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Jordan Communication, Advocacy and Policy Activity (JCAP)

National Family Planning Social Behavior Change Communication Campaign Evaluation

“Plan your pregnanciesEase your burden”

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ACRONYMS/ KEY

T2B	Top Two Boxes response scores within 5 point scale questions
TB	Top Box response score within 5 point scale questions
Exposed	Individual respondents who have seen or heard an advertisement for the JCAP Family Planning Campaign
Unexposed	Individual respondents who have not seen or heard an advertisement for the JCAP Family Planning Campaign
Green Box	 Indicates the figure is Significantly higher than the Total level using T- test of significance, $p < .05$

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EXECUTIVE SUMMARY

In the period of March thru June 2016, the Jordan Communication, Advocacy and Policy Activity (JCAP) implemented a national social and behavior change communication (SBCC) campaign promoting family planning as an empowering strategy to help Jordanian families take better control over their fertility and thereby improve their quality of life. The specific aims of the communication campaign were to foster social norms more conducive to smaller family size and increase acceptance and demand for modern family planning among the broad community in Jordan. The study focused on JCAP target groups including Married Woman of Reproductive Age (MWRA), husbands and engaged male and female youth. The campaign was conducted primarily through advertisements on Television and radio, and included other dissemination channels such as printed brochures, posters and outdoor signage.

To measure the effectiveness of the campaign, JCAP conducted a post tracking study with randomized households containing members of the target segments in eight JCAP implementation Districts. The final sample consisted of 1,013 married or engaged to be married men and women in Jordan. The survey interviews were conducted using a face-to-face approach, and eligible respondents were chosen randomly from a sampling frame of households following a selection protocol based on proportion relative to population size in each site.

The sample was segmented by the variables of marital status (engaged or married) and parity (no children, 1-2 children and 3 or more children). The analyses compared findings from these segmented groups, and also examined differences between those 'exposed' and 'unexposed' to the campaign. The survey questions assessed perceptions and reactions to the campaign and documented knowledge, attitudes, and practices in order to measure program impact and guide future campaign design and ad placement decisions. Nielsen conducted the study on behalf of JCAP during June and July 2016.

Key findings of the study are summarized as follows:

- 39% of respondents had been exposed to the JCAP campaign (recalled it), 85% of them liked the campaign, and 97% found the campaign to be more appealing than other campaigns they had seen related to family planning
- Campaign exposure (visibility) was significantly higher among the married groups with children and among residents of the district of Naour
- 23% of the exposed were able to recall the campaign slogan and of these, 68% recalled the full slogan
- the campaign slogan was liked by 93% of the exposed group regardless of their recall.
- 75% of those exposed to the campaign cited their intention to act on the campaign slogan
- 99% of exposed respondents were able to recall at least one message after watching a 10-second snapshot of the campaign: 29% recalled one message, 22% recalled two messages, 26% recalled 3 messages, and 22% recalled four or more messages. 52% recalled unassisted the campaign message about the importance spacing births at least 3 years apart
- a large majority of respondents, including both exposed and unexposed, indicated that modern family planning is effective (93%) and safe (92%)

- the mean ideal number of children was approximately 4. The family size preference of newly married couples with no children, was significantly smaller compared to the total sample

Attitudes expressed after watching the campaign:

- 30% stated that the campaign definitely made them want to use family planning methods
- 40% stated that the campaign raised their awareness of family planning
- 40% felt the advertisement presented family planning in a new way that they had not thought of before
- 43% stated that the campaign left them wanting to plan their family life
- 39% expressed that the campaign made family planning grow in importance to them and they wanted to discuss it with others
- 38% expressed that after watching the campaign they felt that this is what they were looking for
- With respect to presentation channels, the TVC spot was the most favored copy (84%) followed by the Seesaw print (74%), the Table print (53%) and the Couch print (52%)

Key findings related to messages uniquely targeted to each Segment were as follows:

Engaged and married without children

- 66% agreed with the message that delaying their first pregnancy leads to a better chance for future family arrangements
- 71% of those exposed to the campaign agreed with the message that it is good to wait before having children and 51% of them intended to actually wait

Married with one or two children

- 90% agreed with the message that birth spacing for at least 3 years leads to a better quality of life
- 95% of those exposed to the campaign agreed with the message to build their life one step at a time, and 80% of those exposed to the campaign were willing to act on this campaign message

Married with three or more children

- 90% agreed with the message that an ideal family size promotes prosperity on all levels
- 98% of those exposed to the campaign agreed with the message that their joy will be complete when their children grow up

Finally, the campaign **effects on behavior** related to the use of family planning methods was as follows:

- 41% intended to use modern family planning methods, and the engaged group at 71%, showed a significantly higher intention to use family planning methods compared to the married groups with children

- 24% of those who were users of traditional family planning methods intended to shift to modern family planning methods
- 81% of those who did not use family planning methods in the past six months intended to use modern family planning methods in future

In light of these findings, it can be concluded that the JCAP Family planning campaign was well received, raised awareness and greater interest in related issues and increased willingness to use family planning. Findings showed increasingly positive attitudes, intentions and demand toward modern family planning methods. However, changing entrenched social norms, especially around the ideal family size, requires ongoing efforts conducted over a prolonged period of time.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND

JCAP is a five-year USAID-funded activity that aims to increase demand for family planning methods and reproductive health services, to ensure a prosperous future for Jordanians. JCAP's mandate to empower Jordanians to have greater choice over their fertility as a way to improve their quality of life is crucial, as Jordan is facing demographic challenges. Jordan's population size is growing quickly. In the year 1994 the total population was 4.1 million, reaching 5.1 million by 2004 and over 9.1 million by the year 2015. Comparing Jordan to neighboring countries helps to understand where Jordan stands. Jordan's 2012 total fertility rate of 3.5 is considered relatively high in contrast to some of the neighboring countries, where Egypt's total fertility rate is 2.9, while Lebanon's fertility rate is 1.9. Furthermore, Jordan's average family size is 5.4 and a relatively high rate of unintended pregnancies poses a serious economic as well as health issue.

Consequently, as Jordan is facing serious consequences from population growth, JCAP has implemented a social and behavioral change communication campaign to change social norms and increase acceptance and demand for family planning. A national campaign was aired for three months starting in March 2016 using both above the line and below the line marketing, with the main objective of educating the society about the importance of family planning, leading to social and behavioral change. JCAP planned to assess the reach and effects of this campaign and contracted Nielsen to carry out a study to evaluate the campaign impact. This report provides the results of a post campaign tracking survey, which targeted three demographic sub-segments of the general population: 1. Engaged and newly married individuals with no children; 2. Married individuals with one or two children; and 3. Married individuals with three or more children. The survey was conducted in JCAP's eight original intervention sites including the districts of Qweismeh and Naour (in Amman), Jerash, District of Qasabet Mafraq, Al Koura and Bani Obeid in Irbid, Al Hasa and Al Huseinya.

1.2 OBJECTIVES

Objectives of this campaign and survey were divided into business and research objectives. The main business objectives of the campaign were to:

- Promote change in social norms toward a smaller family size
- Increase demand and acceptance for family planning

The main research objectives of the survey were to:

- Understand and measure the impact of the campaign elements on the target population segments and identify any areas for improving the campaign
- Assess the level of awareness regarding the family planning campaign, the slogan and the message(s) that were delivered

1.3 SURVEY PLAN

A quantitative research methodology underlies each component of the survey. To meet the objectives of each of the components, the following tasks were conducted:

Task 1: Preparatory Phase and Finalizing Sample Structure

An initiation meeting with partners was followed by desk review of all available documents and records to obtain a thorough understanding of the task. The sample was finalized as composing of 1,000 surveys. Section 2.9 illustrates the sample by target segment quotas and the sample achieved.

Task 2: Conduct Fieldwork and Data Collection

The preparation of the data collection and other survey tools was conducted simultaneously with the recruitment of the survey teams. The task also included: preparation/finalization and pretesting of questionnaires; identifying survey locations; training of survey teams; actual field operations (i.e., data collection and monitoring) and design of quality control. Development of the data analysis plan was also completed in this stage.

Task 3: Data Processing and Table Generation

Data processing, including data coding, entry, and validation, processing and table generation was carried out. The tables were generated according to the analysis plan. The end product of this task was the final processed data.

Task 4: Data Analysis

The data were analyzed and tested for significance using a two tailed T- Test at the $p < .05$ level. The T Test assesses whether the means of two groups are statistically different from each other. Therefore, any segment or sub group mean value divergence from the comparison group average (generally the total of the sample group) is analyzed using the T-Test. Significant differences are indicated in the Tables by a green box. In some Tables, the subsample sizes are too small to be appropriately analyzed and marked by a * and indicated by a footnote.

Task 5: Report and Dissemination of Findings

Reporting and dissemination is the final stage of preparation. Based on initial discussed guidelines, a draft evaluation report and a power point presentation were prepared and shared with JCAP for review and modification.

CHAPTER 2: METHODS

2.1 METHODOLOGY

Quantitative Interviews were carried out among target respondents through face-to-face CAPI (Computer Aided Personnel Interviews). Representativeness of the sample was ensured throughout the sampling process beginning with randomly selected Census blocks within each of the eight geographic sites and random starting points in each block. Select of building/apartment was done through the right and left hand side rule, and in case more than one respondent was eligible for answering any part of the questionnaire, the Kish grid/random function concept was applied to select respondents who will answer the interview.

2.2 TARGET RESPONDENTS

The sample groups representing each of the three sample segments of the survey were as follows:

1. Engaged and newly married couples without children
2. Married with one or two children
3. Married with three or more children

Each of these three segments was further disaggregated by sex and age, ranging between 18 and 50 years of age.

2.3 DATA ANALYSIS

Data was collected using CAPI (Computer Aided Personal Interviews) through Confirmit Software, while open ended data coding was performed through QPSMR software. This approach was selected to eliminate errors while completing the questionnaire and allow exporting of the data immediately for further analysis, thus cutting down on time required for data editing, punching and cleaning. Data analysis and significance testing (t-test with 2 tails) was conducted through Quantum IBM software, a highly sophisticated and very flexible computer language designed to simplify the process of obtaining useful information from a set of questionnaires. Quantum was also used for checking, validating, editing and correcting data.

2.4 SAMPLING TECHNIQUES

This study was conducted using a 2-stage sampling technique. The first part involved selection of Census Blocks and the second part consisted of selecting the households.

Part 1: Selection of Census Blocks

A list of areas within all eight selected districts were developed based on the sample size (proportional to size). The required number of areas (sampling points) were randomly selected in such a way that a total of six interviews (either male or female) were conducted in each area. Once the area list was developed, one starting point (sampling point) in each area was selected. Starting points were a famous landmark, market, plaza, or important place that could be considered the center of the area. Six interviews around each starting point were conducted by skipping two

households after a successful interview. This provided a reasonable number of starting points in each city and adequate geographical spread within the area. Alternate starting points (sampling points) were selected from the list for male and female interviews. Landmark, market, plaza, or important place that could be considered the center of the area. Six interviews around each starting point were conducted by skipping two households after a successful interview. This provided us a reasonable number of starting points in each city and adequate geographical spread within the area. Alternate starting points (sampling points) were selected from the list for male and female interviews.

Part 2: Selection of Household

For the selection of a household around a particular starting point, the Right Hand Rule (RHR) was used for female and Left Hand Rule (LHR) for male respondents. This enabled adopting a systematic procedure to minimize surveyor bias.

2.5 SURVEY TOOLS AND GUIDELINES

Development of research instruments

Draft questionnaire items were developed primarily in English consultation with JCAP. Some questions were provided to all respondents and others were unique to each of the three targeted segments by parity status. After finalization, the Arabic questionnaire (translated and compared in both English/Arabic versions) was used to carry out the study. The questionnaires were reviewed by a team of expert researchers and finalized in consultation with partners.

Pretesting plan and finalization of questionnaires:

A pretest of the draft questionnaire was undertaken. A group of surveyors and supervisors were recruited from an existing panel of experienced surveyors/supervisors and trained for a week to conduct the pretest to check the translation, consistency and integrity of the questionnaire.

Process testing

As part of the pre-testing process, testing of cluster identification/mapping, sampling frame preparation, household identification, sampling technique, CAPI process, were also piloted for better understanding of the sampling and procedures.

2.6 TRAINING

Formal training of survey teams was arranged for proper understanding of all the survey tools and survey procedures. The training was held on 14th June 2016, and piloted on 16th June 2016.

The training included both classroom session as well as field practice; it consisted of sessions on interviewing techniques and rapport building with respondents; how to identify selected households; a thorough explanation of all questions; how to fill the questionnaires; how to handle non-response; how to check questionnaires for errors; and how to handle daily schedules.

2.7 FIELDWORK

Field work was carried out by 6 Nielsen surveyor teams, each with 5 members: 1 supervisor and 4 surveyors/investigators. The validity and quality of the data collected was ensured via committing to the following responsibilities:

- Study Manager: oversaw and documented all required quality checks. Furthermore the study manager verified that the supervisor did validate and verify the data.

- Supervisor participated and assisted the interviewers where needed. Moreover the supervisor verified data entries and attended a sample of the interviews for each of the interviewers.
- Interviewers, with the assistance of their supervisors, ensured consistency of the data collected.

2.8 QUALITY ASSURANCE

Quality assurance was assiduously sought, and as a guiding principle 'Quality Control at all levels' is the basic policy of the survey company (Nielsen). Especially at the stages of research design, data collection and analysis, the uppermost quality at all levels was maintained. The ESOMAR (Europe) code of conduct is used as a basic guideline in all the aspects of marketing and social research. Only employing interviewers with adequate experience is one of the norms of the operational policy. Adequate records were kept in a computerized database for each individual interviewer to track his or her maintenance of field management standards. Moreover, the checking procedures were even rigid.

Team selection and mobilization:

As for the selection and recruitment of supervisors and interviewers; it was carefully done by the field manager. The recruitment was made from the existing panel of field supervisors and interviewers, where all supervisors must have minimum qualifications of College graduation and fluency in both English and Arabic. Interviewers had previous experience on similar projects. Final selection was based on interviewer's performance during the pre-training sessions.

Execution phase:

Pretesting: The questionnaire was pre-tested before conducting the pilot interviews and fieldwork for flow of questions, clarity and translation errors if any. The pre-testing was conducted in an area with similar demographic characteristics to the actual areas of the survey.

Pilot phase:

Following the training, a pilot test was organized in a different location from the pre-test and from the survey was conducted. All trained interviewers participated in the pilot.

Quality control:

The diagram below illustrates the total quality management (TQM) control process that was in place for this survey.



Quality control measures were taken during each step of the project. The pre-field control was explained in pre-testing section, during field and post field are explained in the next section.

During and post fieldwork:

Quotas of Interviews were tightly controlled to ensure consistency of data collection. Furthermore, on-site checks were performed by the field supervisors for their respected teams immediate after the completion of the interview. "Interviewer rules for respondent selection" were strictly monitored to ensure use of the procedure requested by the client. And 30% of all interviews were accompanied by the field supervisor of each team. Interviews and questionnaires not adhering to quality standards were immediately terminated and all interviews conducted by that interviewer were cancelled. Errors were printed as a 'dump' and manually verified with the source document, again phone call backs to the respondent. Before processing, 100% accuracy was ensured in the punched data. This is related to the logic tests, making sure all answers were logical. All data checks were conducted in house to maintain quality standards and ensure confidentiality

Data cleaning:

Using CAPI technology for data entry, a set of quality checks was ensured that does not accept any illogical answers. Accordingly, the data entered to the system were cleaned automatically, as the entry program shows a warning message in case there is something wrong with the data entered or contradiction between any answers. After completing the data collection, an extra validation check was done through Error Check Report to identify any further errors that might be missed during the punching stage.

2.9 SAMPLE SIZE

The total sample size attained for the campaign evaluation study was 1,013 respondents covering a total of 8 districts (District of Qweismeh and Naour, Jerash, District of Qasabet Mafraq, Al koura and Bani Obeid, Al Hasa and Al Huseinyah). As shown in Table A1, the sample quotas were divided into three segments by parity status, with different weights by sex. The Engaged and newly married group with no children composed 40% of the sample, the Married with 1 to 2 children made up 30% of the sample. The Completed family with three or more children, accounted for 30% of the sample. As for males and females composition, females accounted for 70% of the total respondents, and 30% males.

Table A1. Sample size by segments by parity status

SEGMENT	TARGET SAMPLE		ACHIEVED SAMPLE	
	Males	Females	Males	Females
Engaged And Newlywed With No Children (40%)	120	280	126	279
Actively Childbearing With 1-2 Children (30%)	90	210	89	210
Completed Family With 3 Or More Children (30%)	90	210	89	220
TOTAL	300	700	304	709
	1,000 Survey		1,013 Survey	

CHAPTER 3: OVERALL CAMPAIGN ASSESSMENT

In this chapter, we shall discuss the overall health campaigns awareness and we will dig deeper to know more about the family planning campaign reach and likability.

3.1 HEALTH CAMPAIGN AWARENESS

All survey respondents were asked about the health campaigns that they recalled seeing/hearing in the past six months. The first campaign the respondent mentioned was coded under “top of mind awareness”, whereas any additional spontaneously mentioned campaigns were coded as “Spontaneous Awareness Others”. Subsequently, respondents were provided with cards that contained a list of all health campaigns to assist their recall, and their recall answers were recorded as “Aided awareness”. The Total Awareness for each campaign is the sum of Total Spontaneous Awareness and Aided Awareness.

Among all health related campaigns in Jordan, family planning campaigns had a total awareness of 57%, pushed by a total spontaneous awareness of 44%. With this level of total awareness, family planning ranked third in terms of total awareness after breast cancer (78%) and vaccination (65%) campaigns. On average, sample respondents were aware of three campaigns. Table A2 below cites awareness of health campaigns in the past six months.

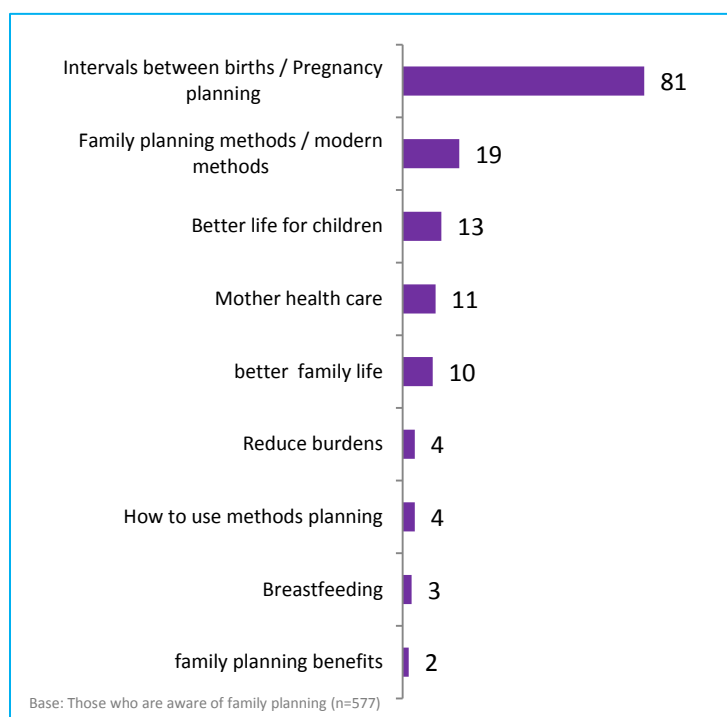
Table A2. Health Campaign Awareness

	Top Of Mind Spontaneous Awareness	Spontaneous Awareness Others	Total Spontaneous Awareness	Aided Awareness	Total Awareness
Total Sample	1013	1013	1013	1013	1013
Breast Cancer	445	163	608	180	788
	44%	16%	60%	18%	78%
Vaccination	135	312	447	215	662
	13%	31%	44%	21%	65%
Family planning	222	228	450	127	577
	22%	23%	44%	13%	57%
Smoking Cessation	35	124	159	160	319
	3%	12%	16%	16%	31%

Drugs Anti-narcotic	11	82	93	107	200
	1%	8%	9%	11%	20%
Water Reservation	9	56	65	69	134
	1%	6%	6%	7%	13%
H1N1	3	66	69	66	135
	0%	7%	7%	7%	13%
Antibiotics	4	24	28	16	44
	0%	2%	3%	2%	4%
Physical Activity	0	24	24	21	45
	0%	2%	2%	2%	4%
Diabetes	30	175	205	120	325
	3%	17%	20%	12%	32%
Aids	1	31	32	19	51
	0%	3%	3%	2%	5%
Obesity	2	77	79	46	125
	0%	8%	8%	5%	12%
None	116	214	110	276	54
	11%	21%	11%	27%	5%

Those who were aware of the family planning campaign (57%), were further asked about the message recalled. It was clearly observed that the top message recalled was the idea of having intervals between birth and planning pregnancies (81%). Figure B1 shows all the messages that have been recalled by the respondents who were aware of the family planning campaign.

Figure B1. Messages Recalled from respondents who recalled the family planning campaign

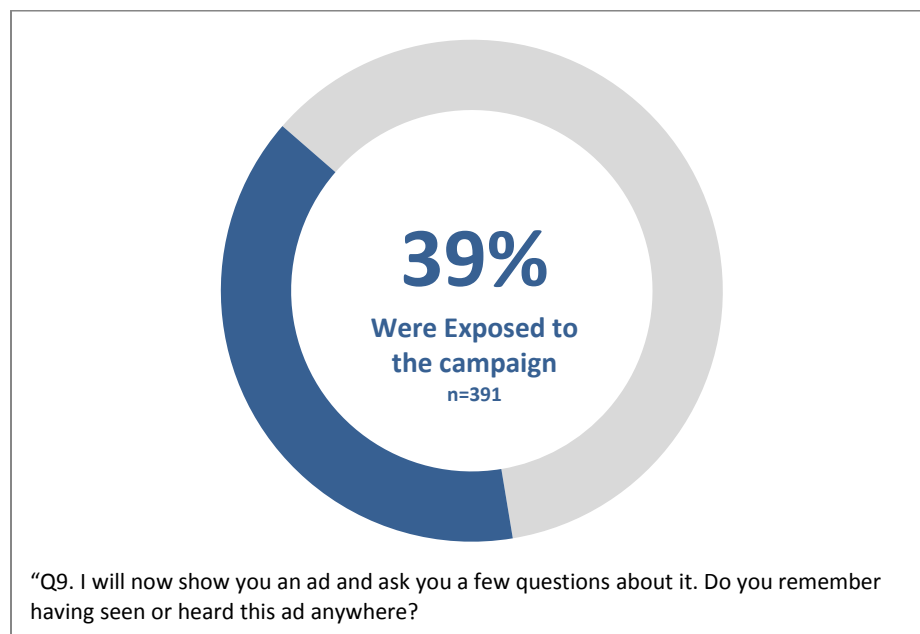


3.2 JCAP OVERALL FAMILY PLANNING CAMPAIGN EXPOSURE AND LIKABILITY

After investigating health campaigns awareness in general, respondents were shown snapshots of 10 seconds from JCAP Family Planning campaign for 2016 (regardless whether they were aware or unaware of the campaign). The snapshots included 10 seconds of the TV ad, 10 seconds of the radio, in addition to the three printed ads; the seesaw, the couch and the table.

Exposure refers to the prompted recall of the campaign upon showing respondents printed brochures and asking them “Do you remember having seen or heard this ad anywhere?” When referring to the visibility of JCAP, 39% of the sample confirmed being exposed to the JCAP family planning campaign either through TV. Radio or Printed Ads. Figure B2 shows those who confirmed being exposed (Definitely have seen or heard it/ I think I've seen or heard it) to the campaign.

Figure B2. JCAP Overall Campaign Exposure (%)



Data was further analyzed by segment, age, governorate and district to identify groups with highest exposure. It was observed that married couples with children were the most exposed significantly higher than the rest of the segments. Moreover, more than half of those of ages between 35-39 years confirmed having been exposed to the campaign significantly higher the rest of age groups.

Amman residents had the highest exposure among all regions significantly higher all other governorates. Table A3 shows JCAP campaign exposure by different splits.

Table A3. JCAP Campaign Exposure by Splits

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total	1013	205	200	299	309
Top 2 Box	39%	25%	27%	44%	49%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total	1013	52	252	188	153	96	157	115
Top 2 Box	39%	37%	29%	35%	43%	53%	43%	41%

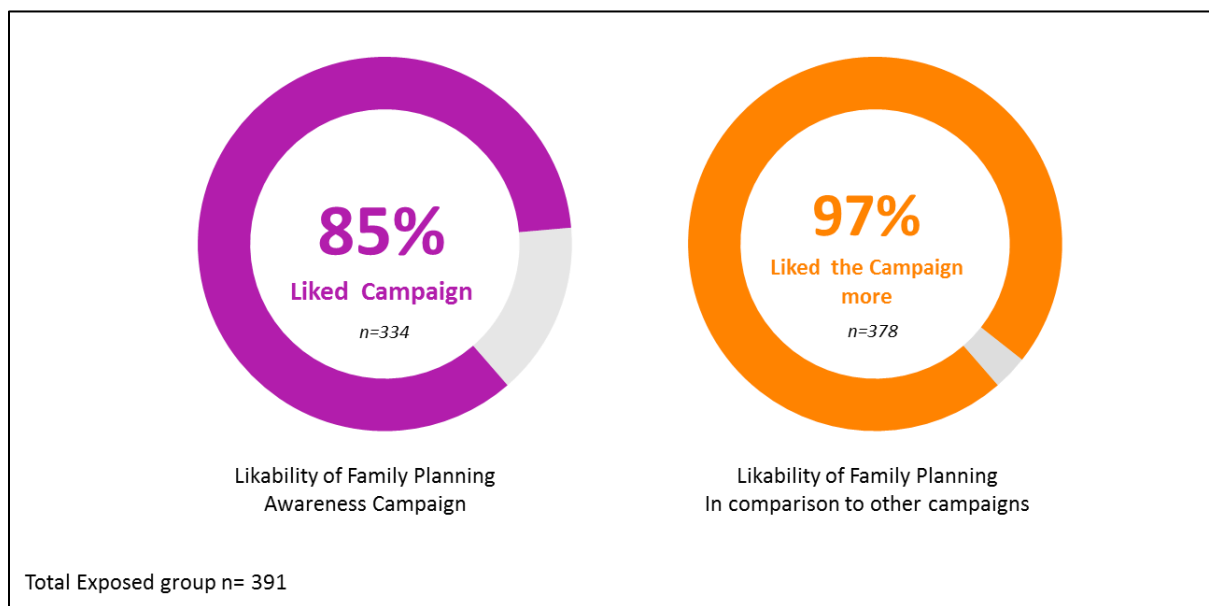
Governorate							
	Total	Amman	Irbid	Jerash	Mafrq	Tafilah	Maan
Total	1013	583	261	44	68	28*	29*
Top 2 Box	39%	43%	36%	27%	29%	21%	17%

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafrq
Total	1013	237	345	130	132	27*	30	43	69
Top 2 Box	39%	44%	43%	27%	46%	22%	17%	28%	29%

Those who have been exposed to the campaign were asked about the likability factor. 85% found the JCAP Family Planning Campaign Likeable, stating that they liked it a lot/ liked it a little. In

addition, 97% of the exposed group said they liked this ad more than other family planning campaigns. Figure B3 shows the likability of the campaign in general as well as the likability in comparison to other campaigns.

Figure B3. JCAP Overall Campaign likability (%)



When investigating the likability scores in different splits, there was no significant difference observed across the splits, except for Naour district, where Naour residents who were exposed to the campaign liked JCAP family planning campaign significantly more as compared to other districts. Table A4 demonstrates the likability scores across the different splits.

Table A4. JCAP Campaign Likability by Splits

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base	391	52	54	133	152
Top 2 Box	85%	85%	81%	88%	85%

Age								
	Total	18-19	20-24	25-29	30-34	35-39	40-44	45-50

		years	years	years	years	years	years	years
Total base	391	19	74	66	66	51	68	47
Top 2 Box	85%	84%	86%	85%	88%	80%	81%	94%

Governorate									
	Total	Amman	Irbid	Jerash	Mafrq	Tafilah	Maan		
Total base	391	253	95	12*	20*	6*	5*		
Top 2 Box	85%	87%	78%	100%	95%	100%	60%		
District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafrq
Total base	391	104	148	35	61	6*	5*	12*	20*
Top 2 Box	85%	76%	95%	74%	80%	100%	60%	100%	95%

3.3 OVERALL FAMILY PLANNING CAMPAIGN SLOGAN RECALL AND LIKABILITY

Moving on to the campaign slogan recall, 23% of the exposed group showed that they recall the slogan. Slogan recall among Naour residents was significantly higher than the total exposed group. Naour notably witnessed the highest recall and likability of the campaign. Figure B4 shows JCAP Campaign slogan recall and table A5 shows the scores among the different splits.

Figure B4. JCAP Campaign Slogan Recall (%)

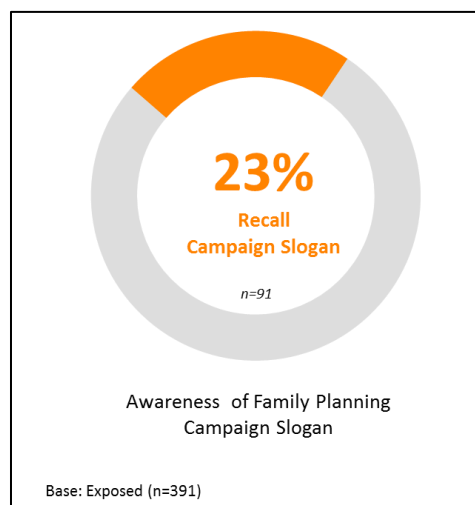


Table A5. JCAP Campaign Slogan Recall by splits

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base	391	52	54	133	152

Recalled the slogan	23%	23%	15%	27%	23%
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Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base	391	19	74	66	66	51	68	47
Recalled the slogan	23%	21%	26%	17%	30%	20%	26%	19%

Governorate							
	Total	Amman	Irbid	Jerash	Mafrq	Tafilah	Maan
Total base	391	253	95	12*	20*	6*	5*
Recalled the slogan	23%	26%	14%	42%	35%	17%	-

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafrq
Total base	391	104	148	35	61	6	5	12	20
Recalled the slogan	23%	13%	34%	34%	2%	17%	-	42%	35%

To gain further insight about the slogan recall, the exposed group who had shown recollection of the campaign (23%) were asked about the slogan details. According to their answers, respondents were classified into one of the three following groups:

1. Full Recall: Those who stated the slogan as it appears in the advertisement
2. Partial Recall: Those who stated parts of the slogan
3. Unable to Recall: Those who gave statements that do not match the slogan at all

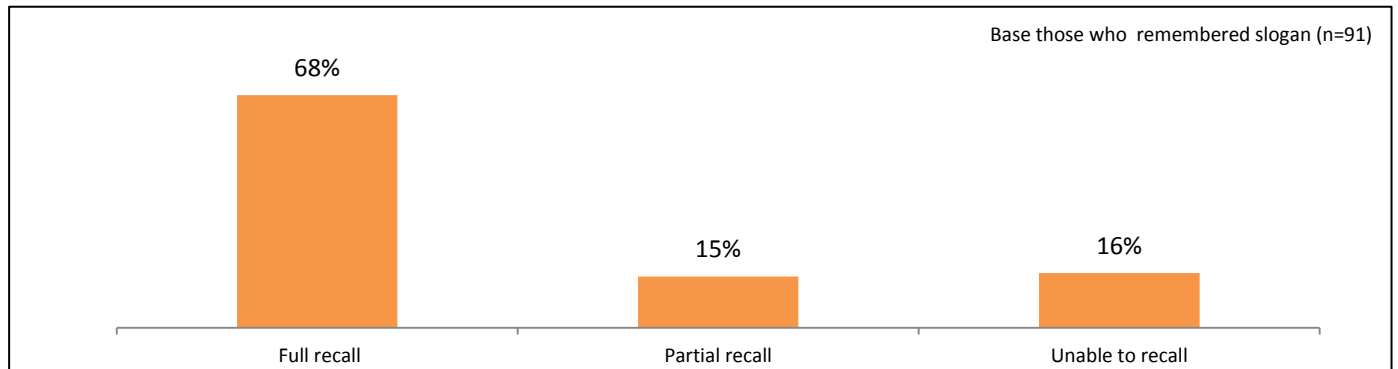
According to the above classification, it was observed that 68% managed to recall the full slogan, whereas 16 % failed to recall it. Figure B5 shows JCAP campaign slogan recall in details.

Figure B5. JCAP Campaign Slogan Recall in details(%)

Next, irrespective of their awareness about the JCAP campaign slogan, the exposed group were provided the full slogan to assess their likability. The slogan was liked by 93% of the respondents (who affirmed liking it a lot/ liking it a little), with Naour district showing the significantly highest likability scores.

Figure B6 shows JCAP campaign slogan likability and table A6 shows the likability scores among the different splits.

Figure B6. JCAP Campaign Slogan Likability(%)



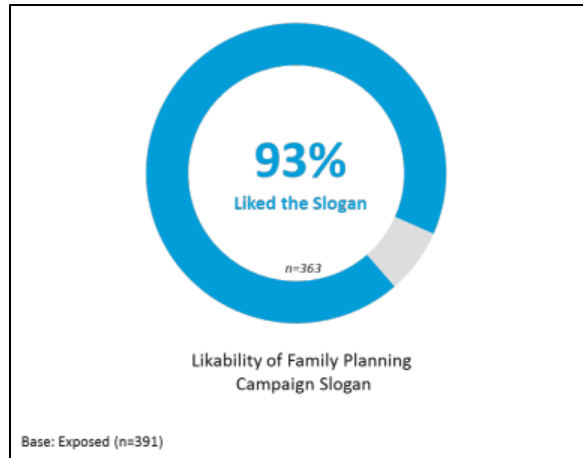


Table A6. JCAP Campaign Slogan Likability by Splits

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base	391	52	54	133	152
Top 2 Box	93%	96%	89%	95%	91%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base	391	19*	74	66	66	51	68	47
Top 2 Box	93%	100%	96%	91%	92%	92%	88%	96%

Governorate							
	Total	Amman	Irbid	Jerash	Mafraq	Tafilah	Maan
Total base	391	253	95	12*	20*	6*	5*
Top 2 Box	93%	94%	88%	100%	90%	100%	100%

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafraq
Total base	391	104	148	35	61	6*	5*	12*	20*
Top 2 Box	93%	87%	99%	91%	87%	100%	100%	100%	90%

3.4 AGREEMENT WITH CAMPAIGN SLOGAN AND INTENTIONS

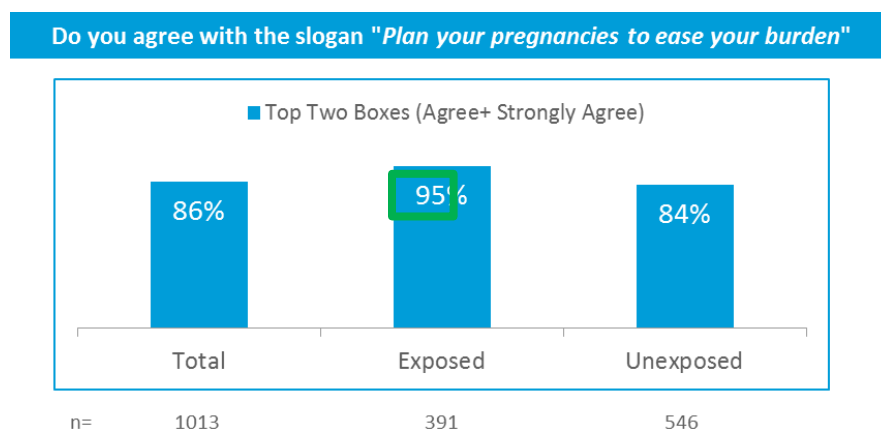
Slogans are short and catchy phrases, that represent the most important message affecting people's minds, hence the importance of assessing the slogan among the total sample.

The total sample (exposed and unexposed groups) were asked directly about their agreement with the campaign slogan. The exposed group was observed to score significantly higher on agreement with the slogan (95%) as opposed to the unexposed group.

However, although the unexposed group agreement was significantly lower than the total level, the agreement rate was still considered high.

Figure B7 indicates the agreement level among the two groups under study- as well as the total level of agreement.

Figure B7. Agreement with JCAP campaign slogan(*Plan your pregnancies to ease your burden*)



Across the different splits, agreement with the slogan was noticed to be relatively high, with significantly higher scores than the total among those aged between 34-39 years and 45-50 years, as well as among Naour and Jerash residents. Table B7 indicates the agreement scores with the slogan.

Table A7. JCAP Campaign Slogan agreeability by Splits

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base	1013	205	200	299	309
Top 2 Box	86%	87%	81%	88%	88%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base	1013	52	252	188	153	96	157	115
Top 2 Box	86%	83%	86%	84%	87%	93%	82%	92%

Governorate							
	Total	Amman	Irbid	Jerash	Mafraq	Tafilah	Maan
Total base	1013	583	261	44	68	28*	29*
Top 2 Box	86%	86%	86%	100%	93%	82%	72%

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafraq
Total base	1013	237	345	130	132	27*	30	43	69
Top 2 Box	86%	71%	95%	84%	88%	81%	73%	100%	93%

Moving on to examining the exposed group intention to act on the campaign slogan, three quarters (75%) of the exposed group stated that they will act/ definitely act upon the slogan. This intention is significantly higher among those aged between 20-24 years and Naour residents.

Table A8. Intention to act on slogan by splits

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base	391	52	54	133	152
Top 2 Box	75%	75%	78%	77%	71%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base	391	19	74	66	66	51	68	47
Top 2 Box	75%	74%	85%	73%	77%	82%	71%	55%

Governorate							
	Total	Amman	Irbid	Jerash	Mafraq	Tafilah	Maan

Total base	391	253	95	12	20	6	5
Top 2 Box	75%	77%	66%	100%	65%	83%	80%

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafrag
Total base	391	104	148	35	61	6	5	12	20
Top 2 Box	75%	57%	92%	60%	69%	83%	80%	100%	65%

Those who are willing to act on the slogan were further asked about the actions that they were willing to take. Several responses have been captured by the interviewers and were coded after that and summarized in table A9 below. Following family planning and modern methods was the top most mentioned action, followed by the intention of maintaining intervals between births.

Table A9. Actions intended to be taken

Action to be taken		Base/ % of Respondent who mentioned this action
Base of Respondents who will act on the slogan	n	292
Follow family planning methods / Modern methods	n	132
	%	45
Intervals between births	n	75
	%	26
Use effective methods / suitable methods	n	33
	%	11
Use IUD	n	25
	%	9
Doctor consultation	n	23
	%	8
Be patient before first pregnancy	n	12
	%	4%
After first baby	n	10
	%	3%
Consultation with my husband	n	9
	%	3%
Contraceptive pills	n	7
	%	2%
Used condoms	n	2
	%	1%

CHAPTER 4: CAMPAIGN EFFECTIVENESS

4.1 THOUGHTS ABOUT FAMILY PLANNING AND SOURCE OF INFORMATION

In order to be able to understand the perception of the respondents of family planning in general and assessing their change of perception afterward the campaign, respondents were asked generally about their thoughts regarding family planning. Planning intervals between births and the availability of several family planning methods were the top key points cited about family planning. No significant difference was observed between Exposed Vs. Unexposed groups. Table A 10 indicates the different key points cited by the respondents after being asked “Q7.Can you please tell us what thoughts comes to mind when I mention family planning?”

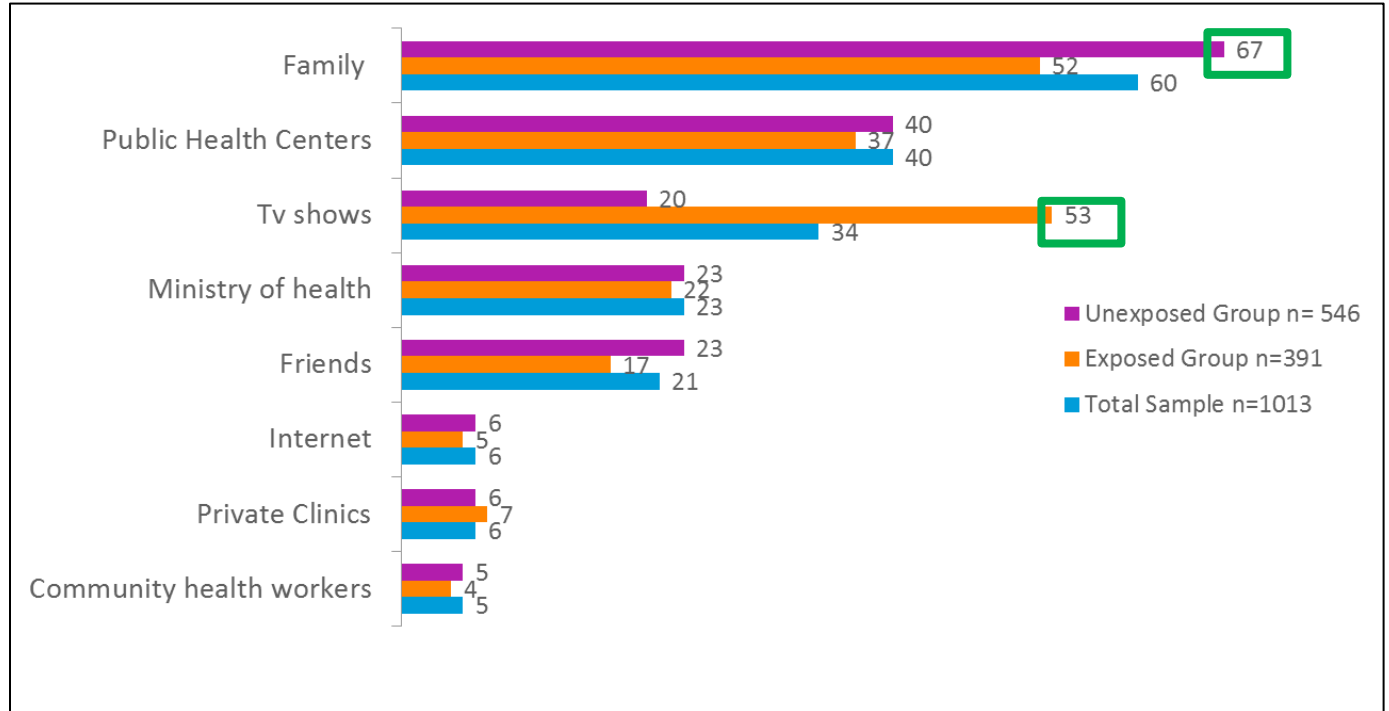
Table A10. Thoughts about family planning- total sample

Mentions about Family planning	Total (base/%)		Unexposed (base/%)	Exposed (base/%)
Total Sample	n	1013	546	391
Plan intervals between births	n	577	312	227
	%	57	57	58
There are several family planning methods	n	309	168	109
	%	31	31	28
Allow families to invest more in each child	n	287	155	109
	%	28	28	28
Plan/control the number of children one has	n	238	138	84
	%	23	25	21
Prevents pregnancy related health risks in women	n	224	120	81
	%	22	22	21
Enable people to make informed choices about their reproductive health	n	213	111	86
	%	21	20	22
Slows population growth	n	177	98	68
	%	17	18	17
Reduces the risk of unintended pregnancy	n	155	77	67
	%	15	14	17
Reduce infant mortality rate	n	150	74	57
	%	15	14	15
Delaying the first birth gives the family more time to be ready for the new baby	n	124	68	44
	%	12	12	11

Having gathered insights about the respondents' perceptions of family planning, it was crucial to find out their source of information on the topic. It was determined that family played the most important role in shaping their awareness (60%)and was noted to be significantly higher among the unexposed group , followed by public health centers (40%) and TV shows (34%) which was

observed to be significantly higher among the exposed group. Figure B8 shows the various Family Planning Sources of Awareness among all the respondents under study as well as the exposed vs. Unexposed group.

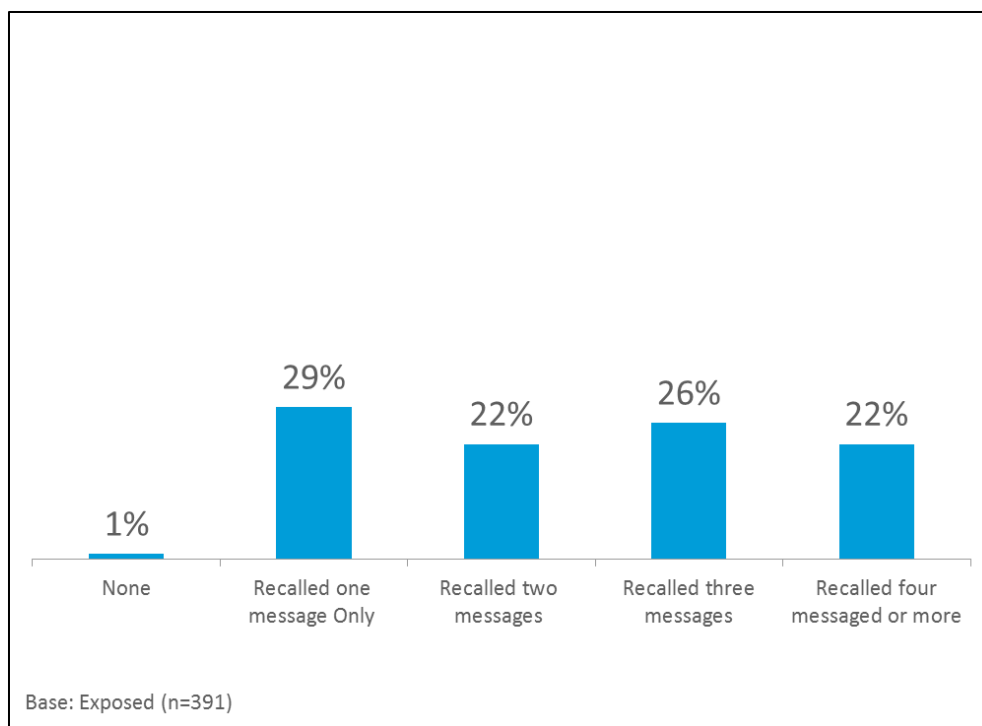
Figure B8. Source of Information about family planning



4.2 MESSAGES RECALLED SUBSEQUENT TO WATCHING THE CAMPAIGN

Subsequent to watching the campaign, exposed groups were probed about the messages recalled from the campaign. The question was asked to the exposed group before being aided by any visuals / material related to the JCAP Family Planning Campaign. It was observed that 99% of the exposed group were able to recall at least one message and only 1% of the exposed group failed to recall any of the campaign messages. On average, the exposed groups were able to recall approximately 3 messages. Figure B9 Shows the number of messages recalled by exposed respondents.

Figure B9. Number of Messages recalled by Exposed respondents



About half of the respondents recalled the campaign message that birth spacing of at least 3 years apart will provide a better quality of life for the family and the community. 39% remembered the message to build life one step at a time and space pregnancies apart, followed by a 34% who mentioned that their joy will be complete when their children grow. Table A11 illustrates the messages recalled upon asking them Q20. “Would you please list all the messages you recall from the campaign?”.

Table A11.Messages recalled from JCAP Family Planning campaign

Messages Recalled from JCAP Campaign	Base/ % of Respondent who recalled this message	
Base of exposed group	n	391
Birth spacing for at least 3 years will provide a better quality of life for the family and community	n	204
	%	52
We would like to build our life one step at a	n	152

time and space pregnancies apart	%	39
Our joy will be complete when our children grow up	n	131
	%	34
Family planning methods are effective	n	120
	%	31
Ideal family size is prosperity in all levels, let's celebrate growing with our families through our grandchildren	n	110
	%	28
Delaying first baby gives you a better chance to prepare for future family and get ready to have babies	n	100
	%	26
Family planning methods are safe	n	94
	%	24
After marriage we would like to wait before having children	n	92
	%	24
Consult health care provider or a doctor for a family planning method of choice	n	34
	%	9
None	n	3
	%	1

4.3 MESSAGES CONVEYED BY THE JCAP FAMILY PLANNING CAMPAIGN

In order to identify the messages that were delivered or conveyed by the JCAP Family Planning campaign, the exposed group was asked about the message delivered to them by the campaign, with the aid of a list of messages to test their understanding. Spacing between pregnancies for at least three years was the top most mentioned message delivered by the campaign (34%), followed by 32% who received the message that family planning methods were safe- which reflected the successful delivery of one of the main JCAP family planning campaign messages. A further 32% affirmed that they understood that family planning is beneficial to children. The above mentioned messages were sequentially followed by 31% who recalled giving every child their due and that children are the future. Table A12 indicates messages delivered by the JCAP Family planning campaign upon asking Q64. : “What is your understanding of this campaign? What are they trying to tell us through this campaign?”

Table A12.Messages Delivered/ Conveyed by JCAP Family Planning Campaign

Messages Delivered/ Conveyed by JCAP Family Planning Campaign	Base/ % of Respondents mentioned this message	
Total Exposed base	n	391
Space between each pregnancy for at least 3 years	n	133
	%	34
Family Planning methods are safe	n	124

	%	32
Family Planning benefit the children	n	126
	%	32
Give every child their right	n	123
	%	31
Children are the future	n	121
	%	31
Family Planning methods are effective	n	118
	%	30
When you plan pregnancy you reduce the burden	n	107
	%	27
Marriage is built on understanding	n	105
	%	27
Our family gets bigger through our grandchildren	n	91
	%	23
Family Planning benefit the community	n	91
	%	23
Family Planning benefit the mother	n	88
	%	23
Families should consider small family size	n	82
	%	21
Marriage comes with a lot of responsibilities	n	75
	%	19
Newly married couples should postpone first pregnancy	n	73
	%	19
Consult the health care provider for proper FP counseling	n	64
	%	16

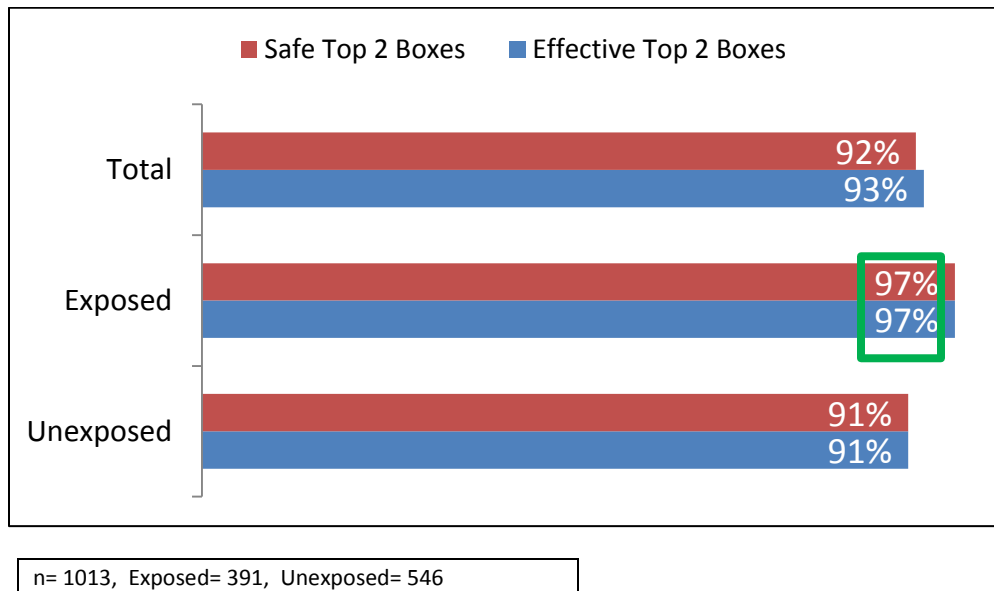
4.4 MODERN FAMILY PLANNING ARE EFFECTIVE AND SAFE

The main messages that were aimed to be delivered through the 2016 campaign were related to building a perception that “Modern Family Planning Methods Were Effective and Safe”. All the individuals in the surveyed sample were asked about their agreement with both messages.

Although both exposed and unexposed groups show a high level of agreement that modern family planning methods were effective and safe, it was observed that the agreement level was higher among those who had seen the advertisement, which indicates a positive impact for the JCAP Family Planning Campaign. Figure B10 indicates Agreement that Modern Family Planning Methods

are effective and safe upon being asked Q 24. “Please indicate your level of agreement with the following statements regarding the campaign messages”.

Figure B10. Agreement that Modern Family Planning Methods are Effective and Safe



4.5 THE IDEAL NUMBER OF CHILDREN

To assess the campaign from another perspective, the surveyed sample was asked about the ideal family size from their point of view.

It was observed that respondents who were newly married with no children preferred having a smaller family size. Also, the exposed group was observed to have a significantly higher tendency to bigger number of children (5 children or more) as compared to the total level, while the unexposed group showed significantly higher tendency towards smaller family size (1-3 Children) as compared to the total level. Table A13 indicates their perception of the ideal number of children per family at the top level as well as with the different splits and Exposure status.

Table A13. Ideal Number of Children per Family

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base	1013	205	200	299	309
1 child- 3 children	27%	34%	38%	30%	14%
4 Children	47%	47%	46%	46%	47%
5 or more Children	25%	17%	18%	22%	39%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base	1013	52	252	188	153	96	157	115
1 child- 3 children	27%	36%	33%	23%	25%	29%	22%	28%
4 Children	47%	35%	50%	52%	46%	48%	43%	42%
5 or more Children	25%	29%	17%	25%	29%	23%	35%	31%

Governorate							
	Total	Amman	Irbid	Jerash	Mafraq	Tafilah	Maan
Total base	1013	583	261	44	68	28*	29*
1 child- 3 children	27%	27%	21%	50%	58%	21%	7%
4 Children	47%	48%	46%	43%	34%	54%	59%
5 or more Children	25%	25%	33%	7%	7%	25%	34%

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafraq
Total base	1013	237	345	130	132	27*	30	43	69
1 child- 3 children	27%	15%	35%	13%	28%	22%	7%	49%	59%
4 Children	47%	42%	51%	68%	26%	52%	60%	44%	33%
5 or more Children	25%	44%	13%	20%	46%	26%	34%	7%	7%

Exposure Status			
	Total	Exposed Group	Unexposed Group
Total base	1013	391	546
1 child- 3 children	27%	24%	32%
4 Children	47%	46%	48%
5 or more Children	25%	30%	20%

The exposed group was further analysed to understand their perceptions about the ideal number of children among the segments by parity status and different age groups. According to the surveyed sample results, exposed group who are married with three or more children are having higher tendency towards larger family size. Table A13.1 shows the perceptions within the exposed group by different splits (Segments by parity status and Age).

Table A13.1 Ideal Number of Children per Family among Exposed group

Segments by parity status

	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total Exposed Group	391	52	54	133	152
1 child- 3 children	24%	35%	35%	29%	12%
4 Children	46%	50%	50%	45%	43%
5 or more Children	30%	15%	15%	26%	45%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total Exposed Group	391	19*	74	66	66	51	68	47
1 child- 3 children	24%	21%	31%	23%	17%	29%	19%	28%
4 Children	46%	47%	51%	50%	45%	49%	41%	34%
5 or more Children	30%	32%	18%	27%	38%	22%	40%	38%

4.6 DID THE CAMPAIGN CONVINCINGLY PORTRAY THAT HAVING A SMALLER FAMILY LEADS TO A BETTER QUALITY OF LIFE?

To better assess the delivery of the message that was communicated through the campaign, the exposed group were asked about their agreement with the message “ smaller family leads to a better quality of life”.

According to this, it was noted that the campaign was able to convince 82% of the exposed group that smaller family size leads to a better quality of life. This level of agreement was significantly higher among Amman and Naour residents surveyed. Table A14 indicates the agreement level with “Q.29 having a smaller family leads to a better quality of life” by different splits.

Table A14. Agreement that having a smaller family leads to a better quality of life.

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total Exposed Group	391	52	54	133	152
Top 2 Box	82%	85%	74%	82%	85%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total Exposed Group	391	19*	74	66	66	51	68	47
Top 2 Box	82%	74%	85%	83%	80%	88%	78%	83%

Governorate							
	Total	Amman	Irbid	Jerash	Mafrq	Tafilah	Maan
Total base	391	253	95	12*	20*	6*	5*
Top 2 Box	82%	86%	73%	83%	85%	83%	60%

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafrq
Total base	391	104	148	35	61	6*	5*	12*	20*
Top 2 Box	82%	79%	91%	69%	75%	83%	60%	83%	85%

CHAPTER 5: CAMPAIGN EXECUTION ASSESSMENT

5.1 THE CAMPAIGN'S DIFFERENT EXECUTIONS

As was previously stated, the campaign has 3 different executions: TV ad, Radio ad and Printed Visuals. To measure the reach across the different media channels, the exposed group was asked about their source of awareness of the campaign. Results showed that the TV ad had universal reach of 94%, with Radio coming at a mere 6%. Table A15 shows the source of awareness of the JCAP family planning campaign upon asking the exposed group Q10 "Where have you seen or heard this specific ad related to Family Planning? ".

Table A15. Source Of Awareness about JCAP Family Planning Campaign

Source Of Awareness about JCAP Family Planning Campaign	Base/% who have been exposed through this media Channel	
Total base of Exposed Group	N	391
TV	N	369
	%	94
Radio	N	25
	%	6

Leaflets/ Brochures	N	14
	%	4
Outdoor Ads	N	11
	%	3
Internet and E-media	N	8
	%	2
Road Shows at Malls/Parks/Open Days	N	1
	%	0
Community Events	N	10
	%	3
Health centers	N	2
	%	1

Those had been exposed to more than one execution of the JCAP family planning campaign where further probed about the best execution from their point of view. Results have shown the television ad as the mostly preferred execution (92%). Table A 16 shows the preference across the different splits based on “Q 60 Which Ad execution did you like the most out of the campaign?”

Table A16. Most liked execution by splits

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base who exposed to more than one execution	185	24*	25*	62	74
TV	92%	88%	100%	92%	91%
Radio	4%	-	-	2%	8%
Print	4%	13%	-	6%	1%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base who exposed to more than one execution	185	8*	35	29*	31	25*	30	27*
TV	92%	100%	89%	90%	94%	96%	87%	96%
Radio	4%	-	6%	3%	-	4%	10%	-
Print	4%	-	6%	7%	6%	-	3%	4%

Governorate							
	Total	Amman	Irbid	Jerash	Mafrq	Tafilah	Maan
Total base who exposed to more than one execution	185	138	40	1*	6*	0	0
TV	92%	91%	93%	100%	100%	-	-
Radio	4%	3%	8%	-	-	-	-
Print	4%	6%	-	-	-	-	-

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafrq
Total base who exposed to more than one execution	185	22*	115	7*	34*	0	0	1*	6*
TV	92%	100%	90%	86%	94%	-	-	100%	100%
Radio	4%	-	3%	14%	6%	-	-	-	-
Print	4%	-	7%	-	-	-	-	-	-

Those who regarded the television ad as the best execution were asked about the reasons in Q61 "Please explain why this ad was your favorite?". Given reasons revolved around the easy access of television, cited as being the most watched media channel (54%), clear and understandable (40%) and most widespread (26%). Table A17 shows the different reasons that were spontaneously mentioned by the exposed group who cited television as their preferred medium for execution.

Table A17. Reasons for considering Television the most preferred channel

Reasons for considering the TV as the most preferred channel	Base/% of those who preferred TV as a medium for execution	
Base of those who considered TV as the most preferred channel	n	170
most watched	n	91
	%	54%
more clear / understandable	n	68
	%	40%
Is most widespread	n	44

	%	26%
Video advertising / Video and Audio	n	21
	%	12%
Most Influential	n	10
	%	6%
Easier to display	n	5
	%	3%

5.2 JCAP FAMILY PLANNING CAMPAIGN- TV EXECUTION

Our investigation probed deeper into the perception of the exposed group, allowing them to view an (approximately) 10 - second snapshot of the advertisement in order to better understand their perception of it as well as their likes and dislikes.

84% of the exposed group showed that they liked the TV ad (liked it a lot/ liked it a little). The ad proved to appeal the most to Amman residents in general (87%) and Naour district in specific with a 97% likability rate. Table A18 shows the TV ad likability at the total level as well as across the splits.

Table A18. JCAP Family planning TV Ad likability

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base of exposed	391	52	54	133	152
Top 2 Box	84%	83%	83%	81%	86%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base of exposed	391	19*	74	66	66	51	68	47
Top 2 Box	84%	74%	81%	83%	80%	86%	84%	94%

Governorate							
	Total	Amman	Irbid	Jerash	Mafrq	Tafilah	Maan
Total base of exposed	391	253	95	12*	20*	6*	5*
Top 2 Box	84%	87%	71%	100%	95%	83%	80%

District

	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafrag
Total base of exposed	391	104	148	35	61	6*	5*	12*	20*
Top 2 Box	84%	72%	97%	71%	70%	83%	80%	100%	95%

We probed the 84% who liked the television ad for the reasons they found the campaign appealing. On average, they mentioned around two reasons for liking the TV campaign. Reasons mentioned spontaneously were related to liking the idea behind the ad, especially the understanding between spouses (36%) and the intervals between births (21%). Table A19 shows these spontaneous responses about the TV ad upon asking “ Q41 what do you like about the TVC spot? Please state your opinion clearly”.

Table A19. Spontaneous Likes about the TV Ad

Spontaneous Likes about the TV Ad	Base/% of those who mentioned this reason for liking the TV campaign	
Total exposed group who liked TV ad	n	327
Understanding between spouses	n	126
	%	39%
Intervals between births	n	69
	%	21%
Clear idea and understandable	n	52
	%	16%
Family planning idea	n	38
	%	12%
Perfect family / happy family	n	38
	%	12%
Ad idea	n	34
	%	10%
Small family	n	33
	%	10%
Slow down after first baby	n	32
	%	10%

It was also important to know the channels through which the exposed group had seen the ad. For this reason, we probed them for the channels, concluding that Jordan TV and Ro'ya were the most mentioned ones. Table A20 shows the channels spontaneously mentioned by the respondents.

Table A20. Channels were the exposed group watched the Ad

Channels were the exposed group watched the Ad	Base/% of those who mentioned this channel	
Total exposed group who watched the Ad through TV	n	369
Jordan TV (JTV)	n	226
	%	61%

Ro'ya TV	n	206
	%	56%
Seven Stars	n	10
	%	3%
MBC	n	2
	%	1%

5.3 JCAP FAMILY PLANNING CAMPAIGN- RADIO EXECUTION

After showing the TV ad to the exposed group, an excerpt of 10 seconds of the radio ad was played to them, to identify the likability, likes and dislikes regarding the radio ad. The likability score (liked a lot/ liked a little) of the radio ad was shown to be almost half the likability rate of the TV ad (42% Vs. 84%). No significant difference was observed among the different splits. Table A21 shows the likability scores of the radio ad at the total level as well as across the different splits upon being asked Q43 "How would you rate the overall likeability of the radio campaign?"

Table A21. JCAP Family Planning Radio Ad Likability

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base of exposed	391	52	54	133	152
Top 2 Box	42%	37%	35%	44%	45%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base of exposed	391	19*	74	66	66	51	68	47
Top 2 Box	42%	32%	43%	36%	38%	53%	40%	53%

Governorate							
	Total	Amman	Irbid	Jerash	Mafrq	Tafilah	Maan
Total base of exposed	391	253	95	12*	20*	6*	5*
Top 2 Box	42%	45%	26%	75%	75%	50%	20%

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafrq
Total base of exposed	391	104	148	35	61	6*	5*	12*	20*

Top 2 Box	42%	42%	46%	37%	21%	50%	20%	75%	75%
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We further probed the 42% who liked the radio ad for the reasons they found the campaign appealing. On average, they mentioned around two reasons for liking the radio campaign. Reasons mentioned spontaneously were related to liking the ad's idea and the clarity of the ad (29%), whereas 25% found it encouraging. Table A22 shows the spontaneous responses about the radio ad upon asking Q44 "what do you like about the radio spot? Please state your opinion clearly".

Table A22. Spontaneous Likes about the Radio Ad

<i>Spontaneous Likes about the Radio Ad</i>	Base/% of those who mentioned this reason for liking the Radio campaign	
Total Exposed group who liked the Radio Ad	n	166
Clear idea and understandable	n	48
	%	29%
More encouraging	n	41
	%	25%
Family Planning Topic	n	32
	%	19%
Ad idea	n	29
	%	17%
Ad words expressive	n	27
	%	16%
Intervals between births	n	24
	%	14%
Postponing after first baby	n	18
	%	11%
Postponing before having children	n	18
	%	11%
Nice music	n	16
	%	10%
Catchy	n	16
	%	10%

5.4 JCAP FAMILY PLANNING CAMPAIGN- VISUAL ADS

Finally respondents were shown the visual ads including the three print executions namely:

- 1- Couch Design With Blue Background
- 2- Seesaw Design With Green Background
- 3- Table Design With Yellow Background

5.4.1 JCAP FAMILY PLANNING CAMPAIGN- VISUAL ADS- COUCH DESIGN WITH BLUE BACKGROUND

The exposed group was shown the visual ad featuring the couch design with blue background. They were then probed for the appeal of this visual. 52% of the exposed group liked (Liked a lot/ liked a little) the couch design with blue background, whereas around 9% disliked it. It was most liked by the older age group (45-50) years and most disliked by Irbid residents. Table A23 shows the likability scores of the Couch Design With Blue Background at the total level as well as across the different splits upon asking Q46 "How would you rate the overall likeability of this visual ad?"

Table A23. JCAP Family planning Visual Ads- Couch Design Likability Rating

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base of exposed	391	52	54	133	152
Top 2 Box	52%	40%	52%	54%	55%
Bottom 2 Boxes	9%	12%	13%	6%	10%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base of exposed	391	19*	74	66	66	51	68	47
Top 2 Box	52%	26%	54%	47%	56%	55%	49%	66%
Bottom 2 Boxes	9%	11%	9%	8%	14%	6%	10%	6%

Governorate							
	Total	Amman	Irbid	Jerash	Mafrq	Tafilah	Maan
Total base of exposed	391	253	95	12*	20*	6*	5*
Top 2 Box	52%	55%	39%	83%	80%	67%	-
Bottom 2 Boxes	9%	8%	15%	17%	-	-	-

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafrq

Total base of exposed	391	104	148	35	61	6*	5*	12*	20*
Top 2 Box	52%	58%	52%	37%	41%	67%	-	83%	80%
Bottom 2 Boxes	9%	6%	9%	17%	13%	-	-	17%	-

We further probed the 52% who liked the visual ad featuring the couch design with blue background for the reasons they found the campaign appealing. On average, they mentioned around two reasons for liking the couch design with blue background campaign. Reasons mentioned spontaneously were related to liking the understanding between spouses (40%) followed by liking the idea of postponing pregnancy (17%). It was noted that 9% considered the idea of the tilted sofa expressive. Table A24 shows the responses with regards to the visual ad of couch design with blue background upon asking Q47 "What do you like about this visual ad? Please state your opinion clearly."

Table A24. Spontaneous Likes about Visual Ads- Couch Design With Blue Background

Spontaneous Likes about the Visual Ad- Blue Couch Ad	Base/% of those who mentioned this reason for liking Visual Ad- Blue Couch Ad	
Total Exposed group who liked Blue Couch Ad	n	205
Understanding between spouses	n	81
	%	40%
Postponing procreation	n	34
	%	17%
Attractive colors	n	33
	%	16%
Postponing after first baby	n	30
	%	15%
Suitable slogan	n	24
	%	12%
Family Planning Topic	n	24
	%	12%
Perfect family / happy family	n	23
	%	11%
Tilted sofas very expressive idea	n	19
	%	9%

On the other hand, those who disliked the visual ads- couch design with blue background mentioned that family planning might conflict with their desire to have their first baby (56%). Table A25 shows the spontaneous mentions about the visual ad of couch design with blue background upon asking Q48 "What do you dislike about this visual ad? Please state your opinion clearly."

Table A25. Spontaneous Dislikes about Visual Ads- Couch Design With Blue Background

Spontaneous Dislikes about the Visual Ad-	Base/% of those who mentioned this reason for
--	--

<i>Blue Couch Ad</i>	<i>disliking Visual Ad- Blue Couch Ad</i>	
Total exposed group who disliked the Blue Couch Ad	n	36
The desire of having a first child before regulation	N	20
	%	56%
View the sofa	N	8
	%	22%
Society and traditions are against delays	N	7
	%	19%
I do not want to slow down	N	4
	%	11%
Ad inappropriate	N	3
	%	8%
New couples do not apply it / do not use family planning methods	N	2
	%	6%

5.4.2 JCAP FAMILY PLANNING CAMPAIGN- VISUAL ADS- SEESAW DESIGN WITH GREEN BACKGROUND

The second visual ad that was shown to the exposed group was the 'seesaw design with green background'. They were then asked whether or not they found the ad appealing. 74% of the exposed group liked (Liked a lot/ like it a little) the seesaw visual ad, this version being the most liked ad among the three tested visuals. It was most liked by Amman residents and specifically in Naour. Table A26 show the likability scores of the seesaw design at the total level as well as across the different splits upon asking Q49 "How would you rate the overall likeability of this visual ad?"

Table A26. JCAP Family planning Visual Ads- Seesaw Design Likability Rating

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base of exposed	391	52	54	133	152
Top 2 Box	74%	83%	72%	70%	75%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base of exposed	391	19*	74	66	66	51	68	47
Top 2 Box	74%	89%	72%	73%	79%	76%	72%	66%

Governorate

	Total	Amman	Irbid	Jerash	Mafrq	Tafilah	Maan
Total base of exposed	391	253	95	12*	20*	6*	5*
Top 2 Box	74%	78%	65%	100%	65%	67%	20%

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafrq
Total base of exposed	391	104	148	35	61	6*	5*	12*	20*
Top 2 Box	74%	70%	83%	49%	75%	67%	20%	100%	65%

Again, we probed the 74% who found the seesaw design appealing for their reasons. On average, they mentioned around two reasons for liking the seesaw design. Reasons mentioned spontaneously were related to liking the idea of intervals between births (42%), being a small family (24%) and being a happy family (22%). Table A27 shows the spontaneous responses to the seesaw design upon asking Q50 “What do you like about this visual ad? Please state your opinion clearly”.

Table A27. Spontaneous Likes about the Seesaw design

Spontaneous likes about the seesaw design	Base/% of those who mentioned this reason for liking seesaw design	
Total Exposed group who liked the Seesaw design	n	289
Idea of intervals between births	n	121
	%	42%
Being small family	N	69
	%	24%
Perfect family / happy family	N	63
	%	22%
Giving the child its due	N	56
	%	19%
Planning the life and family	N	26
	%	9%

5.4.3 JCAP FAMILY PLANNING CAMPAIGN- VISUAL ADS- TABLE DESIGN WITH YELLOW BACKGROUND

The last visual ad that was shown to the exposed group was the 'table design with yellow background'. They were then asked whether they found it appealing. 53% of the exposed group liked (Liked a lot/ like it a little) the table design visual ad. It was most liked by Qweismeh residents. Table A28 shows the likability scores of the table design at the total level as well as across the different splits upon asking Q52: "How would you rate the overall likeability of this visual ad?"

Table A28. JCAP Family Planning Visual Ads- Table Design Likability Rating

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base of exposed	391	52	54	133	152
Top 2 Box	53%	48%	50%	53%	55%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base of exposed	391	19	74	66	66	51	68	47
Top 2 Box	53%	58%	53%	48%	55%	53%	56%	51%

Governorate							
	Total	Amman	Irbid	Jerash	Mafrq	Tafilah	Maan
Total base of exposed	391	253	95	12	20	6	5
Top 2 Box	53%	55%	41%	100%	65%	67%	20%

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafrq
Total base of exposed	391	104	148	35	61	6	5	12	20
Top 2 Box	53%	62%	49%	31%	48%	67%	20%	100%	65%

We further probed the 53% who liked the table design for the reasons they found the campaign appealing. On average, they mentioned around two reasons for liking the seesaw design. Reasons cited spontaneously were related to liking the idea of being a happy family (29%) and how to bring

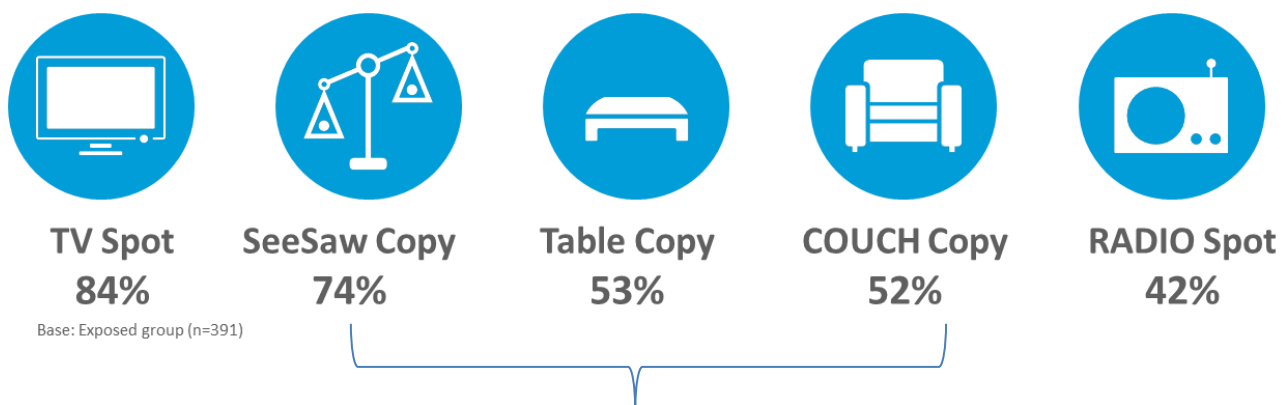
up your kids (22%). Table A29 shows the spontaneous mentions about Table design upon asking “ Q53 What do you like about this visual ad? I want you to tell me your opinion clearly”.

Table A29. Spontaneous Likes about the Table design

Spontaneous Likes about the Table design	Base/% of those who mentioned this reason for liking Table design	
Total Exposed group who liked the Table design	n	207
Perfect family / happy family	n	59
	%	29%
Bringing up the children	n	45
	%	22%
Family planning	n	40
	%	19%
Family gathering	n	36
	%	17%
Giving each child their due	n	27
	%	13%
Small family	n	24
	%	12%

To sum up, it was noticed that the most liked campaign execution was the television spot, which was liked by 84% of the exposed group. The second liked execution was the seesaw at 74%, followed by the table copy, which was liked by more than half (53%) the respondents, and the couch design at 52%. The least liked copy was the radio spot at 42% . Figure B11 Summarizes these findings for the five execution channels.

Figure B11. The five execution channels likability(Like it a lot/ Like it a little) summary score



5.5 CAMPAGIN'S PARAMETERS ASS

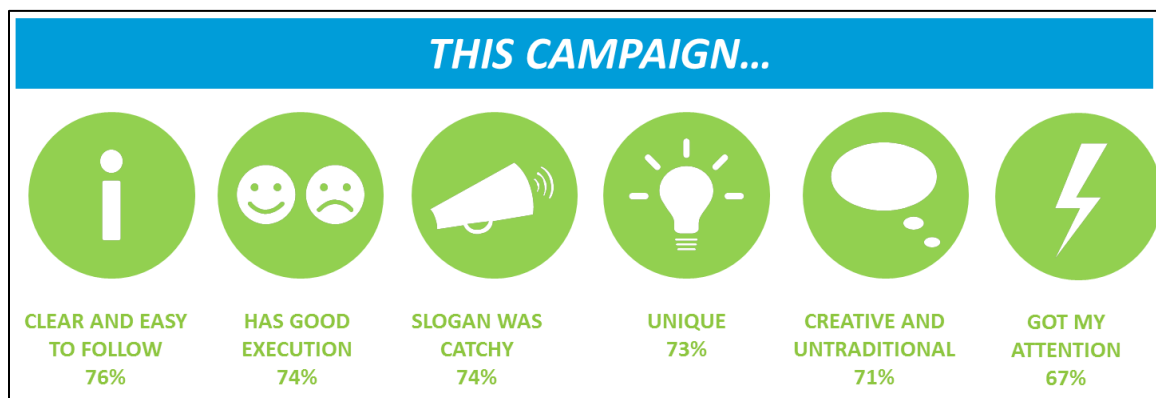
In order to assess the campaign **PRINT** ance perspective, we looked at some KPI's that were identified as the campaign parameters. These parameters were based on several

studies conducted by Nielsen globally, having shown effectiveness in assessing campaign parameters. They are as follows:

- 1- Clear and easy to follow
- 2- Has good execution
- 3- Slogan was catchy
- 4- Unique
- 5- Creative and untraditional
- 6- Got my attention

Upon assessing the JCAP Family Planning campaign according to the above mentioned parameters among the exposed group, the campaign was seen to be successful on most of the parameters; where it was found to be clear and easy to follow as well as proving good execution and having a catchy slogan. Furthermore 73% found it to be unique and 71% found that it is creative and untraditional. Figure B12 illustrates the performance of the JCAP family planning campaign on these parameters.

Figure B12. JCAP Family Planning Campaign Performance on Campaign's Parameters



CHAPTER 6: CAMPAIGN PERFORMANCE AMONG DIFFERENT SEGMENTS BY PARITY STATUS

As previously indicated, the JCAP Family Planning Campaign for 2016 was targeting three different segments by parity status with three different messages.

The first segment was: 'engaged and newly married couples with no children' (represented by 40% in the surveyed sample), with the message that was targeting them being "After marriage we would like to wait before having children".

The second segment was: 'married with one or two children' (represented by 30% in the surveyed sample), and they were targeted by a message saying "We would like to build our life one step at a time and space pregnancies apart".

The last segment was: 'Married with 3 children or more' (represented by 30% in the surveyed sample). This segment was targeted by the message "Your joy will be complete when your children grow up".

To assess the performance of the campaign among the different segments by parity status, each segment was asked 4 questions. The first question was designed to assess their agreement level with the campaign message. Then the exposed group was asked about their willingness to act on the message and what actions were they going to take. In addition, both the exposed and unexposed groups within the target segment were asked about their level of agreement with a certain statement related to the campaign message.

The coming subsections will detail the results for each segment individually on the above mentioned questions.

6.1 ENGAGED AND NEWLY MARRIED WITH NO CHILDREN – SEGMENT ANALYSIS

This segment constitutes 40% of our sample. It was equally distributed between engaged and newly married individuals. The engaged sub segment showed more skew towards younger age groups (18-24) years and Amman (63%) as compared to the newly married with children. Table A30 indicates the demographic profile for the respondents who were engaged and newly married with no children.

Table A30. Engaged and newly married with no children Profile

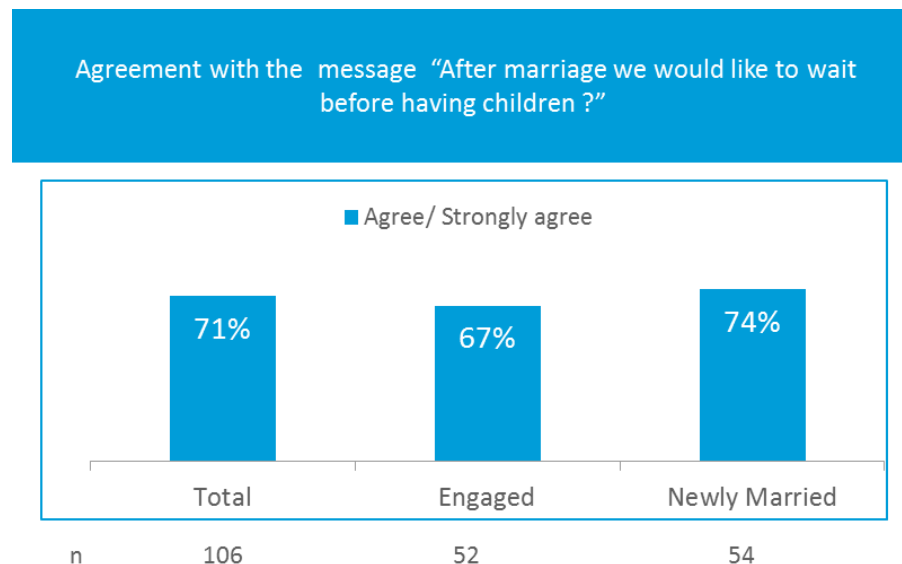
		Engaged	Newly Married with Children
Base	n	205	200
Sex			
Male	n	79	47
	%	39%	24%
Female	n	126	153
	%	61%	77%
Age			
18-19 years	n	28	13
	%	14%	7%
20-24 years	n	113	80
	%	55%	40%
25-29 years	n	47	37
	%	23%	19%
30-34 years	n	10	20
	%	5%	10%
35-39 years	n	5	12
	%	2%	6%
40-44 years	n	1	30
	%	0	15%
45-50 years	n	1	8
	%	0	4%
Location			
Amman	n	129	105
	%	63%	53%
Irbid	n	46	53
	%	22%	27%
Jerash	n	10	10
	%	5%	5%
Mafrq	n	13	16
	%	6%	8%
Tafilah	n	4	7
	%	2%	4%
Maan	n	3	9

	%	1%	5%
Campaign Exposure			
Unexposed	N	137	130
	%	67%	65%
Exposed	N	52	54
	%	25%	27%

6.1.1 AGREEMENT WITH CAMPAIGN MESSAGE “AFTER MARRIAGE WE WOULD LIKE TO WAIT BEFORE HAVING CHILDREN” & INTENTION TO ACT

The exposed group of engaged and newly married couples (representing around 26% of the total segment size and 25% and 27% respectively of each sub-segment) were asked about their agreement with the campaign message. This segment agreed with the JCAP family planning message by 71% (Strongly agree/ agree). Looking deeper into the sub segments by parity status, no significant difference was observed as both segments scored closely on this parameter. Figure B13 shows the scores of agreement with the message Q30: “After Marriage We Would Like To Wait Before Having Children”

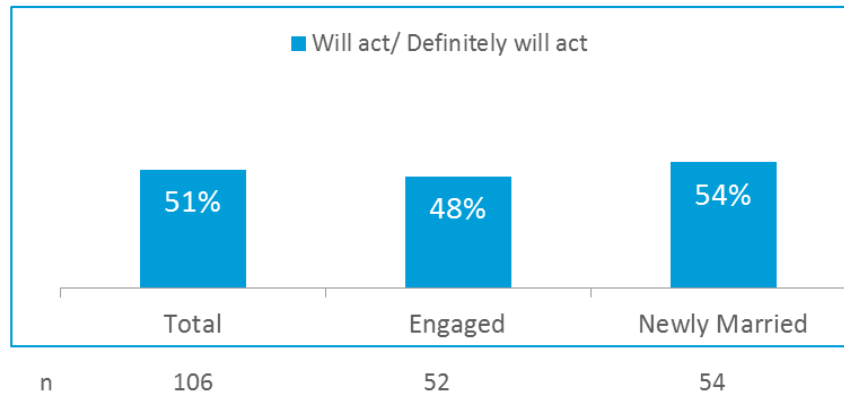
Figure B13. Agreement to JCAP Family Planning Message “After Marriage We Would Like To Wait Before Having Children”



Further, we asked respondents about their intention to act on this message and almost half of them confirmed that they will act/ definitely act upon it. Again, by looking into the sub segments, we did not observe significant difference. Figure B14 shows the intention to act on this message (Q32 “Do you intend to act on the following statement; After marriage we would like to wait before having children”)

Figure B14. Intention to act on JCAP Family Planning Message “After Marriage We Would Like To Wait Before Having Children”

Intention to act on “After marriage we would like to wait before having children ?”



To get an understanding about the actions they are willing to take, the exposed group of engaged and newly married couples was asked about these actions. Their spontaneous mentions were mainly: being patient before having children and using safe and modern family planning methods. A list of their spontaneous mentions are listed below in table A31 upon asking “Q33 What actions do you intend to take?”

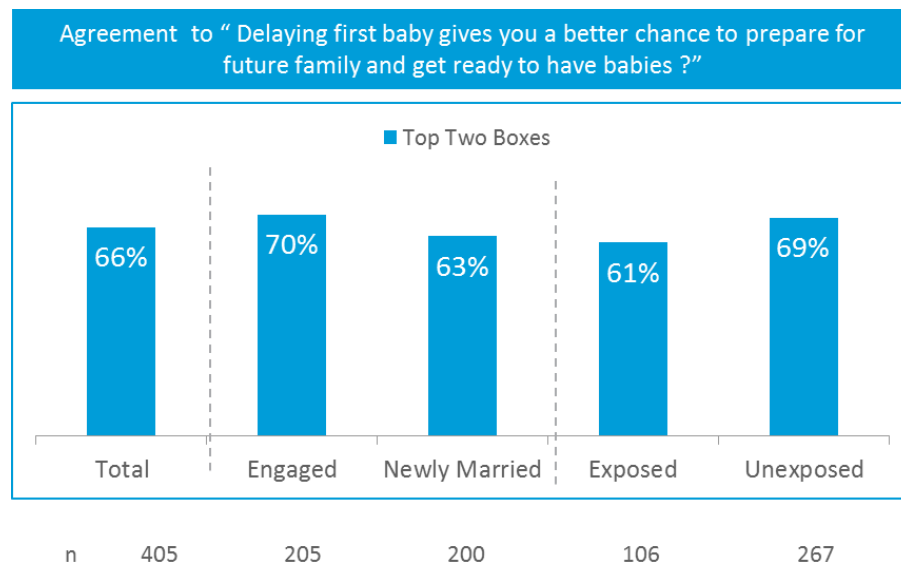
Table A31. Intended Actions that exposed group of engaged/ newly married are willing to take

Intended Actions that exposed group of engaged/ newly married are willing to take		
Total base of exposed group of engaged/ newly married who are intended to take an action	n	54
Be patient before procreation	n	16
	%	30%
Use safe family planning methods / modern methods	n	14
	%	26%
Delay childbearing	n	13
	%	24%
Intervals between births	n	11
	%	20%
After first baby	n	10
	%	19%

6.1.2 AGREEMENT WITH “DELAYING FIRST BABY GIVES YOU A BETTER CHANCE TO PREPARE FOR FUTURE FAMILY AND GET READY TO HAVE BABIES “

Next, the total segment of engaged/ newly married couples was asked about their agreement to “Delaying the first baby gives you a better chance to prepare for future family and get ready to have babies” – irrespective of their exposure to the ad. 66% of them agreed to the statement (Strongly agree/agree), yet there was no significant difference among the engaged vs. newly married or even exposed vs. unexposed. Figure B15 shows the top two boxes agreement scores for Q31 “Please indicate the level of agreement with the following statements; Delaying first baby gives you a better chance to prepare for future family and get ready to have babies ”

Figure B15. Agreement with “Delaying first baby gives you a better chance to prepare for future family and get ready to have babies ”



6.2 MARRIED WITH ONE OR TWO CHILDREN – SEGMENT ANALYSIS

This segment constitutes 30% of our sample and 44% of them were exposed to the JCAP family planning campaign according to the surveyed sample results. Table A32 indicates the demographic profile for 'Married with One or Two Children'.

Table A32. Married with One or Two Children Profile

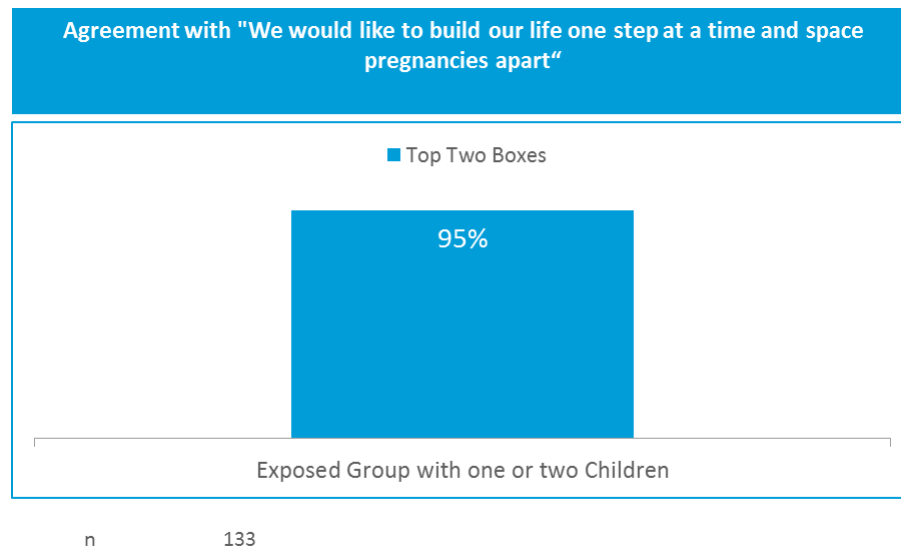
Married with one or Two Children		
Base	n	299
Sex		
Male	n	89
	%	30%
Female	n	210
	%	70%
Age		
18-19 years	n	11
	%	4%
20-24 years	n	53
	%	18%
25-29 years	n	80
	%	27%
30-34 years	n	70
	%	23%
35-39 years	n	36
	%	12%
40-44 years	n	26
	%	9%
45-50 years	n	23
	%	8%
Location		
Amman	n	167
	%	56%
Irbid	n	83
	%	28%
Jerash	n	12
	%	4%
Mafrq	n	19
	%	6%
Tafilah	n	9
	%	3%
Maan	n	9
	%	3%
Campaign Exposure		
Unexposed	n	141

	%	47%
Exposed	n	133
	%	44%

6.2.1 AGREEMENT WITH CAMPAIGN MESSAGE “WE WOULD LIKE TO BUILD OUR LIFE ONE STEP AT A TIME AND SPACE PREGNANCIES APART” & INTENTION TO ACT

The exposed group of married couples with one or two children was asked about their agreeability with the campaign message “We Would Like To Build Our Life One Step At A Time And Space Pregnancies Apart” . Almost all of them (95%) agreed to the campaign message (Strongly agree/ agree). Figure B16 shows the scores of agreement with the message “ Q34 We Would Like To Build Our Life One Step At A Time And Space Pregnancies Apart”

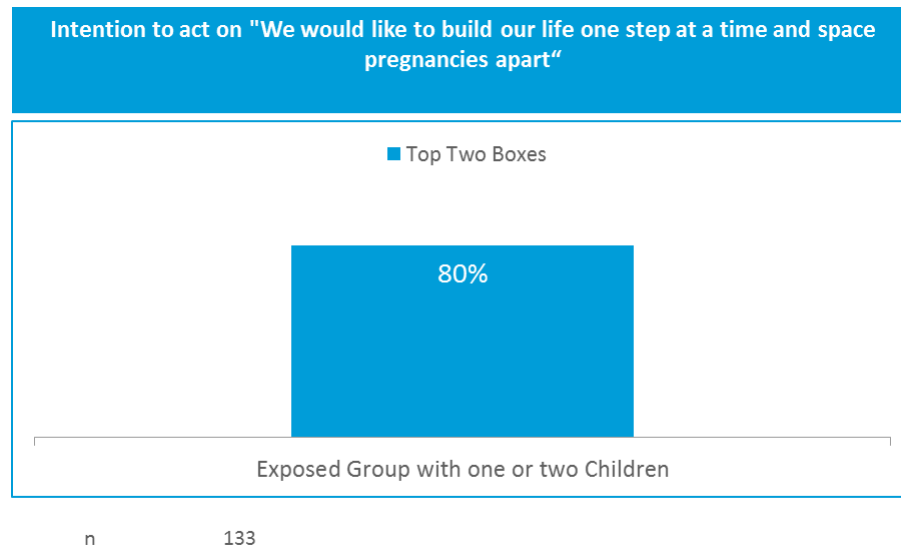
Figure B16. Agreement to JCAP Family Planning Message “We Would Like To Build Our Life One Step At A Time And Space Pregnancies Apart”



Moreover, we asked them about their intention to act on this message. Around 80% of them answered in the affirmative, stating that they will act/ definitely act on it. Figure B17 shows the

intention to act on this message Q36 “Do you intend to act on the following statement; “We would like to build our life one step at a time and space pregnancies apart”.

Figure B17. Intention to act on JCAP Family Planning Message “We would like to build our life one step at a time and space pregnancies apart”



To get an understanding about the actions they are willing to take, the exposed group of married couples with one or two children were asked about these actions. Top spontaneous mentions were related to using safe/ modern family planning methods and having intervald between births. A list of their spontaneous mentions are listed below in table A33 upon asking “Q37 What actions do you intend to take?”

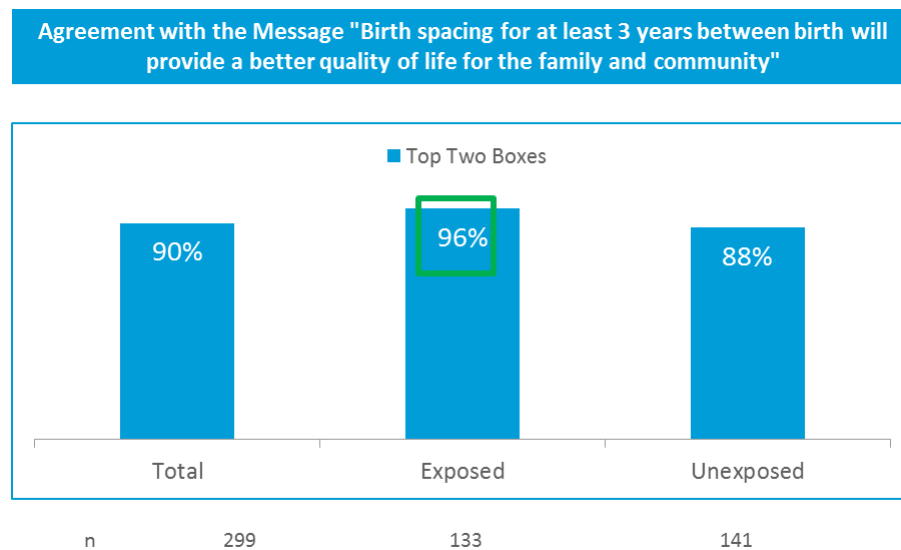
Table A33. Intended actions that exposed group of engaged/ newly married are willing to take

Intended Actions that exposed group of married couple with one or two children are willing to take		
Total base of exposed group of married couple with one or two children who are intended to take an action	n	106
Used safe family planning methods / Modern methods	n	31
	%	29%
Intervals between births	n	26
	%	25%
Use effective methods / suitable methods	n	14
	%	13%
Intervals between births 3 years	n	11
	%	10%
Doctor consultation	n	8
	%	8%

6.2.2 AGREEMENT WITH “WE WOULD LIKE TO BUILD OUR LIFE ONE STEP AT A TIME AND SPACE PREGNANCIES APART “

Regardless of their exposure to the ad, married couples with one or two children were asked about their agreement with the statement “Birth spacing for at least 3 years will provide a better quality of life for the family and community”. 90% of them agreed to the statement (Strongly agree/agree), yet it was noticed that the exposed group scored higher on this statement. Figure B18 shows the top two boxes agreement scores for Q35 “Do you agree with the following statement; "Birth spacing for at least 3 years between births will provide a better quality of life for the family and community".

Figure B18. Agreement with “Birth spacing for at least 3 years between births will provide a better quality of life for the family and community”



6.3 MARRIED WITH THREE CHILDREN OR MORE – SEGMENT ANALYSIS

This segment constitutes 30% of our sample and 49% of them were exposed to JCAP family planning campaign- indicating the highest exposure scores as compared to the total level. Table A34 indicates the demographic profile for Married with Three Children or More.

Table A34. Married with three Children or more Profile

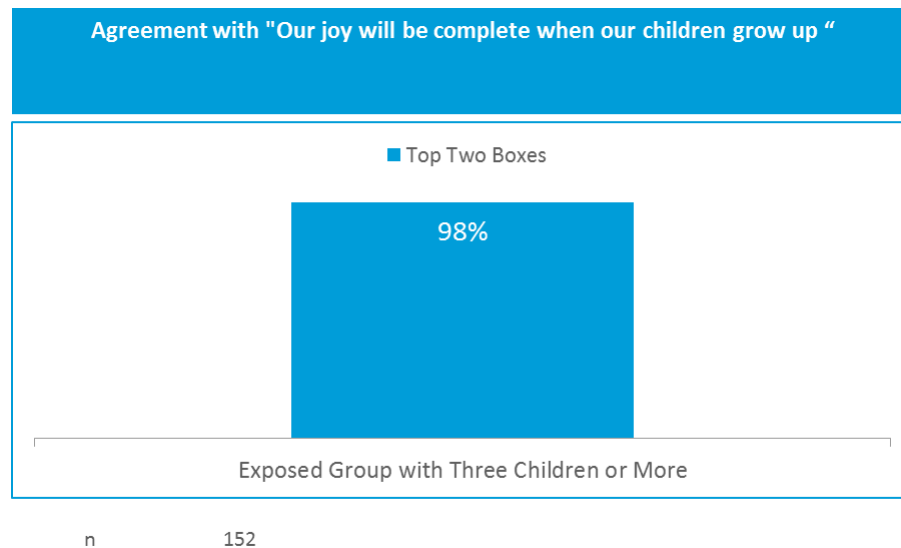
Married with Three Children or More		
Base	n	309
Sex		
Male	n	89
	%	29%
Female	n	220
	%	71%
Age		
18-19 years	n	0
	%	-
20-24 years	n	6
	%	2%
25-29 years	n	24
	%	8%
30-34 years	n	53
	%	17%
35-39 years	n	43
	%	14%
40-44 years	n	100
	%	32%
45-50 years	n	83
	%	27%
Location		
Amman	n	182
	%	59%
Irbid	n	79
	%	26%
Jerash	n	12
	%	4%
Mafrq	n	20
	%	6%
Tafilah	n	8
	%	3%
Maan	n	8
	%	3%
Campaign Exposure		
Unexposed	n	138

	%	45%
Exposed	n	152
	%	49%

6.3.1 AGREEMENT WITH CAMPAIGN MESSAGE “OUR JOY WILL BE COMPLETE WHEN OUR CHILDREN GROW UP”

Exposed group of married couple with one or two children were asked about their agreeability with the campaign message “Our joy will be complete when our children grow up”. Almost all of them (95%) agreed to the campaign message (Strongly agree/ agree). Figure B19 shows the scores of agreement with the message “ Q38 Our joy will be complete when our children grow up”

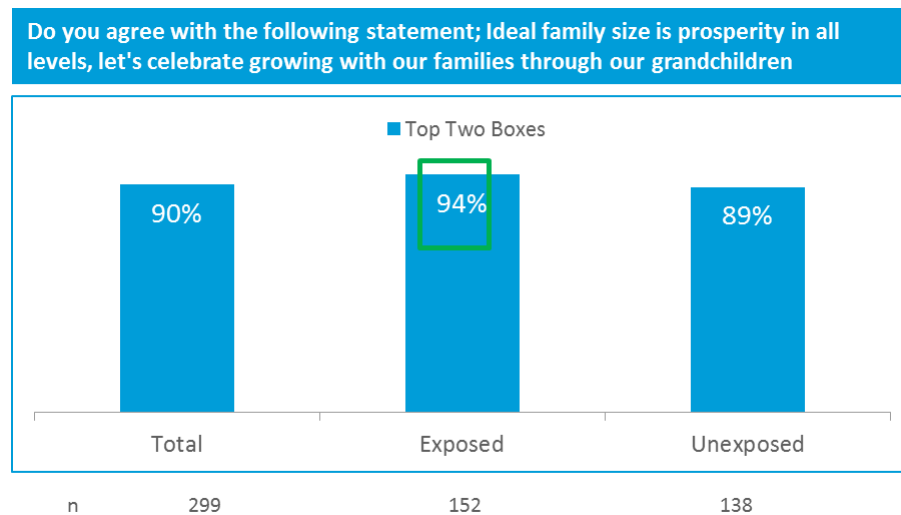
Figure B19. Agreement to JCAP Family Planning message “Our joy will be complete when our children grow up”



6.3.2 AGREEMENT WITH “IDEAL FAMILY SIZE IS PROSPERITY ON ALL LEVELS, LET'S CELEBRATE GROWING WITH OUR FAMILIES THROUGH OUR GRANDCHILDREN “

Regardless of their exposure to the ad, married couples with three children or more were asked about their agreement with the statement “Ideal family size is prosperity on all levels, let's celebrate growing with our families through our grandchildren”. 90% of them agreed to the statement (Strongly agree/agree), yet it was noticed that the exposed group scored higher on this statement. Figure B20 shows the top two boxes agreement scores for Q39 “Do you agree with the following statement; " Ideal family size is prosperity in all levels, let's celebrate growing with our families through our grandchildren ”.

Figure B20. Agreement with “Ideal family size is prosperity in all levels, let's celebrate growing with our families through our grandchildren”



The objective of this chapter is to review the evidence for the effectiveness of the family planning campaign, to suggest adjustments for future campaign content and placement. This section will start by examining the importance of family planning to respondents, understanding respondent's usage of family planning methods and intention to use modern family planning methods in the future. All the questions included in this chapter are asked to the exposed group.

7.1 IMPORTANCE OF FAMILY PLANNING

In order to assess the importance of family planning after being exposed to the campaign, the exposed group were directly asked about the importance of the topic to them. Almost all of the exposed group (96%) claimed that they consider family planning to be important to them. Table A35 indicates the importance level (Important/ Extremely important) among the exposed group as well as the different splits upon asking Q68 "Now that you've seen the family planning campaign, how important is family planning to you?"

Table A35. Importance of Family Planning to the Exposed Group

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base of exposed	391	52	54	133	152
Top 2 Box	96%	96%	93%	96%	96%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base of exposed	391	19*	74	66	66	51	68	47
Top 2 Box	96%	95%	99%	92%	94%	98%	96%	96%

Governorate							
	Total	Amman	Irbid	Jerash	Mafrq	Tafilah	Maan
Total base of exposed	391	253	95	12*	20*	6*	5*
Top 2 Box	96%	96%	94%	100%	100%	100%	80%

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafrq
Total base of exposed	391	104	148	35	61	6*	5*	12*	20*
Top 2 Box	96%	93%	98%	83%	100%	100%	80%	100%	100%

7.2 JCAP FAMILY PLANNING CAMPAIGN'S IMPACT AMONG THE EXPOSED GROUP

One of the objectives of the JCAP family planning campaign was to change social norms regarding family planning. Given the importance of this objective, the exposed group was asked about changing their perception of family planning based on the campaign.

One of the positive effects after getting exposed to the campaign was observed where none of the exposed group mentioned that they are still rejecting the family planning concept or even hesitant about it. In addition, 43% of the exposed group were more willing to use family planning methods and 35% are now convinced with the concept. Residents of Naour were the most convinced with the family planning concept after watching the campaign, whereas Qweismeh and Bani Obied residents scored the highest for maintaining their previous perceptions. Table A36 shows the results of the exposed when asked Q70 “Did the campaign change your idea about planned pregnancy?”

Table A36. JCAP Family Planning Campaign’s Impact Among The Exposed Group

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base of exposed	391	52	54	133	152
I still reject family planning concept	0%	0%	0%	0%	0%
I am still hesitant about the idea of family planning	0%	0%	0%	0%	0%
Remains the same	22%	15%	19%	23%	24%
I am now more willing to use family planning methods	43%	38%	52%	46%	40%
I am now convinced with the family planning concept	35%	46%	30%	32%	36%

Age								
	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base of exposed	391	19*	74	66	66	51	68	47
I still reject family planning concept	0%	0%	0%	0%	0%	0%	0%	0%
I am still hesitant about the idea of family planning	0%	0%	0%	0%	0%	0%	0%	0%
Remains the same	22%	32%	12%	27%	23%	14%	29%	21%
I am now more willing to use family planning methods	43%	42%	43%	42%	48%	53%	35%	40%
I am now convinced with the family planning concept	35%	26%	45%	30%	29%	33%	35%	38%

Governorate							
	Total	Amman	Irbid	Jerash	Mafrq	Tafilah	Maan
Total base of exposed	391	253	95	12*	20*	6*	5*
I still reject family planning concept	0%	0%	0%	0%	0%	0%	0%
I am still hesitant about the idea of family planning	0%	0%	0%	0%	0%	0%	0%
Remains the same	22%	21%	28%	-	10%	-	40%
I am now more willing to use family planning methods	43%	43%	40%	58%	65%	50%	20%
I am now convinced with the family planning concept	35%	36%	32%	42%	25%	50%	40%

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafrq
Total base of exposed	391	104	148	35	61	6*	5*	12*	20*
I still reject family planning concept	0%	0%	0%	0%	0%	0%	0%	0%	0%
I am still hesitant about the idea of family planning	0%	0%	0%	0%	0%	0%	0%	0%	0%
Remains the same	22%	44%	5%	11%	38%	-	40%	-	10%
I am now more willing to use family planning methods	43%	45%	41%	46%	38%	50%	20%	58%	65%
I am now convinced with the family planning concept	35%	11%	54%	43%	25%	50%	40%	42%	25%

Since a considerable group of respondents maintained the same unchanged perception (22%), it was crucial to know the reasons behind their perception. 80% of them did not mention any reason for not considering the family planning concept, 9% stated that the concept of planned pregnancies was not considered an option because they cannot find support from their spouse, followed by 4% who believed that it is against religion and another 4% who think it has negative side effects. Table A37 shows the reasons for not considering the concept of family planning after getting exposed to JCAP Family Planning Campaign upon asking Q71 "Why haven't you taken family planning into consideration after seeing the campaign?"

Table A37. Reasons For Not Considering The Concept Of Family Planning After Getting Exposed To JCAP Family Planning Campaign

Reasons For Not Considering The Concept Of Family Planning After Getting Exposed To JCAP Family Planning Campaign	Base of Respondents who mentioned this reason for not considering the concept	
Total exposed group who are not considering Family planning concept	n	85
None	n	68
	%	80%
No support from my spouse	n	8
	%	9%
Against Religion	n	3
	%	4%
Family planning methods have negative side effects	n	3
	%	4%

7.3 JCAP FAMILY PLANNING CAMPAIGN'S IMPACT ON USING MODERN FAMILY PLANNING METHODS

Family planning methods are divided into two categories; traditional family planning methods and modern family planning methods. The traditional family planning method group consists of the calendar method and withdrawal. Modern family planning methods consist of birth control pills, condoms, intrauterine device (IUD) and injectable.

To identify the impact of the campaign on the usage of family planning methods, a set of questions were asked to the exposed group to check their usage behavior of any family planning method and intention to use a modern method in the future. Overall, among the exposed group 37% used any kind of family planning method in the past 6 months, these usage rates were significantly higher among respondents who were married with three children or more, reaching 61% and also among those aged (40-44) years with 54%. Table A38 shows the results of exposed group usage rates for any family planning method in the past 6 months upon asking Q25 "Did you use a family planning method in the past 6 months? "

Table A38. Exposed Group Usage Rates For Any Family Planning Method In The Past 6 Months

Segments by parity status					
	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
Total base of exposed	391	52	54	133	152
Used Family planning method in the past 6 months	37%	-	2%	37%	61%

Age

	Total	18-19 years	20-24 years	25-29 years	30-34 years	35-39 years	40-44 years	45-50 years
Total base of exposed	391	19*	74	66	66	51	68	47
Used Family planning method in the past 6 months	37%	-	22%	27%	44%	47%	54%	40%

Governorate							
	Total	Amman	Irbid	Jerash	Mafraq	Tafilah	Maan
Total base of exposed	391	253	95	12*	20*	6*	5*
Used Family planning method in the past 6 months	37%	36%	39%	33%	40%	50%	20%

District									
	Total	Qweismeh	Naour	Al Koura	Bani Obeid	Al Hasa	Al Huseinyeh	Jerash	Mafraq
Total base of exposed	391	104	148	35	61	6*	5*	12*	20*
Used Family planning method in the past 6 months	37%	25%	43%	43%	38%	50%	20%	33%	40%

Among those who used a family planning method in the past 6 months, 80% used modern family planning methods and 21% used traditional methods. Within the modern family planning methods, IUD was the most used method accounting for 46%, way far followed by birth control pills with 22%. Withdrawal method was the most used traditional method with 20% usage. Table A39 illustrates the methods used by the users in the past 6 months upon asking Q26 "What type of family planning method did you use?"

Table A39. Methods used for family planning in the past 6 months

Total exposed group who used family planning method in the past 6 months	n	143
Any Modern Methods (80%)		
Intrauterine device (IUD)	n	66
	%	46%
Birth control pills	n	32
	%	22%
Condoms	n	14
	%	10%
Injectable	n	5
	%	3%
Blocked Fallopian Tubes	n	1
	%	1%
Any Traditional Method (20%)		
Calendar Method	n	1
	%	1%
Withdrawal	n	29
	%	20%

Finally the impact of the campaign among the exposed group was assessed by measuring their intention level to use modern family planning in the coming 6 months. 41% of the exposed groups mentioned that they intend to use modern family planning methods. The engaged group is seen in table A40 to have a significantly higher intention to use modern family planning methods. Table A40 shows the intention of using modern family planning methods among the exposed group.

Table A40. Modern Family planning method usage intention

	Total	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
n	391	52	54	133	152
Yes, I intend to use family planning method	41%	71%	54%	41%	28%
No, I don't intend to use family planning method	29%	29%	43%	29%	24%
Currently, I am using a modern family planning method	29%	0%	4%	30%	48%

The impact of the campaign can be further identified through the number of exposed group respondents who are willing to shift from a traditional family planning method to a modern one. The results of the study showed that 23% of the exposed group who were using traditional family

planning methods were willing to shift to a modern family planning method. Table A41 shows the percentage of the exposed group who are willing to shift from traditional family planning methods to modern family planning methods

Table A41. Shift from traditional to modern family planning methods

23% intend to shift from traditional methods to modern methods

In addition, table A42 illustrates the shift in mindset after getting exposed to the JCAP family planning campaign. Among those who were using family planning methods in the past 6 months, 83% intend to use modern family planning methods. In addition, among those who did not use any family planning method in the past 6 months, 55% are willing to start using modern family planning methods. Table A42 details the findings of this analysis.

Table A42. Used family planning method vs. intention to use modern family planning method from exposed group

	Total	Used Family planning method in past 6 months	Did not use family planning method in past six months
n	276	36	240
Intend to use modern family planning methods	59%	83%	55%
Do not intend to use modern family planning methods	41%	17%	45%

7.4 IMPRESSIONS LEFT AFTER WATCHING JCAP FAMILY PLANNING CAMPAIGN

When asked about how the campaign left the respondent feeling, about half of the respondents (51%) were assured that they were doing the right thing using family planning methods. Taking

action as a result of the campaign is a crucial element that awareness campaigns aim to achieve. In this instance, after watching, 30% stated that the campaign definitely made them want to use family planning methods, while 17% stated that the campaign did not encourage them to use family planning methods. In addition, about 43% stated that the campaign left them wanting to plan their family life and 39% expressed desire to share with others information about family planning as it grew in importance to them. 38% expressed that after watching the campaign they felt that this is what they were looking for. 36% were not satisfied and wanted to capture more information about family planning. JCAP Campaign was considered as source of awareness and reminded the public of important issues, where 40% mentioned that the campaign reminded them of family planning and 40% believed that the advertisement was a new idea to them and that they never thought about family planning that way before. On the other hand, 27% felt that the campaign did not add anything new and that that was how they had always seen family planning. Scores summary are detailed in table A43 for responses to the question Q65 “Which of these statements comes closest to the way the campaign left you feeling about family planning?”

Table A43. Impressions left after getting exposed to JCAP Family planning campaign

STATEMENTS (TOP BOX)	Total	Segments by parity status			
	Total Exposed Group	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
N	391	52	54	133	152
It assured me that I am doing the right thing using family planning	51%	38%	52%	50%	55%
It definitely made me want to use family planning methods	30%	33%	31%	33%	26%
It definitely made me want to plan for the quality of my family life	43%	35%	48%	44%	43%
It sounded important and I wanted to tell others about it	39%	31%	35%	40%	41%
I wanted to find out more about family planning	36%	33%	37%	40%	33%
That is just what I had been looking for	38%	37%	37%	41%	36%
That campaign reminded me about family planning	40%	40%	39%	41%	39%
I've never quite thought about family planning, that's something new	40%	44%	39%	41%	37%
That's just how I've always seen family planning (didn't add something new)	27%	29%	28%	26%	28%
I will not use family planning methods	17%	12%	13%	19%	18%

7.5 BEHAVIOUR THAT THE EXPOSED GROUP ARE INTENDING TO FOLLOW

Upon watching the campaign, the exposed group showed some intentions related to being more open to the concept of family planning starting from discussing with the spouse, developing a plan, consulting a doctor and finally willingness to use family planning methods.

Table A44 illustrates these intentions, where the majority of the exposed group had shown positive intentions. Slightly more than half the respondents (53%) expressed readiness to develop a joint plan with their spouse for their family. Furthermore, 38% were also ready to discuss family planning with their spouse, 46% said they were willing to consult a health care provider for more information. Finally 43% intend to use family planning method. Table A44 details the findings for these intentions upon asking Q76 “The following are some ways that the campaign might influence your behavior. Using a scale from 1 to 5, where 1 means Do Not Agree At All and 5 means Very Strongly agree, please tell me how strongly you agree or disagree with each statement”.

Table A44 Behavior That The Exposed Group Are Intending To Follow

		Segments by parity status			
	Strongly Agree (Top Box)	Engaged	Newly married with no children	Married with one or two children	Married with three children or more
n	391	52	54	133	152
I am ready to develop a joint plan with my spouse for our family	53%	60%	56%	49%	55%
I am ready to discuss family planning with my spouse	38%	33%	30%	43%	39%
I am ready to consult a health care provider for more information on family planning	46%	44%	56%	46%	44%
The campaign made me willing to use family planning methods	43%	40%	37%	42%	46%

CHAPTER 8: RECOMMENDATIONS FOR IMPROVEMENTS TO THE CAMPAIGN

JCAP is planning to conduct a second wave of its communication campaign, predicated on the results demonstrated through the Post Tracking survey. Therefore, the main survey objectives were to identify and evaluate if the overall campaign, and its individual elements had been successful, and to flag any poor performance so that JCAP could take actions to refine/modify/improve messages content and/or approach. The survey specifically assessed audience reactions, attitudes and intentions regarding the slogan and the various messages targeted to key audience segments. The analyses included examining differential perceptions between and within key target audience segments. The survey also probed for audience awareness of and reactions to the different campaign channel placements. Data gathering was both evaluative and formative, serving to highlight areas where adjustments could lead to improved awareness, more positive reactions and impact across the different target audience segments.

Campaign Recall and Media Channel Placement

Findings:

The Post Tracking survey conducted at the end of the first wave of the ‘Plan your pregnancies-ease your burden’ campaign, identified an audience prompted recall of 39%. This level of ‘reach’ outcome met JCAP expectations and was seen as a good level of performance for first wave for this kind of campaign. The TV ad channel had the highest visibility and influence; 96% of the exposed audience saw the ad on TV and 84% of those who viewed it, liked it. Likability was slightly higher in the urban area of Amman (87%) and especially Naour (97%). In contrast, only 6% of respondents recalled the radio ad as the primary channel of communication.

Recommendations:

- JCAP should continue its major investment in television channel placements since TV ads represent the dominant source of exposure and reach, and are ‘liked’ by the great majority of viewers. JCAP should try to investigate and understand the reasons for the exceptionally high campaign likeability among Naour respondents (considered to be a conservative area) to see if there are lessons that could be replicated more widely in the second wave.
- JCAP should increase its investment in radio broadcasting since the low channel ‘reach’ could likely be extended with a greater frequency of radio ads over a longer duration, with relatively low costs. It is suggested to air the radio ad in more time slots and continue these radio ads throughout the entire second wave (in the first wave the radio ad was only aired in the first month).
- Based on review of Jordan TV viewership statistics gathered during the planning and first wave execution phases, it is recommended that JCAP examine and adjust

the campaign schedule for wave two to optimize TV viewership slots by accounting for factors related to audience exposure.

These modifications to the campaign media placement plan should contribute to increasing 'reach' in the second wave.

Campaign Likeability, Agreement and Persuasiveness of messages

Findings:

The campaign achieved high levels of positive responses in the 'exposed' audience sample (eg the 39% who recalled the campaign). The slogan was 'liked' by 93% of the exposed group. Among exposed, there was high agreement (90%) with individual messages targeted to the two married couples with children segments. The message to delay the first birth, targeted to engaged couples and married couples with no children segments, received somewhat lower agreement (66%) but was still relatively high given the context of strong social and familial pressure to prove fertility immediately upon marriage. Importantly, despite the sensitive nature of the topic, the campaign did not evoke negative responses; 85% 'liked' the campaign while 14% were neutral, and none found it 'unlikable'. The survey evidence also found high clarity of understanding and persuasiveness of the slogan and messages.

Very positive findings were that nearly all the exposed sample (96%) considered family planning to be important to them, and 82% agreed that having a smaller family leads to a better quality of life. Importantly, 43% of this group felt that the campaign had made them *more* willing to use family planning methods. Among the 22% who did *not* shift their mindset after exposure to the campaign, those in Quaismeh and Bani Obeid were significantly *less* likely to change their thinking compared to the total, information which could be considered to have strategic implications for stronger targeting in some geographic areas. Among those who had not been using any family planning method in the past 6 months, after campaign exposure, 55% were willing to start using a modern family planning method. Among those who used traditional family planning methods in the past six months, after campaign exposure, 23% were willing to shift to a modern family planning method.

While the overall sample demonstrated broad agreement that modern family planning methods were safe and effective, there was significantly higher agreement on safety and effectiveness among those who had seen the advertisement (exposed group) compared to those who had not [(97% and 91% respectively), ($p < .05$)]. Moreover, those who had seen the advertisement (exposed) demonstrated significantly higher agreement with the message that "Birth spacing for at least three years between births will provide a better quality of life for the family and community" compared to the unexposed sample (96% vs 88% respectively ($p < .05$)). Further, those who had viewed the ad (exposed group) showed significantly more agreement with the campaign message that "Ideal family size is prosperity at all levels..." compared to the unexposed [94% and 89% respectively ($p < .05$)].

Finally, among all respondents, the 'family' was cited as the primary source for family planning information, while doctors were cited as the most reliable and trustworthy source of information for family planning.

The preponderance of evidence supports the conclusion that the JCAP campaign was effective in raising awareness among those exposed on the value of family planning by positively influencing knowledge, attitudes and intention to act on the messages.

Recommendations:

- As the slogan and the individual messages were received as likeable, convincing (agreed with) and motivating for a substantial proportion of target segment audiences, JCAP should sustain these elements in the second wave.
- JCAP should investigate why exposed respondents in Quaismeh Bani Obeid were significantly *less* likely to change in their willingness to use family planning compared to other sites, and possibly design a more intensive application of the campaign in these geographic areas.
- To strengthen credibility, JCAP could consider complementing the mass media with community based activities facilitated by doctors/health care providers.

These suggested actions could contribute to increasing the effectiveness of the second wave, resulting in greater audience appreciation and endorsement of family planning and increased use of modern family planning as a means to attain a higher family quality of life.

Additional Audience Feedback / Suggestions

Qualitative findings gathered from content coded open-ended questions contributed additional respondent ideas for how the campaign might be modified and improved. JCAP should consider incorporating and/or addressing these concepts in future campaigns or waves.

- Respondents suggested complementing the media campaign by disseminating information in more venues including distribution of brochures, and conducting lectures, seminars and university seminars in order to reinforce and strengthen the campaign impact.
- Respondents suggested providing more explanatory information on family planning methods; more focus on the problems associated with multiple pregnancies and large family sizes; and information to address misconceptions associated with religious prohibitions and high costs.

ANNEX A: QUESTIONNAIRE



Study ID	50	(101-102)	Resp. No.		(103-106)
Interviewer No.		(110-113)	Interview Length		(114-115)
No. Of Queries		(116-117)	Reference No.		(118-121)

Hello. My name is (.....). I am working with Nielsen Company and conducting a survey about a communication campaign supported by the USAID funded "family happiness - Tawasol" project run by Abt Associates across many places in Jordan. The information we are collecting about this communication campaign on reproductive health will help us to better design future campaigns.

Your household has been randomly chosen to participate in this study and I would like to ask you some questions about your ideas regarding a communication campaign conducted on the topic of family planning that will take about 30 minutes or less. All the answers you give will be confidential and your privacy will be maintained with a small risk of loss of confidentiality. Your answers will be compiled along with the answers of many other people before the data is analyzed, and we have developed several methods for data protection to minimize any risks to privacy. Your survey responses may be available to other authorized researchers on USAID's public Website, but your name will not be attached.

This survey is voluntary and you are not obligated to participate, but we hope you to agree to answer the questions, as your opinion is very important. In case of you don't want to answer any question, please let me know and I will skip to the next question and you can stop the interview at any time.

In case you need more information about the study, you can contact the person listed on this card.

Do you have any questions?

Do you allow me to begin the interview now?

مرحباً، أنا اسمي(.....) ، وأعمل في شركة نيلسن وهي تجري دراسة عن إحدى الحملات الإعلامية التي يدعمها مشروع " سعادة الأسرة - تواصل "والذي تموله الوكالة الأمريكية للتنمية الدولية وتديره شركة ابت اسوشيتيس (Abt Associates) في العديد من المناطق في الأردن .سوف تساعدنا المعلومات التي نجعلها بشأن هذه الحملة الإعلامية حول الصحة الإنجابية وتنظيم الأسرة على تصميم الحملات المقبلة بشكل أفضل. تم اختيار أسرته عشوائياً للمشاركة في هذه الدراسة، وأود أن أطرح عليك بعض الأسئلة حول ما يراودك من أفكار فيما يتعلق بإحدى الحملات الإعلامية التي تناولت موضوع تنظيم الأسرة، وستستغرق هذه الأسئلة حوالي 30 دقيقة أو أقل .سيتم التعامل مع جميع إجاباتك بسرية، كما سيتم الحفاظ على خصوصيتك مع وجود مخاطرة طفيفة بخرق السرية .وسنجمع إجاباتك مع إجابات الكثير من الأشخاص الآخرين قبل أن نخضع البيانات للتحليل، وقد وضعنا عدة طرق لحماية

البيانات وللمحد من المخاطر التي تهدد الخصوصية .وقد يقوم باحثون آخرون مصرح لهم بالاطلاع على إجاباتك على الدراسة ولكن بدون إرفاق اسمك، وذلك من خلال الموقع الإلكتروني العام للوكالة الأمريكية للتنمية الدولية .

هذه الدراسة هي من باب التطوع فلست مجبراً على المشاركة فيها، ولكننا نتمنى أن توافق على الإجابة على الأسئلة حيث أن رأيك يهمنا جداً . كما يرجى التفضل بإخباري في حال عدم رغبتك في الإجابة على أي سؤال، وسانتقل إلى السؤال التالي ويمكنك أيضاً أن تطلب توقف المقابلة في أي وقت .إذا رغبت في معرفة المزيد من المعلومات حول الدراسة، يمكنك الاتصال بالشخص صاحب هذه البطاقة.

هل لديك أي أسئلة؟
هل تسمح لي ببدأ المقابلة الآن؟

Q1	Terminate if 1,2,3,4, 5 , 6 were coded in Q1 We are looking for people who work in certain occupations. Do you or any of your immediate family or friends work in any of these occupations? [MA]	Code (122)	Route
	نحن نبحث عن أشخاص يعملون في مجالات معينة . هل تعمل أنت أو أي من أفراد أسرتك أو أصدقائك المقربين في أي من هذه المجالات؟[MA]		
	United Nations		
الأمم المتحدة.....	1	
	Advertising Agency		
وكالة إعلانات.....	2	
	Public Relation company		
شركة علاقات عامة.....	3	
	Journalism		
الصحافة.....	4	
	Marketing research company / department		
شركة /قسم أبحاث تسويقية.....	5	
	Health / medical field		
المجال الصحي /الطبي.....	6	
	None of the above		
لا شيء مما سبق.....	7	

Q2	Terminate if coded 1 in Q2 Have you participated in any research about public awareness in the last 12 months? [SA]	Code (123)	Route
	هل شاركت في أي بحث الحملات التوعوية العامة خلال ال 12 أشهر الماضية؟[SA]		
	Yes		
نعم.....	1	
	No		
لا.....	2	

Public Awareness Campaigns

الحملة التوعوية العامة

Q3	Terminate if age below 18 or above 50 Age Group[SA] أنهي المقابلة اذا كان العمر اقل من ١٨ عاما أو أكبر من ٥٠ عاما المجموعة العمرية [SA]	Code (124)	Route
	18-19 years سنة 18 - 19	1	
	20-24 years سنة 20 - 24	2	
	25-29 years سنة 25 - 29	3	
	30-34 years سنة 30 - 34	4	
	35-39 years سنة 35 - 39	5	
	40-44 years سنة 40 - 44	6	
	45-50 years سنة 45 - 50	7	

Q4	Terminate if coded 1 Current Status [SA] الوضع الاجتماعي الحالي [SA]	Code (125)	Route
	Single أعزب	1	
	Engaged خاطب	2	
	Newly married with no children متزوج حديثاً بدون أطفال	3	
	Married with one or two children متزوج ومعه طفل أو اثنان	4	
	Married with three children or more متزوج ومعه ثلاثة أطفال أو أكثر	5	

Q5a **Do not show or read list**
What public health awareness campaigns have you seen in past 6 months (record first thing that respondent mentions)?

[SA]

لا تعرض أو تقرأ القائمة

ما هي حملات التوعية الخاصة بالصحة العامة التي رأيته خلال الـ 6 أشهر الماضية) سجل أول شيء يذكره المجيب (SA]؟

Q5b Show responses not coded in Q5 a/ please rotate answers

What Else (do not show/read responses)?

[MA]

ماذا أيضاً ؟ لا تعرض / لا تقرأ الإجابات؟ [MA]

Q5c Show responses not coded in Q5 a, b. please rotate answers

Read list

Prompted/Aided Awareness - which of the public health awareness Campaigns below have you seen in past 12 months [MA]

اقرأ القائمة

المعرفة بالمساعدة - أي من حملات التوعية الخاصة بالصحة العامة هذه رأيته خلال الـ 6 أشهر الماضية؟

[MA]

	Q5a	Q5b	Q5c
	TOM أول ما يخطر على الذهن	Others أخرى	Prompted المعرفة بالمساعدة
	(126)	(128)	(130)
Breast Cancer سرطان الثدي	01	01	01
Vaccination التطعيم	02	02	02
Family planning تنظيم الأسرة	03	03	03
Smoking Cessation الإقلاع عن التدخين	04	04	04
Drugs Anti-narcotic مكافحة المخدرات	05	05	05
Water Reservation الحفاظ على المياه	06	06	06
H1N1 أنفلونزا الخنازير	07	07	07
Antibiotics المضادات الحيوية	08	08	08
Physical Activity الأنشطة البدنية	09	09	09

Diabetes	السكري	10	10	10
Aids	الإيدز	11	11	11
Obesity	السمنة	12	12	12
Others, Please specify	أخرى ، فضلاً حدد	13	13	13
None	لا شيء	14	14	14

Q6 Ask if coded 3 in Q5 a,b or c
What is the main message you recall from the family planning campaign you saw in the past 12 months?

ما هي الرسالة الرئيسية التي تتذكرها من حملة تنظيم الأسرة التي رأيتها خلال الـ ٦ أشهر الماضية ؟

(132-135)

Family Planning Campaign

حملة تنظيم الأسرة

Q7	<u>Do not read responses</u> Can you please tell us what thoughts comes to mind when I mention family planning?[MA]	Code (136)	Route
	<p style="text-align: right;"><u>لا تقرأ الإجابات</u></p> <p style="text-align: right;">من فضلك أخبرنا ما هي الأفكار التي تخطر على ذهنك عندما اذكر تنظيم الأسرة؟[MA]</p> <p>Reduces the risk of unintended pregnancy</p> <p>تقليل خطر الحمل الغير مرغوب به أو الغير مخطط له.....</p> <p>Reduce infant mortality rate</p> <p>تقليل معدل وفيات الأطفال الرضع.....</p>	01	
		02	

Plan intervals between births		
.....تخطيط فترات المباشرة بين الأحمال	03	
Slows population growth		
.....إبطاء معدل النمو السكاني	04	
Plan/control the number of children one has		
.....التخطيط /التحكم في عدد الأطفال المرغوب به	05	
Prevents pregnancy related health risks in women		
.....الحد من الأخطار الصحية المتعلقة بالحمل عند النساء	06	
Enable people to make informed choices about their reproductive health		
.....تمكين الأشخاص من اتخاذ خيارات مدروسة متعلقة بصحتهم الإنجابية	07	
Allow families to invest more in each child		
.....إعطاء العائلات الفرصة للاستثمار أكثر في كل طفل	08	
There are several family planning methods		
.....تتوفر العديد من الوسائل لتنظيم الأسرة	09	
Delaying the first birth gives the family more time to be ready for the new baby		
.....تأجيل انجاب المولود الأول يمنح الزوجين الفرصة المناسبة للاستعداد لقدم الطفل الجديد	10	
Family Planning is religiously prohibited		
.....تنظيم الأسرة محرم دينياً	11	
Others, please specify		
.....أخرى ، فضلاً حدد	12	
Don't Know		
.....لا أعرف	13	

Q8	Spontaneous From where do you know about family planning ? [MA]	Code (138)	Route
	من أين عرفت عن تنظيم الأسرة؟ [MA]		
	Family		
الأسرة	01	
	Friends		
الأصدقاء	02	
	Neighbors		
الجيران	03	
	School		
المدرسة	04	
	Tv shows		
برامج التلفزيون	05	
	Internet		
		06	

..... الانترنت		
Radio programs	07	البرامج الاذاعية
Conferences/Events	08	المؤتمرات /الأنشطة
Pharmacies	09	الصيدليات
Private Clinics	10	العيادات الخاصة
Community health workers	11	المرشدات الصحيات في المجتمع
Health care providers	12	مقدمي الخدمات الصحية
International Organizations	13	المنظمات العالمية
NGOs	14	المنظمات الغير حكومية
Ministry of health	15	وزارة الصحة
Public Health Centers	16	المراكز الصحية
Others (please specify)	17	أخرى (فضلاً حدد)

Q9	if coded 1,2,3,6 in Q9 Skip to Q21 then Q24 then Q28 then ((Q31 (if Q4 coded 2,3) or Q35 (if Q4 coded 4) or Q39(if Q4 coded5))) then Q77-91	Code (140)	Route
<p><u>Show Ads and Posters visuals without showing messages or slogan and play first part of the song or TVC(first 10 seconds)</u> I will now show you an ad and ask you a few questions about it. Do you remember having seen or heard this ad anywhere? [SA]</p> <p><u>اعرض الإعلانات والملصقات (التي لا يظهر فيها الشعار او الرسائل) وشغل أول جزء من الأغنية أو الإعلان التلفزيوني</u> سأريك الآن إعلان وسأسألك بضعة أسئلة عنه . هل تتذكر رؤيتك أو سماعك لهذا الإعلان في أي مكان؟ [SA]</p>			
Definitely haven't seen or heard it بالتأكيد لم أراه أو اسمعه من قبل	1	
Don't think I've seen or heard it لا اعتقد أنني رأيته أو سمعته من قبل	2	
Unsure whether I've seen or heard it لست متأكد إذا كنت رأيته أو سمعته من قبل	3	
I think I've seen or heard it اعتقد أنني رأيته أو سمعته من قبل	4	
Definitely have seen or heard it بالتأكيد رأيته أو سمعته من قبل	5	

Don't know (DO NOT SHOW/READ)	6	
..... (لا أعرف) (لا تعرض /تقرأ)		

Q10	Coded 4,5 in Q9 Where have you seen or heard this specific Ad related to Family Planning? [MA]	Code (141)	Route
	<u>اعرض الإعلان</u> أين رأيت أو سمعت هذا الإعلان بالتحديد والمتعلق بتنظيم الأسرة؟ [MA]		
	TV التلفزيون	01	
	Radio الراديو	02	
	Newspaper الصحف	03	
	Magazines المجلات	04	
	Leaflets/ Brochures مطويات / بروشورات	05	
	Outdoor Ads إعلانات خارجية	06	
	Internet and E-media الانترنت ووسائل الاعلام الالكترونية	07	
	Road Shows at Malls/Parks/Open Days حملات ترويجية في المولات / الحدائق / أنشطة الأيام المفتوحة	08	
	Community Events أنشطة مجتمعية مثل المحاضرات التثقيفية	09	
	Others...Please Specify أخرى ، فضلاً حدد	10	

Q11	Ask if coded 1 in Q10 <u>Don't Read</u> Where have you seen this TV campaign advertised? [MA]	Code (142)	Route
	<u>لا تقرأ</u> أين رأيت الإعلان التلفزيوني لهذه الحملة؟ [MA]		
	Jordan TV (JTV) التلفزيون الأردني	1	
	Seven Stars سفن ستارز	2	
	Ro'ya TV قناة رؤيا	3	
	Other, please specify أخرى ، فضلاً حدد	4	

Q12	Ask if coded 2 in Q10 <u>Don't Read</u> Where have you heard this campaign advertised on Radio?[MA] لا تقرأ أين سمعت عن إعلان هذه الحملة على الراديو؟ [MA]	Code (143)	Route
	Hala FM هالا اف ام	01	
	Amman اذاعة عمان	02	
	Rotana روتانا	03	
	Hayat Fm حياة اف ام	04	
	Mood مود	05	
	Farah ElNas فرح الناس	06	
	Radio El Balad راديو البلد	07	
	JBC راديو جي بي سي	08	
	Beat إذاعة Beat	09	
	Sawt ElGhad صوت الغد	10	
	Howa Amman راديو هوا عمان	11	
	Husna حسني	12	
	Amman University Radio إذاعة الجامعة الأردنية	13	
	Jordanian Armed Forces Radio إذاعة القوات المسلحة الأردنية	14	
	Other, please specify أخرى ، فضلاً حدد	15	

Q13	Ask if coded 3 in Q10 <u>Don't Read</u> Where have you read about this campaign in Newspapers? [MA] لا تقرأ في أي من الصحف التالية شاهدت إعلان الحملة ؟ [MA]	Code (145)	Route
	Al Rai Newspaper صحيفة الرأي	1	

Ad Dustour Newspaper	صحيفة الدستور	2	
Al Ghad Newspaper	صحيفة الغد	3	
Al Waseet Newspaper	صحيفة الوسيط	4	
Others, please specify	أخرى ، فضلاً حدد	5	

Q14	Ask those coded 6 in Q10 <u>Don't Read</u> Where have you seen this campaign in the outdoors?[MA] لا تقرأ أين رأيت الحملة الخارجية ؟ [MA]	Code (146)	Route
	Bridges	1	
	Wall Units	2	
	Lamp posts	3	
	Mupies	4	
	Roundabouts	5	
	Spot signs	6	
	LED Screens	7	
	Others...please specify	8	

Q15	Ask those coded 7 in Q10 <u>Don't Read</u> Where have you seen/read about this campaign on the Internet and E-media? [MA] لا تقرأ أين رأيت /قرأت عن هذه الحملة على الانترنت ووسائل الاعلام الالكترونية؟[MA]	Code (147)	Route
	Facebook	1	
	Twitter	2	
	Youtube	3	

.....يوتيوب		
Websites	4	المواقع الالكترونية
Email shots	5	البريد الإلكتروني
SMS	6	الرسائل النصية القصيرة
Others..Please specify	7	أخرى ، فضلاً حدد

Q16	Ask coded 9 in Q10 Don't Read Where have you seen/heard about the campaign through community events ? [MA]	Code (148)	Route
	لا تقرأ أين رأيت /سمعت عن الحملة من خلال الأنشطة المجتمعية؟ [MA]		
	Universities	1	الجامعات
	Health Centers	2	المراكز الصحية
	Schools	3	المدارس
	NGOs	4	المنظمات الغير حكومية
	Others..please specify	5	أخرى ... فضلاً حدد

Q17	Do you remember the slogan for this campaign? [SA]	Code (149)	Route
	هل تتذكر شعار هذه الحملة؟ [SA]		
	Yes	1	نعم
	No	2	لا

Q18	Ask coded 1 in Q17 If you recall, please specify whatever you remember as the slogan for this campaign?
	إذا كنت تتذكر ، فضلاً أذكر ايا كان ما تتذكره كشعار لهذه الحملة؟

<div style="border-bottom: 1px solid black; height: 10px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 10px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 10px;"></div>	
<div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <div style="border: 1px solid black; width: 40px; height: 20px;"></div> <div style="border: 1px solid black; width: 40px; height: 20px;"></div> <div style="border: 1px solid black; width: 40px; height: 20px;"></div> <div style="border: 1px solid black; width: 40px; height: 20px;"></div> </div> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; width: 40px; height: 20px;"></div> <div style="border: 1px solid black; width: 40px; height: 20px;"></div> <div style="border: 1px solid black; width: 40px; height: 20px;"></div> <div style="border: 1px solid black; width: 40px; height: 20px;"></div> </div>	(150-153)

Q19	Show slogan To what extent did you like the campaign slogan? 1 is least liked, while 5 is most liked. Would you say you [SA]	Code (154)	Route
	عرض الشعار إلى أي مدى اعجبك شعار الحملة؟ 1 يعني لم يعجبك على الإطلاق و 5 يعني اعجبك كثيراً [SA].		
	Dislike it a lotلم يعجبني على الإطلاق	1	
	Dislike it a littleلم يعجبني	2	
	Neither like nor dislikeمحايد	3	
	Like it a littleاعجبني	4	
	Like it a lotاعجبني كثيراً	5	

Recall and Impact of the campaign slogan and messages

تذكر تأثير شعار الحملة والرسائل

Q20	Rotate answers Do not read Would you please list all messages you recall from the campaign [MA]	Code (155)	Route
	لا تقرأ فضلاً ضع جميع الرسائل التي تتذكرها من الحملة في قائمة [MA]		
	After marriage we would like to wait before having childrenبعد الزيجة راح نتمهل قبل ما نجيب الولد الأول /الأولاد	01	
	Delaying first baby gives you a better chance to prepare for future family and get ready to have babies	02	

..... إن تأجيل إنجاب المولود الأول يمنح الزوجين الفرصة المناسبة لبناء الأسرة والاستعداد المناسب لقدوم الأطفال.....		
We would like to build our life one step at a time and space pregnancies apart		
.....حنمشيها خطوة خطوة ونباعد بين الأحمال.....	03	
Birth spacing for at least 3 years will provide a better quality of life for the family and community		
.....تساهم المباشرة بين الأحمال لمدة 3 أعوام في توفير حياة أفضل للوالدين والأطفال وتنعكس ايجابيا على الأسرة والمجتمع.....	04	
Our joy will be complete when our children grow up		
.....سعادتنا ستكتمل عندما يكبر أبنائنا.....	05	
Ideal family size is prosperity in all levels, let's celebrate growing with our families through our grandchildren		
.....والحجم المناسب للأسرة يعني رفاهها على كافة المستويات. لنستمتع بأحفادنا كامتداد طبيعي للأسرتنا.....	06	
Family planning methods are effective		
.....وسائل تنظيم الأسرة فعالة.....	07	
Family planning methods are safe		
.....وسائل تنظيم الأسرة آمنة.....	08	
Consult health care provider or a doctor for a family planning method of choice		
.....استشر الطبيب لاختيار وسيلة تنظيم الأسرة.....	09	
None		
.....لا شيء.....	10	
Others, please specify		
.....أخرى، فضلاً حدد.....	11	

Q21	Ask coded 1,2,3,4,5,6 in Q9 Do you agree with the slogan "Plan your pregnancies to ease your burden" [SA]	Code (157)	Route
	الى اى مدى توافق او لا توافق على مضمون شعار الحملة " الحملة " نظمو الحمل بتخففوا الحمل[SA] "		
	Strongly Disagree		
غير موافق على الإطلاق.....	1	
	Disagree		
غير موافق.....	2	
	Neither		
لا موافق ولا غير موافق (محايد).....	3	
	Agree		
موافق.....	4	
	Strongly Agree		
موافق بشدة.....	5	

Q22	Ask coded 4,5 in Q9 Is this a slogan you intend to act on, "Plan your pregnancies to ease your burden"? [SA]	Code (158)	Route
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ل هل لديك النية لتطبيق الرسالة التي يتضمنها شعار الحملة " نظموا الحَمْل بتخففوا الحَمْل " ؟ [SA]		
Definitely will not act	1	بالتأكيد لن اعمل بها
Will not act	2	لن اعمل بها
Neither will act nor will not	3	محايد
Will act	4	ساعمل بها
Definitely will act	5	بالتأكيد ساعمل بها

Q23 Ask coded 4,5 in **Q22**
What actions do you intend to take?

ما هي الأفعال التي تنوي القيام بها لتطبيق رسالة الشعار؟

(159-162)

Q24 Ask coded 1,2,3,4,5,6 in **Q9**
Please indicate your level of agreement with the following statements regarding the campaign messages. On a 5 point scale, where 1 means strongly disagree and 5 means strongly agree
[SA]

فضلاً حدد إلى أي مدى توافق أو لا توافق على الرسائل التالية للحملة . على مقياس من 5 نقاط ، حيث 1 تعني غير موافق على الإطلاق و 5 تعني موافق بشدة [SA]

	Strongly Disagree غير موافق على الإطلاق	Disagree غير موافق	Neither لا موافق ولا غير موافق (محايد)	Agree موافق	Strongly Agree موافق بشدة
Modern family planning methods (R1) are effective	(163) 1	2	3	4	5

	الوسائل الحديثة لتنظيم الأسرة فعالة	(164)				
	Modern family planning methods are safe					
	(R2).....الوسائل الحديثة لتنظيم الأسرة آمنة	1	2	3	4	5
Q25	Ask for coded 4,5 in Q9 Did you use a Family planning method in the past 6 months? [SA] هل استخدمت وسيلة لتنظيم الأسرة خلال الـ 6 أشهر الماضية؟ [SA] Yesنعم Noلا				Code (166) 1 2	Route
Q26	Coded 1 in Q25 What type of family planning method did you use?[MA] [MA] استخدمتها؟ التي الأسرة تنظيم وسيلة نوع هو ما Birth control pills الحمل منع حبوب Condoms الذكورية الواقيات Intrauterine device (IUD) اللولب Injectable الحمل منع حقن Calendar Method العد أي التقويم طريقة Withdrawal العزل (القذف الخارجي) Others, please specify حدد فضلاً ، أخرى				Code (167) 1 2 3 4 5 6 7	Route
Q27	Ask coded 4,5 in Q9 Do you intend to use modern family planning method? [SA] هل تنوى استخدام وسيلة حديثة لتنظيم الأسرة؟ [SA]				Code (165)	Route

Yes	1	
No	2	
Currently, I am using a modern family planning method	3	
.....		

Q28 Ask All coded in **Q9**
In your opinion what is the ideal family size?(number of children)

من وجهة نظرك ما هو العدد المثالي للأطفال في الأسرة ؟

(R1) (168-169)

Q29	Ask coded 4,5 in Q9 Would you say the campaign convinced you that having a smaller family size leads to a better quality of life? [SA]	Code (170)	Route
	الى اى مدى ساهمت الحملة في إقناعك بأن الحجم الصغير للأسرة يؤدي الى تمتعها بنوعية حياة افضل ؟ [SA]		
	Strongly Disagree		
 لم تساهم على الاطلاق	1	
	Disagree		
 لم تساهم	2	
	Neither		
 (محايد)	3	
	Agree		
 ساهمت	4	
	Strongly Agree		
 ساهمت بشدة	5	

Section for those coded 2 or 3 in **Q4**
Engaged and Newly Married without Children

المخطوبين و المتزوجين حديثاً بدون أطفال

Q30	Ask coded 2 or 3 in Q4 and coded 4 or 5 in Q9 Do you think the following statement "After marriage we would like to wait before having children" is an appealing/likeable message. [SA]	Code (171)	Route
	الى اى مدى اعجبتك / جذبتك رسالة الحملة " بعد الزيجة راح نتمهل قبل ما نجيب الولد الاول [SA] "		

Strongly Disagree	لم تعجبني على الإطلاق.....	1	
Disagree	لم تعجبني.....	2	
Neither	(محايد).....	3	
Agree	اعجبتني.....	4	
Strongly Agree	اعجبتني كثيرا.....	5	

Q31	Ask coded 2 or 3 in Q4 and all coded in Q9 Please indicate the level of agreement with the following statements; Delaying first baby gives you a better chance to prepare for future family and get ready to have babies [SA]	Code (172)	Route
	<p>ما مدى درجة موافقتك على الجملة التالية "</p> <p>إن تأجيل إنجاب المولود الأول يمنح الزوجين الفرصة المناسبة لبناء الأسرة والاستعداد المناسب لقتوم الأطفال</p> <p>[SA]</p>		
	Strongly Disagree	1	
	Disagree	2	
	Neither	3	
	Agree	4	
	Strongly Agree	5	

Q32	Ask coded 2 or 3 Q4 and coded 4,5 in Q9 Do you intend to act on the following statement; After marriage we would like to wait before having children ?[SA]	Code (173)	Route
	<p>هل لديك النية لتطبيق رسالة الحملة ، بعد الزيجة راح نتمهل قبل ما نجيب الولد الأول؟[SA]</p>		
	Definitely Will not act	1	
	Likely Will not act	2	
	Neutral	3	
	Likely Will act	4	
	Definitely will act	5	

[illegible]

<p>Ask coded 4 in Q4</p> <p>Married with one or two children</p>	<p>متزوج ومعه طفل أو اثنان</p>
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Q34	<p>coded 4 Q4 and coded 4,5 in Q9 Do you think the following statement; "We would like to build our life one step at a time and space pregnancies apart" is an appealing/likeable message [SA]</p> <p>الى اى مدى اعجبك / جذبتك رسالة الحمله ، " حنمشيها خطوة خطوة ونباعد بين الأحمال " "</p> <p>[SA]</p>	Code (178)	Route
	Strongly Disagree	1	
	Disagree	2	
	Neither	3	
	Agree	4	
	Strongly Agree	5	

and community"[SA]		
ما مدى درجة موافقتك على العبارة التالية " ، تساهم المباشرة بين الأحمال لمدة 3 أعوام في توفير حياة أفضل للوالدين والأطفال وتنعكس ايجابيا على الأسرة والمجتمع[SA]		
Strongly Disagree	غير موافق على الإطلاق	1
Disagree	غير موافق	2
Neither	لا موافق ولا غير موافق (محايد)	3
Agree	موافق	4
Strongly Agree	موافق بشدة	5

Q36	Ask coded 4 in Q4 and coded 4,5 in Q9 Do you intend to act on the following statement; "We would like to build our life one step at a time and space pregnancies apart"[SA]	Code (180)	Route
	هل لديك النية لتطبيق رسالة الحمل ، " حنمسيها خطوة خطوة ونباعد بين الأحمال "[SA]		
	Definitely Will not act	1	
	Will not act	2	
	Neutral	3	
	Will act	4	
	Definitely will act	5	

Q37	Coded 4,5 in Q36 What actions do you intend to take?
<p>ما هي الأفعال التي تنوي القيام بها لتطبيق رسالة الحمل ، حنمسيها خطوة خطوة ونباعد بين الأحمال ؟</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	
<div style="display: flex; justify-content: space-around;"> <div><input type="text"/></div> <div><input type="text"/></div> <div><input type="text"/></div> <div><input type="text"/></div> </div>	

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(210-213)

Coded 5 in **Q4**

Married with three or more children

متزوج ولديه ثلاث أطفال أو أكثر

Q38	Ask coded 5 in Q4 and coded 4,5 in Q9 Do you think the following statement; Our joy will be complete when our children grow up, is an appealing/likeable message [SA] ه الى اى مدى اعجبك / جذبتك رسالة الحملة "كبروا وكملت فرحتنا" "	Code (214)	Route
	[SA]		
	Strongly Disagree لم تعجبني على الإطلاق	1	
	Disagree لم يعجبني	2	
	Neither (محايد)	3	
	Agree اعجبني	4	
	Strongly Agree اعجبني بشدة	5	

Q39	Ask coded 5 in Q4 and all codes in Q9 Do you agree with the following statement; Ideal family size is prosperity in all levels, let's celebrate growing with our families through our grandchildren [SA] الى اى مدى توافق على العبارة التالية ، الحجم المناسب للأسرة يعني رفاهها على كافة المستويات... فلنستمتع بأحفادنا كامتداد طبيعي لأسرتنا" [SA]	Code (215)	Route
	Strongly Disagree غير موافق على الإطلاق	1	
	Disagree غير موافق	2	
	Neither لا موافق ولا غير موافق (محايد)	3	
	Agree موافق	4	

Strongly Agree	موافق بشدة	5	
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Ask coded 4,5 in **Q9**

likeability of the campaign designs "executions"

تقييم تصميمات الحملة "التنفيذ"

Q40	Show TVC Spot	Code (216)	Route
How would you rate the overall likeability of the TVC Campaign? [SA]	عرض الإعلان التلفزيوني كاملاً		
	كيف تقيم اعجابك بالإعلان التلفزيوني للحملة بشكل عام؟ [SA]		
Dislike it a lot	لم يعجبني على الإطلاق	1	
Dislike it a little	لم يعجبني	2	
Neither like nor dislike	محايد	3	
Like it a little	يعجبني	4	
Like it a lot	يعجبني كثيراً	5	

Q41 Ask coded 4,5 in **Q40**
what do you like about the TVC spot? I want you to tell me your opinion clearly.

ما الذي يعجبك في الإعلان التلفزيوني؟ أود منك أن تخبرني رأيك بصراحة.

(217-220)

Q42 Ask coded 1,2 in **Q40**
What do you not like about the TVC spot? I want you to tell me your opinion clearly.

ما الذى يعجبك في الإعلان التلفزيوني؟ أريدك أن تخبرني رأيك بصراحة.

							(221-224)

Q44 Ask coded 4,5 in **Q43**
what do you like about the Radio spot? I want you to tell me your opinion clearly.

ما الذي يعجبك في إعلان الراديو؟ أود منك أن تخبرني رأيك بصراحة.

(226-229)

Q45 Ask coded 1,2 in **Q43**
What do you dislike about the Radio spot? I want you to tell me your opinion clearly.

ما الذي يعجبك في إعلان الراديو؟ أريدك أن تخبرني رأيك بصراحة.

(230-233)

Q46	Show Visual Ads 1 (Couch design with blue background)	Code (234)	Route
	How would you rate the overall likeability of this visual ad? [SA]		
	<u>اعرض الاعلان المطبوع (١) / تصميم الأريكة مع خلفية زرقاء</u> كيف تقيم اعجابك بهذا الإعلان التلفزيوني بشكل عام؟ [SA]		
	Dislike it a lotلم يعجبني على الإطلاق	1	
	Dislike it a littleلم يعجبني	2	
	Neither like nor dislike(محايد)	3	
	Like it a littleيعجبني	4	
	Like it a lotيعجبني كثيرا	5	

Q47 Ask coded 4,5 in **Q46**
What do you like about this visual ad? I want you to tell me your opinion clearly.

ما الذي يعجبك في هذا الإعلان المطبوع ؟ أود منك أن تخبرني رأيك بصراحة.

Q50 Ask coded 4,5 in **Q49**
 What do you like about this visual ad? I want you to tell me your opinion clearly.

ما الذي يعجبك في هذا الإعلان المطبوع؟ أود منك أن تخبرني برأيك بصراحة.

(244-247)

Q51 Ask coded 1,2 in **Q49**
 What do you dislike about this visual ad? I want you to tell me your opinion clearly.

ما الذي لا يعجبك في هذا الإعلان المطبوع؟ أريدك أن تخبرني برأيك بصراحة.

(248-251)

<p>Q52 Show Visual Ads 3 (Table design with yellow background How would you rate the overall likeability of this visual ad? [SA]</p> <p>اعرض الاعلان المطبوع (٣) / تصميم الطاولة مع خلفية صفراء كيف ستقيم اعجابك بهذا الإعلان التلفزيوني بشكل عام؟</p> <p>[SA]</p>	<p>Code (252)</p>	<p>Route</p>
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Dislike it a lot	لم يعجبني على الإطلاق.....	1	
Dislike it a little	لم يعجبني.....	2	
Neither like nor dislike	لا يعجبني ولا لا يعجبني (محايد).....	3	
Like it a little	يعجبني.....	4	
Like it a lot	يعجبني كثيرا.....	5	

Q53 Ask coded 4,5 in **Q52**
What do you like about the visual ad? I want you to tell me your opinion clearly.

ما الذي يعجبك في هذا الإعلان المطبوع؟ أود منك أن تخبرني رأيك بصراحة.

(253-256)

Q54 Ask coded 1,2 in **Q52**
What do you dislike about this visual ad? I want you to tell me your opinion clearly.

ما الذي لا يعجبك في هذا الإعلان المطبوع؟ أريدك أن تخبرني رأيك بصراحة.

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(257-260)

Q55	Show card	Code (261)	Route
Overall Likeability: Which of these statements best describes your overall feeling about this Family planning campaign? 1 is least liked, while 5 is most liked. Would you say you [SA]			
<p style="text-align: right;"><u>اعرض البطاقة</u></p> <p>الاعجاب بالحملة بشكل عام ، أي من هذه العبارات تصف شعورك بشكل عام تجاه حملة تنظيم الأسرة هذه؟ 1 تعني لا تعجبني على الإطلاق و 5 تعني تعجبني للغاية . هل ستقول أنك [SA]</p>			
Dislike it a lotلم تعجبني على الإطلاق	1	
Dislike it a littleلم تعجبني	2	
Neither like nor dislike(محايد)	3	
Like it a littleتعجبني	4	
Like it a lotتعجبني كثيراً	5	

Q56	Answer if coded 4 or 5 in Q55	Fully probe														
What do you like about the campaign? I want you to tell me your opinion clearly.																
<p style="text-align: right;"><u>استفسر بشكل كامل</u></p> <p>ما الذي يعجبك في الحملة؟ أريد منك أن تخبرني رأيك بصراحة</p>																
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<table border="1"><tr><td></td><td></td><td></td></tr></table>				<table border="1"><tr><td></td><td></td><td></td></tr></table>				<table border="1"><tr><td></td><td></td><td></td></tr></table>				<table border="1"><tr><td></td><td></td><td></td></tr></table>				(262-265)
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Q57	answer if coded 1 or 2 in Q55
What do you dislike about the campaign? I want you to tell me your opinion clearly.	

ما الذي لا يعجبك في الحملة؟ أريد منك أن تخبرني برأيك بصراحة

(266-269)

Q58 So if you are to describe this campaign to a friend, what would you tell him/her about it?

إذا كنت ستصف هذه الحملة لصديق ، ما الذي ستقوله له /لها عنها؟

(270-273)

Q59	Have you seen the Ad in more than one execution?[SA]	Code (274)	Route
	هل رأيت أو سمعت اعلان الحملة بأكثر من طريقة عرض / تنفيذ؟ [SA]		
	Yesنعم	1	
	Noلا	2	

Q60	Ask coded 1 in Q59 Which Ad execution did you like the most out of the campaign?[SA]	Code (275)	Route
	أي طريقة عرض أو تنفيذ لاعلان الحملة اعجبك أكثر شيء؟ [SA]		

TV	الإعلان التلفزيوني	1	
Radio	الإعلان على الراديو	2	
Print	الإعلان المطبوع	3	
None	لا شيء	4	

Q61 Ask coded 1,2,3 in **Q60**
Ask about the medium chosen in Q60
Please explain why this Ad was your favorite?

اسأل عن الوسيلة المختارة في **Q59**
فضلاً اشرح لماذا طريقة عرض أو تنفيذ الإعلان هذه هي المفضلة بالنسبة لك؟

(276-279)

Q62	And now I'd like you to think about other family planning campaigns that you have seen in the past. Compared to other family planning campaigns would you say that you [SA]	Code (280)	Route
	والآن أود منك أن تفكر في حملات تنظيم الأسرة الأخرى التي رأيتها سابقاً . وبمقارنة حملة " نظموا الحمل بتخففوا الحمل " بحملات تنظيم الأسرة الأخرى هل ستقول أنها [SA]		
	Dislike it a lot more than other family planning campaigns لم تعجبني على الإطلاق بالمقارنة مع حملات تنظيم الأسرة الأخرى	1	
	Dislike it a little more than other family planning campaigns لم تعجبني بالمقارنة مع حملات تنظيم الأسرة الأخرى	2	
	Feel it's about average شعرت أنها عادية	3	
	Like this ad a lot more than other family planning campaigns أعجبني أكثر من حملات تنظيم الأسرة الأخرى بشدة	4	
	Like this ad a little more than other family planning campaigns أعجبني أكثر من حملات تنظيم الأسرة الأخرى	5	
	I didn't see any previous family planning campaigns لم أرى أي حملات لتنظيم الأسرة	6	

Q63 Show card and Read out responses

SHOW CARD OF SCALE. Now I would like to read out some statements regarding the family planning campaign and I would like you to tell me how strongly you agree or disagree with the statement using the scale from 1 to 5 where 1 means Strongly disagree and 5 means Strongly agree. This is an advertisement that _____?

[SA]

اعرض البطاقة واقرأ الإجابات

اعرض بطاقة المقياس . الآن أود منك أن تقرأ بعض العبارات الخاصة بحملة تنظيم الأسرة " نظموا الحمل بتخففوا الحمل " وأود منك أن تخبرني إلى أي مدى أنت موافق أو غير موافق مع العبارة باستخدام المقياس من 1 لـ 5 حيث 1 تعني غير موافق على الإطلاق و 5 تعني موافق بشدة . هذا هو إعلان ؟ [SA]

	Strongly Disagree غير موافق على الإطلاق	Disagree غير موافق	Neither Agree or Disagree لا موافق ولا غير موافق (محايد)	Agree موافق	Strongly Agree موافق بشدة	Not Applicable لا ينطبق
(R1) Most people would find it clear and easy to understand أن الحملة واضحة وسهلة الفهم لغالبية الأشخاص..	1 (310)	2	3	4	5	6
(R2) Is relevant to me as an individual تعبير عني وذات صلة بي كشخص.....	1 (311)	2	3	4	5	6
(R3) Informed me something new about Family planning مدتني بمعلومات جديدة عن تنظيم الأسرة.....	1 (312)	2	3	4	5	6
(R4) Is different from other advertisements of family planning campaigns done before متلفة عن الإعلانات الأخرى لحملات تنظيم الأسرة التي تم عملها من قبل.....	1 (313)	2	3	4	5	6
(R5) Makes me more convinced to use family planning methods جعلتني أكثر اقتناعاً باستخدام وسائل تنظيم الأسرة .	1 (314)	2	3	4	5	6

Q64 Rotate Answers

Code

Route

<p><u>Read responses</u></p>	(315)	
<p>What did you understand by this campaign? What are they trying to tell us through this campaign? [MA]</p>		
<p><u>اقرأ الإجابات</u> ما الذي فهمته من هذه الحملة؟ ما هو الشيء الذي يحاولون أخبارنا به من خلال هذه الحملة؟ [MA]</p>		
<p>Families should plan for the quality of their families life يجب على الأسر أن تخطط لتحقيق الرفاه لأسرهم</p>	01	
<p>Marriage is built on understanding الزواج مبني على التفاهم</p>	02	
<p>Marriage comes with a lot of responsibilities يترتب على الزواج الكثير من المسؤوليات</p>	03	
<p>Newly married couples should postpone first pregnancy ينبغي على المتزوجين حديثاً تأجيل انجاب المولود الأول لحين الاستعداد لتقديمه</p>	04	
<p>Space between each pregnancy for at least 3 years المباشرة بين الاحمال لمدة ٣ سنوات على الأقل</p>	05	
<p>Give every child their right إعطاء كل طفل حقه</p>	06	
<p>Children are the future الأطفال هم المستقبل</p>	07	
<p>Our family gets bigger through our grandchildren أسرتنا تكبر من خلال أحفادنا</p>	08	
<p>When you plan pregnancy you reduce the burden عندما تنظم الحمل فأنت تخفف الحمل (الأعباء)</p>	09	
<p>Family Planning methods are effective وسائل تنظيم الأسرة فعالة</p>	10	
<p>Family Planning methods are safe وسائل تنظيم الأسرة آمنة</p>	11	
<p>Families should consider small family size يجب على الأسر أن تفكر في أن يكون حجم أسرتها صغير</p>	12	
<p>Consult the health care provider for proper FP counselling استشيروا الطبيب لتقديم المشورة الصحيحة حول تنظيم الأسرة</p>	13	
<p>Family Planning benefit the mother تنظيم الأسرة يعود بفوائد على الأم</p>	14	
<p>Family Planning benefit the children لتنظيم الأسرة يعود بفوائد على الأطفال</p>	15	
<p>Family Planning benefit the community لتنظيم الأسرة يعود بفوائد على المجتمع</p>	16	
<p>Others, please specify أخرى ، فضلاً حدد</p>	17	
<p>Don't Know لا أعرف</p>	18	

Q65	<p><u>Show card</u> Which of these statements comes closest to the way the campaign left you feeling about</p>
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family planning? [SA]

الى اى مدى توافق/لا توافق مع هذه العبارات بعد مشاهدة حملة تنظيم الاسرة . من فضلك اجب باستخدام مقياس من ١-٥ حيث 1 تعني غير موافق على الإطلاق و 5 تعني موافق بشدة

[SA]

	Strongly Disagree غير موافق على الإطلاق	Disagree غير موافق	Neither Agree nor Disagree لا موافق ولا غير موافق (محايد)	Agree موافق	Strongly Agree موافق بشدة	Don't Know(Do not read) لا أعرف
(317) It assured me that I am doing the right thing using family planning أكدت لي أن ما افعله صحيح و صائب ب باتباعي لتنظيم الأسرة..... (R1)	1 (318)	2	3	4	5	6
(318) It definitely made me want to use family planning methods بالتأكيد جعلتني أريد استخدام وسائل تنظيم الأسرة.. (R2)	1 (319)	2	3	4	5	6
(319) It definitely made me want to plan for the quality of my family life بالتأكيد جعلتني أريد التخطيط من أجل رفاه أسرتي. (R3)	1 (320)	2	3	4	5	6
(320) It sounded important and I wanted to tell others about it بدت لي الحملة مهمة وأردت أن أخبر الآخرين عنها..... (R4)	1 (321)	2	3	4	5	6
(321) I wanted to find out more about family planning جعلتني أريد أن أعرف أكثر عن تنظيم الأسرة..... (R5)	1 (322)	2	3	4	5	6
(322) That is just what I had been looking for هذا هو بالضبط ما كنت أبحث عنه..... (R6)	1 (323)	2	3	4	5	6
(323) That campaign reminded me about family planning هذه الحملة ذكرتني بتنظيم الأسرة..... (R7)	1	2	3	4	5	6

I've never quite thought about family planning, that's something new لم أفكر ملياً في تنظيم الأسرة من قبل ، بالنسبة لي هذا الطرح جديد (R8).....	(324) 1 (325)	2	3	4	5	6
That's just how I've always seen family planning (didn't add something new) هذا هو الطرح الذي طالما فكرت به حول تنظيم الأسرة) لم تضيف الحملة شيء جديد (R9).....	1 (326)	2	3	4	5	6
I will not use family planning methods لن استخدم وسائل تنظيم الأسرة (R10).....	1	2	3	4	5	6

Q66 Show card

Here are some possible audience reactions to this campaign . Using a scale from 1 to 5, where 1 means Do Not Agree At All and 5 means Very Strongly agree, can you tell me how strongly the campaign conveys the following messages to you ... [SA]

اعرض البطاقة

هذه هي بعض انطباعات الآخرين عن الحملة . باستخدام مقياس من 1 لـ 5 حيث 1 تعني غير موافق على الإطلاق و 5 تعني موافق بشدة . فضلاً أخبرني إلى أي مدى أوصلت هذه الحملة الرسائل التالية لك [SA] .

	Strongly Disagree غير موافق على الإطلاق	Disagree غير موافق	Neither Agree or Disagree لا موافق ولا غير موافق (محايد)	Agree موافق	Strongly Agree موافق بشدة	Don't Know(Do not read) لا أعرف
The campaign made me consider the idea of family planning الحملة جعلتني أفكر تبني مفهوم تنظيم الأسرة (R1)	(327) 1 (328)	2	3	4	5	6
The campaign made me feel the importance of family planning to all family members الحملة جعلتني أشعر بأهمية تنظيم الأسرة لجميع أفراد الأسرة (R2)	1 (329)	2	3	4	5	6
(R3) The campaign made me feel	1	2	3	4	5	6

the importance of planning for the quality of my family life الحملة جعلتني أشعر بأهمية التخطيط لتحقيق الرفاه لأسرتي.....	(330)					
The campaign made me feel the importance of delaying first pregnancy till we are ready for a first child الحملة جعلتني أشعر بأهمية تأجيل انجاب المولود الأول حتى نكون مستعدين له..... (R4)	1 (331)	2	3	4	5	6
The campaign made me feel the importance of spacing between births for at least three years الحملة جعلتني أشعر بأهمية المباشرة بين الأحمال لمدة ثلاث سنوات على الأقل..... (R5)	1 (332)	2	3	4	5	6
The campaign made me feel the importance of using modern family planning methods الحملة جعلتني أشعر بأهمية استخدام الوسائل الحديثة لتنظيم الأسرة..... (R6)	1 (333)	2	3	4	5	6
The campaign made me feel the importance of visiting a qualified family planning provider to choose the modern method that suits us best الحملة جعلتني أشعر استشارة مقدمي خدمات تنظيم الأسرة لاختيار ما يناسبني من الوسائل الحديثة لتنظيم الأسرة..... (R7)	1	2	3	4	5	6

Q67 SHOW CARD OF SCALE AND KEEP IT IN FRONT OF RESPONDENT

Now I would like to read out some statements and I would like you to tell me how strongly you agree or disagree with these statements, using the same scale from 1 to 5, where 1 means Not At All and 5 means Very Strongly indeed
[SA]

اعرض بطاقة المقياس وضعه أمام المجيب
الآن أود أن أقرأ بعض العبارات بخصوص الحملة وأود منك أن تخبرني إلى أي مدى أنت موافق أو غير موافق على بعض العبارات ، باستخدام نفس المقياس من 1 لـ 5 ، حيث 1 تعني غير موافق على الإطلاق و 5 تعني موافق بشدة [SA]

	Strongly Disagree غير موافق على الإطلاق	2 2	3 3	4 4	Strongly Agree موافق بشدة
(R1) This campaign was unique هذه الحملة فريدة من نوعها	(334) 1	2	3	4	5
(R2) This campaign got my attention هذه الحملة لفتت انتباهي	(335) 1	2	3	4	5
(R3) This campaign was clear and easy to follow هذه الحملة كانت واضحة وسهل اتباعها	(336) 1	2	3	4	5
(R4) This campaign was Creative and untraditional هذه الحملة مبدعة وغير تقليدية	(337) 1	2	3	4	5
(R5) This campaign had good execution هذه الحملة تنفذها جيد	(338) 1	2	3	4	5
(R6) The slogan was catchy الشعار كان ملفتا للانتباه	(339) 1	2	3	4	5
(R7) Message was clear and easy to understand الرسالة كانت واضحة وسهلة فهمها	(340) 1	2	3	4	5
(R8) The campaign made me consider family planning after knowing it's such a beneficial practice الحملة جعلتني افكر في تبني تنظيم الأسرة بعد معرفتي بفوائده	(341) 1	2	3	4	5

Ask coded 4,5 in **Q9**
Campaign Effectiveness

فعالية الحملة

Q68	Now that you've seen the family planning campaign, how important is family planning to you? On a scale from 1 to 5 where 1 means not important at all and 5 means Extremely Important.	Code (342)	Route
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<p>[SA]</p> <p>الآن بما أنك رأيت حملة تنظيم الأسرة هذه، إلى أي مدى تنظيم الأسرة مهم بالنسبة لك؟ على مقياس من 1 لـ 5 حيث 1 تعني غير مهم على الإطلاق و 5 تعني مهم جداً [SA]</p> <p>Not important at all غير مهم على الإطلاق 1</p> <p>Not important غير مهم 2</p> <p>Neutral محايد 3</p> <p>Important مهم 4</p> <p>Extremely important مهم جداً 5</p>		
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Q69	<p>Ask if coded 1, 2, 3 in Q68 Rotate answers Read Answers From your point of view, How can the campaign show the importance of family planning in a more effective/stronger way? [MA]</p> <p><u>اقرأ الإجابات</u> من وجهة نظرك، كيف تستطيع الحملة أن تعرض أهمية تنظيم الأسرة بطريقة فعالة/مؤثرة أكثر؟ [MA]</p> <p>Provide more information about family planning تقديم معلومات ع أكثر عن مفهوم تنظيم الأسرة 1</p> <p>Provide information about places to visit to know about family planning تقديم معلومات عن المراكز أو الأماكن التي ينبغي زيارتها لتلقي المشورة او المعلومات حول ع تنظيم الأسرة 2</p> <p>More focus on the negative effects of multiple pregnancy التركيز أكثر على التأثير السلي للأحمال المتكررة 3</p> <p>Provide more real life examples of people who planned for their families and adopted family planning practices عرض أمثلة حياتية أكثر لأشخاص خططوا لأسرهم وتبنوا مفاهيم تنظيم الأسرة 4</p> <p>Elaborate more on the different methods of family planning تقديم معلومات أكثر عن وسائل تنظيم الأسرة 5</p> <p>More focus on the negative effects of large family size التركيز أكثر على التأثيرات السلبية للحجم الكبير للأسرة 6</p> <p>Others..please specify أخرى..فضلاً حدد 7</p> <p>None لا شيء 8</p>	Code (343)	Route
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Q70	<p>Did the campaign change your idea about planned pregnancy (deciding if and when to have children)? [SA]</p>	Code (344)	Route
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<p>كيف غيرت الحملة فكرتك عن التخطيط للانجاب (تقرير ما إذا كنت ستحب أطفال أم لا ومتى ستحب أطفال) [SA]</p>		
<p>I still reject family planning concept ما زلت رافضاً لمفهوم تنظيم الأسرة</p>	1	
<p>I am still hesitant about the idea of family planning ما زلت مترددا بشأن مفهوم تنظيم الأسرة</p>	2	
<p>Remains the same بقيت كما هي</p>	3	
<p>I am now more willing to use family planning methods أنا أكثر استعداداً الآن لاستخدام وسائل تنظيم الأسرة</p>	4	
<p>I am now convinced with the family planning concept أنا مقتنع الآن بمفهوم تنظيم الأسرة</p>	5	

Q71	Ask if coded 1, 2,3 in Q70	Code	Route
	<p>Why haven't you taken into consideration family planning after seeing the campaign? [MA]</p> <p>لماذا لم تأخذ مفهوم تنظيم الأسرة بعين الاعتبار بعد رؤيتك للحملة؟ [MA]</p>	(345)	
	<p>No support from my spouse (doesn't accept the idea) لا يوجد دعم كافي من زوجي /زوجتي) لم يتقبل /تتقبل الفكرة</p>	1	
	<p>Unaware of places to ask about the different methods لا أعرف مراكز أو أماكن تقديم المشورة حول وسائل تنظيم الأسرة</p>	2	
	<p>Family planning methods are expensive وسائل تنظيم الأسرة مرتفعة الثمن</p>	3	
	<p>Against Religion تنظيم الأسرة محرم دينياً</p>	4	
	<p>I wasn't convinced by the campaign لم اقتنع بالحملة</p>	5	
	<p>Family planning methods have negative side effects وسائل تنظيم الأسرة لها آثار سلبية على الصحة</p>	6	
	<p>None لا يوجد</p>	7	
	<p>Others...Please specify أخرى ...فضلاً حدد</p>	8	

Q72	Ask if coded 1, 2, 3 in Q70	Code	Route
	<p>Who would you consider a reliable source to show in an advertisement who could be able to convince you to change your mind about family planning? [MA]</p> <p>من ستفكر به على أنه مصدر موثوق به يجب اظهاره في اعلانات حملات تنظيم الأسرة لاقتناعك بتغيير موقفك حول تنظيم الأسرة؟ [MA]</p>	(346)	

Community Health worker	1	المرشدات الصحيات في المجتمع
Nurse	2	ممرضة
Doctor	3	طبيب
Spouse	4	الزوج / الزوجة
Parents	5	الوالدين
Public figures	6	شخصيات عامة
Religious figures	7	شخصيات دينية
Celebrities	8	المشاهير
Others..please specify	9	أخرى ..فضلاً حدد

Q73 Ask if coded 4 or 5 in **Q70**
Please pipe in messages coded in **Q64**
Please rank the top 3 messages that convinced you of the importance of family planning

فضلاً قيم أكثر 3 رسائل اقنعتك بأهمية تنظيم الأسرة

	RANK		
(R1) Families should plan for the quality of their families life			(347-348)
(R2) Marriage is built on understanding			(349-350)
(R3) Marriage comes with a lot of responsibilities			(351-352)
(R4) Newly married couples should postpone first pregnancy			(353-354)
(R5) Space between each pregnancy			(355-356)
(R6) Give every child their right			(357-358)
(R7) Children are the future			(359-360)
(R8) Our family gets bigger through our grandchildren			(361-362)

(R9)	When you plan pregnancy you reduce the burden عندما تنظم الحمل فأنت تخفف الحمل (الأعباء).....			(363-364)
(R10)	Family Planning methods are effective وسائل تنظيم الأسرة فعالة.....			(365-366)
(R11)	Family Planning methods are safe وسائل تنظيم الأسرة آمنة.....			(367-368)
(R12)	Families should consider small family size يجب على الأسر أن تفكر في أن يكون حجم أسرتها صغير.....			(369-370)
(R13)	Consult the health care provider for proper FP counselling استشيروا الطبيب لتقديم المشورة الصحيحة عن وسائل تنظيم الأسرة.....			(371-372)
(R14)	Family Planning benefit the mother تنظيم الأسرة تعود بالفوائد على الأم.....			(373-374)
(R15)	Family Planning benefit the children و تنظيم الأسرة تعود بالفوائد على الأطفال.....			(375-376)
(R16)	Family Planning benefit the community تنظيم تعود بالفوائد على المجتمع.....			(377-378)
(R17)	Others, please specify أخرى ، فضلاً حدد.....			(379-380)
(R18)	Don't Know لا أعرف.....			(410-411)

Q74	Answer if coded 4 or 5 in Q70 Have you discussed with anyone of the importance of family planning [SA]	Code (412)	Route
	هل ناقشت مع أي شخص بأهمية تنظيم الأسرة [SA]		
	Yes نعم.....	1	
	No لا.....	2	

Q75	coded 1 in Q74 Who have you discussed with? [MA]	Code (413)	Route
	من الذي تناقشت معه /ها؟ [MA]		
	Family الأسرة.....	1	
	Spouse الزوج /الزوجة.....	2	
	Children الأطفال.....	3	
	Friends الأصدقاء.....	4	

Others..Please Specify	أخرى...فضلاً حدد	5
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Q76 The following are some ways that the campaign might influence your behavior. Using a scale from 1 to 5, where 1 means Do Not Agree At All and 5 means Very Strongly agree, please tell me how strongly agree or disagree with each statement [SA]

هذه هي بعض العبارات السلوكية التي ذكرها بعض الأشخاص عن الحملة باستخدام مقياس من 1 لـ 5 ، حيث 1 تعني غير موافق على الإطلاق و 5 تعني موافق للغاية ، فضلاً أخبرني إلى أي مدى أنت موافق أو غير موافق على العبارة السلوكية التالية [SA]

	Strongly Disagree غير موافق على الإطلاق	Disagree غير موافق	Neither Agree or Disagree لا موافق ولا غير موافق (محايد)	Agree موافق	Strongly Agree موافق بشدة	Don't Know(Do not read) لا أعرف (لا تقرأ)
I am ready to develop a joint plan with my spouse for our family انا مستعد لتطوير خطة مستقبلية لأسرتنا بالتشاور مع زوجي /زوجتي (R1)	(414) 1 (415)	2	3	4	5	6
I am ready to discuss family planning with my spouse انا مستعد لمناقشة تنظيم الأسرة مع زوجي / زوجتي (R2)	(416) 1 (417)	2	3	4	5	6
I am ready to consult a health care provider for more information on family planning انا مستعد لاستشارة مقدمي خدمات تنظيم الأسرة للحصول على معلومات أكثر عن تنظيم الأسرة..... (R3)	(417) 1 (418)	2	3	4	5	6
The campaign made me willing to use family planning methods الحملة جعلتني مستعداً لاستخدام وسائل تنظيم الأسرة..... (R4)	1	2	3	4	5	6

All respondents All coded in Q9
Future Campaigns

الحملة المستقبلية

Q77 Can you please mention what can be done to make future campaigns more appealing?

فضلاً اذكر ما الذي يمكن فعله للحملات المستقبلية لجعلها أكثر جاذبية؟

(418-421)

Q78 What should the idea/message be?

ماذا يجب أن تكون رسالة او فكرة الحملة ؟

(422-425)

Q79	What type of figure would influence you the most in future campaigns? [SA]	Code (426)	Route
	ما هو نوع الشخصية التي ستؤثر بك كثيراً في حال مشاركتها في الحملات المستقبلية؟[SA]		
	Doctor الطبيب	01	
	Health Care provider المرشآت الصحيات في المجتمع	02	

Nurse	ممرضة	03
Spouse	الزوج / الزوجة	04
Parents	الوالدين	05
Mother in Law	الحماء	06
Sister	الأخت	07
Friends	الأصدقاء	08
Celebrities	المشاهير	09
Children	الأطفال	10
Others, please specify	أخرى ، فضلاً حدد	11

Q80	Read out In your opinion, which of these media channels are best for raising awareness about family planning ? [MA]	Code (428)	Route
	اقرأ في رأيك ، أي من الوسائل الإعلامية هذه هي الأفضل في رفع الوعي حول قضايا تنظيم الأسرة؟ [MA]		
TV	التلفزيون	01	
Radio	الراديو	02	
Newspaper	الصحف	03	
Magazines	المجلات	04	
Internet	الانترنت	05	
Billboards / Street signs	لوحات إعلانية مضيئة / لافتات في الشارع	06	
SMS	رسالة نصية قصيرة	07	
Emails	البريد الإلكتروني	08	
Direct marketing (Booths, brochures, flyers, events)	تسويق مباشر (أجنحة عرض ، مطويات ، منشورات ، أنشطة)	09	
Social media (eg. facebook, twitter ..etc)	وسائل التواصل الاجتماعي (مثال الفيس بوك ، تويتر .. إلخ)	10	

Plays / Theatre		
.....المسرحيات / المسرح	11	
Lectures / Conferences / Seminars		
.....محاضرات / مؤتمرات / الندوات	12	
Others (please specify:)		
.....أخرى (فضلاً حدد)	13	

Q81a Ask if coded 1 in **Q80**

Do not read out answers

On which tv channel would you like to see the campaign advertised ?

[SA]

لا تقرأ الإجابات

على أي قناة تلفزيون تود أن ترى إعلان الحملة؟ [SA]

Q81b Show answers not mentioned in **Q81 a**

Showcard

What Else?[MA]

اعرض البطاقة

ماذا أيضاً؟

[MA]

	Q81a	Q81b
	TOM	Prompted
	أول ما يخطر على الذهن	معرفة بالمساعدة
Jordan TV (JTV)	(430)	(431)
.....التلفزيون الأردني	1	1
Seven Stars	2	2
.....سفن ستارز	2	2
Ro'ya TV	3	3
.....قناة رؤيا	3	3
Others...please specify	4	4
.....أخرى ... فضلاً حدد	4	4

Q82a Ask if coded 2 in **Q80**

Do not read out answers

On which Radio channels would you like to hear the campaign advertised ? [SA]

لا تقرأ الإجابات

على أي قناة راديو تود أن تسمع إعلان الحملة؟ [SA]

Q82b Show answers not coded in **Q82 a**
Show Card
 What Else?[MA]

اعرض البطاقة
 ماذا أيضاً؟
 [MA]

	Q82a	Q82b
	TOM أول ما يخطر على الذهن	Prompted معرفة بالمساعدة
	(432)	(434)
Hala FM هلا اف ام	01	01
Amman إذاعة عمان	02	02
Rotana روتانا	03	03
Hayat Fm حياة اف ام	04	04
Mood مود	05	05
Farah ElNas فرح الناس	06	06
Radio El Balad راديو البلد	07	07
JBC راديو جي بي سي	08	08
Beat إذاعة Beat	09	09
Sawt ElGhad صوت الغد	10	10
Howa Amman راديو هوا عمان	11	11
Husna حسني	12	12
Amman University Radio إذاعة الجامعة الأردنية	13	13
Jordanian Armed Forces Radio إذاعة القوات المسلحة الأردنية	14	14
Other, please specify أخرى ، فضلاً حدد	15	15

Q83a Ask Coded 3 in **Q80**

Do not read out answers

In which Newspaper would you like to see the campaign advertised ? [SA]

لا تقرأ الإجابات

في أي صحيفة تود رؤية إعلان الحملة؟ [SA]

Q83b Show answers not coded in **Q83 a**

Show card

What Else?[MA]

اعرض البطاقة

ماذا أيضاً؟

[MA]

	Q83a	Q83b
	TOM أول ما يخطر على الذهن	Prompted معرفة بالمساعدة
	(436)	(437)
Al Rai Newspaper صحيفة الرأي	1	1
Ad Dustour Newspaper صحيفة الدستور	2	2
Al Ghad Newspaper صحيفة الغد	3	3
Al Waseet Newspaper صحيفة الوسيط	4	4
Others, please specify أخرى ، فضلاً حدد	5	5

Q84a Ask if coded 5 or 10 in **Q80**

dont read answers

Where on the internet and E-media channels would you like to see the campaign advertised ?

[MA]

لا تقرأ الإجابات

في أي وسيلة من وسائل الانترنت ووسائل الاعلام الالكترونية تود رؤية اعلان الحملة؟

[MA]

Q84b Don't show answers coded in **Q84 a**

Read out answers

What Else?[MA]

	Q84a	Q84b
	TOM أول ما يخطر على الذهن	Prompted معرفة بالمساعدة
	(438)	(439)
Facebook Ads إعلانات على الفيس بوك	1	1
International website of UN الموقع الإلكتروني الدولي للأمم المتحدة	2	2
Twitter تويتر	3	3
Youtube يوتيوب	4	4
Websites المواقع الإلكترونية	5	5
Email البريد الإلكتروني	6	6
Others..Please specify أخرى.. فضلاً حدد	7	7

Q85	<u>Don't Ask</u> Record Gender[SA]	Code (440)	Route
	لا تسأل سجل الجنس[SA]		
	Male ذكر	1	
	Female أنثى	2	

Q86	<u>Don't ask</u> Record Region [SA]	Code (441)	Route
	سجل المنطقة [SA]		
	Amman عمان	01	

Irbid	إربد.....	02	
Zarqa	الزرقاء.....	03	
Jerash	جرش.....	04	
Mafrq	المفرق.....	05	
Ajloun	عجلون.....	06	
Balqa	البلقاء.....	07	
Madaba	مادبا.....	08	
Karak	الكرك.....	09	
Tafilah	الطفيلة.....	10	
Maan	معان.....	11	
Aqaba	العقبة.....	12	

Q87	<u>Do not ask</u> Record District[SA]	Code (443)	Route
	لا تسأل سجل الحي[SA]		
	District of Qweismeh	حي القويسمة.....	1
	District of Naour	حي ناعور.....	2
	District of Al Koura	حي الكورا.....	3
	District of Bani Obeid	حي بني عبید.....	4
	District of Al Hasa	حي الحسا.....	5
	District of Al Huseinyeh	حي الحسينية.....	6
	Jerash	جرش.....	7
	Mafrq	المفرق.....	8

Q88	What is the highest level of education you have attained?[SA]	Code	Route
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	<p>ما هو أعلى مستوى تعليمي تم استكماله؟ [SA]</p>	(444)	
Illiterate	أمي.....	1	
No formal education but read & write	لا يوجد تعليم رسمي، لكن يقرأ ويكتب.....	2	
Some/ finished Elementary	بعض / أنهى - الابتدائية.....	3	
Some/ finished Intermediate	بعض / أنهى - المتوسط.....	4	
Some Secondary	بعض الثانوي.....	5	
Finished Secondary	أنهى الثانوي.....	6	
Some/ finished College	بعض /أنهى الكلية.....	7	
Completed University	أنهى الجامعة.....	8	
Post Graduate Degree (Master's Ph.D.)	دراسات عليا (الماجستير ، الدكتوراه).....	9	

Q89	What is your occupation (job title)? [SA]	Code (445)	Route
	<p>ما هي وظيفتك (المسمى الوظيفي)؟[SA]</p>		
Housewife	ربة منزل.....	1	
Business owner	صاحب عمل.....	2	
Professional i.e. doctor, lawyer etc	حرفة : يعني طبيب ، محامي إلخ.....	3	
Managerial	مدير.....	4	
Clerical- other office worker	سكرتاريا - موظف مكتبي (اداري) آخر.....	5	
Teachers/nurses	معلمين /ممرضات.....	6	
Technical- skilled manual	فني - مؤهل.....	7	
Craft, labour, semi-skilled, unskilled manual	حرفي، عامل مؤهل أو غير مؤهل ،.....	8	
Other	أخرى.....	9	

Q90 Ask coded 3,4,5 in **Q4**
How many years have you been married?

منذ متى وأنت متزوج؟

(R1) (446-447)

Q91 Ask coded 4,5 in **Q4**
What is the number of family members in the household, including yourself?

كم عدد أفراد الأسرة في المنزل، بما فيهم أنت؟

(R1) (448-449)

Thank you for taking time out to participate in our survey. We truly value the information you have provided. Your responses are vital in helping provide a campaign experience that meets the highest standards of excellence

شكراً لك على الوقت الذي خصصته لدراستنا . نحن مقدرين جداً للمعلومات التي قدمتها . إجاباتك ضرورية للمساعدة في تقديم تجربة حملة تتوافق مع أعلى درجات التميز