

Assignment 1

Creative Brief: Identify a social issue and begin designing for a 3-episode mini-drama. This can be based on the background information collected by CCPP or the student's own interest.

1. Clarify the Communication Goal
2. Explain the problem the group will be addressing
3. Identify key primary and secondary audiences and profile (geographic, economic, social, age, sex, media habits and literacy, current knowledge attitudes and practices)
4. Identify potential Desired behaviors, (which will be 'Behaviour Change Objectives later)
5. List some of the barriers and facilitators that would influence the primary audience
6. Call to Action

Creative Brief: Family Planning Mini-Drama

1. Communication Goal

Increase demand for and use of modern Family Planning methods, among married couples.

2. The Problem

Knowledge about modern family planning methods is universal in Pakistan yet only 26 percent of women use a modern method and 9 percent use a traditional method.

One in five married women of reproductive age has an **unmet need** for family planning. They are deterred by side effects, lack of access, perceived and actual disapproval of spouse, lack of communication with spouse.

There is pressure on couples to have sons.

There is a lack of communication among spouses about family spacing and use of family planning services.

In laws, who often have tradition beliefs can influence family matters including family size and timing.

3. Intended Audience

Primary Audience:

- **Women, (20-30 years old) with an unmet need for Family Planning**
- **Husbands (25-40 years old) of women of reproductive age**

Secondary audience:

In laws 35-55

Service providers

Demographic Details

- Semi-urban areas
- Literate to primary level
- Low income level
- Watches TV regularly

Current knowledge, attitudes and practices

- Knowledgeable about family planning methods

- Concerned about potential side effects
- Not sure where to get a method
- Fatalistic (considers children's birth timing God's will)
- Consider family planning as sole responsibility of women (Husbands)
- Refrain from discussing family planning with spouses (Husbands)
- Lacking confidence (women)

4. Desired Behaviour Change

Spousal Communication/Relationships: Husbands and wives can enjoy better communication about family matters, including family planning.

Strengthened communication with other members of the household who influence decision-making processes, such as mother and father in law.

Encourage families to make decisions about family size regardless of gender and that it is the number of children they can cater to (education, food, clothes, etc.)

Couples with unmet need will go for services.

Barriers

- **Fear of side effects** from the pill, injectables and IUD
- **Gender imbalance in decision-making:** Women have reduced autonomy and decision-making and their movement is restricted in male-dominated households.
- **Desire for bigger families:** The mean ideal family size remains about 4 children.
- **Desire for sons:**
- **Lack of spousal communication:**

Facilitators

- **Better life for their family – healthier, happier, spend.**
- **Improved ability to cater to economic needs of current family**
- **Not worried about unexpected pregnancy**
- **Many women are using FP**

5. Call to Action

- **Find out the 'facts' about family planning**
- **Talk to spouse about planning the family**
- **Nurture user demand for services**