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| **Jordan Communication, Advocacy, and Policy Activity**  Family Planning Campaign  “Plan your pregnancy, Ease your burden”  Post- Campaign Qualitative Assessment  July 26, 2019  Submitted to:  Rawan B. Qurashi, BPharm, M.P.H., Agreement Officer’s Representative  Submitted by:  Carlos J. Cuéllar, M.D., M.P.H., Chief of Party  Prepared by:  Ipsos  Cooperative Agreement No. AID-278-A-14-00002    This document was produced for review and approval by the United States Agency for International Development / Jordan (USAID/Jordan |



Post-Campaign Evaluation

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# Introduction

**Project Overview**

During 2016 and 2017, USAID’s Jordan Communication, Advocacy and Policy Activity (JCAP) implemented a comprehensive national social and behavior change communication (SBCC) campaign promoting family planning as an empowering strategy to help Jordanian families better control their fertility and improve their well-being and quality of life. The campaign, called “Plan your pregnancies, ease your burden,” aimed to foster social norms conducive to smaller family size and increase acceptance of and demand for modern family planning among communities in Jordan. JCAP executed the third wave of the campaign from January 1 to February 28, 2019. Subsequently, JCAP wanted to explore the campaign’s contribution to perceptions, attitudes, intentions, and practices related to family planning and the psychosocial and cultural factors that encourage or hinder the adoption of family planning practices.

To that end, JCAP commissioned the research firm Ipsos to conduct a post-campaign assessment to understand the target audiences’ response to the campaign and the subsequent changes in their attitudes and behavior.

# Study Objectives

JCAP sought to explore the campaign’s contribution to perceptions, attitudes, intentions, and practices related to family planning and the psychosocial and cultural factors that encourage or hinder the adoption of family planning practices. Ipsos proposed a post-campaign assessment to understand target audiences’ response to the campaign and the subsequent impact on their behavior.

The assessment used a qualitative methodology, employing semi-structured interviews with representative members of the target audiences. The assessment had the following objectives:

**Explore exposure, reactions, and impact**

* Identify mediums of exposure and recognition levels of the “Plan your pregnancies, ease your burden” campaign.
* Understand exposure levels among targeted segments on a general level and per medium to determine the campaign’s success in cutting through the clutter.
* Gauge general reactions toward the campaign, including understanding of the main idea, relevance, and the ability of the ad to be noticed and remembered. The reasons for these were also explored.
* Analyze the likeability of the campaign and its design, and determine the resonance and relevance of key messages among targeted segments.
* Identify and assess respondents’ understanding of the campaign message(s).
* Identify the campaign’s impact on the target groups’ attitudes and behaviors toward family planning.
* Assess the campaign’s contribution to perceptions and attitudes related to psychosocial and cultural factors that encourage or hinder support for smaller family size and adoption of family planning practices among targeted segments.
* Identify specific elements in the campaign that contributed to changes in perception, attitude, or behavior.
* Identify potential communication strategies that can better connect with the target audience in the future.

**Explore factors influencing the adoption of family planning practices**

* Explore facilitators and barriers to adopting family planning practices, including sociocultural barriers, decision-making dynamics between husbands and wives, age, education level, economic status, religion, and family dynamics.
* Understand how people are informed about family planning, and through which communication channels.

**Explore perceptions and attitudes toward family planning concepts and identify sociocultural factors influencing them**

* Explore knowledge, perceptions, and attitudes regarding family planning methods and interventions.
* Understand beliefs and attitudes about how family planning can contribute to a better life and improve the family’s status with regards to health, children’s education, economic security, standard of living, and other benefits.
* Explore knowledge of different family planning methods and interventions, such as healthy timing and spacing of pregnancy, delaying of first birth, and modern contraceptive use.

# Methodology

The assessment employed qualitative research methods—specifically, in-depth interviews (IDIs)—to explore the target audiences’ perceptions of the campaign, their perceptions of its strengths and weaknesses, and the perceived impact on their perceptions towards family planning.

**Approach to In-Depth Interviews**

In-depth interviews are most appropriate when a detailed, individual perspective on the topic would be most beneficial to the research. To conduct interviews, Ipsos used experienced interviewers and moderators with a strong track record of conducting interviews. All interviewers were familiar with **ESOMAR** rules[[1]](#footnote-1), qualitative research protocols, quality control measures, and appropriate methods and receive regular training on ethics, confidentiality and data security.

Interviewers and moderators were fully briefed on the purpose of the in-depth interviews so they could adapt their qualitative techniques to ensure the comfort of study participants. By the end of the briefing—which generally lasted at least two hours—moderators felt confident enough to probe around emerging issues in the research after covering all the areas highlighted in the discussion guide.

In all instances, research was conducted in a manner that was respectful to the participants’ right to privacy and sensitive to cultural norms regarding family planning. To ensure the anonymity of respondents, no personal information was included in the study materials, and all information collected was securely stored, with no access available to outsiders. Additionally, with agreement from JCAP, collected data will be destroyed after study closure.

**Sample**

The sample of 60 participants was selected to represent the JCAP campaign’s target audience groups of engaged to be married (“engaged”), newlywed, and married women and men. The sample covered the northern, central, and southern regions and an equal split of 30 males and 30 females. Age was not a selection criterion. Selected respondents had all been exposed to the campaign. Table 1 provides details on the sample.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Table 1: Sample Specifications* | | | | | |
| **No. IDIs** | **Segment/Marital Status** | **Area** | **Gender** | **Age** | **Campaign Exposure** |
| 3 | Engaged/ newlyweds | North  (Irbid, Mafraq, Ajloun, Irbid) | Males | 18-49 | Exposed to the “Plan your pregnancy, ease your burden” campaign at least twice in the past two months through TV, outdoor ad, or online ad |
| 3 | Females |
| 4 | Central  (Amman, Madaba, Balqa, Zarqa) | Males |
| 4 | Females |
| 3 | South (Tafilah, Maan, Karak) | Males |
| 3 | Females |
| 3 | Married with 1-2 children | North  (Irbid, Mafraq, Ajloun, Irbid) | Males | 18-49 | Exposed to the “Plan your pregnancy, ease your burden” campaign at least twice in the past two months through TV, outdoor ad, or online ad |
| 3 | Females |
| 4 | Central  (Amman, Madaba, Balqa, Zarqa) | Males |
| 4 | Females |
| 3 | South (Tafilah, Maan, Karak) | Males |
| 3 | Females |
| 3 | Married with 3 or more children | North  (Irbid, Mafraq, Ajloun, Irbid) | Males | 18-49 | Exposed to the “Plan your pregnancy, ease your burden” campaign at least twice in the past two months through TV, outdoor ad, or online ad |
| 3 | Females |
| 4 | Central  (Amman, Madaba, Balqa, Zarqa) | Males |
| 4 | Females |
| 3 | South (Tafilah, Maan, Karak) | Males |
| 3 | Females |

**Approach to Recruitment**

Ipsos developed a screening questionnaire based on the sample specifications shown in Table 1. The screening questionnaire was submitted in Arabic and English for approval by JCAP prior to the start of fieldwork.

To minimize bias, Ipsos collaborated with independent recruiters who do not work at Ipsos and provided them with only the basic required criteria, such as gender and area of residence. Lists of potential participants were gathered via three methods of recruitment: Ipsos’ internal database, face-to-face intercepts, and the snowball method, in which the recruiters would contact acquaintances of respondents who might qualify. The Ipsos project management team monitored this stage of the recruitment process closely to make sure the recruitment criteria were fulfilled, and that recruitment adhered to research industry guidelines. Ipsos updated JCAP regularly as recruitment proceeded, providing demographic information for each recruit without showing information that personally identified recruits. The independent recruiters then provided Ipsos with a list of candidates who fit the basic criteria. Ipsos’s professional interviewers and employees then called the candidates and made a final decision to recruit those who were most relevant to the research according to a detailed participant screener approved by JCAP. Respondents were given non-monetary, complimentary gifts in appreciation for their time and participation. Figure 1 below shows the recruitment process.

*Figure 1: Recruitment Process*

**Informed Consent**

Ipsos ensured that informed consent was obtained from all participants prior to their participation in the interviews. Consent was also obtained for audio recordings of discussions during the study. All respondents were required to read the consent forms thoroughly and personally sign them.

**Approach to Discussion Guide Development**

Ipsos views discussion guides as central to the success of any qualitative research project. The guide was designed to encourage participants who were unaccustomed to articulating their views to a stranger to give their feedback and opinions openly. Additionally, the guide ensured that each of the research objectives was addressed and helped the moderator conduct the interviews effectively and efficiently. More specifically, the discussion guide:

* Served as a road map for the moderator rather than a word-for-word script;
* Provided a concrete record of the issues covered in the interviews;
* Communicated important information about the desired moderator style and the intended management of discussion flow;
* Served as an outline for the project report;

The discussion guide and interview setting aimed to produce a natural, relaxed and open conversation on attitudes, habits, and behaviors. Ipsos designed the discussion guide to help respondents feel comfortable, with the goal of having an open, flexible discussion that stayed firmly on topic.

**Ethical Review**

JCAP consulted with Abt’s Institutional Review Board regarding ethical review and approvals required for human subjects’ protection and/or data security issues prior to the execution of this qualitative assessment. The assessment was deemed exempt from IRB review.

**Approach to Data Analysis**

To generate findings from the raw data, an experienced qualitative researcher was involved in all processes throughout all phases of the research. Qualitative data was obtained from the interview audio files and transcripts. The qualitative researcher relied on reasoning based on patterns observed in the 60 completed interviews. Ipsos transcribers received the audio files and provided an exact, word-for-word written account of spoken words. Conversations, interruptions, and repetitions unrelated to the study were excluded from the transcripts.

After the 60 interviews were completed, the qualitative research team gathered to discuss and brainstorm findings. The team then listened to the audio files and read the transcripts for thorough analysis and identified emerging themes and patterns. Finally, a full analysis report was created based on primary findings derived from the analysis. Figure 2 below shows Ipsos’s qualitative analysis framework.

*Figure 2: Analysis Framework*

Analyse transcripts and audio files for respondents’ culture, relations between data, environment effects and emotions.

Re-analyse transcripts and audio files in order to identify emerging themes and consolidate trends in data.

Post-fieldwork brainstorm based on moderation and fieldwork notes.

Create findings report based on analysis generated from identified themes and trends.

**Edit**

**Report**

**Present**

**ANALYSE**

**DISCUSS**

**LISTEN**

# Findings

**1. Respondents’ Perceptions of Family Planning**

In this research, one theme was that the family is the pillar of the Jordanian society. Most respondents mentioned how they devote the majority, if not all, of their time either to their family or catering to their needs. They believe that family planning is naturally an important issue as it concerns many households.

**Gender Roles affect Family Planning Perceptions**

Gender roles were apparent among respondents, with each parent having their own set of responsibilities. Their different roles affect their perceptions of family planning. The overwhelming majority of mothers claim their responsibilities revolve mostly around housework such as cooking, cleaning, and doing laundry while simultaneously taking care of children's emotional and educational welfare; the mother is the family’s support system, nurturing her children through affection, compassion, and emotional support. The clear majority of mothers stated that their main concern is giving their children equal treatment and sufficient resources for their education and health. Included in this was the notion of treating girls and boys equally.

*“I grant my children their rights to the fullest in terms of leisure, guidance and care. I give them love, compassion and try to serve their every need. My life revolves around my two girls.”*

*-- Tafileh, female, two children*

Additionally, most mothers who are in the active child bearing stage are also concerned about the increased struggles and responsibilities associated with having a growing number of children. Some mothers state that they don’t have the will or the physical tolerance to have more children. Even though most mothers are not the household’s breadwinner, they are vigilant financially. Most mothers feel that part of giving their children the best life means providing financial comfort in life’s daily expenses; they thus find it most suitable to space births to prevent expenses from becoming too high.

Some respondents who grew up with many siblings felt that they were deprived during their upbringing and hope not to repeat their parents’ mistakes. Many said they did not receive enough emotional support, educational attention, or time from their parents.

*“Even though the difference between my brother and I is just a year, I felt like he overshadowed me and robbed me of my mother’s compassion.”*

*-- Irbid, female, four children*

**Working Versus Non-Working Mothers**

Working mothers said their lives are more hectic, and that between work and family they have no time to spare. It was noticeable that among working mothers, family planning was crucial, as they don’t have enough time or energy to have more children.

*“My husband and I want to stop at 3 children as they suffice; having 4 children is too much a responsibility!”*

*--- Amman, female, three children*

*“I wake up at 5 am, pray, wake my children up, make them breakfast, send them off to school and then go to work. When I’m back from work I clean the house, feed them, go through homework with them and then rest for a bit before we all sleep.”*

*--- Karak, female, three children*

Among non-working mothers, household duties were still perceived as strenuous, although time management was of less importance, as their main focus is to give their children equal treatment and sufficient resources. Children consume most of their energy, and with more children come more housework and late nights. Thus, in addition to financial factors, additional duties were the main motivator for non-working mothers to space between births.

*“When I got pregnant with my daughter Sarah, I felt rushed. Raising Sarah wasn’t easy at all considering the fact I had another child to take care of. It’s not easy to raise a child. Can you imagine how difficult it is to raise two? You have to treat them fairly and equally.”*

*--- Balqa, female, two children*

Generally speaking, fathers were less involved in children’s daily lives. They spent less time at home and were more focused on long-term issues such as the family’s future and financial security, such as building university funds. According to respondents, family planning awareness is spreading and rising among men with children, as their main concern of providing for their children can only be attained through spacing between births. With rising living costs, financial constraints were the main reason men gave for fathers to become more aware of family planning and more likely to adopt it.

*“Life’s requirements are overwhelming. Instead of juggling two children’s expenses at the same time, there has to be space between first and second child. In religion it’s forbidden to limit the number of pregnancies.”*

*--- Ajloun, male, two children*

In addition to living costs, education costs take a toll on fathers. Through their employment experiences, they have realized the necessity of education and thus are highly invested in their children's education.

*“When there are many children in the family, it becomes extremely difficult for the father to be able to educate his children; they won’t get their rights in life.”*

*--- Ajloun, male, four children*

**2. Socioeconomic Change and its Perceived Impact on Family Planning Attitudes and Behavior**

Social and economic changes in Jordan have led to changes in societal values, ultimately affecting the way family planning is perceived and adopted. Most respondents believe that every generation holds values regarding the number and gender of one’s children, and that religion still plays an integral role in every generation’s life. However, respondents reported shifts in ideology to accommodate the requirements of modern life. For example, most respondents have been affected by changing economic conditions and resultant financial stress. This has catalyzed family planning awareness, with many respondents, across all segments, believing that financial stress inevitably forces them and the people around them to adopt family planning.

*“Life isn’t like it used to be. Each child has countless expenses. Children need milk, diapers, clothes and education. Having two children one after the other isn’t like having them apart.”*

*--- Zarqa, male, newlywed*

Awareness of the need for family planning also stems from a perception that certain previous values are outdated and no longer applicable in modern times. According to some respondents, much of the perceived change in values is due to economic development. A few noted the particular effects in areas where industrialization is replacing agriculture.

*“Madaba has really been progressing. It has a German and American university. Now people barely have one or two children. They started using contraceptives and they really want to educate their children.”*

*--- Madaba, female, five Children*

According to the vast majority of respondents, values that encourage having more children are fading and being replaced with modern values that encourage spacing and focusing on just a few children. As described below, the assessment identified both fading and trending values. Trending values ultimately helped improve receptivity to and perceived importance of campaign messaging.

*“Life’s expenses used to be simple. There isn't anything simple about our life expenses nowadays.”*

*--- Amman, male, newlywed*

*“A woman wants to live her life, go out with her friends while simultaneously providing her children with the best she could. In the past, she used to succumb to having more children as that’s what was required of her. Now women can discuss things with their husbands. She’s not a reproductive machine as this affects us emotionally and physically.”*

*--- Zarqa, female, three Children*

**Perceived Fading Values**

*Children’s blessings come along with their birth.* **“الولد بتيجي رزقتوا معو” –** Respondents who mentioned this value believe that it used to be prominent; however, they consider it outdated.

*Familial pride stemming from tribal values* **“"العزوة –** Many respondents believe that tribal values still dominate in societies they perceive as less developed, though less so than before. Familial pride used to be determined by how many children a parent had, as children added to their tribe’s number. A few respondents explained that big families are perceived by society as stronger in terms of support and familial pride.

*“My family is huge, as my grandfather had 9 children. You want me to be honest with you? Familial pride is a good thing. You find them on occasions when you need them, and people avoid having problems with you. Meanwhile small families are weaker, especially in current times. Another thing is that tribal areas and cities are very different. Tribal areas expect a mother to conceive because they want their pride fulfilled and to have some who can lend a hand and help you in times of need.”*

*--- Madaba, male, seven children*

For the most part, respondents were convinced that having fewer children leads to a better life in terms of quality of life and living standards. Mothers and fathers alike reported that having many children leads to several challenges. They felt that having a lot of children takes a toll on parents’ ability to discipline their children, as well as on parents’ ability to provide financially and emotionally and to provide proper education.

*Mothers’ physical tolerance –* According to some respondents, predominantly females, women can no longer endure the extensive household duties associated with having larger families that they did in the past. They believed that there is a general deterioration in women’s physical and emotional endurance. In their opinion, this deterioration has supported adoption of family planning.

*“When I saw how my mother had difficulty in keeping up with all her obligations I felt like I could never do what she did! Maybe she was able to do it because that’s what her mother did, but I can’t. That’s why I decided it’s imperative that I use contraceptives to plan my family and especially postpone the first child.”*

*--- Balqa, female, newlywed*

**Trending Values**

*Necessity of education –*Parents want to secure a better future for their children, and education is an integral part of attaining this. Many respondents also emphasized the importance of university education as a way to improve access to better job opportunities.

*“A person should raise and educate his children well. The times when you had many children and threw them in the street are gone.”*

*--- Karak, male, newlywed*

*The first child isn't for you, the first child is for society* **"اول ولد مش الك" –** Respondents described a social mandate to have a first child, springing from two places: first, there is a perceived need to demonstrate a couple’s fertility and health, and second, there is pressure from family members, especially in-laws.

*“You know how people say, first child is not yours, the first child is for society. People will keep berating you about postponing and assume that you’re infertile or having conceiving issues.”*

*--- Jerash, male, two Children*

*Giving my children their rights* **"اعطي ولادي حقهم"** – This important trending value was mentioned by nearly all respondents. Many respondents grew up in large families in which their exhausted parents assigned older siblings the responsibility of bringing up younger siblings. Financial situations were another key factor, with most male respondents stating that their salary was barely enough to support two or three children. Other respondents were raised in small families and were comfortable, and thus wanted the same for their own children.

*“I come from a big family; there are 40 years between me and my mother. I have 8 sisters and 4 brothers. I didn’t feel like I grew up in a healthy family, as my older brother was raising us because my mother was too tired to do it.”*

*--- Karak, female, newlywed*

*“My wife and I agreed that we don’t want what happened to us to happen to our children. Some of our siblings studied and some didn’t, so we decided to have children to be able to put them through university and give them their rights.”*

*--- Jerash, male, two children*

The change in these values is primarily due to three overarching factors that explain why awareness and adoption of family planning is becoming more and more widespread:

* **Economic conditions.** The overwhelming majority of respondents believed that challenging economic conditions were the common denominator among all respondents. The rising costs of everyday life and tough living conditions are the main accelerators in the growth of family planning.
* **Family planning enables mothers to regain their health after delivery.** Nearly all mothers, as well as some fathers, especially those in the active child bearing target group, stated that a woman requires approximately a year to recuperate after child birth. For some, recuperation wasn’t only a matter of health but also of physical fitness. Some mothers experience complications during birth, requiring an even longer recovery time.

*“Planning your family is planning your marriage and life. You want to provide the best conditions for your children to grow up in and you also need to give your wife her rights health-wise as childbirth is exhausting.”*

*--- Zarqa, male, newlywed*

* **Family planning makes possible enough time and opportunity to love and provide attention to one’s spouse and children.** The majority of respondents across all segments believed that family planning allows children to get all the attention, security, love, and care they deserve. They felt it was appropriate to space children in order to give each their full rights. A few respondents, predominantly among those who have children – including both females and males, and across different categories -- expressed that parents also want to spend time with each other, and that the purpose of their marriage was not only to have children but also to be together.

*“If you plan your family well, you get to spend more time with your wife and have fun with her while being relaxed and not pressured by many children.”*

*--- Maan, male, three children*

**3. Family Planning Awareness, Attitudes, and Barriers**

**3.1 Family Planning Awareness per Segment**

**Awareness about family planning varies across different segments and is highly dependent on the participants’ experiences**. Family planning awareness stemmed from either personal experience, predominantly among those who already had children, or experiences shared by friends and family. The vast majority of respondents said that awareness of family planning is passed down to them, regardless of whether the experiences associated with that knowledge were positive or negative. Respondents whose family members did not plan their family learned that they should, while respondents whose family members did plan learned that it is the right thing to do and did plan their own families. Meanwhile, engaged and newlywed segments reported an intention to plan their families.

**Engaged**

Most of the engaged segment’s awareness of family planning is generated from their own personal experience or from other segments, as members of other segments have told them the consequences of poor planning.

*“They used to believe that having a lot of children is right but now they know it was tiring and advise us not to walk their path, to space between our children and not have many.”*

*--- Ajloun, female, engaged*

**Newlyweds**

Similar to the engaged segment, awareness of family planning also stems from other segments or from their own personal experience. Most of this segment’s concerns are related to getting familiar with their spouse and postponing the first child. However, they also reported that they fully intended to space between births.

**Married with one to two children**

It has been observed that of all respondent segments, this segment had the highest adoption of family planning and awareness of its importance. Their awareness of the importance of planning their family grew as they experienced firsthand the struggles of having a child. New parents learn mostly from their own experience in addition to the people around them.

*“My husband is 14 years older. He was concerned about his age and told me that he wanted a lot of children. However, when he realized children expenditure, he backed off.*

*--- Mafraq, female, two children*

**Married with three or more children**

The majority of this segment stated that they had low family planning awareness towards the beginning of their marriage and having children. Some of these respondents expressed regret for not having spaced between their children. However, these respondents are currently the most aware segment and biggest family planning advocates. In this segment, males and females alike wish they had previously known about family planning. This segment has shared its mistakes around failing to plan their family with the younger generation, and has become one of the main sources of awareness for the other segments.

*“I grew up with 3 brothers and 3 sisters. I still remember my childhood, I didn’t receive my rights as a child whether it was educational or otherwise, and that is just wrong. Even my wife went through the same experience.”*

*--- Tafileh, male, three children*

Across all segments, there is a belief that birth spacing between children is the most important family planning practice as it naturally leads to fewer children. That said, it is evident that transforming awareness into adoption is difficult due to numerous factors that hinder people’s ability to adopt family planning and consequently lead to many unplanned pregnancies. Many respondents mentioned that they had had unplanned pregnancies due to issues related to method effectiveness with IUDs and other contraceptives.

*“Even though I used contraceptives, I mistakenly got pregnant twice -- with my second and fourth children. I wasn't informed well enough. With my second child, I took pregnancy pills from a pharmacy without a doctor’s consultation. As for the fourth, it’s my own mistake. I should have gone back to my doctor a week after IUD placement, but I didn’t.”*

*--- Irbid, female, four children*

**Islam Guides Modern Family Planning Methods**

Many respondents, predominantly males, believe that spacing between children is Islam's approach to family planning. Jordanians generally live by religion’s guidance and according to respondents, limiting the number of children is believed to be going against God’s will. As a result, respondents claimed to follow religion's guidance on family planning; applying it in real life was different, however. Most respondents hoped to stop conceiving after their third or fourth child.

*“Limiting the number of your children is forbidden in Islam. However, spacing between children is permitted.”*

*--- Irbid, male, three children*

**3.2 Attitudes and Hindrances to Family Planning Adoption**

Many respondents, especially fathers, identify three to four years as the ideal interval between children. However, the observed spacing intervals among study respondents between the first and second child was two years. After the second child, parents begin to space three or more years due to the growth in expenses associated with each additional child, in addition to other factors explained below.For most, there is a considerable gap between what is said and done, stemming from hindrances in life that stymied respondents’ intentions.

Along with each child, different factors arise hindering parents’ ability to plan their family.With each additional child, levels of awareness about family planning methods rise, societal pressures fade, and personal experiences change.Reasons why respondents failed to plan are listed below (only recurring themes arising were taken into account):

**Newlyweds**

Newlyweds mostly stated these two reasons for postponing their first child: 1) couples’ desire to become familiar with each other, and 2) fear of marriage failure, due to high divorce rates and hearing of or witnessing unsatisfying marriages among their families or peers. Respondents from other segments, many of whom had similar intentions and concerns early in marriage, cited the following factors to explain the difficulty they faced in postponing:

* **Parental instinct**. A few female and male respondents expressed their excitement and curiosity about parenthood, citing positive anticipation to have children.

*“My wife and I wanted change in our lives, we wanted a person to change our lives. Afterwards it occurred to us, why not try parenthood?”*

*--- Karak, male, one child*

* **Parental and societal pressure**. Most respondents, predominantly married couples, mentioned the pressure on couples -- mostly from the husbands’ parents -- to have a grandchild. Some respondents explained this social pressure as being due to having to prove a couple’s fertility to society and mitigate any negative assumptions.

*“It’s said that the first child is not yours. People always start asking you about the reasons why you haven’t had a child by now.”*

*--- Jerash, male, two children*

*“In our culture it’s said that the first baby isn't yours, its society’s. Especially men’s parents, they want to make sure that his health and his wife’s health are OK, and expect them to consummate their marriage with a child as proof of their fertility.”*

*--- Maan, male, newlywed*

* **Marriage at a young age**. Many respondents said they had married at a young age and weren’t aware of the consequences and responsibility of having a child. After their first child they realized importance of family planning.

*“I got married too young, didn’t give family planning the importance I should have. However, after experience I found that a person must plan their family!”*

*--- Zarqa, female, two children*

* **Low awareness of contraceptives.** Some respondents reported having had unexpected first pregnancies due to low awareness of contraceptives. Additionally, many female respondents reported a lack of effective counseling. Respondents mainly sought advice from other women and, in some cases, from their mothers.

**Married with one to two children**

Misconceptions about contraceptives coupled with limited knowledge was the main contributing factor in unplanned pregnancies and the main reason in most cases why people who wanted to space or stop conceiving failed to do so. This was evident among both males and females, with female respondents providing more details. The most commonly stated misconception was that contraceptive use could cause permanent infertility, especially with the IUD.

After their first child, most mothers believed that if they took contraceptives they’d become sterile. However, after the second child, they experienced emotional and financial distress, so they started giving more importance to gaining information about contraceptives.

*“My mother used to tell me putting an IUD after my first pregnancy is wrong, and so people then told me to try pregnancy pills. They didn’t suit me. Afterwards people told me put an IUD after the second child to stay on the safe side.”*

*--- Balqa, female, two children*

**Married with three or more children**

Some respondents with three or more children cited the following reasons for not planning their families.

* **Male dominated society.** Conceiving a male child is of pivotal importance to both parents and society.

*“If my last child were a boy, he would’ve been my last child.”*

*--- Maan, male, three children*

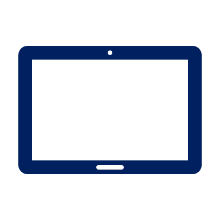
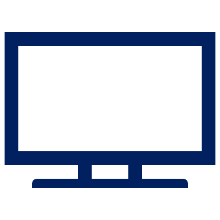
* **Joy of constantly having a child in the house.** Some respondents reported relishing being a parent. They enjoyed always having a new baby at home, regardless of the consequences. They were aware of family planning but don’t care about practicing it.

*“When a child becomes 3 years old, you feel as though he becomes independent from you and you begin to miss motherhood.”*

*--- Mafraq, female, four children*

* **Ideal family size.** The ideal family is composed of two girls and two boys. Parents want children of both genders and try to attain a same-gender sibling. However, this ideal family is unrealistic because people cannot control the gender of their child.

**4. Campaign Exposure**



**TV commercial exposure is highest**

Exposure was highest during weekends and holidays, when there was more free time for people to spend on TV. Channels mentioned were Roya and Amman.

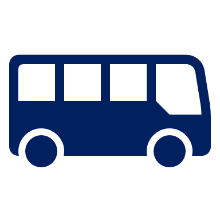
TV commercials were the most common way that respondents saw the messages.

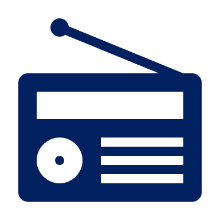
**Billboard exposure is limited**

Outdoor billboards were mostly seen by Amman residents. A few respondents residing outside Amman saw the billboard ads in Amman or while commuting to the city.

**Bus posters exposure is relatively low**

A few respondents had seen the ads on community buses while commuting between cities.





**Radio ad had lowest exposure**

Very few respondents recalled hearing the ad on radio. This might be due to the decline in the number of radio listeners.

**Interaction is people’s most preferred way of receiving messages.** According to respondents, seminars would be the most engaging, convincing and interactive method of communication. For many, particularly women, training courses and group sessions were seen as very beneficial, as they provide them with information as well as exposure to various issues.

**Social media is an underestimated media outlet when reaching engaged couples and newlyweds**. Although a non-interactive approach, respondents recommended more intensive advertising on social media as a useful way to reach people. People are too shy to speak about contraceptives and to some it’s a frowned upon subject; thus, women usually get married without clear contraceptive knowledge. Social media might break the observed shyness. A few respondents did mention seeing the campaign on social media; however, mostly they saw it on TV.

Many respondents across all segments believed that many rural communities cannot be reached through posters, radio, or even TV commercials. No respondent from a rural area was interviewed; however, many interviewees referred to them.

**5. Comprehensibility and Appeal**





**5.1 Comprehensibility**

The meaning behind minor messages in TV commercials and posters, such as the tilted couch and other story details, was open to**diverse interpretations**. However, spacing between birthswas clear and understood.

**Understanding of the TV commercial and posters varied.** Both the TV commercial and the poster seemed to have several interpretations and some **vague elements, such as the tilting couch**.

* The couch in the poster and TV commercial is confusing to many respondents. There were several interpretations, including quality of life and pressure on the father. Many respondents didn’t understand the meaning of the tilt until after watching the ad several times.
* Although it was confusing, the tilted couch was the first and most recalled element in the TV commercial.
* Many respondents claimed that the TV commercial was not comprehensible without the slogan.
* Respondents described the slogan as catchy, which ultimately led to increasing resonance of the fundamental message.

As **TV was the most commonly viewed media outlet in the campaign**, the overwhelming majority of interpretations regarding the family were related to the TV commercial. Interpretations of the main elements in the TV commercial are listed below:

**Interpretations regarding children**

* The parents were perceived by many respondents as living harmoniously. Some respondents noted understanding that one of the messages was that in order to attain harmony and happiness, respondents must treat their family well.
* Some respondents described the life routine displayed in TV commercial as the perfect life and some as pleasant. Details pertaining how it’s the perfect and comfortable life weren’t expressed by respondents; however, they stated a general comfort level reflected in children’s attitude as well as in the parents’ facial expressions.

**Spacing between children and mother’s health**

* Respondents understood the message that an age gap between children allowed for a better life for children and mother.
* Many respondents perceived the mother in the TV commercial as happy and vivacious. Her smile demonstrated good health, addressing one of women’s main interests in family planning.
* The children in the TV commercial were perceived as being given their rights in terms of leisure and quality of life in general.

**Tilted couch**

* Although most understand that the tilted couch conveyed the overall message that family planning is associated with a balanced life, many were unclear whether the tilted couch meant a lack of balance or lack of burden.

**Interpretations regarding family’s living conditions**

* Wife and husband appear in love.
* Their house, clothes and ability to go out to a park reflects a relaxed lifestyle.
* Parents are in harmony, and they live in comfort and happiness.

**5.2 Delivery of Key Messages**

Three campaign key messages were given to all respondents to test whether they were delivered in the TV commercial. Each message was broken down in order to pinpoint which parts of the message were and were not received, and how respondents interpreted their delivery. Respondents were also asked to describe how each element was reflected and delivered in the TV commercial.

**Message 1:**

**التخطيط لتكوين عائله صغيرة الحجم سيحسن وضع الاسرة فيما يتعلق بالصحة وتعليم الاطفال والوضع الاقتصادي والمعيشة والترفيه والعلاقات الاجتماعية.**

Planning for a smaller family contributes to improving the family’s health, children’s education, economic security, standard of living, entertainment and social relations.

**Delivered elements**

* The majority of respondents viewed a small family in the TV commercial and posters, as they only showed two children.
* To some respondents, the mother’s smile reflected good health.
* Many respondents stated that the family’s economic condition appeared comfortable based on the living conditions shown in the dining table scene, the furniture in their home, and the quality of life portrayed in the TV commercial.
* Towards the end of TV commercial, children were playing on a seesaw, which the majority of respondents felt expressed both comfortable economic conditions and entertainment.

**Missing elements**

* Respondents didn’t recall anything regarding education.
* All respondents said that the part referring to improving a family’s social relations was not apparent.

**Message 2:**

***تبني استخدام وسائل تنظيم الاسرة يساعد في توفير حياه افضل للام والطفل والاسرة والمجتمع***

Adopting family planning practices contributes to a better life for the mother, child, family and community.

**Delivered elements**

* The family planning practice respondents perceived in the TV commercial is spacing between children.
* Mother’s health is also reflected here through her smile.
* Children seem happy at the dining table and on the seesaw.

**Missing elements**

* The benefits to society of adopting family planning practices were not apparent to respondents.

**Message 3:**

**تبنى استخدام وسائل تنظيم الاسرة امن وفعال لتاخير او المباعده بين الاحمال**

Adopting family planning methods is a safe and effective way to delay, space or limit births. *sace omit births*

**Delivered elements**

* Spacing between children is apparent through the age gap between them.

**Missing elements:**

* All respondents said that there was no mention of contraceptive methods or use.

**5.3 Appeal**

**The TV commercial and posters were both described as aesthetically appealing and eye catching.**

* Generally, women noticed more details in TV commercial than men. They found the furniture appealing, the mother’s smile reflecting comfort, and the children's cheerfulness exuberant, which led to increased campaign attractiveness and overall appeal. For men, the focal point was the general message.
* Some males and females described the color combination in the postersas attractive.
* According to respondents, the mother’s smile is one of the TV commercial’s most appealing elements.

**6. Reported Behavior Change across Segments**

The campaign had different messages for the different segments, and each segment was asked about the campaign message relevant to them and how the campaign communicated the message. The three segments and messages were:

* Segment I - Engaged and newlyweds: Couples should delay their first birth until they are materially and psychologically ready to welcome their first child.
* Segment II - Active child bearing: Couples should space births at least three years apart.
* Segment III - Completed family: Couples should consider completing their family with three children maximum.

In general, the more relevant a message was to a person’s current circumstances, the more it resonated. All respondents acknowledged the importance of family planning; thus, the problem lies in adopting the methods and overcoming hindrances such as parental and societal pressure. Some respondents cited being married at a young age and being uninformed about family planning and the consequences of having a child. A few respondents cited wanting to explore parenthood. With newlyweds, hindrances were perceived as mainly parental pressure, especially from the husband’s parents, and societal pressure to prove fertility, marriage at a young age which respondents reported being uninformed about contraceptives and consequences of bearing a child prior to being fully prepared and a few reported wanting to explore parenthood.

All respondents were aware of family planning and its importance, regardless of their choice to adopt it or not. The campaign had low direct impact on awareness; rather, it mainly confirmed and reassured respondents about the importance of family planning.

Behavior change was evaluated based on the following criteria:

* **Action enticement –** Actions a respondent took after being exposed to any of the campaign material.
* **Engagement –** Degree of perceived aesthetic appeal and interest generation by content of TVC and posters.
* **Behavior change –** How the TV commercial influenced the respondent, either positively or negatively, or changed their perceptions/attitudes towards family planning.
* **Relevance –** Proximity to respondents’ personal experience and current situation.

**Behavior change among engaged and newlyweds**

Behavior change in response to the campaign was low to intermediate within this segment. These respondents weren’t currently concerned with planning their families. However, they reported having the intention to plan their families when the time comes.

**Engaged.** Although some engaged couples weren’t highly engaged with TV commercial because it didn’t seem relevant to their current situation, the majority of this segment felt that the commercial was highly relevant. Regardless of the perceived relevance, the TV commercial allowed engaged respondents to envision what their future will look like if planned properly, which is comfortable and happy. This message resonated highly with them.

**Newlyweds.** TheTV commercial’s initial part shows a newlywed couple living harmoniously, and most newlyweds reported relating to it, as it portrays their current life. Although they intend to space between their children, they were more concerned with delaying the first child as a method of planning.

**ACTION ENTICEMENT is LOW**

No direct action was taken by the engaged segment; however, messages resonated for later when it’s time. For newlyweds, action enticement was generated from their personal experience. Many newlyweds reported growing up with many siblings; they described this experience as unjust and identified it as the reason why they intend to have few children and provide them with a better life. The campaign validated their preconceived belief about the necessity of family planning.

**ENGAGEMENT** is **INTERMEDIATE**

Not entirely engaging to either the engaged or newlyweds. The majority of respondents said that there are more effective and interactive ways to reach them.

Many engaged and newlywed respondents believe that interactive approaches for reaching their segment, such as university seminars, are generally more effective in generating awareness on family planning than TV commercials. Respondents recommended the following approaches: university seminars, raising awareness at an early age by embedding family planning in the high school curriculum, or focusing more on social media.

**IMPACT** is **INTERMEDIATE**

Although the campaign didn’t create behavior change, engaged and newlyweds reported that it provided a validation of family planning ideas that will help them resist societal pressures to have more children. The campaign gave them the sense of doing the right thing and being on the right track.

**RELEVANCE is INTERMEDIATE**

It is highly relevant to newlyweds, as they are going through the initial phase of the TV commercial. For engaged respondents, the advertisement’s content was not necessarily relevant at the moment, as they still haven’t reached the stage where they need to space between their children. It gives a picture of what their future would look like if they “did the right thing.”

**Behavior change among respondents with one to two children**

Respondents reported that the campaign’s relevance to them was high and that the message resonated with them and validated their experience**.** This segment already had the highest family planning awareness of all segments prior to the campaign. The TV commercial and posters are constant reminders about the importance of their experience. This segment’s biggest challenge is unplanned children due to poor awareness and misconceptions about contraceptives. They intend to plan, but fail in some cases to do so.

**ACTION ENTICEMENT is LOW**

Direct action enticement towards family planning due to the campaign is low for this segment as awareness is generated mainly from their own experience of the emotional and financial stress of raising children, which they identified as the main influencer in realizing they must space between children. Moreover, many mention that learning from their family members’ and friends’ experiences also added to awareness of family planning. As such, decisions or actions related to family planning are not particularly influenced by this campaign.

**ENGAGEMENT** is **HIGH**

This segment felt that the campaign was relatable. As such, they mentioned that the ad was engaging and that it included intriguing elements such as the tilted couch.

**IMPACT** is **INTERMEDIATE**

As previously mentioned, behavior in this segment wasn't affected by the campaign. Nonetheless, the TV commercial validated their learning experience and increased motivation to plan the next child.

**RELEVANCE is HIGH**

Respondents reported that they aspire to lessen family burdens by planning their next child, and that the family in the TV commercial is similar to their family in terms of experience. They are in the active child bearing phase and planning their family.

**Behavior change among respondents with three or more children**

Relevance to this segment was highly related to the burden mentioned in the slogan, “Plan your pregnancies, ease your burden.”For many, the TV commercial reminded them of their regrets and the life they could have had.

Unlike for other segments, the most relatable element of the TV commercial for respondents with three or more children was the slogan towards the end. The burden referenced in the slogan is highly relevant to their own. The TV commercial represents the life they could have had if they had planned their family properly. Additionally, they stated that spreading awareness of family planning should be focused on the other two segments, especially engaged and newlyweds, as it’s not too late for them to plan their families.

*“The TV commercial reminds me of the mistakes I’ve done, makes me want to advocate to people around me on the importance of planning your family.”*

*--- Madaba, male, seven children*

*“Family planning campaigns are extremely effective. If I had seen this commercial when I first got married I could have been informed of family planning. The new generation now is really thinking about it, and I always advise my friends to postpone their first child so they can secure them a better future.”*

*--- Tafileh, female, four children*

**ACTION ENTICEMENT is INTERMEDIATE**

All members of this segment already have children, and thus they are keener to promote than be promoted to.

**ENGAGEMENT** is **HIGH**

The TV commercial relates to their current or past personal experiences. Females and males alike mentioned that the commercial was engaging, and that they’ve enjoyed watching it more than once.

**IMPACT** is **INTERMEDIATE**

The campaign influenced this segment’s behavior in more than one way, depending on respondents’ experiences:

* For those who planned their family and have no regrets, it gave comfort and validation of having done the right thing.
* For those who didn’t plan, it evoked feelings of guilt and regret.
* A few respondents mentioned that the ad didn’t have an impact at all. Those who said they constantly enjoy having a child claimed that no ad of any kind would change their perspective on children.

**RELEVANCE is LOW**

Particularly among couples who have already had three or more children, the ad is not particularly relevant, primarily because they feel that they are not the targeted segment: ‘What's done is done.’

# Summary and Recommendations

**Summary**

Awareness of the importance of family planning was high among all segments. However, a few barriers hinder adoption, some of which are related to misconceptions or lack of knowledge about contraceptives. Figure 3 shows the main barriers identified by the study.

*Figure 3: Observed Barriers to Practicing Family Planning*

Male Gender Preferences

Cultural or religious opposition

Limited knowledge on contraceptives use

Fear of contraceptives affecting fertility

Seen in more tribal/rural areas i.e: Maan

Among the younger/less experienced segment

Mostly seen in the North

Among the younger/less experienced **segment**

Respondents stated being highly aware of family planning; the difficult part was in transforming awareness to adoption. Most respondents faced the aforementioned barriers to adopting family planning. Additionally, many faced limited knowledge about contraceptives. **Thus, the challenge lies in clearing barriers that currently hinder adoption of family planning practices, the foremost of which are misconceptions and lack of knowledge.** Mainly respondents reported that misconceptions are fertility related, whereby according to most female respondents upon the use of any contraceptive a woman will have difficulty getting pregnant in the future.

The “Plan your pregnancy, ease your burden” campaign was, for most, a **validation** of their existing belief in the importance of family planning, especially among multiparous women. As for the campaign elements, they were not perceived by many as being as effective and impactful as the slogan.

Many felt that the slogan, “Plan your pregnancy, ease your burden,” though a validation of an already present belief, was successful in delivering the overall message that family planning leads to a better life. That said, a good number, predominantly females,believed that the concept and story was lost on many viewers. The tilted couch in TV commercial and posters enticed them to pay more attention by raising curiosity about its meaning. For most, the slogan clarified the meaning of the tilted couch, which ultimately led them to comprehend the overall message.

**Recommendations**

The study identified a number of psychosocial and cultural barriers that hinder adoption of family planning practices in Jordan. The following are key recommendations for future interventions/ campaigns:

* Changing social norms that fuel male dominance in the Jordanian society and its facet of the general preference of the “male” offspring amid rising financial hardships; future campaigns can benefit from playing on the emotional appeal of parents giving their children equal treatment and sufficient resources for their education, health and other life opportunities.
* Limited awareness and prevalent misconceptions about family planning, especially in rural and remote areas. Future efforts should focus on increasing the general awareness and combatting misconceptions about family planning concepts and practices, with a particular emphasis on specific geographic areas and population segments; this can be achieved by:

* + - * + Conducting interactive, awareness raising activities at the level of the community - including seminars and home visits by volunteers and health promoters to educate people about the necessity of family planning and to clear misconceptions about safety and effectiveness of contraceptive methods. University lectures/ seminars can be particularly useful in reaching out to youth – both males and females- who are about to be engaged or get married.
        + Ministry of Health role in educating all segments and clearing misconceptions is twofold. Health care providers (doctors) are trusted figures in communities and can significantly contribute to this effort through participation in community activities as well as providing effective counselling.
* The TV commercial’s salience, specifically on Roya, a channel very popular across all regions and among all segments, has significantly contributed to creating understandability and recall of the TV ad. Relevance and impact are highest among couples who are in the active child bearing phase, as they are living the experience. Future campaigns can benefit from building on the success attained by the current TV commercial and further tailoring it to become more relatable and attractive to the younger population- specifically the engaged and newlywed segments- as they are the future, and are more likely to plan their families.
* Social media – interactive methods of reach allow two-way communication, leading to increased engagement, belief, and resonance. Although use of social media- websites such as Facebook or Instagram- was mentioned by few, these forums are perceived as attracting higher numbers of youth. Social media content can be especially effective in increasing awareness about family planning and clearing misconceptions since youth in Jordan have strong social networks and are substantial users of social media.

# Annex 1. Timing of Exposure to Campaign

**Note: The sample is not statistically representative of these groups and should not be interpreted as such.**

How long ago did you first you see/hear about this campaign?

# Annex 2. Project Timeline

1. Project Timelines

|  |  |
| --- | --- |
| **Activity** | **Timeline\*** |
| Qualitative Research Material Development & Recruitment Screener & Discussion Guide | N/A |
| Recruitment & Fieldwork | 23 days |
| Analysis & Reporting | 21 days |
| Report Review and Finalization | 30 days |

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# Annex 3. Screener Questionnaire

**Ipsos Screener (English)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Hello, my name is [insert interviewer’s name] and I work for Ipsos, a marketing research company. We are conducting a research study and would like to ask you a few questions.  This study is an anonymous study. Your answers will be treated in strict confidence and will not be passed on to third parties. This is not a selling event. | | | | | | | | | | | | | | |
| Respondent Name: | | Neighborhood | | | | Specific area of residence | | | | | | | Governorate | |
| Telephone # | |
| Interview date | Day Month Year  / / 2019 | | **Day of Work** | | | | | | | | | Start time:  …..Hr ……Min | | End time:  ….…Hr ……Min |
| Mon  1 | Tue  2 | Wed  3 | | Thu  4 | Fri  5 | | Sat  6 | Sun  7 |
| In door Interviewer Name |  | | Outdoor interviewer Name | | | | | |  | | | | | |
| Source name: | | | | | | | | | | | | | | |

1. Do you or any of your close relatives currently work in any of the following industries?

|  |  |  |
| --- | --- | --- |
| Terminate | Market research | 1 |
| Terminate | Advertising | 2 |
| Terminate | Mass media: i.e. Newspaper, TV, Radio, Journalism | 3 |
| Terminate | Public relations agency | 4 |
| Terminate | Work in a medical sector | 5 |
| Continue | Telecom and internet Companies | 6 |
| Continue | None of the above | 7 |
|  |  |  |

2. Did you participate in a focus group or in an individual interview for market research in the past 6 months?

|  |  |  |
| --- | --- | --- |
| Terminate | Yes | 1 |
| Continue | No | 2 |

3. Gender:

|  |  |  |
| --- | --- | --- |
| Continue | Male | 1 |
| Continue | Female | 2 |

4. Area of residence? Please specify \_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Continue | Amman, Madaba, Balqa, Zarqa | 1 |
| Continue | Irbid, Mafraq, Ajloun, Jarash | 2 |
| Continue | Tafilah, Maan, Karak | 3 |
| Terminate | Other | 4 |

5. What is your date of birth ?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Terminate | Less than 18 years old | 1 |
| Continue | 18 – 24 years old | 2 |
| Continue | 25– 35 years old | 3 |
| Continue | 36– 49 years old | 4 |
| Terminate | 49+ years old | 5 |

6. Marital/Social Status?.......................

|  |  |  |
| --- | --- | --- |
| Terminate |  | Single |
| Continue | When will you get married…………… | Engaged |
| Continue | Date you got married……… | Married without children |
| Continue | specify age of children  1. …………….  2. …………….  3. …………….  4. ……………. | Married with children |
| Terminate |  | Other (separated, widow) |

Note to researcher: Please refer to the quota below

If she/he is married without children, she/he needs to have married in the last 12 months (Newlyweds)

1. What is your highest level of education?

|  |  |
| --- | --- |
|  | Level of education |
|  | Illiterate (does not read or write) |
|  | Primary school |
|  | Middle school |
|  | High school |
|  | College / university |
|  | Masters / PHD |
|  | Other ….  please specify |

8. Who is the main decision maker when it comes to the following matters?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | I make the decision | I make the decision with someone else | Someone else makes the decision. |
| 1 | Buys home supplies |  |  |  |
| 2 | The decision to buy a house or a car |  |  |  |
| 3 | Decision on children education |  |  |  |
| 4 | Decision on reproduction and family planning |  |  |  |

9. Have you seen/heard an announcement about family planning in the past two months?

1. I have
2. How many times?
3. Where did you see/hear it?
4. What ad did you see/hear?
5. What is the message about?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| I have | How many times | Where did you see/hear it? | What ad did you see/hear? | What is the message about? |
| Yes |  |  |  |  |
| No | Terminate | | |  |

10. Personal questions:

I’m going to read the following sentences to you and I want you to select what applies to you

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Doesn’t apply | Mostly doesn’t apply | Mostly apply | Completely apply | **Total** |
| I’m an innovative person and like to try new things |  |  | One point | Two points |  |
| Sometimes I find it hard to express my ideas |  |  | If selected, stop | If selected, stop |  |
| One need to keep their opinions and ideas |  |  | If selected, stop | If selected, stop |  |
| I like to set my own rules |  |  | One point | Two points |  |
| Mostly I go out |  |  | One point | Two points |  |
| I appreciate customs and traditions, I like adherence to our culture |  |  | If selected, stop | If selected, stop |  |
| I don’t like to follow others |  |  | One point | Two points |  |
| I don’t care if my opinion is similar to others |  |  | One point | Two points |  |
| Mostly I’m the first to try new things |  |  | One point | Two points |  |
| I believe that expressing your opinion in public is important and necessary |  |  | One point | Two points |  |
| I like to listen to other’s opinions when I’m making an important decision. |  |  | If selected, stop | If selected, stop |  |
| I prefer to express my opinion through writing and paining away from others. |  |  | If selected, stop | If selected, stop |  |

11. What is your occupation? What is the occupation of the head of household?

|  |  |  |  |
| --- | --- | --- | --- |
| Employee working out of the office: a street vendor / ... | **8** | Senior management: The Board of Management \ Director of the Company | **1** |
| Skill worker: Carpenter \ mechanic \ technical maintenance ... | **9** | Middle management: branch manager / department / officer | **2** |
| Unskilled worker: Porter / Manual Laborer / ... | **10** | Specialist works for a doctor / lawyer / pharmacist | **3** |
| Student \ still pursuing the studies | **11** | Specialist works for a doctor / lawyer / pharmacist | **4** |
| Unemployed / housewife | **12** | Shop owner / workmanship / Workshop works for him | **5** |
| Retired | **13** | Farmer or hunter | **6** |
| Employee working out of the office: a street vendor / | **14** | An office employee | **7** |

***Note to researcher:*** *The work location must be defined.* *Must know the job of both the husband and wife.*

12. So that our survey includes people of various income brackets, can you please tell me what is the average monthly income, considering all the working persons in your household?

|  |  |  |
| --- | --- | --- |
| Terminate | 200 & Below | 1 |
| Continue | 201- 400 | 2 |
| Continue | 401- 600 | 3 |
| Continue | 601 - 800 | 4 |
| Continue | 801-1000 |  |
| Continue | 1000 + | 5 |

**\* Please write the amount beside the selected range \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Number of family members (father, mother, children) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We will hold a meeting whenever suits you because your opinion is important to us. I’m sure that you’ll find the discussion entertaining. The discussion will take approximately two hours. At the end of the session we will give you a gift to thank you for your time.

*Note to researcher: the ID card for the respondent must be provided, in case of not having it then you will not be able to be a part of the discussion session.*

13. Could you provide some details about yourself?

|  |  |
| --- | --- |
| Residence type (Owned\rent) (villa-apartment) |  |
| Nationality |  |
| Place of work |  |
| Work phone |  |
| Email: |  |

**Ipsos Screener (Arabic)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **صباح الخير/ مساء الخير. اسمي .........، وأعمل لدى شركة إبسوس، إنها شركة أبحاث تسويقية مستقلة. نجري دراسة عن مواضيع مختلفة وأود أن آخذ رأيك . هل لديك وقت للإجابة على بعض أسئلتنا الأولية الأن؟ نود أن نؤكد لك أن هذه دراسة بحثية بحتة وليس فيها أي هدف بيع. ستبقى إجاباتك سرية تماما.** | | | | | | | | | | | | | | |
| إسم المجيب : | | الحي | | | | منطقة الإقامة بالتحديد | | | | | | | المحافظة | |
| رقم الهاتف: | |
| تاريخ المقابلة | يوم شهر سنة    / / 2019 | | **يوم العمل** | | | | | | | | | وقت البدء:  …..hr ……mn | | وقت الإنتهاء  ….…hr ……mn |
| Mon  1 | Tue  2 | Wed  3 | | Thu  4 | Fri  5 | | Sat  6 | Sun  7 |
| إسم الباحثة المكتبية |  | | اسم الباحثة خارج المكتب | | | | | |  | | | | | |
| **اسماء مصدر الشخص :** | | | | | | | | | | | | | | |

**.**

1. **هل أنت أو اي أحد من افراد عائلتك يعمل في احد المجالات التاليه :**

|  |  |  |
| --- | --- | --- |
| **1** | **شركة دراسات واحصاءات / تسويق** | **أوقف المقابلة** |
| **2** | **اعلانات** | **أوقف المقابلة** |
| **3** | **صحافة / اعلام** | **أوقف المقابلة** |
| **4** | **علاقات عامة** | **أوقف المقابلة** |
| **5** | **العمل في احد المجالات الطبية** | **أوقف المقابلة** |
| **6** | **في شركات اتصالات وانترنت** | **تابع المقابلة** |
| **7** | **ولا واحدة من السابق** | **تابع المقابلة** |

1. **هل شاركت في أي دراسة للمستهلكين أو في مجموعة نقاش لأي منتج او ماركة خلال 6 أشهر الماضية؟**

|  |  |  |
| --- | --- | --- |
| **1** | **نعم** | **أوقف المقابلة** |
| **2** | **كلا** | **تابع المقابلة** |

1. **الجنس:**

|  |  |  |
| --- | --- | --- |
| **1** | **ذكر** | **تابع المقابلة** |
| **2** | **أنثى** | **تابع المقابلة** |

1. **منطقة السكن ؟ حدد ..................**

|  |  |
| --- | --- |
| **عمان ، البلقاء ، الزرقاء ، مادبا** | **اكمل** |
| **اربد، جرش، عجلون ،المفرق** | **اكمل** |
| **الكرك ،معان *،*الطفيلة** | **اكمل** |
| **غيره** | **انهي** |

1. **ما هو عمرك الحالي؟حدد تاريخ الميلاد\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |
| --- | --- | --- |
| **1** | **أقل من 18 سنة** | **أوقف المقابلة** |
| **2** | **18 – 24 سنة** | **تابع المقابلة** |
| **3** | **25– 35سنة** | **تابع المقابلة** |
| **4** | **36 – 49 سنة** | **تابع المقابلة** |
| **4** | **49 سنة وما فوق** | **أوقف المقابلة** |

1. **الحالة الاجتماعية ؟**

|  |  |  |  |
| --- | --- | --- | --- |
| **1** | **اعزب** |  | **انهي المقابلة** |
| **2** | **خاطب** | **متى ستتزوج ..................** | **تابع المقابلة** |
| **3** | **متزوج بدون اطفال** | **من متى متزوج ................** | **تابع المقابلة** |
| **4** | **متزوج مع اطفال** | **عدد الاطفال ..... اعمارهم ........................................** | **تابع المقابلة** |
| **5** | **ارمل او مطلق** |  | **انهي المفابلة** |

ملاحظة للباحثة : الرجاء مراجعة الكوتا بالنسبة لعدد الاطفال

اذا كان متزوج بدون اطفال يجب ان يكون متزوج خلال 12 شهر فقط اكثر انهي المقابلة .

1. **ماهو اعلى مستوى تعليمي وصلت له ؟**

|  |  |
| --- | --- |
| **امي لا يقرأ او يكتب** |  |
| **المرحلة الابتدائية** |  |
| **المرحلة الاعدادية** |  |
| **المرحلة الثانويه** |  |
| **دبلوم / جامعة** |  |
| **دراسات عليا** |  |

1. **عندما يتعلق الموضوع باتخاذ القرار بالامور التالية من هو صاحب القرار؟**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **المجالات** | **اناصاحب القرار بالكامل** | **انا مع شخص اخر اشرح** | **شخص اخر** |
| **1** | **شراء مستلزمات المنزل** |  |  |  |
| **2** | **قرار شراء بيت او سيارة** |  |  |  |
| **3** | **الامور المتعلقة بدراسة الاولاد** |  |  |  |
| **4** | **الامور بالمتعلقة بانجاب الاطفال وتنظيم الاسرة** |  |  |  |

1. **هل سبق ان شاهدت اي اعلان عن تنظيم الاسرة خلال الشهرين الماضين ؟**
2. شاهدتها
3. كم مرة خلال الشهرين الماضيين
4. اين شاهدتها
5. شو كان الاعلان الذي شاهدته
6. رسالة الاعلان

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **. aشاهدت** | **. b كم من مرة خلال االشهرين الماضين** | **.c اين شاهدتها** | **. d ماهو الاعلان (بالتفصيل** | **. e ماهي رسالة الاعلان** |
| نعم اذا نعم اسال التالي |  |  |  |  |
| لا اذا لا انهي المقابلة |  |  |  |  |

1. **الأسئلة الشخصية**

. سأقرأ لك العبارات التالية وسيكون عليك اختيار مدى موافقتك عليها.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **لا تنطبق إطلاقاً** | **لا** **تنطبق في الأغلب** | **تنطبق في الأغلب** | **تنطبق تماماً** | **المجموع** |
| أنا شخص مبتكر وأحب تجربة أشياء جديدة |  |  | نقطة | تقطتان |  |
| أجد صعوبة أحياناً في التعبير عن آرائي |  |  | إذا اختير، توقف | إذا اختير، توقف |  |
| يجب على الفرد أن يحتفظ بآرائه وأفكاره |  |  | إذا اختير، توقف | إذا اختير، توقف |  |
| أحب سنّ قوانيني الخاصة |  |  | نقطة | تقطتان |  |
| احب الخروج والتنزه |  |  | نقطة | تقطتان |  |
| أقدّر الأعراف والتقاليد وأحب التقيّد بثقافتنا |  |  | إذا اختير، توقف | إذا اختير، توقف |  |
| لا أحب أن أحذو حذو الآخرين |  |  | نقطة | تقطتان |  |
| لا يهمّني إن كان رأيي مطابقاً لآراء الآخرين |  |  | نقطة | تقطتان |  |
| غالباً ما أكون أوّل من يجرّب أشياء جديدة |  |  | نقطة | تقطتان |  |
| أظنّ أنّ التعبير عن آراء الفرد علناً هو أمر مهم وضروري |  |  | نقطة | تقطتان |  |
| أحب الأخذ برأي الآخرين عندما أتخذ قراراً مهماً |  |  | إذا اختير، توقف | إذا اختير، توقف |  |
| أفضّل التعبير عن رأيي من خلال الكتابة والرسم بمنأى عن الأنظار |  |  | إذا اختير، توقف | إذا اختير، توقف |  |

1. **ما هي مهنة رب الأسرة؟ ما هي مهنة الزوجة؟**

|  |  |  |  |
| --- | --- | --- | --- |
| **1** | **إدارة عليا: مجلس إدارة \ مدير شركة** | **8** | **موظف يعمل خارج المكتب: بائع متجول/‏‎…‎‏** |
| **2** | **إدارة وسطى: مدير فرع /قسم/ضابط** | **9** | **عامل ذو مهارة: نجار\ميكانيكي\تقني صيانة…** |
| **3** | **متخصص يعمل لحسابه طبيب/ محام/صيدلي** | **10** | **عامل بدون مهارة: حمال/عامل يدوي/‏‎…‎‏** |
| **4** | **متخصص يعمل موظف طبيب/محام/صيدلي** | **11** | **طالب \ مازال يتابع دروسه** |
| **5** | **صاحب محل/ صنعة / ورشة يعمل لحسابه** | **12** | **عاطل عن العمل/ ربة منزل** |
| **6** | **مزارع أو صياد** | **13** | **متقاعد** |
| **7** | **موظف يعمل داخل المكتب** |  |  |

**للباحثة: يجب أن يتم تحديد مكان عمل المشارك / يجب معرفة طبيعة عمل الزوج والزوجة**

**12.أي فئة من فئات الدخل أقرب الى مجموع الدخل الشهري لأسرتكم، أي مجموع دخل جميع أفراد العائلة العاملين ؟**

|  |  |  |
| --- | --- | --- |
| **1** | **أقل من 200دينار** | **أوقف المقابلة** |
| **2** | **من 201 – 400** | **تابع المقابلة** |
| **3** | **من 401 – 600** | **تابع المقابلة** |
| **4** | **من 601 – 800** | **تابع المقابلة** |
| **5** | **من 801 - 1000** | **تابع المقابلة** |
| **5** | **اكثر من 1000** | **تابع المقابلة** |

**\* الرجاء تحديد المبلغ بجانب المدى..................**

**عدد افراد العائلة ( الاب والام والابناء ).......................................**

**سنقوم بعقد مقابلة في الوقت الذي يناسبك لأن رأيك مهم بالنسبة لنا. أنا متأكد من انك ستجد النقاش ممتعا. سيستغرق النقاش حوالي ساعتين. سنقدم لك هدية في نهاية الجلسة، كتقدير منا على وقتك الثمين.**

**ملاحظة : يجب احضار الهوية الشخصية ، في حال عدم جلب الهوية لن تقدر على المشاركة في جلسة النقاش .**

**13.هل يمكن لآخذ بعض التفاصيل عنك؟**

|  |  |
| --- | --- |
|  | **نوع السكن (تمليك/ايجار)(فيلا-شقة)** |
|  | **الجنسية** |
|  | **مكان العمل** |
|  | **رقم تلفون العمل** |
|  | **البريد الكتروني** |

# Annex 4. Discussion Guide

*The following is the basic guide that will be used during the in-depth interviews sessions. Questions will be added, deleted or modified based on participants’ questions & answers.*

Introduction:

**1. Discussed Subject:**

Moderator introduces self and states the purpose of discussion:

“*To discuss your opinions regarding family planning.”*

**2. Procedure:**

Setup: open-ended discussion

* Complete openness is encouraged and requested.
* Rely on the moderator to keep the discussion on track.
* Promise of confidentiality.

**3. Getting Acquainted:**

Moderator obtains the name of the participant and explains the method of dialogue adopted.

**Profiling Respondents**

**Objective:** Warm up, getting acquainted to respondents and understanding their awareness and attitudes towards family planning.

**Time:** 30 minutes

**WARM UP:**

Please introduce yourself and tell us a little about yourself

*(Probe: marital status, age, occupation, hobbies, daily routine, etc.)*

Now can you tell me a little about your family?

* For how long have you been married?
* Do you have any children? If yes, how many?

*Note to moderator: Asked for engaged.*

* For long have you been engaged?
* When are you planning to get married?

How would you describe a day in your household?

*(Probe for: Activities, errands, looking after children etc.)*

***Note to moderator: “Ask the following questions for newlyweds/engaged”***

How Long after getting married are you planning to have children?

Why have you decided to wait X months/years before conceiving your first child?

How many kids are you planning to have? Why (no.) children?

What do you think is the ideal timing and intervals?

Is this something both you and your husband/wife/fiancée agree to, or are there different preferences?

*Note to moderator: Asked for engaged.*

What are the main topics that you discuss with your fiancée. Have you discussed your plans for future family such as finance, housing, children, etc. Please tell me more.

*Note to moderator: Ask for All*

How do you typically come to an agreement about such matters – getting pregnant and family size?

***Note to moderator: “Ask the following questions for those who have one child”***

How long were you married before you conceived your first child?

* + Did you **plan** to conceive your first child at this time? Tell me more.
  + What were the factors that influenced your decision to conceive your first child at that time specifically? *(probe for: spouse, family intervention, joint decision making, financial consideration etc.)*

Are you planning to have more kids in the future or would you prefer not to have any more children?

* + If not, Why?
  + If yes, how long would you like to wait before the birth of another child? Why?

What is the ideal number of children in a family? Why do you think so?

*(probe for: bigger family, tradition, puts a strain on relationship, financial burden, responsibility, etc.)*

***Note to moderator: “Ask the following questions for those who have more than one child”***

How long were you married before you decided to conceive your first child?

What is the age difference between your children?

* + What is the reason behind waiting *X* amount of years after each child?

What do you think is the ideal age difference between each child? Were you able to apply this? Why? Why not? *(probe for: spouse, family intervention, surprise pregnancy etc.)*

Are you planning to have more kids in the future?

* Is this something you prefer, or would you prefer not to have any more children? Tell me more.

**FAMILY PLANNING AWARENESS AND ATTITUDES**

*Now I would like to talk about family planning.*

Are you aware of any family planning practices that a couple can adopt to delay or avoid a pregnancy? If yes, what are they? *(probe for: healthy timing, spacing pregnancies, delaying first child, modern contraceptives etc.)*

* + How did you come to know about such interventions?

*(probe for: people, community, radio and tv advertisements, social media, etc.)*

In the last few months have you :

* Heard about family planning on the radio ?
* Seen anything about family planning on the television ?
* Seen anything about family planning online ?
* Seen anything about family planning on outdoor billboards ?
* Read about family planning in a newspaper or magazine ?

***Note to moderator: If they mention seeing “plan your pregnancy, ease your burden”, inform them that this will be discussed later in more depth.***

How effective do you think are these campaigns/ads are in relaying information to people or raising awareness about family planning? How so? tell me more.

* + In your opinion, are there better ways in which people can be informed about family planning? How so? Tell me more.

In your opinion are there benefits to family planning practices? How so? Tell me more.

*(probe for: improve family status, children education, economic security, living standards etc.)*

Do you believe Family planning is prevalent or applied by families in Jordan? Why/Why not? Why do you think so? (*probe for: Awareness problem, sociocultural barriers, dynamics of decision making between husband and wife, age, education level, economic status, religion, joint family system etc.)*

Have you ever used anything or tried in any way to delay or avoid getting pregnant?

* If yes, what are the reasons? what encouraged you to?

*(probe for: Awareness, planning for the future, financial burden, responsibilities, etc.)*

* If not, why haven’t you considered using family planning practices?

*(probe for: Awareness problem, sociocultural barriers, dynamics of decision making between husband and wife, age, education level, economic status, religion, joint family system etc.)*

***Note to moderator: as the following questions for those who answered “They don’t use family planning interventions”***

You said that you are not currently/haven’t resorted to family planning practices. Do you think you will resort to it at any time in the future? Why? Why not? What would encourage you to?

**Campaign Assessment - “Plan your pregnancies, ease your burden”**

**Objective:** To gauge the appeal and relevance of the campaign, assess overall understanding and key messages, and determine the impact on action enticement.

**Time:** 60 minutes

***Note to moderator: “Now we will be talking about the “plan your pregnancy, ease your burden” campaign”***

**SPONTANEOUS REACTIONS:**

When was the first time that you saw/heard about this campaign?

* + Where did you see/hear about it? *(probe for: people, community, radio and tv advertisements, social media, Billboard etc.)*
  + How many times did you see/hear it? For how long?
  + Did you see/hear it in more than one place? Or different places. Please explain.

What was it that you saw or heard? Can you describe to me in detail?

What was the first thing that came to mind when you heard/saw the campaign? Please explain.

*(Probe for: Images, emotions, words, notions, verbs, feelings, sensations associated with the campaign)*

What kind of feelings did you get from this campaign? Were they positive or negative? Why? *(Probe: discomfort/comfort, confusion, indifference, etc.)*

**CONVEYED MESSAGES & UNDERSTANDING**

What do you think is the **main idea/message** of this campaign? Explain it to me with your own words.

Where did you get that message from? Give me examples from the campaign.

*(Probe: the images, the people, the quotes, the tagline, the sponsors, etc.)*

Is/are the message(s) clear?

If not clear:

* What was not clear? Which elements?
* In what ways could this be communicated in a clearer way?

What are the different elements that you remember about this campaign?

* + if I would ask you to restate the elements that stuck to your mind about the campaign, what are these elements? *(Probe for: words, phrases, images, message, etc.)*

What makes these elements the most memorable about the campaign?

Note to moderator: Now I want to ask you about few messages and I want you to tell me if you relate the campaign to these messages and if yes, how.

Note to moderator: Ask the below for each of these messages.

* ***Adopting family planning practices*** *contributes to a better life for the mother, child, family and community*
* ***Planning for smaller families*** *will improve the family’s status with regards to health, children’s education, economic security, living standards, entertainment and social relations*
* ***Adopting Family planning methods*** *is safe and effective to delay, space or limit births*

Do you think that the message that the campaign is trying to relay has to do with this message?

How do you feel the campaign or what you saw/heard relates to this message? Please explain to me in detail.

What elements in the campaign allude to this message? Please explain.

**RELEVANCE**

In your opinion, who is this campaign aimed for? Why? Please explain your answer.

*(Probe for: age group, gender, occupation, social class, etc.)*

* Does that include or exclude you? What gives you that feeling?

Do you feel like the message that the campaign is trying to deliver relatable? Why/why not?

* + If not, what can be done in order for the campaign to be more relatable to you?

Does this campaign speak to your values on family planning? Why/why not?

Is the message that is being delivered through the campaign relevant to people in Jordan? What does it reflect about families and married couples?

**IMPACT**

Since you were exposed to the campaign on different occasions, have your perceptions towards family planning changed?

* + If yes: How? Why do you feel this way?
  + If no: Why not?

In your opinion, is there synergy between this campaign and the message it is trying to deliver?

* + Why/Why not?

Having been exposed to the campaign, how close do you feel to the overall idea of family planning? closer or farther? Why?

Did this campaign affect you personally? How so? Please explain.

**ACTION ENTICEMENT**

Did you take action after hearing about the campaign? If yes, what actions did you take?

*(Probe: Request information, alter family planning decisions, ask about sponsors, talk with friends and family members about it, seeking family planning services, nothing, etc.)*

* + What encouraged you to take such actions?

*Note to moderator: Ask for those who answered that they did not take any action.*

* + Why didn’t you take any action? Tell me more.

*(Probe: ad not relevant, unclear, indifference, did not understand message, was not effective etc.)*

**DEMAND PREFERENCES**

What would you like to see changed about this campaign? Why? Please explain.

*(Probe: images, words, phrases, values, messages conveyed, opinions, relatability, etc.)*

In your opinion, what elements would make this campaign more effective and resonate better with people?

**CONTRIBUTION OF THE CAMPAIGN ELEMENTS- INCLUDING THE DESIGN AND SPECIFIC MESSAGES-TO PERCEPTIONS, ATTITUDES, INTENTIONS AND PRACTICES RELATED TO FAMILY PLANNING**

*Note to moderator: Ask for each segment specifically, how the campaign contributed to delivering the following messages.*

* ***Segment I*** *-* Engaged and Newly Weds: couples better delay their first birth until they are materially and psychologically ready to welcome their first child.
* ***Segment II -*** Active Child bearing: couples spacing births for at least three years
* ***Segment III -*** Completed Family: couples consider completing their family with three children maximum

***Ask for Segment I*** *-* Engaged and Newly Weds: Couples better delay their first birth until they are materially and psychologically ready to welcome their first child.

In your opinion, how does the campaign speak to newly weds and engaged couples?

* + Do you feel that the messages target the segment of engaged couples and newlyweds? How so? please explain.
  + What is the key message that this campaign is trying to deliver? *(probe for: ready psychologically, financially, planning for future family etc.)*
  + What elements in the campaign, if any, make you feel that the message resonates with engaged couples/newlyweds? Please explain to me in more detail.
  + Do you feel that it has impact on the perceptions and attitudes of newlyweds/engaged couples towards family planning and the plan of their first birth? How so?
  + Did the campaign/message impact you personally? How so? Please explain.
  + Do you feel that delaying the first child has its benefits? Please explain.
  + Did this belief/idea come to you only after you saw/heard the campaign? Or was it something you were convinced of before.
  + If it is the latter, how did the message/campaign contribute to your existing perception/attitude towards delaying the first child.
  + Overall, how impactful/beneficial do you think such a campaign is for newlyweds/engaged couples *(probe for: awareness, education etc.)*
  + What are the actions that you took/consider taking after seeing/hearing this message?

***Segment II -*** Active Child bearing: couples spacing births for at least three years

In your opinion, how does the campaign speak to couples who have 1-2 children?

* + Do you feel that the messages target this segment? How so? please explain.
  + What elements in the campaign, if any, make you feel that the message resonates with couples who have 1-2 children? Please explain to me in more detail.
  + What is the key message that this campaign is trying to deliver? *(probe for: couples spacing births for at least three years, smaller families, children’s education, economic security, living standards, entertainment and social relations etc.)*
  + Do you feel that it has impact on the perceptions and attitudes of couples towards family planning and the plan of having more than 2 children? How so?
  + Did the campaign/message impact you personally? How so? Please explain.
  + Do you feel that couples spacing births for at least three years has its benefits? Please explain.
  + Did this belief/idea come to you only after you saw/heard the campaign? Or was it something you were convinced of before.
  + If it is the latter, how did the message/campaign contribute to your existing perception/attitude towards spacing births for at least three years.
  + Overall, how impactful/beneficial do you think such a campaign is for couples who have 1-2 children *(probe for: awareness, education etc.)*
  + What are the actions that you took/consider taking after seeing/hearing this message?

***Segment III-*** *Completed Family:**couples consider completing their family with three children maximum*

In your opinion, how does the campaign speak to married couples who have 3 children or more?

* + Do you feel that the messages target this segment? How so? please explain.
  + What elements in the campaign, if any, make you feel that the message resonates with couples who have 3 children or more? Please explain to me in more detail.
  + What is the key message that this campaign is trying to deliver? *(probe for: stopping at three children, children’s education, economic security, living standards, entertainment and social relations etc.)*
  + Do you feel that it has impact on the perceptions and attitudes of couples towards family planning and the plan of having more than 3 children? How so?
  + Did the campaign/message impact you personally? How so? Please explain.
  + Do you feel that stopping at the 3 children has its benefits? Please explain.
  + Did this belief/idea come to you only after you saw/heard the campaign? Or was it something you were convinced of before.
  + If it is the latter, how did the message/campaign contribute to your existing perception/attitude towards completing their family with three children maximum.
  + Overall, how impactful/beneficial do you think such a campaign is for couples who have 3 or more children *(probe for: awareness, education etc.)*
  + What are the actions that you took/consider taking after seeing/hearing this message?

**End of Discussion**

# Annex 5. Messages Tested

The Arabic Messages were presented to Respondents.

* ***Adopting family planning practices*** *contributes to a better life for the mother, child, family and community*
* تبني/استخدام وسائل تنظيم الأسرة يساهم في توفير حياة أفضل للأم والطفل والأسرة والمجتمع
* ***Planning for smaller families*** *will improve the family’s status with regards to health, children’s education, economic security, living standards, entertainment and social relations*
* التخطيط لتكوين عائلة صغيرة الحجم سيحسن وضع الأسرة فيما يتعلق بالصحة وتعليم الأطفال والوضع الاقتصادي ومستويات المعيشة والترفيه والعلاقات الاجتماعية
* ***Adopting Family planning methods*** *is safe and effective to delay, space or limit births*
* تبني/استخدام وسائل تنظيم الأسرة امن و فعال لتأخيرو/او المباعدة بين الاحمال

# Annex 6. Consent Form

Arabic version

**المشاركة**

مرحبا اسمي ..........اضف الاسم هنا ....... أنا أعمل مع Jordan Communication, Advocacy and Policy الممول من قبل الوكالة الأمريكية للتنمية الدولية. نحن نقوم بإجراء بحث نوعي لفهم التصورات والمواقف المتعلقة بالحواجز النفسية الاجتماعية والثقافية التي تشجع أو تسهل دعم حجم الأسرة الأصغر وتبني ممارسات تنظيم الأسرة بين الجماهير المستهدفة.

لقد تم اختيارك لإجراء مقابلة لأنك تستوفي المعايير المطلوبة للمشاركة في هذه الدراسة. شكرا على حضوركم اليوم

أود أن أطرح عليك بعض الأسئلة عن عائلتك وأفكارك وسلوكياتك المتعلقة بالصحة الإنجابية وتنظيم الأسرة. تستغرق الأسئلة عادةً حوالي 50 دقيقة ، لكن الوقت الإجمالي للمقابلة ، بما في ذلك عملية الموافقة هذه ، سيكون حوالي ساعة. كما اخبرناك على الهاتف سيتم تزويدك بالوجبات الخفيفة خلال المقابلة وسيتم تعويضك عن تكاليف النقل.

جميع الإجابات التي تعطينا اياها ستكون سرية. نحن نسجل هذه المناقشة لكننا لن نسجل اسمك. سيتم جمع إجاباتك مع إجابات العديد من الأشخاص الآخرين قبل تحليل إجاباتك. في التحليل ، سنشير إليك فقط باسم "مشارك".

لست ملزمًا بالمشاركة في هذا النشاط ، ولكننا نأمل أن توافق على الإجابة عن الأسئلة ، حيث أن رأيك مهم جدًا بالنسبة إلينا. إذا شعرت بعدم الارتياح عند الإجابة عن سؤال ما ، فلا يتعين عليك الإجابة عليه. فقط اسمحوا لي أن أعرف وأنا سوف انتقل إلى السؤال التالي. يمكنك أيضًا إيقاف المقابلة في أي وقت. في حال كنت بحاجة إلى مزيد من المعلومات حول الدراسة ، يمكنك الاتصال بالشخص المدرج في هذه البطاقة. [بطاقة المشارك اليد.

هل لديك اية اسئلة ؟

هل تسمح لي ببدء المقابلة الآن؟ إذا كان الرد بالموافقة ، فيرجى اخباري بكلمة نعم. ثم سأبدأ المسجل.

* + إذا ﻗﺑل المستفتى وواﻓق ﻋﻟﯽ إﺟراء ﻣﻘﺎﺑﻟﺔ (1) - اﺳﺗﻣر ﻓﻲ اﻟﺟزء 0: ﻣﻘدﻣﺔ
  + إذا رفض المستفتى إجراء مقابلة معه (2) - أنهى المقابلة. أشكر المستفتى ورافقها الى خارج الغرفة.

*[Start recorder]*

البدأ بالتسجيل

English version

Hello. My name is *… [say name here] …*. I am working with the Jordan Communication, Advocacy and Policy Activity funded by the USAID. We are conducting qualitative research to better understand perceptions and attitudes related to psychosocial and cultural barriers that encourage/ facilitate or hinder supporting smaller family size and adopting family planning practices among the targeted audiences.

You were selected for an interview because you meet the required criteria to participate in this study. Thank you for coming in today.

I would like to ask you some questions about your family and your thoughts and behaviors related to reproductive health and family planning. Questions normally take about 50 minutes but the total time for the interview, including this consent process, will be about an hour. As we discussed on the phone you will be provided with snacks during the interview and will be reimbursed for transportation costs.

All of the answers you give will be confidential. We are recording this discussion but we will not record your name. Your answers will be compiled along with the answers of many other people before your answers are analyzed. In the analysis we will only refer to you as “participant”.

You are not obligated to participate in this activity, but we hope you agree to answer the questions, as your opinion is very important to us. If you ever feel uncomfortable answering a question you don’t have to answer it. Just let me know and I will skip to the next question. You can also stop the interview at any time. In case you need more information about the study, you can contact the person listed on this card. *[Hand participant card.]*

Do you have any questions?

Do you allow me to begin the interview now? If yes, please give a verbal yes. Then I will start the recorder.

* If the respondent accepts and agrees to be interviewed (1) --- continue to Part 0: Introduction
* If the respondent refuses to be interviewed (2) --- end the interview. Thank the respondent and show her out of the room.

*[Start recorder]*

1. The ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics, which was developed jointly with the ICC (International Chamber of Commerce), sets out global standards for self-regulation for researchers and data analysts and is undersigned by all ESOMAR members. [↑](#footnote-ref-1)