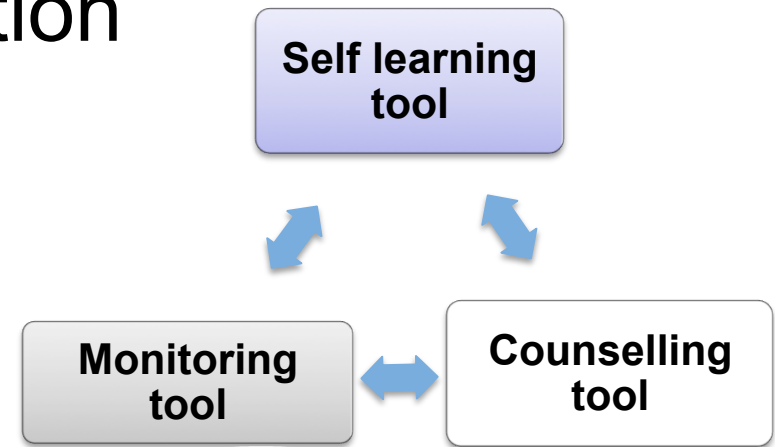


Odisha EE shows



Gyan Jyoti –mobile phone for persuasive communication

- **Self-learning tool** with easy to access technical content
- **Counselling tool:**
 - Need specific counselling
 - Test comprehension
 - Face to face with the doctor
 - Decision support tool
 - Bridging gap in media dark areas
- **Monitoring tool:**
 - Monitor use of the toolkit by the ASHAs for counselling
 - Capture client data from counselling sessions for follow up



Gyan Jyoti: Development and Implementation Process

Workshop with participating ASHAs/Ujjwal Saathis

Monthly follow-up training sessions

Concurrent feedback received from ASHAs

Building in basic case management functionality

Further enhancements planned based on ASHA feedback

National / State Teams

State SBCC team:

Training and supervision: content, ease of use

Experience sharing sessions

District Level Support

Weekly cluster meetings at Ujjwal Clinic or ASHA's residence

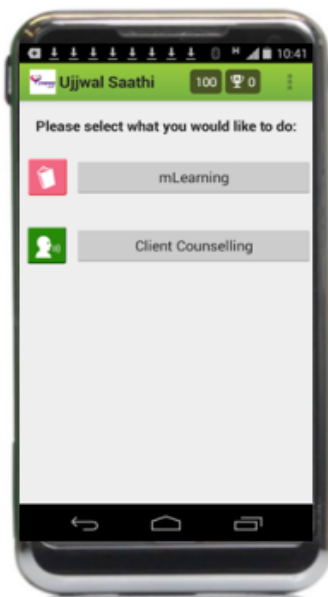
Regular visits for troubleshooting

Village Level Support

Supportive supervision by ASHA supervisors to ensure effective use of

app

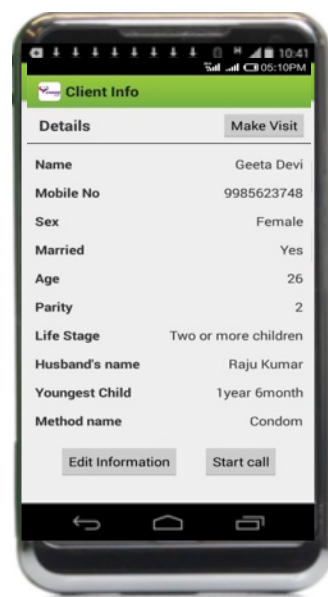




mlearning and client counselling interfaces



ASHA selects the client to be counseled

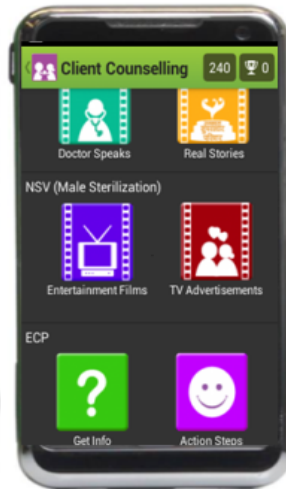


Client's case profile

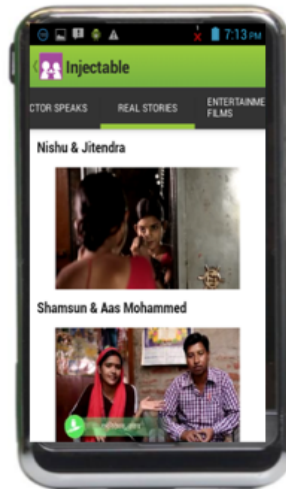
Virtual Tour



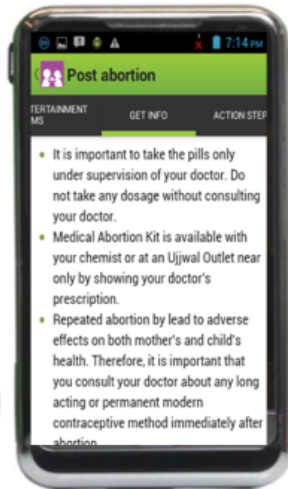
Counselling materials accessible by contraceptive method



4 kinds of films available by method by information need – Doctors films, Role Model films, Entertaining films and TV PSAs



Watching persuasive films

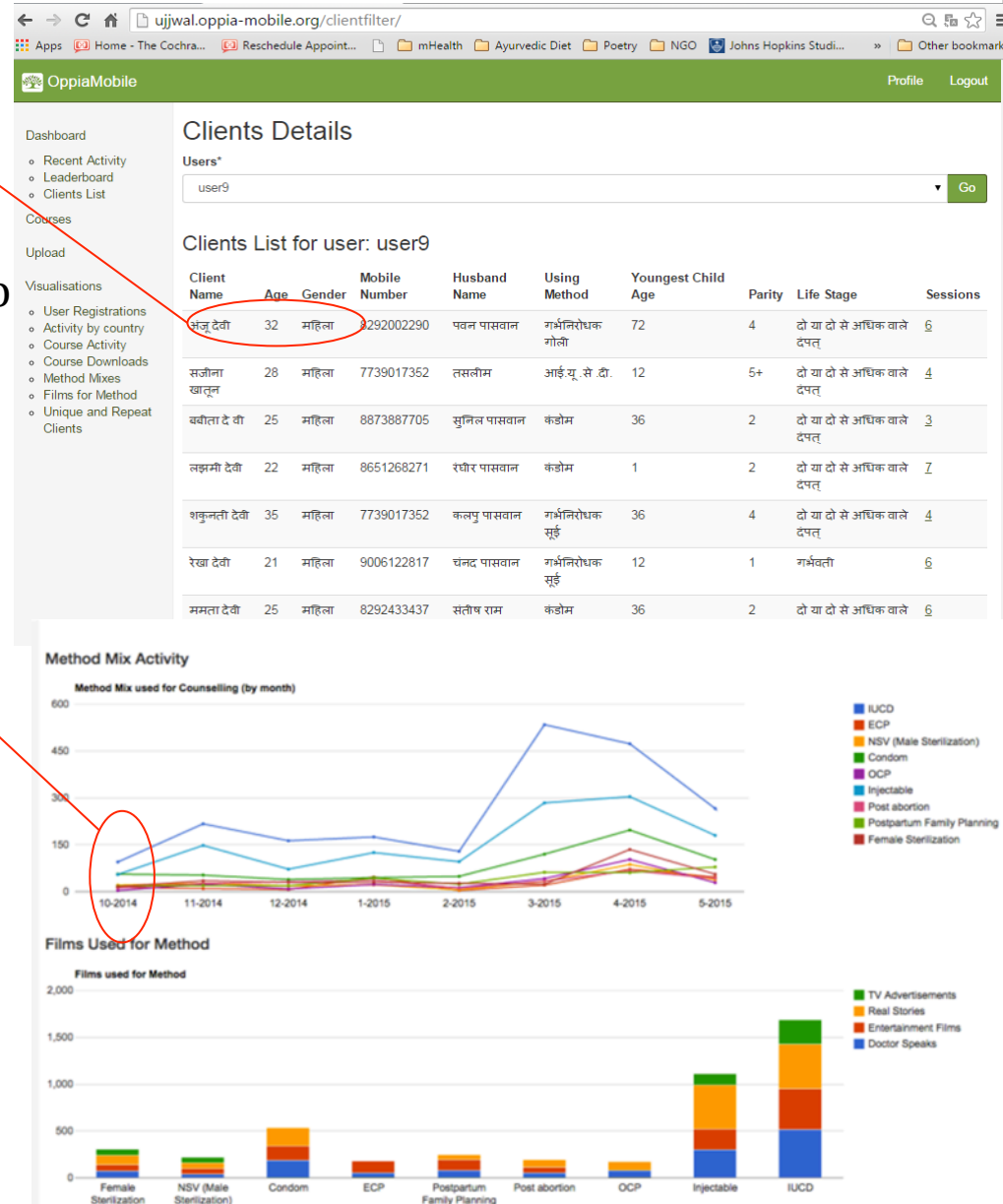


Frequently asked questions by contraceptive method

Dynamic Dashboard

- Client profile and data analytics available through a live dashboard
- Records ASHA's activities in relation to counselling content and helps identify content which finds relevance / resonance with the community
- Enable program access to real time monitoring data
- Helps guide program strategy and making timely intervention

<http://ujjwal.oppia-mobile.org/>

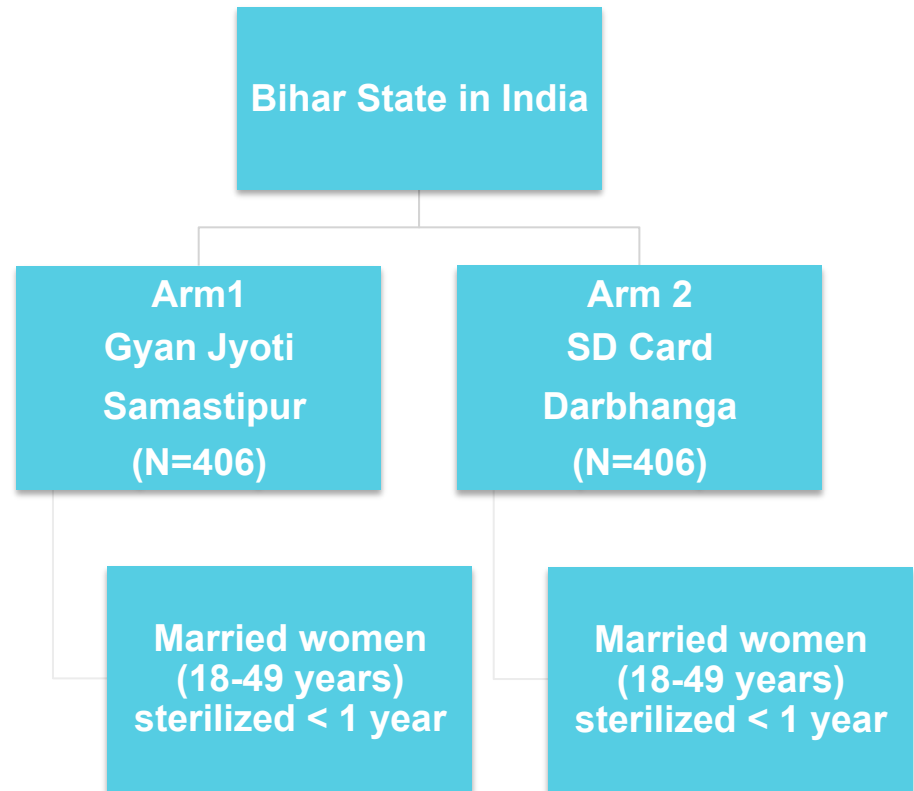


OppiaMobile App Technology

- **Ease of Content Management:**
 - Integrated with Moodle most common open source Learning Management System allowing for low cost development and deployment of content
- **Analytics:**
 - Usage statistics collected by the app and uploaded to the admin server whenever there is a connection. Statistics reflect what resource was used and when and for how long.
- **Works Offline:**
 - No internet connection necessary to run the app once it is fully registered and media loaded
- **Open Source:**
 - No licensing requirements; code and functionality can be shared and integrated across projects
- **Easy Access:**
 - Available for download from Google Play
- **Adaptable To Many Languages:**
 - Available in Hindi and English
 - Adaptable to any language for an Android based device

Proof of Concept Study

- Post Only: 2 arms; Gyan Jyoti & SD Cards
- Focused on FP acceptors and current users in the past one year
- Sample drawn from married women (18-49 years) and who were sterilized in the past one



Simplified Folders for SD Card

Project Introduction

Family Planning Method

Video Content

Relevant Content viewed



Ujjwal Pariwar

Female Sterilisation

Male Sterilisation

IUCD

Injectable

OCP- Condom

Unwanted Pregnancy

Family Planning Counselling

Doctor Speaks

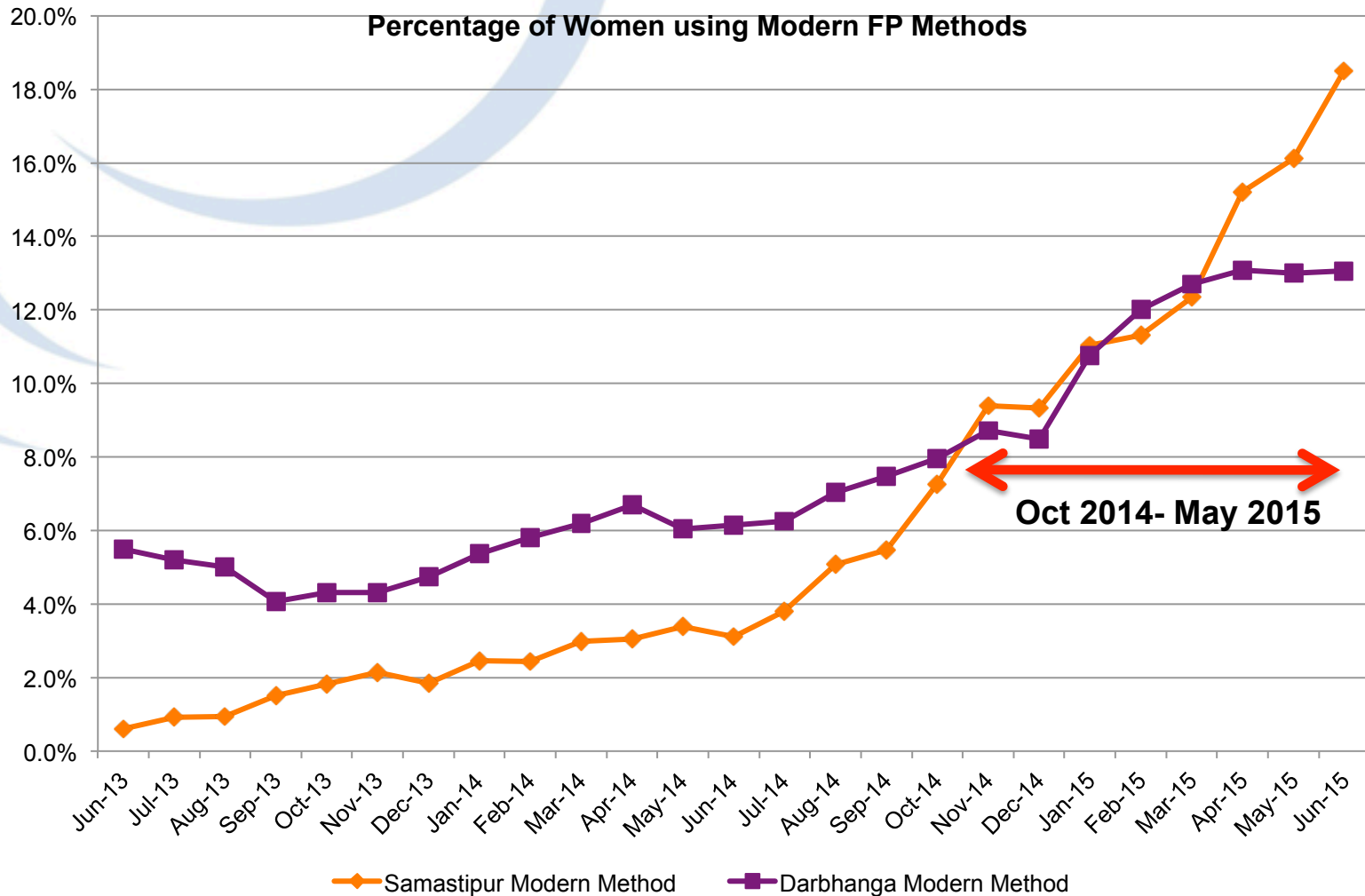
TV Spots

Role Model Films

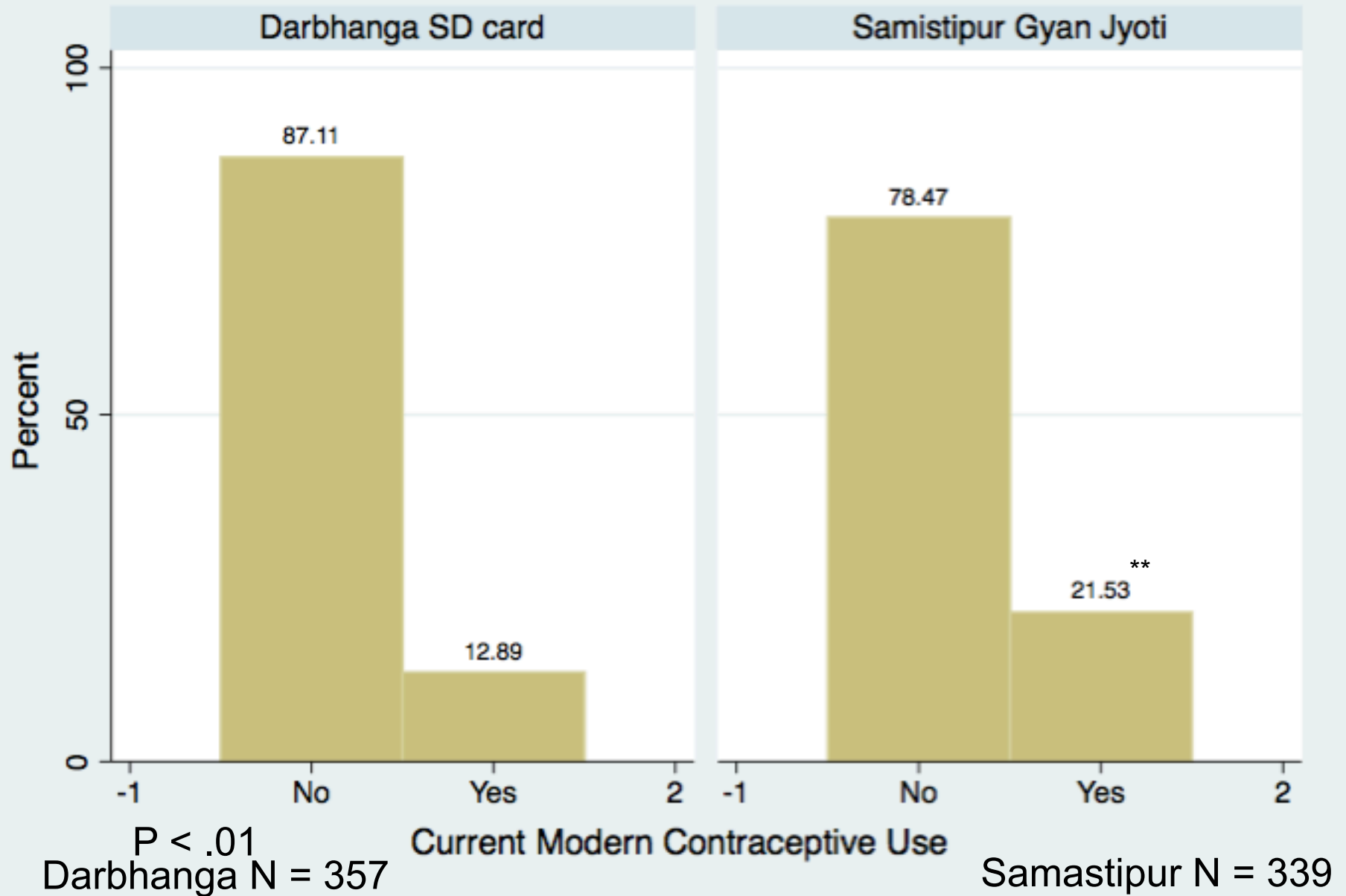
Long Films



Current Use of Modern FP Methods

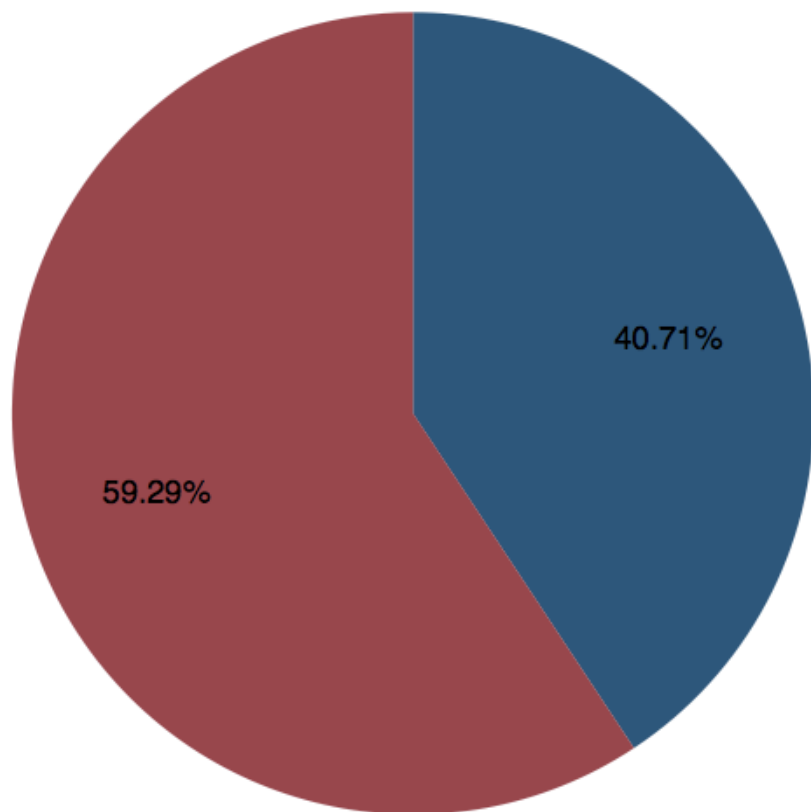


Current Modern Contraceptive Use by District

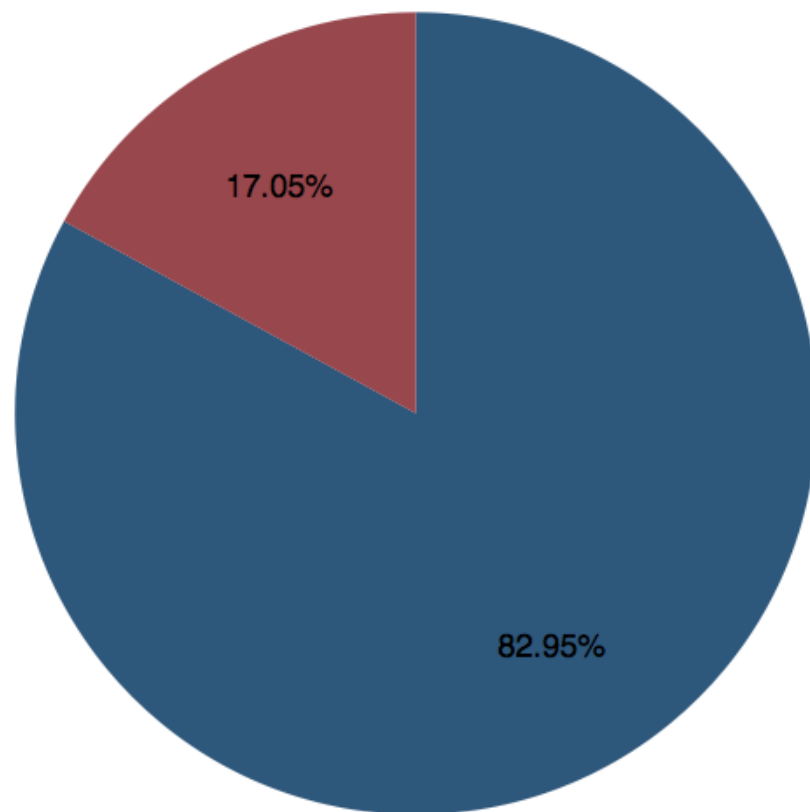


Modern and Traditional FP Use in 2 Districts in Bihar

Darbhanga SD card



Samistipur Gyan Jyoti



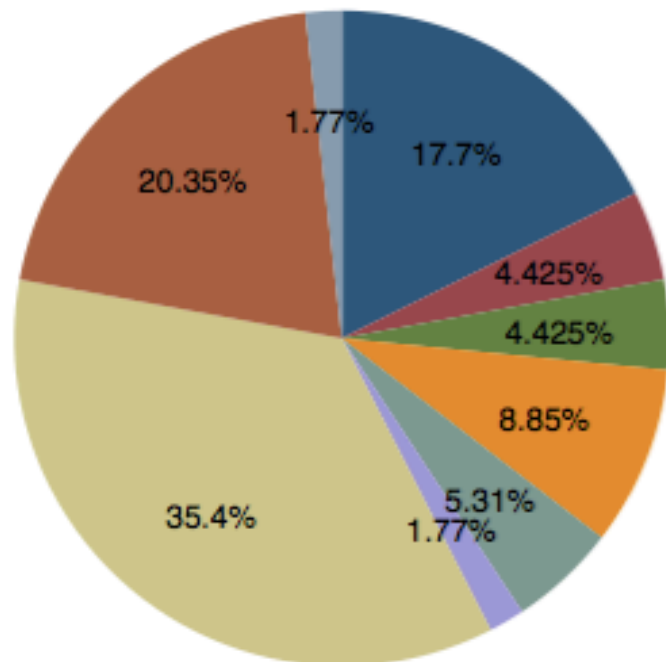
Modern FP methods



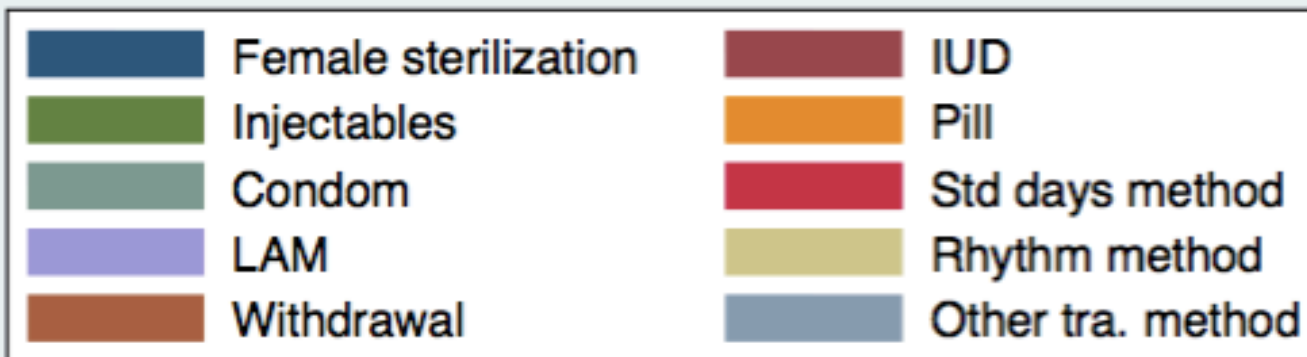
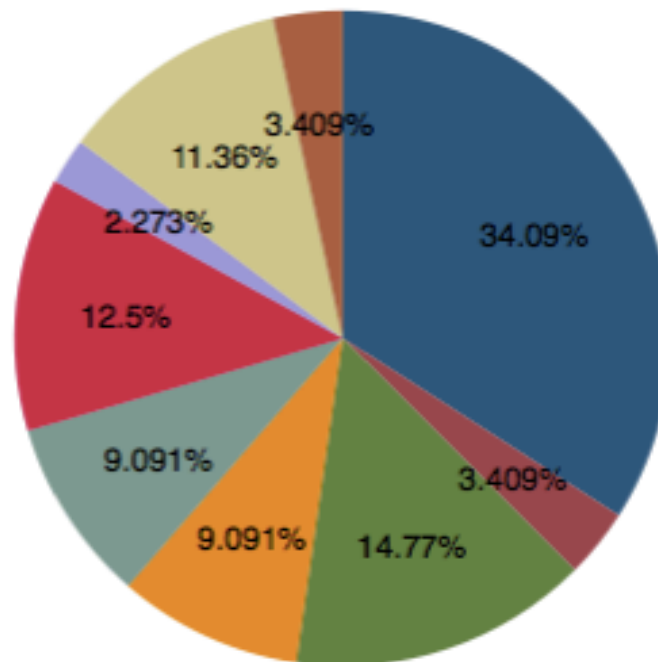
Trad FP Methods

FP Method Mix in Two Districts

Darbhanga SD card



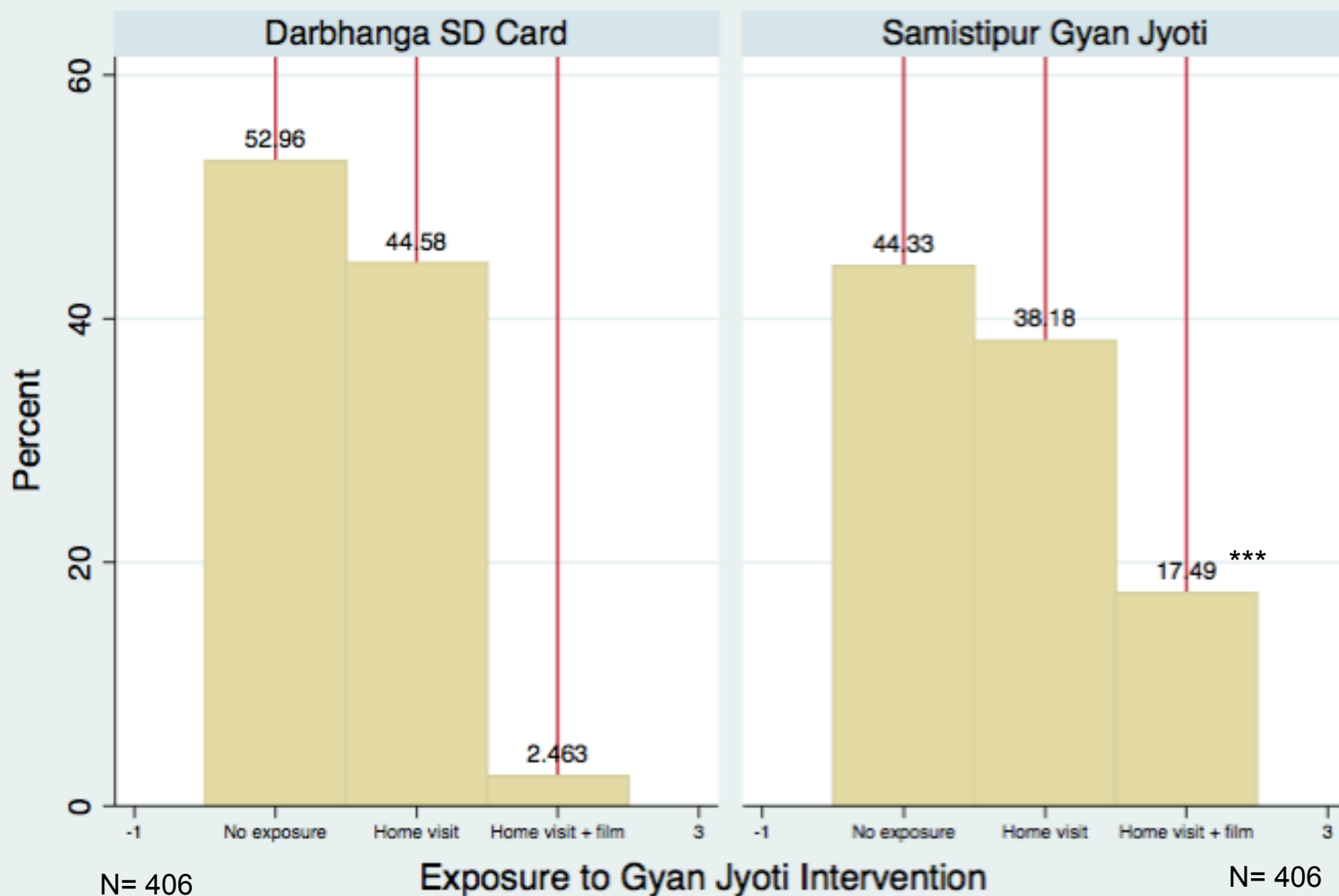
Samistipur Gyan Jyoti



Darbhanga N = 357

Samastipur N = 339

Exposure to ASHA Home Visit & Gyan Jyoti Films



N= 406

N= 406

*** $P < 0.0001$

Logistic Regression for Current Use of Modern Contraceptives in 2 districts in Bihar

Gyan Jyoti District, (N= 339) ⁺ SD Card District (N = 357) ⁺		Odds Ratios (95% CI)
Independent Variables		
<i>Exposure to Gyan Jyoti Intervention</i>		
No exposure		1
ASHA home visit		1.9** (1.2 -3.2)
ASHA home visit + films on mobile phone		4.5*** (2.4-8.5)
<i>District</i>		
SD Card District		1
Gyan Jyoti District		1.5* (0.98-2.4)
<i>Media Exposure :TV, radio, magazine or newspaper</i>		
No Exposure (0 Media)		1
Low Exposure (1 Media)		.80 (.39-1.6)
High Exposure (2+ Media)		2.5*(.80-8.1)
<i>Has trust in family planning</i>		
Low		1
High		1.7* (1.0-2.7)

Thank you!

