

Creative Strategy Brief **-- Music Video --**

Project Assignment: Produce a music video promoting care and support for mothers especially during pregnancy, delivery and postpartum period in Pakistan.

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 one of the most important underlying causes of maternal mortality is the low status of women. This status dictates that women often eat less food than men and work longer hours. There is a tradition of early marriages and early child bearing coupled with lack of birth spacing and huge unmet need for family planning. Widespread poverty, illiteracy and lack of emergency services complicate things even more. Around 80% deliveries are conducted by untrained dais and family members who lack knowledge about pregnancy related warning signs. Crucial time is lost at the household level in deciding to seek care in pregnancy related complications (first delay). Another valuable length of time is wasted in arranging transport to reach the appropriate health facilities (second delay). Once women arrive at the facility, additional time is wasted as the public sector health facilities in most parts of the country do not provide emergency obstetric care (third delay).

Husbands and men are ill informed about the needs of pregnant women and they usually control financial decisions. Pregnancy and child bearing is generally considered a “female domain” and men are reluctant to discuss it even with their wives or family members. There is a need to make husbands realize that they have an important role to play in raising their family. Husbands need to be sensitive to the requirements of their wives as life partners and the guardians of their children; the future of the family. They need to consider pregnancy as a special condition that needs care and preparedness at all stages.

Primary Target Audience:

- Husbands
- Mother in laws and family members

Secondary Audience

- Men
- Women

Demographic and Psychographic Characteristics

Demographic

- Rural areas and urban slums
- Uneducated
- Low income groups

Psychographic:

- Caring but unaware
- Fatalistic
- Consider child bearing as the sole responsibility of women.
- Refrain to discuss reproductive health issues with spouses
- Pregnancy is a routine affair and pregnancy related problems are normal. Women need to bear them quietly (mother in laws and family members)

Goal:

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

Communication Objectives:

- Promote caring husbands as role models
- Promote pregnancy as a special condition requiring proper care, nutrition, hygiene and clinical care
- Encourage birth preparedness including savings and arrangement for emergency transport at household levels
- Position mothers as the most important figures of life

Key Message/Promise/Benefits:

Husbands

- Pregnant women require special care, nutrition, hygiene and clinical care. Husbands are responsible to encourage and support their wives in meeting their needs.
- Women need emotional and physical support during pregnancy. It is normal for her to be concerned about her pregnancy. You should talk to your spouse about her condition regularly.
- By supporting and caring for your wife during pregnancy you will ensure a healthier and happier life for your family.
- Children are our present as well as our future. Their health and intellect depends on their mother. Take care of the health of your children and their mother.
- . Respect the rights of women including their right to health and education

Mother in Laws and Family Members

- If a woman gets proper rest and good nutrition, the newborn is more likely to be healthy at delivery and will have a better chance of survival.

Desired Action/Response:

- Care and support for women especially when they are pregnant.
- Enhanced communication with spouse about MNH issues
- Full involvement of husbands in child bearing as a shared responsibility
- Better birth preparedness at household and community level
- Pride in being a supportive husband

Tone:

Pleasant, and moving