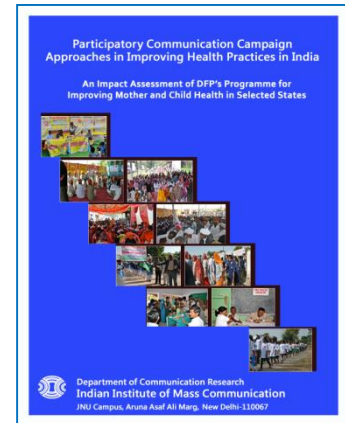


***“DFP’s Participatory Communication Campaign Approaches in Improving Health Practices in India: An Impact Assessment”*. Sponsored by Directorate of Field Publicity, M/o I&B. 20011-12.**

The aim was to assess the campaign factors that may impact the uptake of knowledge and outcome of attitude change in the area of MCH. The broad objective was to determine the effectiveness of the two-step communication process for promoting mother and child health practices/behaviours among the communities. Specific objectives were to assess communication of the selected health schemes <sup>1</sup> across two tiers of the campaign which included: Evaluation of campaign materials and processes, evaluating feasibility of two-step participatory communication process.



Evaluating impact of such communicative process among beneficiaries, Identification and explanation of knowledge gaps, mapping of changes occurring at KAP level among beneficiaries in three core health areas. (Institutional delivery, Family planning and Exclusive Breast Feeding)and Evaluation of competencies, enablers and disenablers – socio-cultural and systemic.

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<sup>1</sup> These communication activities are focused on the schemes of (a) Institutional delivery, (b) Family planning, and (c) Exclusive breast feeding.