

Creative Strategy Brief

-- TV Drama Series --

Project Assignment

Produce a 13-episode TV drama series for national telecast on Pakistan Television focusing on maternal health issues.

Statement of Communication Problem to be addressed

Pakistan has one of the highest maternal and newborn mortality rates in the world. Every year around 4.5 million women give birth to their children and during the process, 30,000 die as a result of pregnancy and delivery related complications. Medical causes notwithstanding low status of women - the most important underlying cause of maternal mortality. Pakistan is a patriarchal society where women have inferior status to men. This status dictates that women eat less food than men and work for longer hours. They may not get enough food and rest during pregnancy for it is regarded as a routine phenomenon not requiring any special care or preparedness. Knowledge of issues related to pregnancy especially the danger signs is also low. Thus when complications arise, people around the pregnant women are not prepared to make timely decision of seeking appropriate medical care. Around 80% of deliveries are conducted at home by untrained dais lacking safe delivery skills who may also adopt practices harmful to the health of women and newborns.

Husbands and men enjoy a complete financial control and being family's key decision makers, in most cases, are ill informed about needs of a pregnant woman and do not discuss reproductive health issues with their wives. They need to realize the importance of the role they play in raising their family. They need to take care of their wives' health, the women who are guardians of their children. Husbands are required to realize their role towards the health of newborn babies by considering their wife's pregnancy as a special condition that needs care and preparedness.

Most women lack adequate knowledge about required food intake, rest, birth preparedness, and complication readiness. They need to be informed about these requirements and ways of fulfilling them without spending extra money.

Target Audience

Primary:

- Husbands of women of reproductive age
- Women of reproductive age

Secondary:

- Mothers-in-law and family members
- Community leaders

Demographic and Psychographic Characteristics

As this series will comprise 13 independent plays the demography and psychography of characters is bound to vary. Nevertheless, broad categories for both characteristics to be exhibited in most of the plays are as follows:

Demographic

- Rural areas/ urban slums, all regions
- Uneducated
- Low income level

Psychographic

- Caring but lacking knowledge
- Fatalistic
- Consider child bearing as sole responsibility of women (Husbands)
- Refrain from discussing reproductive health issues with spouses (Husbands)
- Unsure and undecided (Women)
- Lacking confidence

Goal

Ensure optimum health and wellbeing of mothers and newborns through collective household, community and policy level efforts and make every pregnancy safe in the country.

Communication Objectives

- Promote pregnancy as a special condition requiring adequate attention, nutrition, hygiene and clinical care
- Promote pro-active, well-informed attitudes toward pregnancy and childbirth
- Encourage birth preparedness among husbands, women, households and communities
- Increase knowledge about pregnancy and childbirth-related danger signs
- Promote caring husbands as role models

Key Message/Promise/Benefits

Husbands of Women of Reproductive Age

- Pregnant women require special attention, nutrition, hygiene and clinical care. Husbands are responsible for encouraging and facilitating their wives in meeting their needs
- Women need emotional and physical support during pregnancy. It is normal to be concerned about their pregnancy. Talk to your wife about her condition regularly. Ask for help when you need it
- A caring husband is a role model for others

- Children are a reflection of our today and tomorrow. Their health and intellect is built by mothers - healthier the mother, healthier the child. Take care of the health of both your wife and children
- Status, respect and education of a woman have a bearing on health and wellbeing of the family. Respect the rights of women including that to health and education

Women of Reproductive Age

- Pregnancy is a special condition that requires preparation, good food and rest
- Adequate rest and nutritious food will help you cope with your pregnancy well. Babies get all their nutrition through what you eat. If you eat well, you are more likely to have a healthy baby
- Women need emotional and physical support during pregnancy. It is normal to be concerned about your pregnancy. Talk to your husband and family about your condition regularly. Ask for help when you need it

Mothers-in-law, fathers-in-law and family members

- If you help couples in your family to plan for every birth and encourage your daughter-in-law take rest, eat proper food and avail health facilities, you would ensure a better and quality (economic benefits) family life
- If a woman gets proper rest and good nutrition, the newborn is more likely to be healthy at the time of birth and will have better chances of survival. The woman will also fare better with pregnancy if she is taking care of herself

Community Leaders

- Saving mothers and newborns is a community's responsibility. Ensure that your community has access to MNH services
- In order to help save lives, community leaders should be well-informed and skilled, modeling appropriate behavior and sharing important information with community members. They should encourage pregnant women and their families to gather all the crucial information regarding pregnancy, labor, delivery, and neonatal period; seeking clinical care, etc
- Communities need to have saving schemes and transport arrangement for meeting MNH emergencies

Messages will be based on some or all of the following key themes:

- 1 Status of women - wife's role in decision-making
- 2 Importance of mothers as key figures of life
- 3 Positioning pregnancy as a special condition
- 4 Importance of birth preparedness and complication readiness
- 5 Husband-wife relations and good communication
- 6 Importance of seeking correct information for MNH from reliable sources
- 7 Importance of mother and childcare in Islam.

Desired Action/Response

- Care and support for women especially when they are pregnant.
- Enhanced communicate with spouse about MNH issues
- Improves birth preparedness at household and community level
- Advocacy and support for MNH issues at all levels

Tone

May vary with each play but generally not gloomy

Possible Main Characters/Profiles

- 1) Overall, we want to depict lower income groups living mostly in rural areas
- 2) Characters and plot
(To be filled in by the bidding agencies)