


Findings about Reach and Behavioral Intention After a Short-term Multi-channel Integrated Health Campaign: Benefits and Challenges of an Interactive Voice Response Survey in Guinea


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Background: Context in Guinea

 Pregnancy-related mortality ratio = 724/100,000 live births

Use of any method of contraception among married women = 10.9% 

 Under-five mortality rate = 111/1,000 live births

Percent of children 12-23 months receiving all 8 basic vaccinations = 23.9% 



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INS and ICF (2018)

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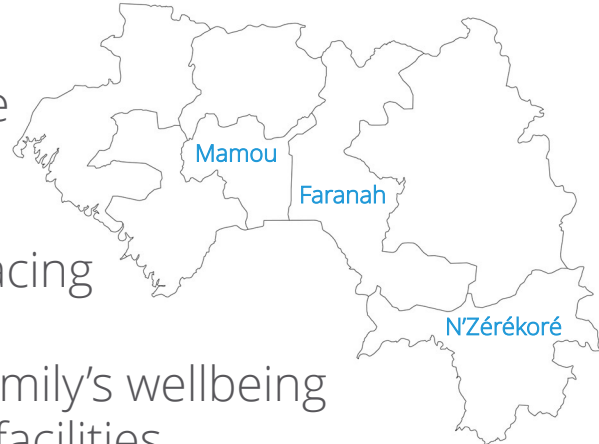
Background: Parents Fiers integrated health campaign

Primary audience:

Parents of children under five

Health areas:

- Family planning for birth spacing
- Routine child vaccination
- Male engagement in their family's wellbeing
- COVID prevention at health facilities



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Communication channels

- Radio spots
- Interactive radio programs
- Billboards
- Facebook/social media
- Audio spots via mobile phones



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Study purpose

- Assess the recall of Parents Fiers content
- Identify the dose of exposure, by type and number of communication channels
- Assess behavioral intention, including intention to use family planning for birth spacing and intention to vaccinate one's young children



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Methodology: Interactive Voice Response (IVR) survey

- **Sample:** Mobile phone database
- **Variables of interest:**
 - 3-month recall of campaign content
 1. Vaccination of young children or family planning
 2. Father's role in family's health and well-being
 - Communication channel exposure (number and type)
 - Intention to use family planning to space pregnancy
 - Intention to vaccinate one's young children



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Methodology: Interactive Voice Response (IVR) survey

- Analysis
 - Chi-square
 - Multi-variate logistic regression



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Results: Recall and reach (N = 3,012)

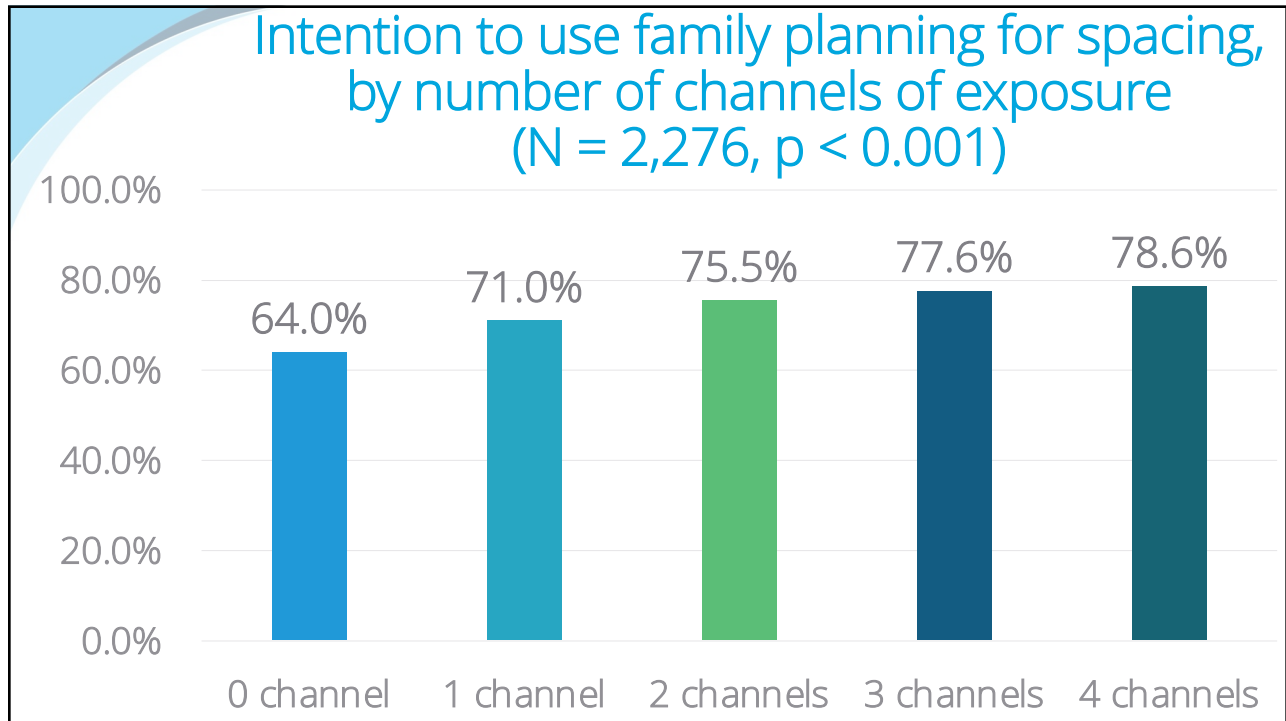
- Over 75% of participants had heard or seen messages about family planning for spacing or vaccination in the last 3 months
 - Radio = 57.0%
 - Mobile phones = 44.4%
 - Posters/billboards = 44.1%
 - Facebook/social media = 40.3%



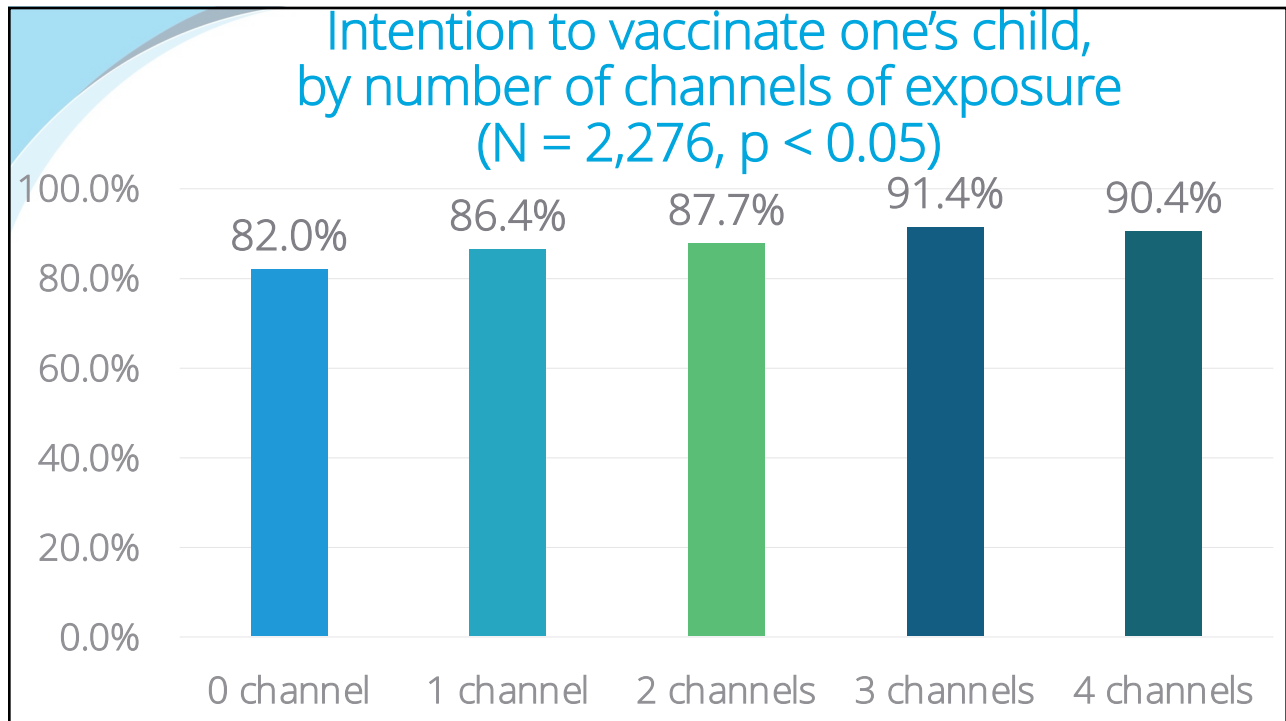
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Intention to use family planning for spacing among current/future parents of children under age 5, by number of communication channels reported

(N = 1,876)	Odds ratio	95% Confidence interval	p-value
No exposure	Reference group		
Heard/saw messages, 0 channels reported	1.10	0.77-1.57	0.581
1 channel reported	1.32	0.96-1.79	0.084
2 channels reported	1.53	1.12-2.09	0.007
3 channels reported	2.18	1.52-3.14	<0.001
4 channels reported	2.04	1.37-3.02	<0.001

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Discussion

Limitation	Strength
<ul style="list-style-type: none"> Survey instrument needed to be short in length with simple single-response questions 	<ul style="list-style-type: none"> Recall question regarding male engagement content yielded similar percentage to recall of other campaign messages





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Discussion



Limitation	Strength
<ul style="list-style-type: none"> • IVR technology is not generalizable 	<ul style="list-style-type: none"> • IVR administration reduces literacy demands and was a feasible way to collect data during COVID


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Discussion

Limitation	Strength
<ul style="list-style-type: none"> • Inability to conduct a second round of IVR 	<ul style="list-style-type: none"> • One round of data collection did provide useful learning to the project to inform the second round of the campaign


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Conclusion



- The vast majority of study participants recalled campaign content, regardless of region and gender.
- Dose-response findings highlight the value of multi-channel social and behavior change campaigns.



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Thank You

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Reference

- National Institute of Statistics (INS) and ICF. (2018). Demographic Health Survey Guinea 2018. Conakry, Guinea, and Rockville, Maryland, USA : INS and ICF.



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