

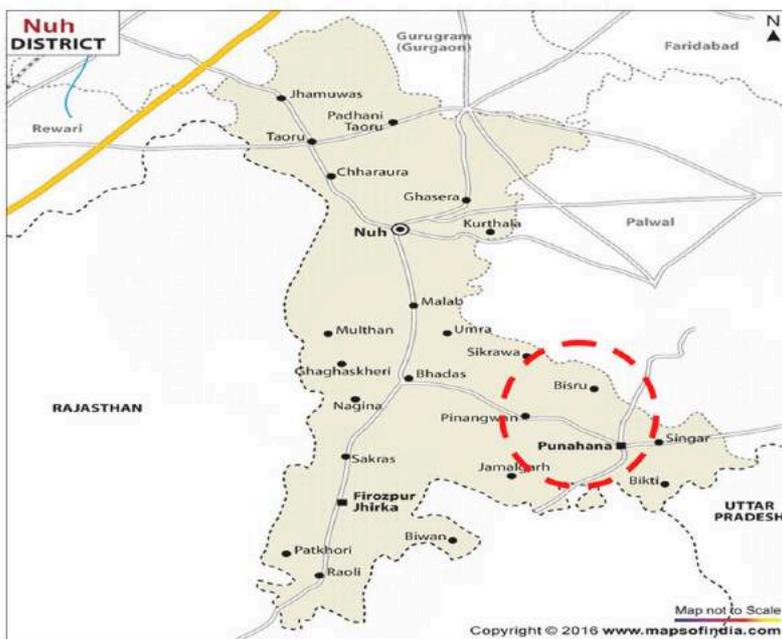
PRELIMINARY RESULTS

(May' 2019-Jan' 2020)



Background

Location : Nuh (Mewat) District, Haryana, India



- **Mewat population - 1.1 millions**
- **Block- Punhana, Nuh (Mewat)**
- **Total villages covered- 25**
- **Total population covered- 25000**

About the Project

- Pneumonia is the single largest infectious cause of death in children >5 worldwide accounting for 16% of all deaths of children
- 15 % under 5 Mortality in India due to pneumonia (estimated 1.4 lakhs deaths)
- Pneumonia can be prevented, diagnosed and treated through simple methods
- **Innovation-** 5 Stories on Awareness, Symptoms & Identification, Screening & Diagnosis, Prevention, Treatment and Care & Support addressing Child Pneumonia integrated RMNCH+A mobile based platform MIRA channel and also available as an independent App on Android and the iPhone. The stories were also promoted through YouTube to widen the reach of the intervention
- The series of digital stories are based on the genre of 'Talking Comic' & are as per the local context & language
- Each story has built-in Story-level Analytics & Pre-test and Post-test Assessment (KAP)

Story Dissemination Model



MIRA workers dispense stories in two different modes- house to house dissemination for registered pregnant & mothers; and community level dissemination in groups with the organized human networks like SHGs, schools etc & with unorganized groups of people from the community.

Ground Implementation



Household Level Story Dissemination

Group Level Story Dissemination





MIRA Theatre

School Session by Philips Volunteers



Story Session with Adolescent Girls



Session with SHGs



Engagement with Govt. CHWs & Officials



Local Media Coverage

मेवाती महिलाओं को कुपोषण से बचाने की जंग लड़ रही मीरा वर्कर्स



Programme Reach

Total Reach

	Target Group	Numbers Reached
	No. of Reg. Household	4863
	No. of Pregnant Women	1375
	No. of Mothers	995
	No. of Children	1799
	No. of Adolescent Girls	2486
	Community Session Participants	2352
	Total story views through Social Media	872,807

Story Session



Story-1
Beloved Munna

No. of Single Sessions-1061
No. of Group Sessions- 33

No. of Single Sessions- 892
No. of Group Sessions- 24

Story-2
My Buntty



Story-3
Learn and Teach

No. of Single Sessions- 687
No. of Group Sessions- 19

No. of Single Sessions- 591
No. of Group Sessions- 23

Story-4
Good Luck to Everyone



Story-5
Your Decision

No. of Single Sessions- 532
No. of Group Sessions- 22

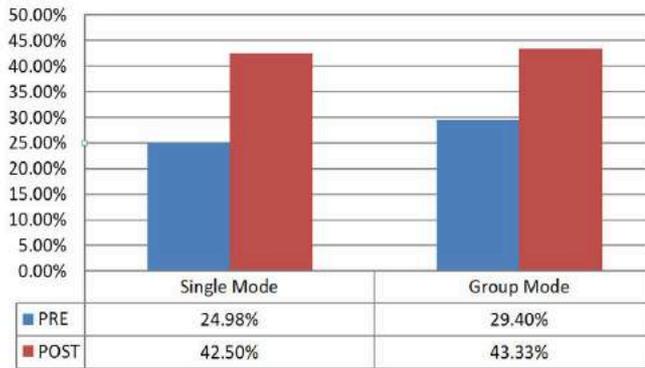
Total Single Sessions - 3763

Total Group Sessions - 121

Preliminary Outcomes

Prevention

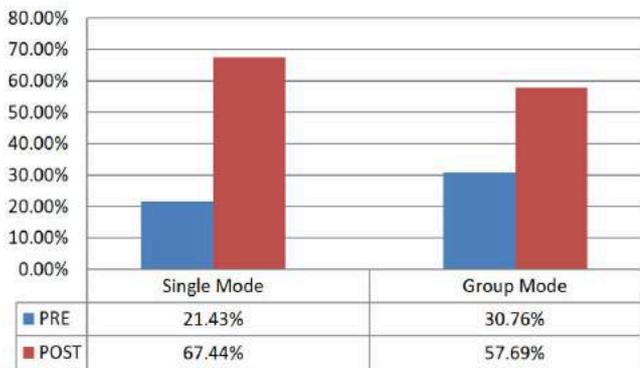
Prevention (overall)



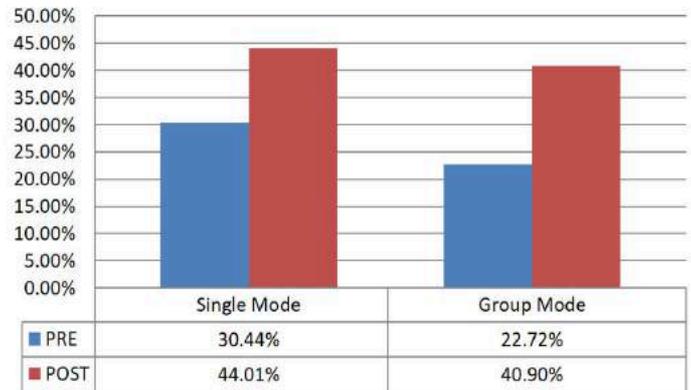
Immunization



Sanitation & Hygiene

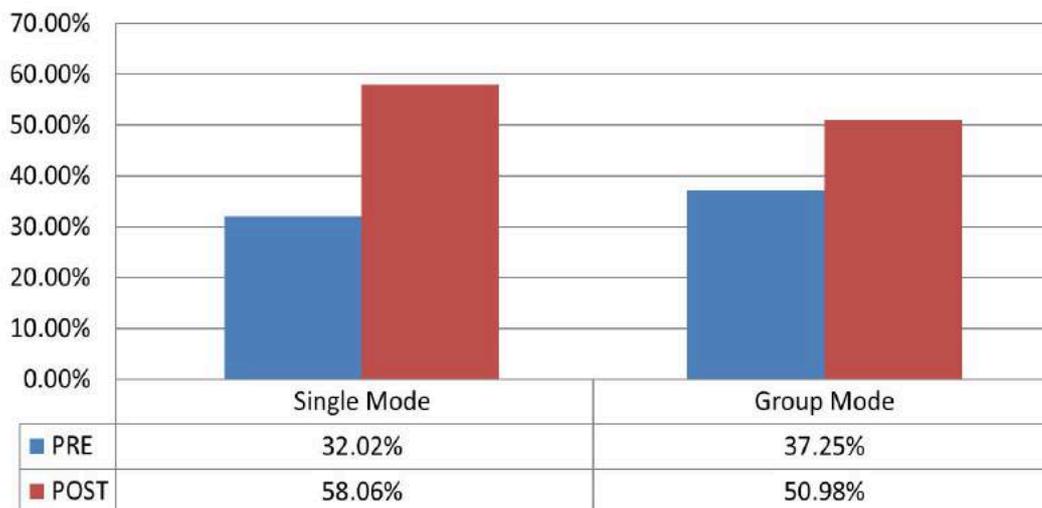


Indoor Pollution



Protection

Nutrition



Preliminary Outcomes

Treatment

Treatment (overall)



Health Practitioner



Target

Maximum Reached

Myths & Misconception



Diagnose

Signs & Symptoms

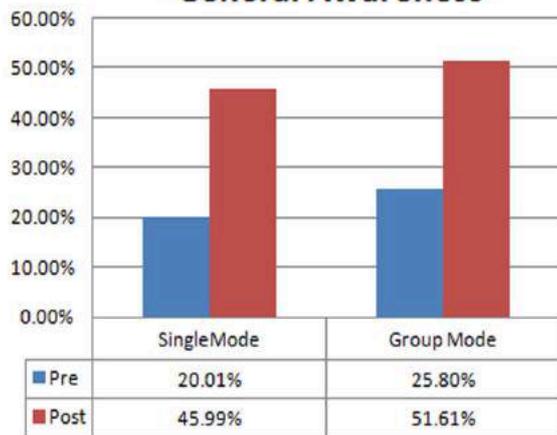


Preliminary Outcomes

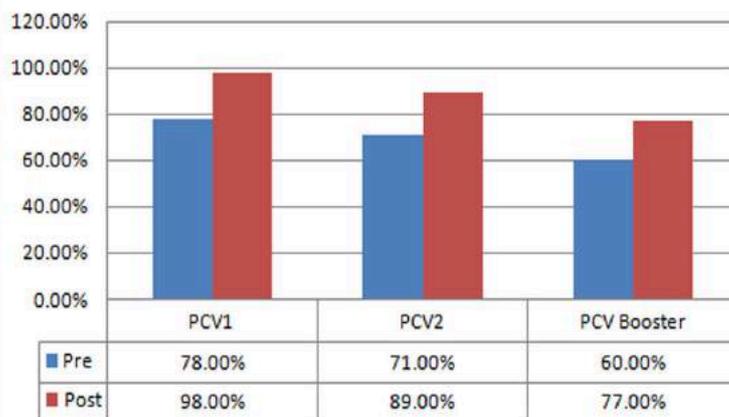
General Awareness

PCV Uptake

General Awareness



PCV Uptake



Social Media

Your channel
YourStoryTeller ZMQ

- Dashboard
- Videos**
- Playlists
- Analytics
- Comments

Video Title	Published	Views
Your Decision - Episode02 (आपका निर्णय)	Oct 29, 2019	19,127
Your Decision - Episode01 (आपका निर्णय)	Oct 22, 2019	40,483
Good Luck to Everyone (सबके भले में हमारा भला)	Oct 15, 2019	67,334
Learn and Teach (सीखें और सिखाएं)	Oct 3, 2019	216,745
My Bunty (मेरा बंदी)	Sep 25, 2019	80,537
Beloved Munna (प्यारा मुन्ना)	Sep 17, 2019	448,581



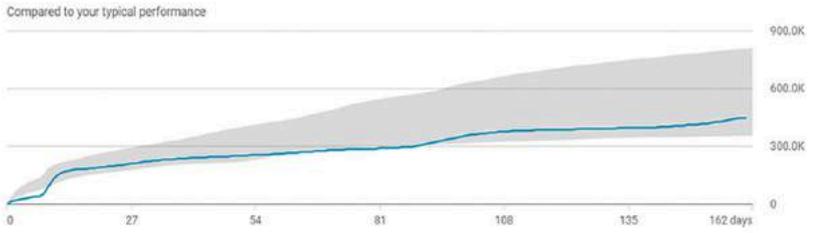
Video analytics

ADVANCED MODE

Overview Reach Engagement Audience Revenue

Sep 17, 2019 - Feb 24, 2020
Since published

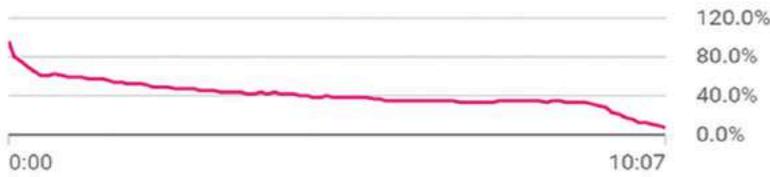
Views: 448.8K | Watch time (hours): 29.4K | Subscribers: +1.9K | Your estimated revenue: \$1.81
Updated Feb 25, 2020, 2:28 PM



Audience retention: 3:55 (38.9%) | Realtime activity: 4,597

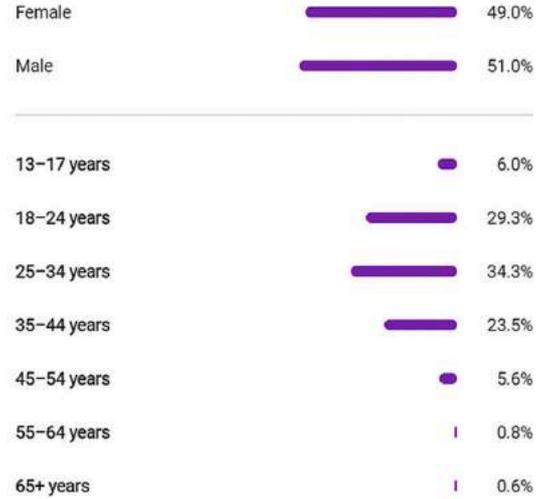
Audience retention

Since uploaded (lifetime) | Average view duration: 3:55 (38.9%)



Age and gender

Views - Since uploaded (lifetime)



SEE MORE

Likes (vs. dislikes)

Since published



SEE MORE

Video: Beloved Munna (प्यारा मुन्ना)

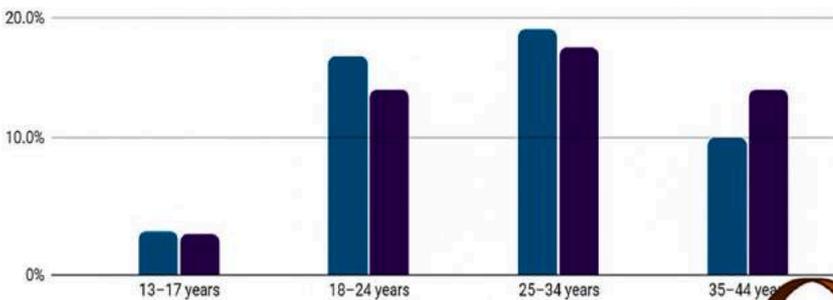
Audience by age and gender

Filter

Sep 17, 2019 - Feb 25, 2020

Since published

Views (selected) | Watch time (hours)



Viewer age	Views		Watch time (hours)	
	Female	Male	Female	Male
13-17 years	3.1%	3.0%	3.0%	2.8%
18-24 years	15.9%	13.4%	16.0%	12.4%
25-34 years	17.8%	16.5%	18.3%	15.8%
35-44 years	10.0%	13.5%	10.7%	13.6%
45-54 years	1.7%	3.9%	1.8%	4.1%
55-64 years	0.3%	0.5%	0.4%	0.5%
65+ years	0.2%	0.4%	0.3%	0.4%

Viewer age	Views		Watch time (hours)	
	Female	Male	Female	Male
Total	49.0%	51.0%	50.4%	49.6%

Key Findings

- Based on the story analytics & discussions during the story sessions, it can be inferred that pre-story screening, people were only aware of chest in drawing as a symptom related to cold & could not relate it to pneumonia or a serious disease. However, post-screening of stories a considerable amount of people could also identify other symptoms related to childhood pneumonia.
- It was observed, that on one hand around 78% of people took their children for PCV- 1 vaccination, and on the other hand they didn't realize the importance of immunization in preventing childhood pneumonia. Post-screening of stories a drastic change was observed in the overall knowledge & realization of the importance of immunization.
- Before story dissemination, there was very less reporting (20-30%) of unhygienic living condition & indoor air pollution as one of the contributing or risk factors for childhood pneumonia. While post story dissemination, maintaining sanitation & hygiene; and reduction in indoor air pollution was increasingly reported as preventive steps for childhood pneumonia. (67.44% & 57.69% for hygiene and 44.01% & 40.90% for indoor air pollution both under single & group mode, respectively)
- Although most of the women in the area of intervention area opt for breastfeeding but the discussions & data suggests, that the importance of nutritious diet & breastfeeding for protection of child against disease was reported only 32.02% under single mode & 37.25% under group mode. Increase in overall knowledge was reported post sharing of stories (50.06% & 50.98%, under single & group mode)
- Pre-screening of the story it was recorded that people preferred home-based remedies & opted for traditional healer for treatment of pneumonia but, post-test recorded increase in the reporting by the people opting for certified health practitioners & health facility as the place for treatment
- Story 1 called 'Beloved Munna' which deals with Pneumonia; associated signs & symptoms; & promotion of certified medical practitioners instead of local health practitioners/quacks, gained the most traction with 448,581 views on social media (YouTube).
- Although 49% of females viewed the story in comparison to 50.04 % but, overall watch time (hours) of females (50.04%), specifically in the reproductive age group (18-54 years) was more than male viewers (49.6%)

Community/CHWs

- One on one delivery of information is impactful, but interesting concepts like MIRA theatres & community sessions increase the reach as well the uptake of stories & information in general. Therefore, more community-based events should be organized.
- There should be a constant flow of new information as a story or any other material has a shelf life & adding more content will help in continuous engagement with the community

Government/Health Officials

- 6 months of implementation is a short period for a behavior change intervention & it should be extended for at least another 6 months to be impactful on the ground.
- Social & behavior change communication is important for generating awareness & is the first step in improving the overall health indicators. A constant flow of information & additional content around pneumonia as well other vaccines will help in creating awareness & increasing the uptake of immunization services
- Post completion of the phase-1, it should be scaled up to other blocks & then to the entire district of Mewat for larger reach & greater impact.

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