RESEARCH BRIEF

# MEASUREMENT OF COMMUNICATION EFFECTIVENESS

Artemisinin Monotherapy Replacement (AMTR) program in Myanmar



psi
Healthy lives. Measurable results.

As malaria incidence decreases throughout Myanmar and country itself is approaching to elimination, the differentiation of malaria versus non-malaria fevers using RDT is critical. This will not only improve overall case management practices but also reduce drug wastage and decrease the risk of resistance to nonartemisinin partner drugs.

Mass media communications, mostly through radio, TV and billboards, is an important element of the program. A tracking study to assess the effectiveness of the campaigns at different points (before and after the episodes) for NMCP RAI project was necessary. The Study can help PSI to identify areas that need improvements and to provide recommendations for how PSI should proceed better in next episodes.

## BACKGROUND

For the National Malaria Control Program's (NMCP) Regional Artemisinin-resistance Initiative (RAI) project, mass media communications, mostly through radio, TV and billboards, are important elements of the program.

PSI has aired 2 TV and 2 radio advertisements to promote malaria prevention behavior by sleeping under insecticide treated net (ITN) whenever and wherever sleeping and behavior of seeking early diagnosis with a Rapid Diagnostic Test (RDT) and treatment from a trained health care provider within 24 hours of onset fever and to complete the full course of antimalarial drugs (ACT) if the test shows positive while the billboard is focused only on promoting RDT use.

A network of 1 public and 6 private radio stations broadcast the spots. This included Shwe FM, Bagan FM, Padamyar FM, Cherry FM, Pyinsawadi FM, Thazin FM, Myanmar Radio (public station).

A national TV campaign that featured about RDT and ITN telecasted TV advertisements nationwide on free channels (MRTV-4, Channel 7, MRTV, MWD and MWD Documentary). Across 72 RAI project townships, one billboard per one Project Township was erected.

NMCP media campaign targets large audiences as projected for 76 townships.

**Baseline**
Dec 2016 to Jan 2017

**Airing**
Feb to March 2017

**End-line**
April to May 2017

## OBJECTIVES

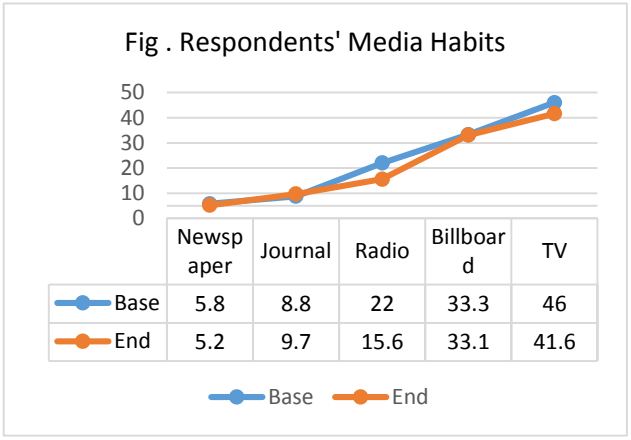
- Campaign reach, response and recall
- Understand the effectiveness of media campaign

## GEOGRAPHICAL SCOPE

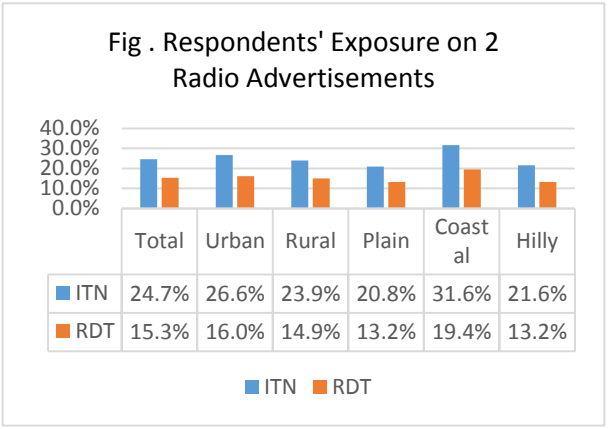
12 townships were selected proportionally out of 76 project townships. The total number of households participating in the baseline survey across three zones (Hilly, Coastal and Plain) was 1,561 while the endline number was 1,559. The household survey included households from eight states/regions and from three zones.

## FINDINGS

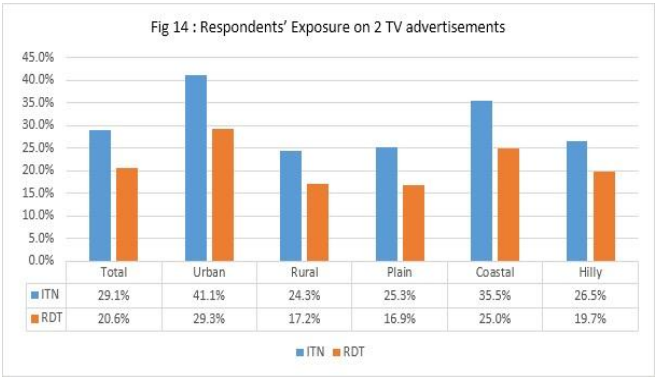
Figures – Media Habit & Media effect




| | Newspaper | Journal | Radio | Billboard | TV |
|---|---|---|---|---|---|
| Base | 5.8 | 8.8 | 22 | 33.3 | 46 |
| End | 5.2 | 9.7 | 15.6 | 33.1 | 41.6 |




| | Total | Urban | Rural | Plain | Coastal | Hilly |
|---|---|---|---|---|---|---|
| ITN | 24.7% | 26.6% | 23.9% | 20.8% | 31.6% | 21.6% |
| RDT | 15.3% | 16.0% | 14.9% | 13.2% | 19.4% | 13.2% |

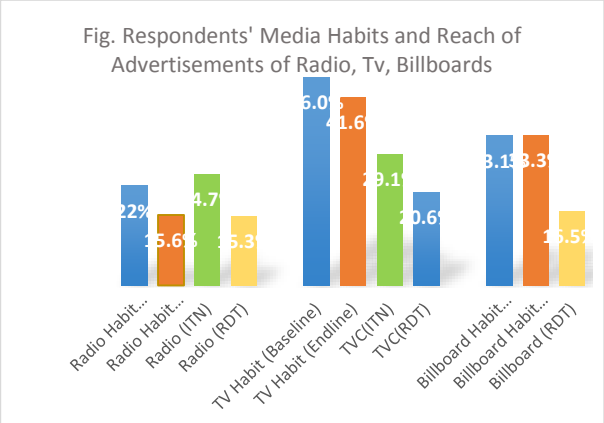


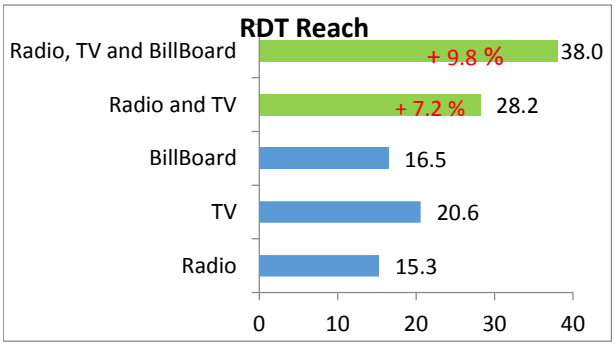

| | Total | Urban | Rural | Plain | Coastal | Hilly |
|---|---|---|---|---|---|---|
| ITN | 29.1% | 41.1% | 24.3% | 25.3% | 35.5% | 26.5% |
| RDT | 20.6% | 29.3% | 17.2% | 16.9% | 25.0% | 19.7% |

Table. Respondents' Exposure on Billboard

| Total | Urban | Rural | Hilly | Coastal | Plain |
|---|---|---|---|---|---|
| 16.5% | 24.7% | 13.3% | 18.6% | 16% | 14.4% |

Reach of Advertisements




Quotations from FGDs – Radio2 & TV2

RDT Radio Adv:

*"It's short to the point. Public know in a few seconds. That's good and beneficial for health"*

A graduate from Kawa, Bago

ITN Radio Adv:

*"I'll follow instructions 100%. If I have to buy ITN as I've children. I'll be willing to buy it without hesitation".*

A mum with a child under 5 years from Kyauktagar, Bago

A second year university student from Paung, Mon State said, *"Comparing .Dos and Don'ts. It's easy to understand. It's good. When you infected, go to clinics, test blood, take drugs but avoid of taking compound drugs…like that".*

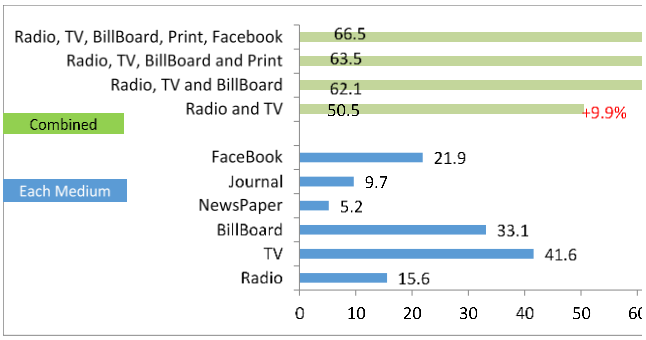
ITN TV Adv:

A 30 years old female from Palatwa, Chin State said, *"Practicing those instructions in the advertisement, there will be malaria-free life. It you're malaria free, you'll be healthy, wealthy (can earn more money) and the whole family will be happy".*

## Advertisements

### TV Advertisement (RDT)

### Combined Media Effect




## CONCLUSIONS

According to the analysis data, the campaign should proceed on advertising in three media (Radio, TV and Billboard) as the combined effect is more beneficial. Moreover, billboards advertisements are effective with respect to locations mainly.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