

Johns Hopkins University
Center for Communication Programs

Summative Evaluation of
Young Adult Program
in Pakistan

FINAL REPORT



Contech International *Health Consultants*

Acknowledgments

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Contech Team

Executive Summary

The Youth First Project in Pakistan reaches to youth in a variety of ways. JHUCCP uses entertainment, education approach which includes using an entertaining format to transmit educational message. Since adolescents are experimenting with different kinds of behavior, positive behavior models are important. The Youth First Project in Pakistan aims to better prepare young people for marriage and family life. This instant study aims to assess the impact of the TV drama “Kaisey Kahoun” and TV spots promoting “Newly wed services of Green Star” among the youth of Lahore and Karachi.

The study was conducted in Lahore and Karachi. It was cross sectional study design (Involving both quantitative and qualitative components).

Quantitative Findings:

In all 2088 respondents were interviewed. 726 were male and 1362 were female. Mean age of male respondents from Lahore was 20 and those from Karachi was 17 years. 14% of male were married and mean age at marriage of respondents from Lahore and Karachi was 24 years. Majority of the respondents (male female) were not consulted for their marriage. 94% male respondents from Karachi and 97% from Lahore had ever attended school. Only 14% in Karachi and 16% from Lahore have college/university education. Almost half of the respondents were jobless. A total of 1362 Female respondents were interviewed, 844 from Karachi and 518 from Lahore. Mean age of respondents in both cities was 19. 25% from Lahore and 17% from Karachi were married. Mean age at marriage was 20 years in both cities. Majority of the female respondents (89% from Karachi and 93% from Lahore) had ever attended school and small proportion was having college/university education (12% in Karachi and 20% in Lahore).

Majority of male respondents (270 out of 444 from Karachi and 210 out of 282 from Lahore) were exposed to TV, TV drama, Music video, Radio. Similarly Majority of female respondents (545 out of 844 from Karachi and 401 out of 518 from Lahore) were exposed to TV, TV drama, Music video, Radio Channels usually watched were ATY Digital, GEO, PTV, Indian Movies and Start Plus. Majority of the male respondents who were exposed to electronic media had not watched drama “Kaisey Kahoun” only 2% from Karachi, 5% Lahore had watched the drama, only half (50%) have learnt some new information from drama and intended to take some action in future. Overall exposed respondents had better communication with their spouse and relatives/friends regarding, important life, RH, FP issues and health risks during pregnancy, compared to those not exposed.

Among exposed male respondents only 11% from Karachi and 13% from Lahore were aware of newly wed services offered by Green Star Clinic and only 1% from Karachi, 4% from Lahore were using these services. Almost same %age of unexposed male respondents were aware and using these services. Majority of female respondents were not aware of newly wed services (only 18% of exposed female respondents from Karachi and 24% from Lahore) and among those who were aware only small population

Final Report “Youth First Project”

(1% from Karachi and 9% from Lahore) were using Green Star services. A small proportion of exposed and unexposed respondents had ever discussed with their spouse to go to Green Start clinic for reproductive health concern. Majority of exposed respondents were aware of Subsitara clinic and its products and Sathi Condom.

Qualitative Findings:

Almost all the respondents who were interviewed in depth had seen no more than 5 episodes of the drama, and no one could tell the total number of the episodes. The only source of publicity were the trailers running on the same channel. It seemed that most of the people had seen the drama because of its strong cast. Most of the respondents could recall just some part of the story and only the main cast i.e., Marina Khan, Nida Kazmi, Ali Kazmi, and Adnan Siddique, while some of them could also point out Zalay Sarhadi and Rahat Kazmi. Almost all of the respondents told us that the play “Kaisey Kahoun” conveyed the message regarding Family Planning and population control. Some could further explain it as a necessity for the reproductive health of the mother. On the other hand, some of the interviewees also pointed out the following problems addressed in the play; Drug addiction/abuse in youth, Importance of education, especially empowerment of women, Problems and difficulties faced by a single woman in Pakistani society, Small family size and Family planning.

Only a few respondents showed any enthusiasm in following the lessons learnt through the drama series. About 50% of the respondents shared that such programs should not be shown on family TV channels, while others thought this to be a very good and reliable mode for raising awareness.

Analytical observations

Majority of respondents were exposed to TV, Music video, Radio. Exposed respondents of Karachi and Lahore had better communication with their spouse regarding important life, RH and FP issues to those not exposed. Similarly awareness perception of newly wed services by Green Star and subz Sitara Clinic, products was more in exposed especially female respondents than unexposed.

Overall small proportion have seen drama “Kasay Kahoun” and still very few were able to narrate message conveyed by this drama. However communication about FP and RH with family/friends was poor in exposed as well as unexposed respondents.

Majority of the respondents who had been interviewed in depth had not seen all the episodes of the drama. Almost all of the respondents were able to narrate some of messages conveyed through drama. Approximately (50%) acknowledged it a meaningful drama promoting health life style behavior and were of the opinion that such dramas should be telecasted times and again.

Conclusions:

It can be safely concluded from the findings of this study, that though Null hypothesis is mainly proven, still there is minor difference of awareness, attitude, practices regarding RH, FP and Subz Sitara clinic and its product among exposed compared to unexposed.

Final Report “Youth First Project”

Recommendations:

Keeping in view the findings of this study and increasing spectrum of TV channels, following recommendation are made (To create awareness and increasing level of knowledge which intern can lead to better practices).

- ✓ Overall electronic media policy should (if possible) be reoriented to incorporate into all dramas at least one important message, addressing RH, FP, issues related to family life and promoting healthy life style behaviors.
- ✓ More than one popular TV channel can be engaged to telecast such dramas.
- ✓ Mass media (TV, Newspapers etc.) can be used to advertise, cast, timings and highlights of the drama.
- ✓ Repeated and continuous telecast at convenient times (peak hours) of such meaningful drama is recommended.