

COMPATIBILITY OF DIFFERENT COMMUNICATION TOOLS IN CREATING IMPACT TO THE AUDIENCE

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Abstract Maternal Health has always been a matter of primary concern for the health of women in society. It comes under the primary health indicators to analyze the real situation of overall health care services run by government and non government organizations .In the year 2009, maternal mortality ratio (MMR) in India was 212 maternal deaths on every 100,000 live births. Madhya Pradesh state of India with 269 maternal deaths on every 100,000 live births was among the states with highest MMR in the country. To improve the condition of maternal health and overall situation government of Madhya pradesh has establish specialized department and has been using different tools and techniques of communication. Various programmes have been launched pertaining women's and neonatal care. The focus of these initiatives is to make people not only aware about the problems but also to change their attitude towards maternal health. The purpose of this paper is about to know about the compatibility of different tools using for communication among the target audience and what are the challenges in executing the message .The research design is exploratory in nature and methodology is survey.

Keywords: Maternal health, communication strategy, Madhya Pradesh, compatibility, TV, Radio, outdoor.

Maternal Health has always been a matter of primary concern for the health of women in society. It comes under the primary health indicators to analyze the real situation of overall health care services run by government and non government organizations. To make improvement in maternal health is one the most important millennium development goals of United Nations. As per the data confirmed by WHO, UNICEF, UNFPA and the World Bank 3,58,000 maternal deaths took place across the globe in 2008. In the total numbers of maternal deaths developing countries cover 99% of deaths and Indian stands on top with

63,000 deaths.

In the year 2009, maternal mortality ratio (MMR) in India was 212 maternal deaths on every 100,000 live births. Madhya Pradesh state of India with 269 maternal deaths on every 100,000 live births was among the states with highest MMR in the country. Some of the key reasons behind the high MMR in the state are low literacy levels among population, difficult geographic terrain in some parts of the state, inadequate availability and lower levels of utilization of emergency obstetric care services along with lower levels of utilization of antenatal care, safe delivery and postnatal care services.

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Inadequate availability of health infrastructure and resources along with huge economic inequity, gender disparities, societal norms and attitudes of community and service providers might be related to low levels of utilization of health care services in the state.

Government of Madhya Pradesh has established a department of Public Relations to spread all messages of government run policies and activities. It has also prepared and established an in-house creative agency 'Madhya Pradesh Madhyam' to create and produce messages to be disseminated in society. To promote these messages government also use several medium like Television, radio, print outdoor, online etc. For health care promotion, especially government is using about all kind of media activities to make people aware about its several maternal health care services.

There comes a point where it becomes important to understand that which communication tool suits more in dissemination of message. Every medium requires a large amount of cost and effort. If we check out the compatibility of each communication tool it would be helpful for the policymakers and strategy makers to save the unwanted budget and efforts being used in several promotional activities.

Here the researcher has tried to analyze the compatibility of different medium being used by government of Madhya Pradesh in maternal health care message campaigning. Different factors are used to know the impact and efficiency of different medium in delivery of maternal health care messages in society.

Objective:

To analyze the compatibility of different communication tools which are being used to deliver various maternal health care messages in Madhya Pradesh

To understand the feasibility of different communication tool used to deliver maternal health care messages in Madhya Pradesh.

To explore which communication tool suits more to the audience and meets all requirement while delivering the message of maternal health care.

Hypothesis:

In terms of maternal health care information common public need more clear information and personal communication as well.

All communication medium need more strategic approach of information clarity and creative approach.

Review of Literature:

The researcher reviewed a book Health Communication: From Theory to Practice authored by Renata Schiavo. The book explains the strategic elements as well as points influence any health communication strategy. The book helps us to explore and compare the ongoing maternal health communication strategy executed by the government of Madhya Pradesh. How the audience and the political elements affect the results of any health communication strategy.

The book also explains the important to be practice during any health communication strategy.

One more book "Healthcare Information Technology" has been reviewed by the researcher to correlate the requirement of Information technology in a productive Health care communication strategy. The book explains the role of information technology in a standard health programme. The researcher reviewed some advertising books like 'Advertising' by Frank Jefkins and 'Contemporary Advertising' by Bovee & Arens. Apart from books researcher also reviewed some research article, surveys and maternal health reports.

Methodology:

The researcher has used survey method to analyze facts and figure available about ongoing health communication activities. After analyzing the facts researcher used the statistical analyses of the logical data and figures collected by the conducted survey. Survey

was organized by the researcher to collect on ground report about the different media campaigning status organized by the government to serve maternal health in Madhya Pradesh.

The Analyses:

The researcher took total 100 respondents for the survey and used some factors to analyze the actual compatibility of different communication tools. The factors which are used to differentiate the effect and compatibility of medium are confirmed after checking out several books of advertising.

Researcher focused the geographical area of capital city Bhopal in Madhya Pradesh and survey was done in a slum area o Bhopal only.

The Factors are:

- 1: Interest
- 2: Creativity
- 3: Message Content
- 4: Comprehension

In survey, the main stream media which have been used for promotion of maternal health care messages are considered as the second variant. It has been asked by the audience that when they came in contact of any communication tool like TV, radio, print, outdoor or internet with these messages what kind of response they could come up with.

Here different pie charts have been prepared to analyze the media responses of respondents provided on the basis of major four factors interest, creativity, message content and comprehension.

Television

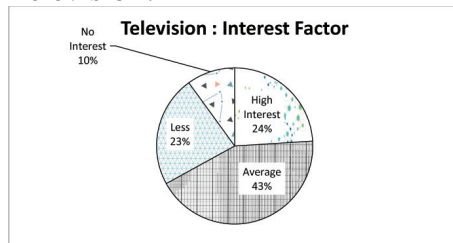
Radio

Print

Outdoor

Personal Communication

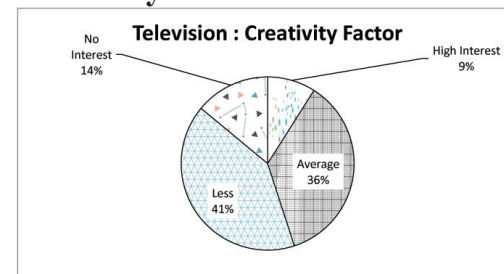
Television:



When it was asked to the audience that if we talk about the level of interest they had after watching television advertisement or information videos of maternal healthcare only 24% respondents registered their high interest and the average effect was in majority with 43%. 23% respondents showed their less interest in promotional videos of maternal health and 10% respondents had no interest in any kind of audio-visual communication done by government.

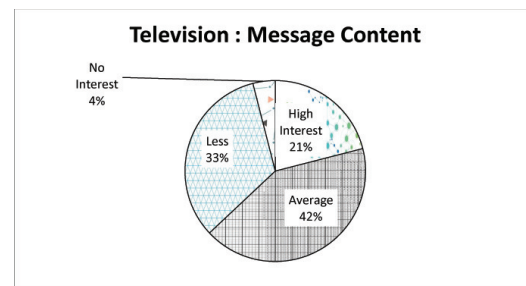
Television:

Creativity Factor:



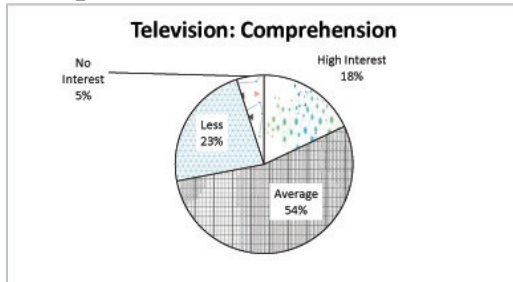
On the basis of creativity factor the 14% of the audience responded that the television commercials were completely failed on the basis of creativity factor. 41% claimed them as less creative and for 36% videos were on average level. Only 9% of the respondents said that television spots were highly involving on basis of creativity.

Message Content:



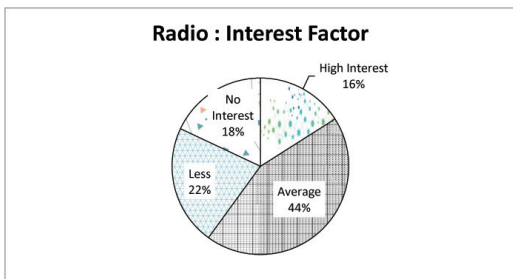
On the basis of content 21% of the viewers found television videos as highly content based but 42% found them as average level and 33% thought that videos don't full information about maternal health care and 4% people think there is no content in promotional videos.

Comprehension:

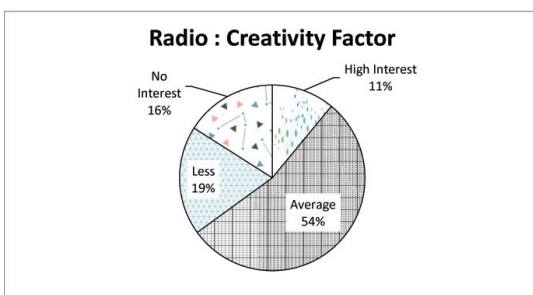


After all factors evaluated the comprehension was considered and 54% viewers said all videos stood average in comprehension power. 23% people found it difficult to get comprehended by TV advertisements but for 18% viewers the advertisements were highly influential. For only 5% audience advertisements have no capabilities to comprehend people with their messages.

Radio

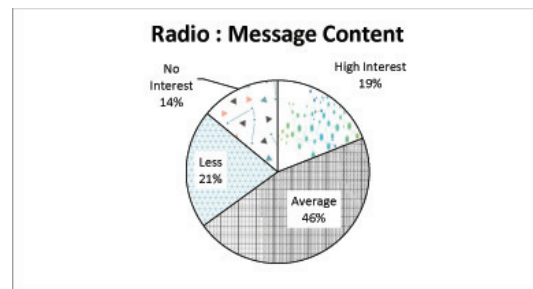


While broadcast of radio advertisements 16% of the listeners showed their high interest factors and 18% were influenced by no interest factors. 44% of the listeners told they felt average response for the radio advertisement of maternal health care and for 22% listeners it was less recognizing.

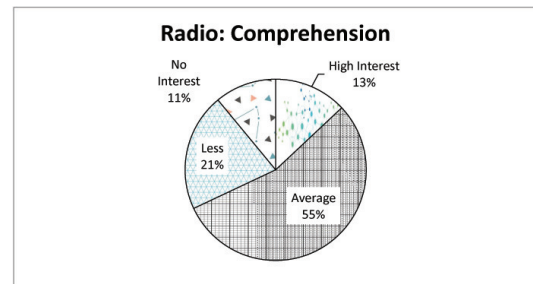


When the researcher analyzed on the basis of creativity factor the majority

of listeners found it under average situation and only 11% people think that the radio communication has high impact over them. 19% listeners' felt the creativity of radio spots was less impactful and for 16% it was nothing to influence in terms of creativity.

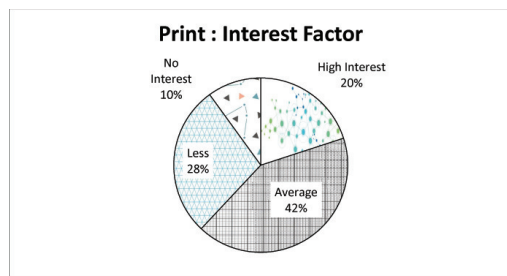


The content factor is also stood majorly average with 46% audience response. 21% listeners think the content delivered in radio ads are less impactful and for 14% people radio nothing as influencing in terms of content delivery about maternal health care but for 19% people it's highly influencing to listen radio spots of maternal health care information.

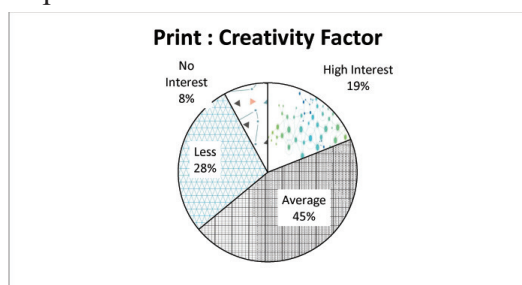


On the basis of comprehension radio medium stood majorly on average level with 55% audience response. 13% of the audience showed their very positive response and told radio campaigns comprehended successfully with their maternal health care messages. For 11% people radio medium has no power to comprehend them with any maternal health care message and 21% listeners think it is less impactful medium to comprehend people.

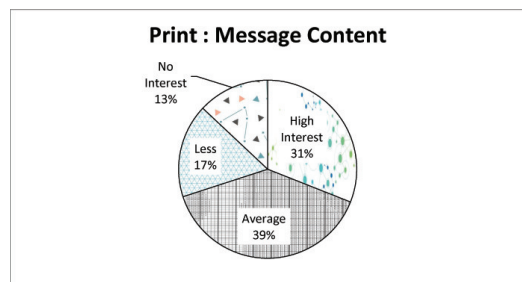
Print



For 42% of audience show their average interest in radio print content of maternal health care messages on the basis interest creation factor. 20% of the listeners mentioned their high interest and 10% with no interest. Rest 28% readers found the interest creating content less impactful.

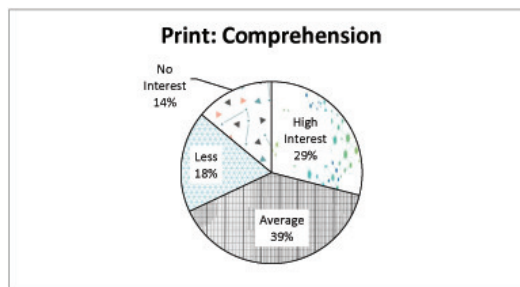


When it was analyzed on the basis of creativity factor the print medium also couldn't stand very impactful. Only 19% of the readers found it highly interesting. About 45% people think the creativity of promotional material is on average level generally. 28% think print communication is less effective and for 8% audience there is no effectiveness of print advertisements of maternal health care.

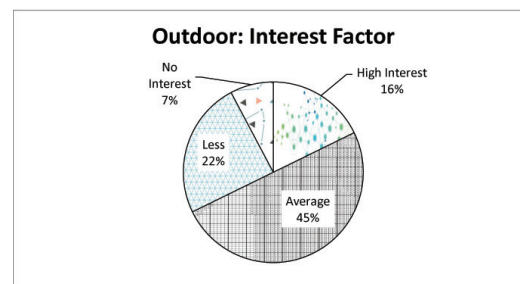


As in print media the message content in text and pictorial format have

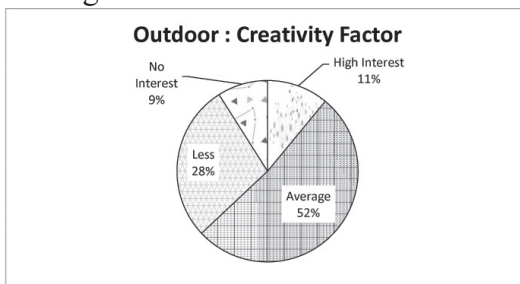
more capacity to influence audiences. About 31% respondents showed their positive response for influential nature of a print advertisement. 39% audience found it on average level and 17% respondents mentioned that print ad cover less content as needed. For 13% people print ads cover no information about maternal health care.



Outdoor

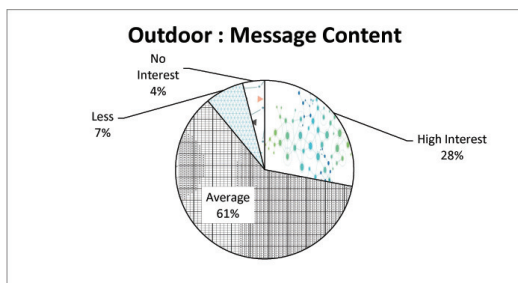


The interest factor of outdoor medium is high for 16% audience only and average for 45% audience. 22% viewers found maternal health messages disseminated on outdoor media are less interesting and for 7% people the outdoor media couldn't influence people with their messages.

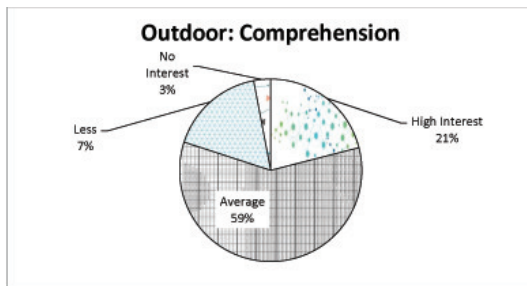


The creative messages distributed by government through outdoor messages

couldn't create more influence over audience with their creative factor. For 52% audience mentioned the creativity of the outdoor comes under the general standard and for 28% it's less influencing. About 9% of the audience couldn't find government messages able to influence people with their creativity.

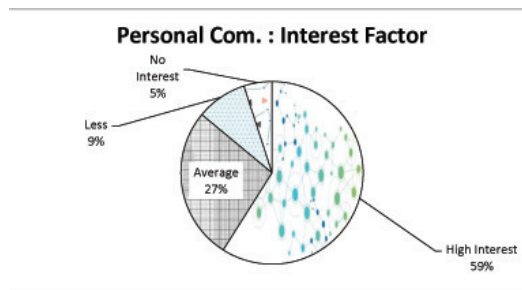


On the basis of content the condition of outdoor media promotion quite well. 28% of the audience has consent with the ability of content exposed to them through outdoor media. 61% of the viewers think that outdoor content promotion strategy stands on average level. For 7% of the audience the idea has less influence and for 4% it's completely comes under no influence factor.

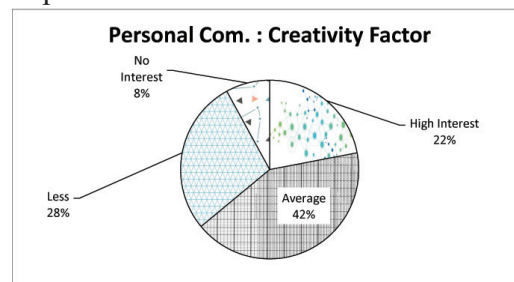


The comprehension level of outdoor messages stood majorly on average level with 59% respondents. Though 21% of the audiences think it's highly successful to comprehend people with maternal health messages but for 17% respondents think outdoor media has less ability to influence people. Only 3% respondents have opinion that outdoor media don't have capacity of comprehension power.

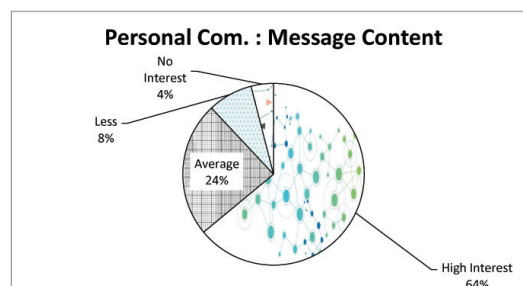
Personal Communication



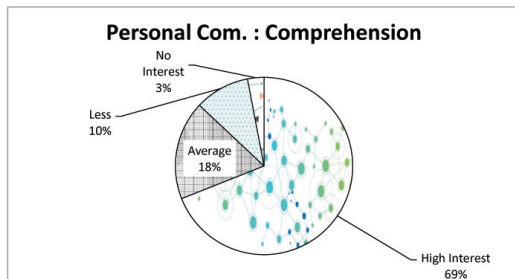
When the researcher questioned about the personal communication strategy of the government the result was quite interesting. About 59% of the audience showed their high interest to get conveyed by any individual personally. 27% respondents put it on average level and only 9% of the audience felt that personal communication is less impactful. For 5% of the audience the personal communication couldn't make any response for them.



When it was analyzed that the method/creativity of the personal communication has any role in proper message convey or not for 22% of the audience it proved highly impactful. 42% of the respondents put it on the average standard and 28% as less impactful. 8% of the respondents have response as 'No'.



Highest level of response was received by the audience when content factor got analyzed. 64% of the audience told that they get good content about maternal health care while interacting with the messengers directly. 24% of the audience put it on average level and for only 8% audience it was less impactful and 4% respondents were with response 'No'.



The similar response like content the comprehension factor also received. 69% audience said the comprehension strategy was best when communicated personally. Only 18% of the respondents kept it on average standard. 10% were with less and 3% with the 'No' response.

Internet:

As the researcher found the use of internet facilities was less than 10% in the focus area and also received feedback as no message of maternal health on mobile and internet services except some on WhatsApp, facebook or some websites. So the researcher considered internet as 'Null' to compare the compatibility communication tools.

Conclusion:

The researcher started its research with an aim to check the compatibility of different media which have been used to deliver maternal health care messages. For this purpose researcher took limited but accurate geographical of Bhopal slums. Four factors Interest, Creativity, Message Content and Comprehension were considered while analyzing the impact of different medium. If we start with interest factor different medium received different response. Most of the respondents were in favor of personal communication while

delivery of message. Though they show interest to see and listen messages disseminated by other medium but when they receive messages individually they feel more interested. Television and Radio also proved as satisfactory methods of creating interest of the people in the messages but the interpersonal communication stood best in all.

When the researcher analyzed creativity factor television, radio and print media stood in average category. There are chances of more use of creativity in advertisements and messages delivered through audio-visual media as well as print and outdoor. The personal communication also showed a bit of creative requirement in terms of creativity.

The next factor 'message content' was highest in interpersonal communication. Print, Television and Outdoor media contain average level of information about maternal health care as per the opinion of respondents. At last factor was 'comprehension' means the present efforts made by government of Madhya Pradesh through different medium are capable enough or not to make people understand and create a positive atmosphere or the message delivered. The result shows that except online media all medium are making a recognizable effect regarding delivery of message and comprehension success to make people understand about maternal health care. The research has got a surprising result also regarding application of online media. As the focus area of the research was slum areas of Bhopal city in Madhya Pradesh and especially beneficiaries were women the researcher found about null

use of internet and also effect of messages about maternal health care. The reason was not even the less use of internet services but women who carried internet based cell phone had not received any message of maternal health care.

Finally the researcher reached on a solution that the most compatible

communication tool to deliver maternal health care messages is personal communication with the beneficiaries. The reason is not even the exposure of media but the awareness level, the educational background also play vital role in this. Television, Radio Print and Outdoor media are also compatible for the message dissemination strategy but their approaches are not strategic in terms of creativity and analyses. So proper communication strategy is required to disseminate maternal health care message in Madhya Pradesh focusing majorly on personal communication tool and also with some creative and content based changes in promotion content.

Suggestions:

Government must think about to focus more use of personal communication methods for beneficiaries. Must focus on creating more interesting and creative promotional content to capture the eyes of viewers.

Limitations:

Research has covered the feedbacks of respondents but the aspect of communication tools applied for the message delivery can also be explored more. The research has possibilities to explore educated and some developed areas of Madhya Pradesh to know the comprehensive compatibility of communications tools in complete society.

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