

Rapid Audience Assessment Survey Round II Report

Submitted to

Breakthrough



CMS endeavours to
work towards equity,
social development
and transparency in
governance through
research, advocacy
and capacity building.



Report
2009-10

Content

	Page No
Chapter-I Introduction	01-03
1.1 Background	
1.2 The Research Component	
1.3 Rapid Assessment Survey – Round 2	
1.4 Aim	
1.5 Coverage	
1.6 Respondents	
1.7 Tools for study	
1.8 Limitations	
Chapter-II Respondent Profile & Medium of Exposure	04-08
2.1 Socio-demographic profile	
2.2 Number of persons contacted to get eligible respondents	
2.3 Medium of Exposure (Multiple Responses)	
2.4 Frequency of Exposure	
2.5 Last time when	
Chapter- III Recall of Campaign on Prevention of Domestic violence	09-18
3.1 Recall of Television spots	
3.2 Content Recall of the Radio spots	
3.3 Content Recall of the Video Vans	
3.4 Content Recall of the Posters /Print advs.	
3.5 Learning from messages	
3.6 Most liked advertisement	
3.7 Action taken after seeing the campaign	
3.8 Awareness about PWDV Act 2005	
3.9 Heard about Protection of Women from Domestic Violence Act, 2005	
Summary and Conclusion	
Annexure	
▪ Questionnaire	

List of Tables

Table 1.1: Coverage

Table 1.2: Contacts Made

Table 2.1: Location

Table 2.2: Sex

Table 2.3: Age

Table 2.4: Education level

Table 2.5: Occupation

Table 2.6: Religion

Table 2.7: Marital Status

Table 2.8: States

Table 2.9: Medium of Exposure

Table 2.10: On Television

Table 2.11: Number of times

Table 2.12: Last time in TV

Table 2.13: Last time in Radio

Table 2.14: Last time Video Vans

Table 3.1: Recall of TV spots

Table 3.2: Content Recall of TV spots

Table 3.3: Recall of Radio Spots

Table 3.4: Content recall of Radio spots

Table 3.5: Recall of Video Vans

Table 3.6: Content Recall of Video Vans

Table 3.7: Recall of Poster

Table 3.8: Content recall of Poster

Table 3.9: Learning from TVCs

Table 3.10: Learning from Radio Spots

Table 3.11: Learning from Print

Table 3.12: Learning from Video

Table 3.13: Most Liked Advertisement

Table 3.14: Reasons for liking TVCs

Table 3.15: Action Taken

Table 3.16: Protection of Women from Domestic Violence Act, 2005

Table 3.17: Components of PWDVA recalled

Table: 3.18: Came across DV?

Table: 3.19: Actions Taken

List of Graphs

Graphic Plate 1 - Doodh-Got Milk

Graphic Plate 2 -Alley Cricket

Graphic Plate 3 - Boman Irani – Phone

Graphic Plate 4 - Bom an Irani -Facing Camera

Graphic Plate 5: Video Van

Graphic Plate 6: Poster

Chapter-I Introduction

1.1 Background

Breakthrough's latest campaign "Bell Bajao" (Ring the Bell), urges men to take a stand against domestic violence. Bell Bajao campaign was launched on August 20, 2008. This 360-degree media campaign had components of TV spots, radio spots, print advertisement and a mobile video van.

1.2 The Research Component

The research component, which has been formulated to give direction to the mass media campaign strategy, has been conceptualized as a process. The process – keeping in mind the need for flexibility - has three components: **Baseline , Monitoring & Tracking and End line**.

1.2.1 Baseline

The Baseline study undertakes a KAP study on Domestic violence and PWDVA 2005 among the target audience of women and men of 15-49 yrs. It comprised of a field survey on i) KAP based on the indicators developed ii) Media habits and iii) Information sources used by the audience.

1.2.2 Tracking

Tracking the impact of the designed and implemented IEC strategy, (approximately once every six months), ensures effective monitoring and proper feedback for strategic flexibility. Impact on the audience and exposure to the campaign are additionally to be assessed by means of Rapid Assessment Survey (RAS) and Most Significant stories to be collected from the field.

1.2.3 End line

The End line study is intended to be an evaluation of the IEC strategy after rounds of Tracking. It would record the change in KAP of the target audience using the same indicators that were used for the Baseline.

The present report is the second round of the Rapid Appraisal Survey on the exposure to the campaign and their impact on the audience. The report also compares RAS Round 1 and 2 on some indicators.

1.3 Rapid Assessment Survey – Round 2

The **Bell Bajao Campaign** was launched on August 20, 2008. A series of spots created by Breakthrough on ‘stopping domestic violence’ were telecast and broadcast on various television channels, radio channels and newspapers across the intervention states. Further a video van containing materials on HIV and Domestic Violence Act, playing the spots developed by Breakthrough and having volunteers interacting and answering the enquiries of the audience also moved around strategic locations in the districts. Apart from this the peer education training continued to sensitize local youths towards the issue and reinforce the messages in the intervention districts.

1.4 Aim

The main aim of the Rapid Assessment Survey (RAS) was to assess the exposure to and the impact of the campaign on the audience. More specifically the objectives of the rapid assessment survey are:

- To assess the recall and comprehension of television, radio spots, print advertisements and the video van.
- To understand the impact of the campaign on the target audience on their knowledge, attitude and practices.

1.5 Coverage

The study was carried out in those states where Baseline study was conducted. The intervention district was selected for Rapid Assessment Survey- Round I. Further specifically to understand the impact of the video vans, locations in and around places where video vans traveled were specifically selected for the survey. Both urban and rural locations were visited for the purpose.

Table 1.1: Coverage

State	District	Urban Locations	Rural Locations
Karnataka	Dakshin Kannada	Athavara, Manglore University Neralkatte, Surathkhal, Madantayaru, Arisina Mukhi, Mahalingeshwar Temple, Sri Ram Pette, Omarjung.	Ullala Bile, Kai Kamba, Baikampadi, Katila, Cottyaripeet, Mallikatte,
Maharashtra	Aurangabad	Vedant Nagar, Adarsh Nagar, Shahganj, Lature Main Market , Gangapur , Samta Nagar, MIDC & Vishal Mega Mart, Nehru Engineering College, Jawahar Colony,	
Uttar Pradesh	Lucknow	Palika Ganj, Jahimabad, Kanar, Kesarbagh, Hussainganj, Chowk, Charbagh Colony,	Jagat Khera, Rahimabad, Malihabad

1.6 Respondents

From each state 80 respondents were covered. In all, 240 respondents were covered in 3 states. A screener was administered to identify those households who have seen, heard or watched anything to do with prevention of domestic violence. From the screened household women and men aged 15-49 were interviewed. For covering the required number of respondents in a district, lot more were contacted. As evident from the table below as against on four times in RAS 1, this time around ten times more contacts had to be made to get the target of 240 audience.

Table 1.2: Contacts Made (Figures in numbers)

States	HH Contacts Made		Total respondents	
	R1	R2	R1	R2
Karnataka	198	614	80	79
Maharashtra	417	772	80	81
Uttar Pradesh	356	658	80	81
Total	971	2044	240	241

1.7 Tools for study

A screener and a pre-coded questionnaire were designed for the quantitative study to capture the recall and the impact of the campaign. The questionnaire contained questions pertaining to the campaign recall and its impact on audience besides few questions on the knowledge about Protection of Women against Domestic Violence Act 2005. This time however a provision of aided recall was kept. Stills from TVC spots, picture of the poster and photographs of video vans were used without the logo of Breakthrough or any tagline on them. This was to help the audience, recall a campaign to which they were exposed quite a long time back. Further some questions on safe sex negotiations were added too.

1.8 Limitations

Behaviour change cannot be achieved through short duration campaigns. Continuous reinforcement through various mediums may result to certain amount of change in attitude and practice.

In the context of Bell Bajao Campaign, it is to be noted that only the television spots ran more than once and for duration of a month or more. The radio spots were only run once in the beginning and were not repeated later during the entire campaign period. Similarly the video vans traveled around the intervention districts only once. Further, Aurangabad in Maharashtra acted like a control district as the intervention was not as intense as in the other two intervention districts. The impact of the campaign needs to be interpreted keeping in mind the differing degree of implementation. With this background, Round 2 RAS considers learning and action to some extent as an indicator of impact of the campaign on the audience.

Chapter-II Respondent Profile & Medium of Exposure

2.1 Socio-demographic profile

This section provides the socio-demographic profile of the respondents, who have been interviewed for the present assessment.

Location wise

Table 2.1: Location (Figures in %)

	Karnataka		Maharashtra		Uttar Pradesh		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
Urban	50	34.2	98.7	67.9	43.7	50.6	64.2	51.0
Rural	50	65.8	1.3	32.1	56.3	49.4	35.8	49.0

The disintegrated data above shows us the percentages of respondents covered in urban as

well as rural areas. Unlike the last RAS round almost equal number of respondents could be contacted from urban and rural areas in this round.

Age-sex distribution

Table 2.2: Sex (Figures in %)

	Karnataka		Maharashtra		Uttar Pradesh		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
Male	50	43.0	48.8	50.6	50	49.4	49.6	47.7
Female	50	57.0	51.3	49.4	50	50.6	50.4	52.3

Interestingly in RAS Round 2 more female respondents were found from all the states.

Table 2.3: Age (Figures in %)

	Karnataka		Maharashtra		Uttar Pradesh		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
15-25	18.8	16.5	38.8	29.6	23.8	33.3	27.1	26.6
26-35	47.5	68.4	41.3	43.2	37.5	38.3	42.1	49.8
36-45	25.0	12.7	18.8	25.9	35.0	25.9	26.3	21.6
46 and above	8.8	2.5	1.3	1.2	3.8	2.5	4.6	2.1

About 50 percent of respondents for this study were in the age group of 26-35. The rest were almost

equally distributed in the age group of 15-25 yrs and 26 to 45 yrs.

Level of Education

Table 2.4: Education level (Figures in %)

	Karnataka		Maharashtra		Uttar Pradesh		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
Illiterate	2.5	6.3	0		32.5	6.2	11.7	4.1
Semi literate	5.0	5.1	0	1.2	8.7	6.2	4.6	4.1
Literate	37.5	25.3	12.5	14.8	27.5	39.5	25.8	26.6
SSC/HSC	45.0	36.7	43.8	48.1	25.0	22.2	37.9	35.7
College/graduate/ PG	10.0	26.6	43.8	35.8	6.3	25.9	20.0	29.5

Education wise the respondents were not evenly distributed among states as can be seen in the above table.

Majority of the respondents reported completing their higher secondary school while around 30 percent were in college or were graduates.

Occupation

The occupation of the respondents contacted has been presented in Table 2.5. Majority of the respondents (35.7 percent) were housewives followed by salaried staff (24.9 percent) and unlike the last RAS Round more student participated in the study. Unemployed only comprised of 3 percent of the respondents.

Table 2.5: Occupation (Figures in %)

	Karnataka		Maharashtra		Uttar Pradesh		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
Student	3.8	13.9	18.8	7.4	3.8	13.6	8.8	11.6
Salaried staff	11.3	11.4	20.0	45.7	3.8	17.3	11.7	24.9
Unemployed	7.5	2.5	8.8	4.9	20.0	2.5	12.1	3.3
Cultivation/family farm	1.3	11.4	2.5	1.2	12.5	2.5	5.4	5.0
Wage Labour	20.0	6.3	15.0	2.5	11.3	7.4	15.5	5.4
Business	16.3	10.1	2.5	1.2	0	9.9	6.3	7.1
Housewife	32.5	35.4	21.3	30.9	40.0	40.7	31.3	35.7
Other small trade	7.5	8.9	11.3	6.2	8.8	6.2	9.2	7.1

Religion

Table 2.6: Religion (Figures in %)

Religion	Karnataka		Maharashtra		Uttar Pradesh		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
Hindu	63.8	48.1	78.8	92.6	72.5	84.0	71.7	75.1
Muslim	20.0	26.6	16.3	7.4	27.5	16.0	21.3	16.6
Christian	16.3	21.5	0	0	0	0	5.4	7.1
Sikh	0	3.8	1.3	0	0	0	0.4	1.2
Others	0	0	3.8	0	0	0	1.3	0

It could be very well noted in Table 2.6 that the Hindu population this time has constituted 75 percent of the total respondents followed by respondents from Muslim and Christians.

Marital Status of the respondents

Table 2.7: Marital Status (Figures in %)

Marital Status	Karnataka		Maharashtra		Uttar Pradesh		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
Married	70.0	87.3	66.3	76.5	77.5	77.8	71.3	80.5
Unmarried	28.8	12.7	33.8	23.5	21.3	22.2	27.9	19.5
Widowed/Widower	1.3	0	0	0	1.3	0	0.8	0

Like the previous round the proportion of married respondents was more than the unmarried respondents.

2.2 Number of persons contacted to get eligible respondents

Table 2.8: States (Figures in numbers)

States	HH Contacts Made		Total respondents	
	R1	R2	R1	R2
Karnataka	198	614	80	79
Maharashtra	417	772	80	81
Uttar Pradesh	356	658	80	81
Total	971	2044	240	241

the required number.

As explained earlier, the field teams had to contact more persons before they identified eligible respondents for the rapid assessment. This round it was almost 10 times more than

2.3 Medium of Exposure (Multiple Responses)

The table below shows us the different channels through which respondents got exposed to the campaign messages.

Table 2.9: Medium of Exposure (Figures in %)

N=241	Television		Radio		Print		Video Vans	
	R1 (123)	R2 (190)	R1 (23)	R2 (18)	R1 (14)	R2 (33)	R1 (116)	R2 (77)
Karnataka	55.0	53.2	11.3	3.8	1.3	39.3	57.5	50.6
Maharashtra	80.0	98.8	5.0	1.2	15.0	0	7.5	1.2
Uttar Pradesh	18.8	84.0	12.5	17.3	1.3	2.5	80.0	44.4
Total	51.3	78.8	9.6	7.5	5.8	13.7	48.3	32.0

As presented in the Table 2.9 above, around **79 percent of the respondents** reported getting exposed to the **television spots of the campaign**; just about **32 percent recalled their exposure to the video vans**. However the exposures to radio spot and poster /newspaper were negligible.

Maharashtra had highest exposure to television while Uttar Pradesh and Karnataka reported high exposure to Video Vans. Karnataka's exposure to print media was the highest.

2.4 Frequency of Exposure

For a person to understand the content of the spot, remember it and internalize the message given in the spot, it is essential that the person come across the spot several times. The study thus tried to find out from the respondents, the frequency of their watching or listening to an advertisement.

▪ On Television

Table 2.10: On Television (Figures in %)

States	Number of times															
	N		1		2		3		4		5		>5		NR	
	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2
Kar	44	42	2.3	2.4	11.4	21.4	27.3	33.3	18.2	23.8	18.2	4.8	22.7	2.4	0	5
Maha	64	80	3.1	10.0	25.0	16.3	25.0	10.0	28.1	15.0	15.6	11.3	3.1	37.5	0	0
UP	15	68	33.3	1.5	66.7	35.3	0	36.6	0	17.6	0	1.5	0	7.4	0	0
Total	123	190	6.5	5.3	25.2	24.2	22.8	24.7	21.1	17.9	14.6	6.3	9.8	18.9	0	5

The television spots appeared at different points of time and it can be seen that about **one-fourth** of the respondents were exposed to the advertisement in television for two and three times, followed by those who (18.9 percent) have seen it for more than five times. An analysis of the disintegrated data anyhow shows that in Maharashtra, more people have watched it for more than five times.

On Radio

Table 2.11: Number of times

(Figures in numbers)

	Number of times															
	N		1		2		3		4		5		>5		NR	
	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2
Kar	9	3	-	-	-	1	1	-	2	1	-	-	7	-	-	1
Mah	4	1	-	-	1	-	2	-	1	-	-	1	-	-	-	-
UP	10	14	6	2	4	2	-	5	-	2	-	-	-	3	-	-
Total	23	18	6	2	5	3	3	5	3	3	0	1	7	3	-	1

Besides the low number of listeners to any radio advertisement, the frequency of exposure too was less for this medium. Out of 18 respondents exposed to the radio advertisement only 3 from Uttar Pradesh reported hearing it for more than 5 times while it was once for 2 respondents from the same state. It is worth noting that the radio spots were not repeated and the respondents recalled it from their first exposure only.

2.5 Last time when

Table 2.12: Last time in TV

(Figures in %)

States	Television (In days)											
	N1		<7		7-14		15-30		> 1 month		CR	
	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2
Kar	44	42	38.6	0	50.0	0	11.4	0	0	16.7	0	83.3
Mah	64	80	9.4	0	42.2	0	39.1	3.8	9.4	95.0	0	1.3
UP	15	68	0	0	6.7	4.4	86.7	7.4	6.7	72.1	0	16.2
Total	123	190	18.7	0	40.7	1.6	35.0	4.2	5.7	69.5	0	24.7

As compared to the earlier round 69.5 per cent of respondents recalled to have seen those a month before the survey.

Table 2.13: Last time in Radio

(Figures in numbers)

States	Radio (In days)											
	N2		<7		7-14		15-30		> 1 month		CR	
	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2
Kar	9	3	8	-	1	-	-	-	-	-	-	3
Mah	4	1	-	-	4	-	-	-	-	1	-	-
UP	10	14	-	-	-	-	10	6	-	7	-	1
Total	23	18	8	-	5	-	10	6	-	8	-	4

With regard to the last round's finding that majority of the respondents have said that they listened to the radio advertisement 15-30 days before the survey, this time most of them reported of being exposed to it more than a month before the survey.

Table 2.14: Last time Video Vans

(Figures in %)

States	Video Vans(In days)											
	N		<7		7-14		15-30		> 1 month		CR	
	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2
Karnataka	46	40	0	2.5	0	0	19.6	0	78.3	2.5	2.2	95.0
Maharashtra	6	1	0	0	0	0	0	0	100	100	0	0
Uttar Pradesh	64	36	0	0	0	0	0	0	100	11.1	0	89.9
Total	116	77	0	1.3	0	0	7.8	0	91.4	7.8	0.9	90.9

Majority of the respondents who reportedly were exposed to the video vans quite rightly pointed out that they were exposed to the video van more than a month before the survey.

Chapter- III Recall of Campaign on Prevention of Domestic violence

In the Rapid Assessment Survey the respondents were probed further on their level of comprehension, likings of and learning from the campaign that they were exposed to. In this round as explained earlier to refresh the respondent's minds some visual clues were used for aided recall of the contents of advertisement on TV, the poster and the video vans. The spontaneous and aided recall on each media and spots exposed and the extent of recall is documented.

3.1 Recall of Television spots

Table 3.1: Recall of TV spots

(Figures in numbers)

	Spontaneous recall	Aided recall	Total	% to total
Doodh-Got milk?	57	64	121	50
Alley Cricket	39	72	111	46
Boman Irani & motorcycle	31	31	62	26
Boman Irani-piece to camera	6	9	15	6.2

It may be noted that visual aid did help the respondents in recollecting the content of the Spots that they have been exposed to. The 'Got Milk' television spot was recalled by 50 percent of the respondents followed by 'Alley Cricket' (46 percent).

Graphic Plate 1- Doodh-Got Milk



Graphic Plate 2-Alley Cricket



Graphic Plate 3 - Boman Irani – Phone



Graphic Plate 4 - Boman Irani -Facing Camera



Table 3.2: Content Recall of TV spots

(Figures in %)

Spots		Karnataka		Maharashtra		Uttar Pradesh		Total	
		R1	R2	R1	R2	R1	R2	R1	R2
Doodh	Fully	43.2	0	50.0	42.0	0	19.8	41.5	20.7
	Partially	18.2	32.9	6.3	22.2	33.3	33.3	13.8	29.5
	Not at all	38.6	67.1	43.7	35.8	66.7	46.9	44.7	49.8
Alley Cricket	Fully	47.7	0	48.4	30.9	20.0	14.8	44.7	15.4
	Partially	20.5	29.1	4.7	21.0	53.3	42.0	16.3	30.7
	Not at all	31.8	70.9	46.9	48.1	26.7	43.2	39.0	53.9
Boman Irani	Fully	0	0	7.8	29.6	0	7.4	4.1	12.4
	Partially	0	21.5	4.7	9.9	6.7	8.6	3.3	13.3
	Not at all	100.0	78.5	87.5	60.5	93.4	84.0	92.6	74.3
Boman Irani Face to camera	Fully	0	0	7.8	0	26.7	6.2	7.3	2.1
	Partially	0	3.8	4.7	0	40.0	8.6	7.3	4.1
	Not at all	100.0	96.2	87.6	100	33.3	93.8	85.4	97.5

However the level of comprehension of TVCs was partial for majority of respondents who recalled them.

3.2 Content Recall of the Radio spots

Table 3.3: Recall of Radio Spots (Figures in numbers)

	Spontaneous recall	Aided recall	Total	% to total
Restricted mobility	9	2	11	4.6
Economic dependency	6	2	8	3.3
Unsatisfactory food	3	1	4	1.6

The recall of radio spots were majorly spontaneous retained from the previous exposure. Out of the total 21 respondents who reported exposure to Radio Spots, **11 reported** listening to 'Restricted mobility'. The other two spots were recalled by 8 and 4 respondents respectively.

Table 3.4: Content recall of Radio spots (Figures in numbers)

Spots n=18		Karnataka		Maharashtra		Uttar Pradesh		Total	
		R1	R2	R1	R2	R1	R2	R1	R2
Restricted mobility	Fully	4	0	1	1	0	3	5	4
	Partially	2	1	1	0	5	6	8	7
	Can't recall	3		2		5		10	
Economic dependency	Fully	4	0	3	0	0	2	7	2
	Partially	2	2	1	0	0	4	3	6
	Can't recall	3		0		10		13	
Unsatisfactory food	Fully	1	0	0	1	2	0	3	1
	Partially	2	1	0	0	6	2	8	3
	Can't recall	6		4		2		12	

3.3 Content Recall of the Video Vans

Graphic Plate 5: Video Van



Table 3.5: Recall of Video Vans (Figures in numbers)

	Spontaneous recall	Aided recall	Total	%
Video Vans	26	50	76	31.5

Table 3.6: Content Recall of Video Vans (Figures in %)

Recall	Karnataka		Maharashtra		Uttar Pradesh		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
Fully	37.0	2.5	100.0	0	32.8	12.3	37.9	5.0
Partially	63.0	46.8	0	1.2	65.6	32.1	61.2	26.6
Not at all	0	50.6	0	98.8	1.6	55.6	0.9	68.5

Around **31 percent** of the respondents recalled movement of video vans which happened almost a year ago. Most of them recalled the spot being shown with a ‘bell’ as an intervention tool. Respondents recalled that the video van gave away information about the DV Act and HIV/AIDS and also had the help line mentioned in it. Further they recalled that they have also seen some leaflets and reading materials being distributed through the video vans.

3.4 Content Recall of the Posters /Print advs.

Graphic Plate 6: Poster



Table 3.7: Recall of Poster (Figures in numbers)

	Spontaneous recall	Aided recall	Total	% to total
Poster	3	28	31	12.9

Table 3.8: Content recall of Poster (Figures in numbers)

	Kar		Mah		UP		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
N	1	31	12	0	1	2	14	33
Fully	0	0	11	0	0	0	11	0
Partially	1	30	1	0	1	1	3	31
Not at all	0	1	0	0	0	1	0	2

Out of 33 respondents who reported seeing the poster or print advertisement 31 could partially comprehend the content in the poster. The recall was

more in Karnataka and UP.

3.5 Learning from messages

The respondents were enquired about anything that they learnt from the spots.

3.5a. Television Spots:

The learning from each of the television spots as reported by the respondents has been presented in Table 3.5 below. An analysis of the data brings out that majority of the respondents reported learning from the spots of

‘Alley Cricket’ and ‘Doodh’. The most common learning from all the television advertisement was ‘stop domestic violence by interrupting’ and to make the ‘abuser realize that someone is watching you’, deviating the fight by interrupting, that children can also play a role in stopping violence was also reported as learning. That one can interrupt domestic violence ‘giving any trivial reason’ was an eye opener for many.

Interestingly the respondents used the word ‘people quarrelling’ rather than violence. The main concept of ‘interrupting’ domestic violence by any trivial excuse resonated very well with the audience.

Table 3.9: Learning from TVCs

(Figures in %)

Doodh- Got Milk?	Kar		Mah		UP		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
Domestic Violence should be stopped	81.5	7.7	5.6	23.1	60.0	7.0	39.7	14.0
Should not fight among our self because due to this neighbors are disturbed	11.1	0		7.7	40.0	7.0	7.4	5.8
If neighbors are quarreling then we should make them understand because due to this others face problem also. Do not indulge in this shameless activity because others are watching	3.7	38.4	41.7	13.4		11.6	23.5	18.2
We can stop the violence by ringing the bell or by diverting the abuser somehow	3.7	50	52.8	52.0	0	72	29.4	58.7
Domestic Violence is illegal		3.8		1.9				1.7
This ad can reduce the frequency of DV						2.3		0.8
One partner should keep quiet during the quarrel				1.9				0.8
Alley Cricket	R1	R2	R1	R2	R1	R2	R1	R2
Due to domestic violence children also face problem and they get badly affected by this also. Simultaneously they also contribute towards stopping of violence	56.7	43.4	41.2	14.0	54.5	11.8	49.3	17.9
We should not quarrel in the house and if neighbors are quarreling then we should ring the bell so that he should feel that we know about their quarrel	13.3	13.0	2.9	21	36.4	16.2	12.0	17.1
If the children are also aware about violence then we should also be aware	6.7	34.8	55.9	34.9	9.1	27.9	29.3	31.3
divert the attention/ shift the focus to some thing else	16.7	4.3		11.7		14.7	6.7	11.9
Stopping the domestic Violence and improving their relations	6.7	4.3		7.0			2.7	3.0
Ways to stop violence				9.3		8.8		7.5
Information about helpline and social responsibility						25.0		12.7
Boman Irani	R1	R2	R1	R2	R1	R2	R1	R2
If neighbors are quarreling then they should be pacified for some time		21.4		3.1	100	2.9	11.0	5.3
If people are quarreling then we should go and stop them through any excuse so that he should know that we know about their quarrel		21.4	87.5	31.3		1.5	78.0	12.3
Do not quarrel with your wife so that neighbors come to stop the quarrel by any excuse			12.5	15.6		2.9	11.0	6.1
A little interference like ringing the bell can stop violence		50		43.8		11.8		25.4
Any one can ring the bell and it would embarrass people of their own deed		7.1		6.2		5.9		6.2
Don't recall						75		44.7
Boman Irani Faces Camera	R1	R2	R1	R2	R1	R2	R1	R2
If your neighbors are quarreling then you should stop the quarrel. Do not be an onlooker. Go and stop them by any excuse		66.7	100		90.0	16.7	94.4	18.8
Neighbors face problem due to domestic violence		33.3			10.0		5.6	1.4
We should inform them that we know about their quarrel						1.5		1.4
Don't recall						81.8		78.3

The advertisement on **Doodh** has made majority of the respondents to think that **any attempt to interrupt domestic violence can work**. Although very few, the respondents also reported to have learnt that **domestic violence is illegal**. Interestingly one cannot overlook that around one percent of the respondents feel that

advertisements would bring down the frequency of domestic violence on one side and there is nothing that one can do and that one partner should keep quiet during a quarrel on the other.

The spot on **Alley Cricket** has made respondents to believe that if **children are aware** it is high time that we **become aware too** in order to stop any such acts of violence in their neighbourhood.

Both the spots, where **Boman Irani** appears triggered respondents to realize that one **should not be a mere onlooker**, if they happen to come across any act of domestic violence in their neighbourhood. They have also learnt that one should stop such acts by any means and also make the persons involved realize that others are observing them and know about their personal matters.

3.5b. Radio Spots:

Table 3.10: Learning from Radio Spots

(Figures in number)

	Kar		Mah		UP		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
Restricted mobility								
Have faith on your wife do not quarrel without any reason					2	2	2	2
Do not quarrel in the house	2				2		4	
Always respect your wife.	2		1		1		4	
Wife should not go any where without informing the husband	2		1			5	3	5
We should try to stop such incidence in our neighborhood		1						1
Very small issues are the root cause of domestic violence		1						1
Husband should not use abusive language without listening to his wife						1		1
Economic dependence								
Have faith on your wife , do not quarrel without any reason	3	1	3			1	6	2
Do not indulge in domestic violence	1						1	
Wife should not take money from husbands pocket without informing him due to which husband gets angry and start quarreling			1				1	
Women should be economically independent	2						2	
Always respect your wife						2		2
Women should go out only for genuine work						1		1
One should not get angry	1					1		2
Unsatisfactory food								
Do not fight in the house for small matters/trivial issues	1	1			7		8	1
Respect your wife in the house	2				1		3	
One should stop such incidence				1				1
Go and have food in hotel if you do not like the cooked food						1		1

The recall of radio was from the early rounds of broadcast and was too less. Like the previous round the spots made the listeners think that **one should not indulge in any act of domestic violence** without any valid reason. Anyhow, the radio spots have also given away unintended messages among the listeners, as they pointed out that **women should not do certain things without prior information to make the husband angry**.

3.5c. Print:

The print materials (poster, newspaper advertisement, leaflets distributed from video vans etc.) however gave information about the law that provides support to women in case of violence. Most of the respondents identified that domestic violence is a crime and the helpline number from the poster.

Table 3.11: Learning from Print

(Figures in number)

Print/Poster	Kar		Mah		UP		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
Respect your wife in the house and do not fight with women		1			1		1	1
In case of domestic violence women will get legal help by the society		3	12				12	3
Inform to relevant department or call on 1091	1	6				2	1	8
Domestic Violence is a crime		11						11
Most of the women are victims of Domestic Violence		3						3
We should be aware about domestic violence		2						2
Ring the bell and stop the violence		2						2

3.5d Video Vans:

The Video Vans were designed to give away information on both domestic violence and HIV/AIDS through distributing leaflets, pamphlets, street play, games and quizzes. The data reveals that majority have learnt that all forms of domestic violence should be stopped by any means and a third person can not be a mere onlooker and thus shrug off from his responsibility to stop such acts. They also shared that they feel such an interactive medium can be a very strong tool to interrupt domestic violence and inform people about the law.

Unlike last round the respondents recalling learning on AIDS was less. They reported that they learnt about the ways in which AIDS would spread and also about the preventive methods. However they all referred to HIV as 'AIDS'. The respondents also mentioned that the video van distributed pamphlets but did not specify on what issue.

Table 3.12: Learning from Video

(Figures in %)

Video Van N=77	Kar		Mah		UP		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
Do not fight in the house	17.4				19.0	11.1	17.4	5.2
Due to domestic violence children get effected very badly					1.6		0.9	
Domestic violence should be stopped and ring the bell	41.3	7.7		100	34.9	41.7	35.7	25.0
If neighbors are quarreling go and stop them. Do not be an onlooker		2.6			22.2		12.2	1.3
Respect the women and help her. Inform the people that if you misbehave with women then she may take legal action	6.5	5.1	100		5.6	4.2	8.7	5.3
Every one should fight against domestic violence	10.9	7.7				8.3	4.3	7.9
We got information about the Law (Domestic Violence Act 2005)	2.2	28.2				13.9	0.9	21.0
Women should raise voice against domestic violence		2.6						1.3
Awareness through pictures & it is a strong medium to stop violence		38.5				11.1		25
Helpline number						2.8		1.3
Routes of transmission of AIDS	19.6	2.6	33.3		34.9		28.7	1.3
Preventive methods of AIDS			33.3		19.0		12.2	
How does AIDS spread from mother to children		7.7			7.9		4.3	3.9
Distributed pamphlets		2.6				30.6		15.8
DK/CS	2.2				1.6		1.7	

3.6 Most liked advertisement

Table 3.13: Most Liked Advertisement

(Figures in %)

	RAS - Rnd 1				RAS - Rnd 2			
	Kar	Mah	UP	Total	Kar	Mah	UP	Total
N	28	26	20	74	43	41	71	155
Doodh	46.4	38.5	5.0	32.4	27.9	22.0	22.5	23.9
Alley Cricket	32.1	38.5	30.0	33.8	27.9	29.3	42.3	34.8
Boman Irani with his bike	0	7.7	5.0	4.1	11.6	46.3	14.1	21.9
Boman Irani speaking	0	0	20.0	5.4	4.7	0	1.4	1.9
Restricted Mobility	0	3.8	0	1.4	0	0	2.8	1.3
Dependency	3.6	3.8	0	2.7	2.3	0	2.8	1.9
Food	3.6	0	15.0	5.4	0	2.4	0	0.5
Poster	0	7.7	0	2.7	0	0	0	0
Video Van	14.3	0	25.0	12.2	25.6	0	14.1	13.5

Like RAS Round 1, ‘Alley Cricket’ and ‘Doodh’ re-emerged as the most favourite spot for the respondents who have been exposed to more than one elements of the campaign. The ‘Boman Irani with bike’ spot has become favourite spot for about 22 percent people from 4 percent in the last round.

Reasons for liking:

Unlike the last round when asked about the reason for which they happened to like a particular spot, the respondents answered that the act of asking for ‘milk’ from the neighbor to stop or interrupt domestic violence, seemed to be the best excuse to interrupt domestic violence. The others also reported liking the children’s involvement in stopping domestic violence as they thought it would teach the children to stop the act.

Table 3.14: Reasons for liking TVCs

(Figures in %)

TVCs	Doodh N=37	Cricket N=54	Boman Irani with bike N=34	Boman Irani N=3
Children stop their play and go to stop the domestic violence		50.0		
Aware people about the stopping of domestic violence	8.1	9.3	14.7	33.3
To stop domestic violence, asking for milk without any reason	59.5		5.9	
It is easy to understand by watching proof/an example on television	5.4			33.3
The act of interrupting –example is good	5.4	11.1	52.9	
It teaches our children to stop violence/ Children can stop DV	2.7	33.3		
People listen more carefully when any celebrity/ famous person talk about this issues			5.9	33.3
Any one can interrupt them and divert their mind from violence	13.5		14.7	
We can make people to understand who are involve in D.V.	2.7		5.9	
Get more clear information/ easy to understand	2.7			

N=155

For Boman Irani in his bike spot, the audience liked the reason that he gave to interrupt the violence, which he overheard.

For the radio spots the respondents said that these ads tell people not to torture women at home.

The video van was preferred by respondents as it was an interactive medium for creating awareness among masses. The audience see, hear, feel and understand the issue of domestic violence and the need to stop it. They believed that awareness through the interactive media of drama and street plays can leave more impact on the people.

3.7 Action taken after seeing the campaign

Table 3.15: Action Taken

(Figures in %)

N=241	Karnataka		Maharashtra		Uttar Pradesh		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
Discussed with friends/family	53.8	68.4	36.3	2.5	12.5	48.1	34.2	39.4
Stopped domestic violence in neighbourhood	6.3	5.1	0	6.2	3.8	30.9	3.3	14.1
Did nothing	42.5	29.1	63.8	90.1	83.8	14.2	63.3	44.5
It has not happened yet				1.2				0.4

The respondents were asked about the actions taken after hearing, watching any media. Around 40 percent reported discussing and deliberating on the issue of domestic violence with friends and family. Interestingly stopping or interrupting DV in neighbourhood was reported by 14 percent of the respondents which showed a certain rise from the first round.

3.8 Awareness about PWDV Act 2005

Besides understanding the level of recall of the messages given through the television and radio spots the study also wanted to gauge the level of awareness of all the respondents on domestic violence and related issues.

3.9 Heard about Protection of Women from Domestic Violence Act, 2005

Table 3.16: Protection of Women from Domestic Violence Act, 2005

(Figures in %)

	Karnataka		Maharashtra		Uttar Pradesh		Total	
	R1	R2	R1	R2	R1	R2	R1	R2
Yes	67.5	74.7	50.0	7.4	28.8	65.4	48.8	49.0
No	32.5	25.3	50.0	92.6	71.3	34.6	51.3	51.0

Eventually in this round too, a little less than half of the total respondents reported to know about the PWDV Act. The disintegrated data reveals that the proportion of respondents reporting hearing about PWDVA showed a positive increase in Karnataka and Uttar Pradesh. The table below shows that 91 percent of respondents knew about protection order under the act.

Table 3.17: Components of PWDVA recalled (Figures in %)

	Kar	Mah	Up	Total
Protection order	89.8	66.7	96.2	91.5
Residence Order	22.0		71.7	43.2
Monetary Relief Order	33.9		58.5	43.2
Custody Order	30.5	16.7	37.7	33.1
Interim/ Ex-parte order			9.4	4.2
Compensation Order	3.4	16.7	7.5	5.9
Call 1091	3.4			1.7
Husband cant beat wife	6.8			3.4
We can inform police/ call police/ lodge an F.I.R	6.8	16.7		4.2
Women can stay in her husband's house; no one can throw her out	1.7			0.8
Nobody can harass women	1.7			0.8

Some questions on experience of domestic violence and condom negotiations were asked to the respondents. More than 60 percent of the respondents reportedly come across domestic violence in neighbourhood or family. Among them 61 percent said that they do take actions against such incidences.

Table: 3.18: Came across DV? (Figures in %)

	Karnataka	Maharashtra	Uttar Pradesh	Total
Yes	1.3	2.5	23.5	9.1
Yes, Sometimes	17.7	8.6	40.7	22.4
Rarely	36.7	14.8	25.9	25.7
Never	44.3	74.1	9.9	42.7

Table: 3.19: Actions Taken (Figures in %)

	Karnataka	Maharashtra	Uttar Pradesh	Total
Spoke to aggressor	23.8	27.3	13.5	17.9
Spoke to survivor	19.0	9.1	28.8	23.8
Spoke to both	28.6	18.2	53.8	42.9
Counseled	14.3	45.5	48.1	39.3
Took legal action	4.8			1.2
tell that this is illegal	9.5			2.4
we call police/ threatens them	4.8			1.2

Among the respondents who took action pointed out that they spoke to both the aggressor and the survivor and counseled them in majority of cases. Those who did not said that they did not want to interfere in others matters and also that there were other people who were looking into the situation and did not need any such help. (Data not presented)

Condom negotiation: From all the women respondents, 106 were married. Out of these 56 percent of them said that they have spoken to their husband about condom use before having sex. Those who did not reported that they do not need them or have gone through female sterilization. 56 percent of married men also reported that they have spoken to their wives about condom use. Those who did not were confident that they 'do not need condom' which some also reported of 'less pleasure'.

Summary and Conclusion

The Rapid Assessment Survey Round 2 has been re-conducted in three intervention districts of Karnataka, Maharashtra and Uttar Pradesh. A filter questionnaire was used to identify eligible respondents in the intervention area. To identify 241 respondents (79 in Karnataka and 81 each in the other two states) a total of 2044 contacts had to be made. The survey was intended to take place both in rural in urban areas. However, with difficulties in finding eligible respondents purposively respondents were randomly picked up from locations where video vans have moved. The respondents were equally distributed by sex, were literate and about 50 percent were in the age group of 26-35.

Television spots followed by Video Vans emerged as the major channels of exposure to campaign on Domestic Violence. The 'Doodh' has turned out to be the most favourite TVC, which was also recalled correctly by the respondents. 'Alley Cricket' was the next best. The 'Boman Irani' spots were the third best as only quite a few recalled them.

The most common learning from all the television spots was 'stop domestic violence by interrupting' and to make the 'abuser realize that someone is watching you'. The main concept of 'interrupting' domestic violence by making any trivial excuse resonated very well with the audience for the 'Doodh' spot. The spot on 'Alley cricket' made the respondents realize that children can also play a major role in stopping any act of domestic violence.

The Radio spot were not broadcast after round I RAS. Thus the recall was from whatever the respondents had heard before. The interactive media would have more outreach than Radio. The same can be commented about the print/ poster. A wall painting or a hoarding with 'Bell Bajao' logo on it would definitely have more impact and a 360 degree reinforcement effect than what the print advertisement had.

The Video Vans, much comprehensive in its design did leave a mark on its audience till date as the respondents could recall the contents of it in much detail. Besides the information on 'stopping domestic violence' the respondents recalled getting information on the PWDV Act 2005 and prevention and spread of HIV.

The campaign did succeed in informing people about the 'action' any common person can take to stop any act of domestic violence and avoid being onlookers. The peer education and reinforcement through repeated telecast has made people to act as we do see a rise in people who actually took a step to stop violence in their neighbourhood. A slight strategic modification in resource distribution and channelizing to a more interactive medium can bring even more awareness among people and trigger more positive action towards reducing domestic violence.
