

Research and Learning (R&L) Group

Evaluation Summary: MCH in Cambodia

Project Mother and Child Health (MCH) in Cambodia

- Duration:* 3 years
Dates: Autumn 2004 – present
Intervention: Radio spots, Radio call-in shows, TV spots, TV drama episodes
Emphasis: Diarrhoea, ARI, Immunization, Child nutrition, Breastfeeding, Pre- and Post-natal care

Research Mid-term Evaluation Preliminary Findings

- Methodology:* Midline KAP survey from April to May 2005
Sample: Carers of children under five and pregnant women who have watched TV or listened to radio in the past month from 21 provinces

Learning Changing Media Environment

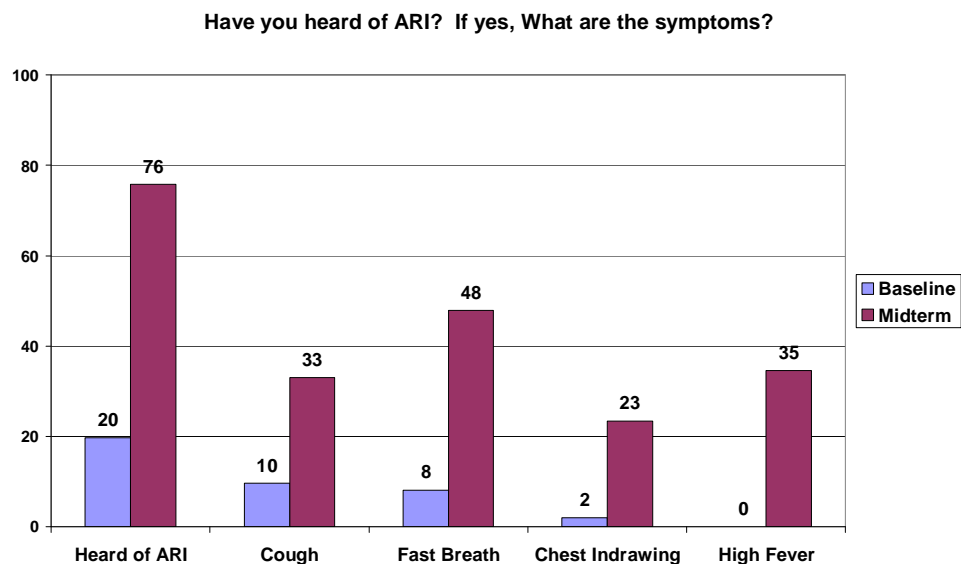
- Radio consumption is fragmenting and shrinking, especially RNK. If fragmentation of airwaves is accompanying segmentation of audience, programming that targets specific audiences (sectors of market, sub-populations most suitable for particular health messaging) will need more precise target selection of partner.
- Television consumption is steady, but serves as the sole media for more people. Two in five only use television which underscores the importance of using compelling, effective television outputs.
- Several major TV stations means increased competition for viewers, especially at key time slots.

BBC WST Outputs

- *Taste of Live* was strong on 'top of mind' and prompted recall. There was a ten percent lower recall as an 'MCH output' suggesting that while there is MCH content in the drama, it is not the main aspect of the program among the audience.
- Radio spots had 20% spontaneous recall without any audio prompts. Radio listening, however, had dropped to more than one-third of carers who do not listen at all.
- A wide range of television spots were recalled at high levels, compared to HIV, AIDS spots which were dominated by Jackie Chan and Loak Chouy spots. This may be an artefact of field work later occurring later in the project span or a factor of more direct knowledge-oriented content filling a larger information gap than HIV, AIDS outputs.
- Branding: Slogan and logo were recalled well. Srey Touch was recognized and correctly interpreted as a 'healthy child.' But recognition did not occur at levels anywhere near those of Loak Chouy. The figure is seen as emblematic, but not a known character.

Increasing MCH Messages in Media

- Messages are broadening, but many aspects of the message brief are still not recalled at high levels. Eighty percent had seen or heard something about MCH and two-thirds had in the past month. Some MCH content may not be considered 'MCH messages' per se, for example, increases in ARI awareness held much greater recall than recall of ARI messages.
- There is an on-going challenge to keep content fresh and non-repetitive, while diversifying MCH content even more.



MCH Impact Varying

- ARI messages showed dramatic changes in ARI awareness and practices.
- Diarrhoea prevention knowledge improved and reported cases were down. Breastfeeding during illness with diarrhoea increased and hand-washing behaviour was still not reported, despite a high recall of hand-washing messages