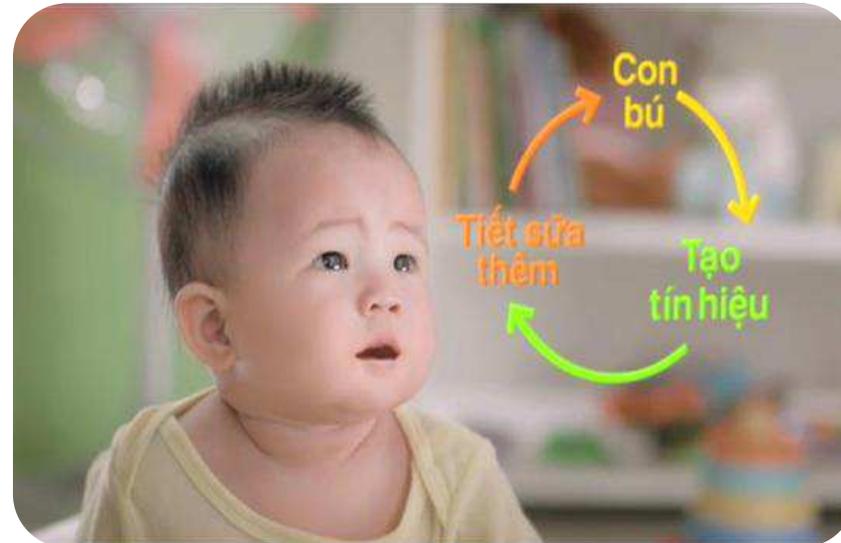


The SBC Journal Club presents:
Association of TV campaign with breastfeeding
behavior: Implications for practitioners



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The Association of a Large-Scale Television Campaign With Exclusive Breastfeeding Prevalence in Vietnam

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Objectives. To examine the association between exposure to breastfeeding television spots and exclusive breastfeeding (EBF).

Methods. We performed face-to-face interviews with 11 722 mothers of infants younger than 6 months using 5 cross-sectional surveys 6 or more months apart between 2011 and 2014 in Vietnam. Sample sizes were 2065 to 2593, and approximately 50% of participants lived in areas with (Alive & Thrive [A&T]-intensive [I]) and approximately 50% without (A&T-nonintensive [NI]) facilities offering counseling services. We analyzed data at individual and commune levels separately for A&T-I and

advertisers in 2009; it spent more than US \$10 million that year on advertising.¹⁵

We examined the associations between exposure to the television spots and the key outcomes—EBF, behavioral beliefs, perceived social norms, self-efficacy, and knowledge related to breastfeeding—and studied whether the associations are different in districts with versus without branded

Today's Journal Club

We'll present: Overview of the article

You'll discuss with us: Q&A on methods, findings

We'll present: Themes and lessons from this study

You'll discuss with us: Implications for program design, role of mass media campaigns in behavior change

We present:

Overview of the article



Why does breastfeeding matter?

Recommended breastfeeding practices save lives, improve outcomes

IMPROVING BREASTFEEDING PRACTICES
COULD SAVE MORE THAN
820,000
LIVES A YEAR



SOURCE: *THE LANCET*
BREASTFEEDING SERIES

WHO and UNICEF recommend exclusive breastfeeding for 6 months

Exclusive breastfeeding (EBF) =
5 small doable actions

- Give breastmilk
- Do not give water
- Do not give infant formula
- Do not give other liquids
- Do not give semisolid or solid food

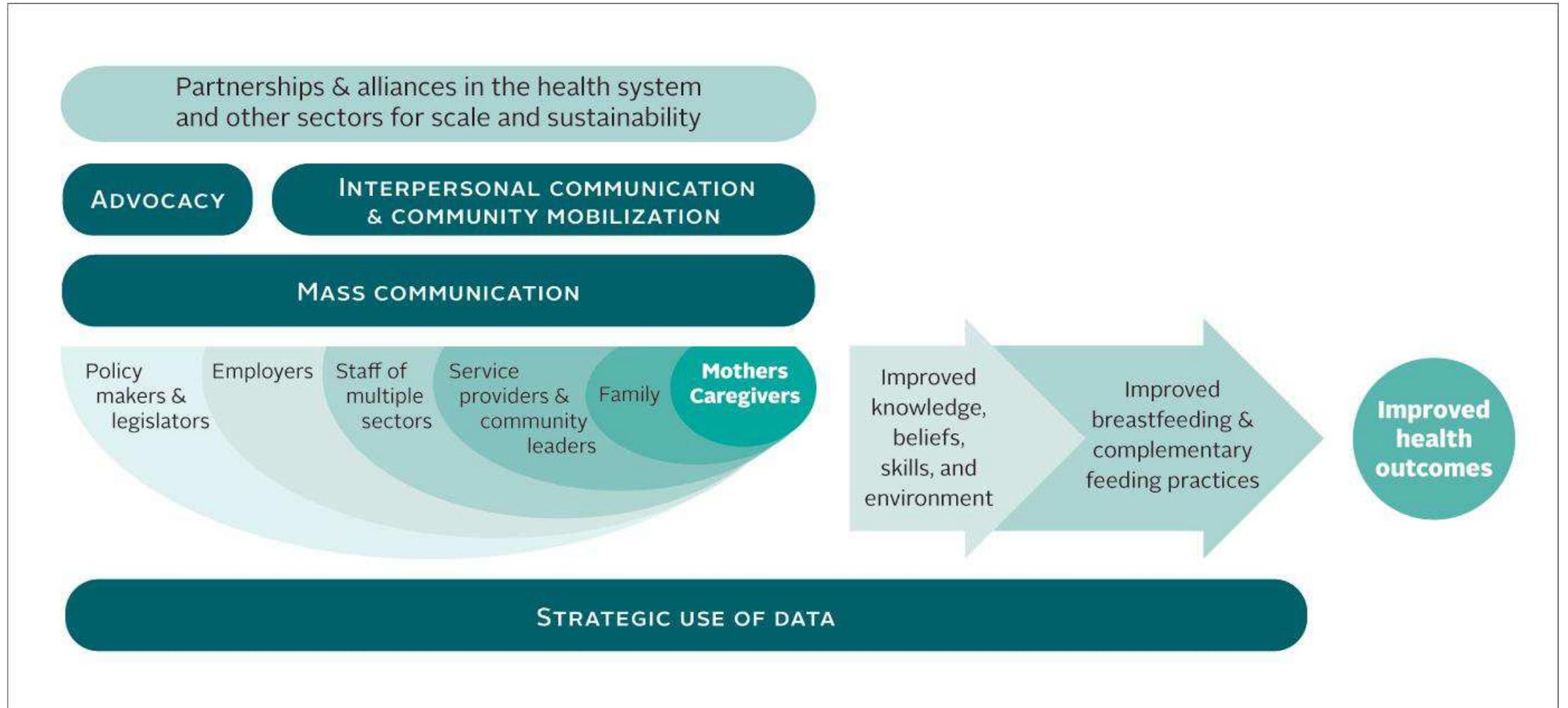


Study Objectives

- Examine the associations between exposure to TV spots and the following key outcomes:
 - Exclusive breastfeeding practices
 - Behavioral determinants of exclusive breastfeeding—knowledge, beliefs about outcomes, perceived social norms, and self-efficacy
- Compare results between districts that also offered interpersonal communication and those that did not
- Estimate the costs per woman exposed to our TV spots



Mass media just one component of program



TV spots just one part of media component



Broadcast TV spots

- National and provincial channels
- 2 breastfeeding TV spots



Out-of-home

- Billboards, spots on LCD screens, print ads on buses, loudspeakers



Digital

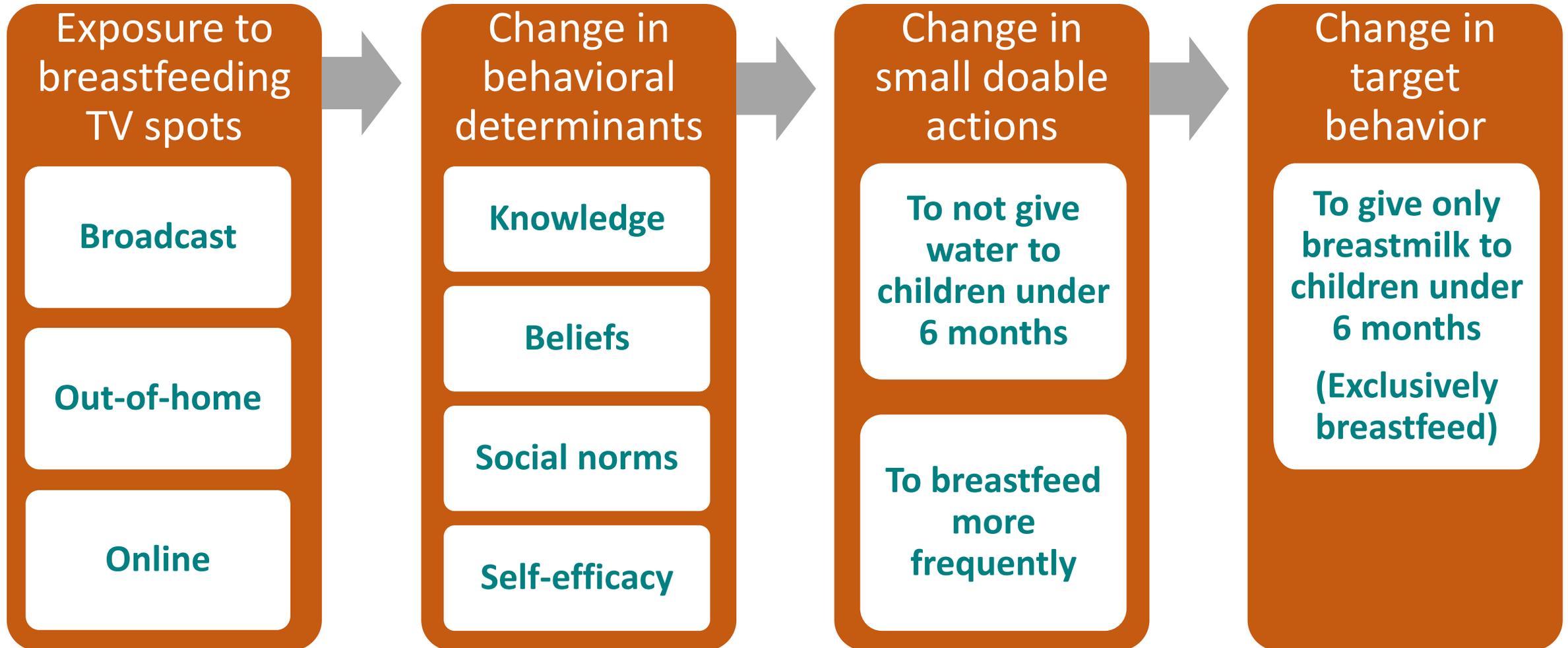
- IYCF website, forum, online counseling, fan page, mobile app, iTV spots



Print

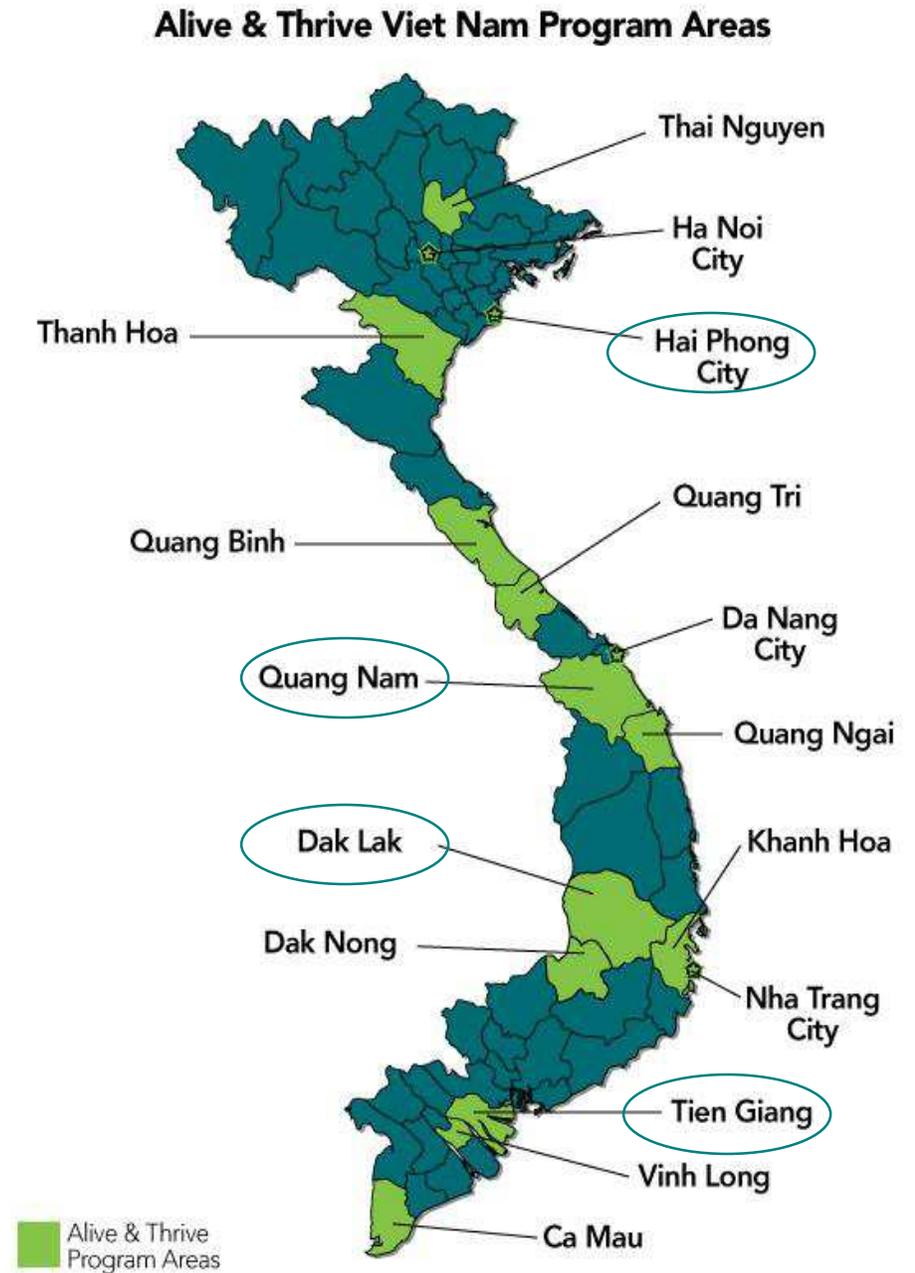
- Posters, booklets, leaflets, newspapers articles

Theory of change, TV spots



Methods

- Sample, 5 repeated cross-sectional surveys
- Study variables
- Statistical analyses
- Results



Evaluation sample

Five-round repeated cross-sectional surveys



Participants:

- Mothers with children < 6 months old
- In A&T intensive and A&T non-intensive areas (sample split evenly between these)

Study variables

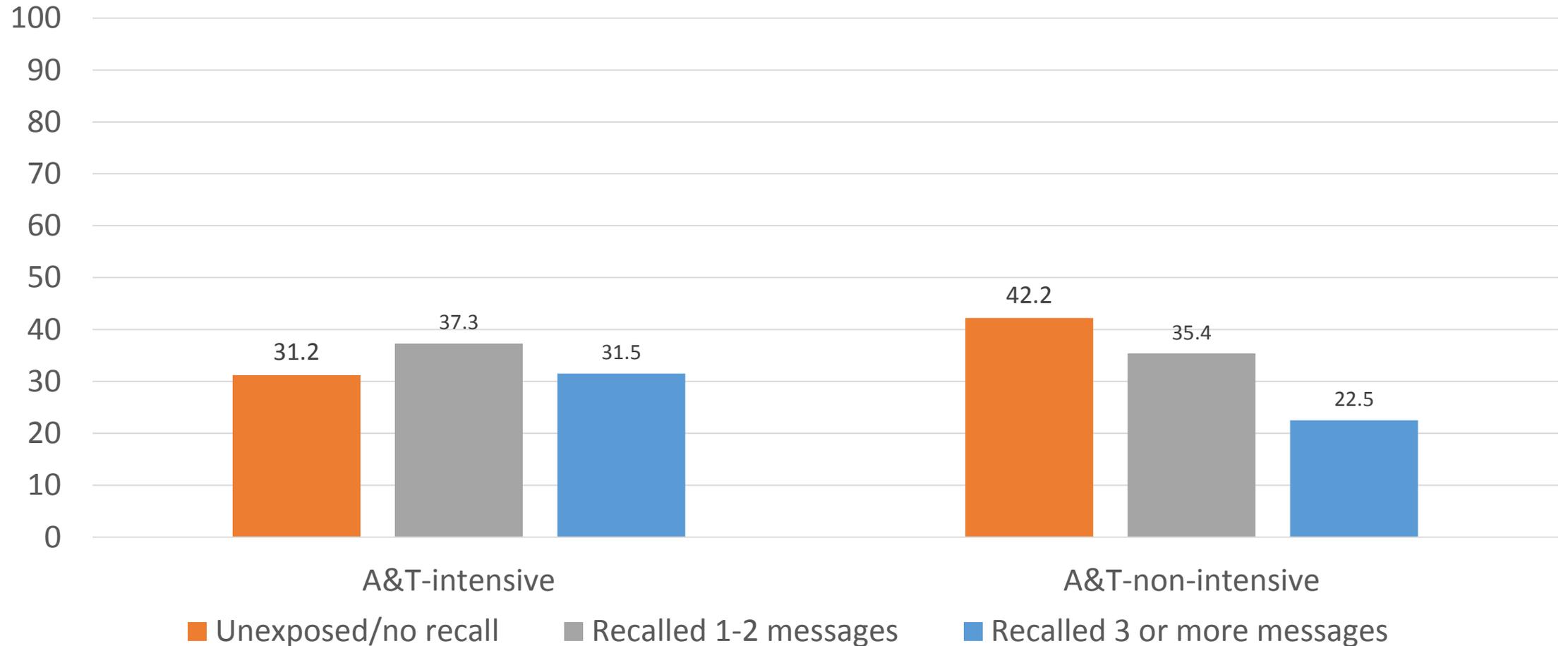
- Primary outcome variable:
 - Exclusive breastfeeding – percentage of infants < 6 mo who were fed only breastmilk and no other foods, water or liquids in the 24 hours prior to the survey
 - “No water” — the percentage of infants < 6 mo who were not given water in the 24 hours prior to the survey
- Secondary outcome variables (scaled):
 - Knowledge
 - Behavioral beliefs
 - Social norms
 - Self-efficacy
- Main exposure variables:
 - Number of key messages recalled from the TV spots—none/unexposed; recalled 1-2 messages; recalled 3 or more messages

Statistical analyses

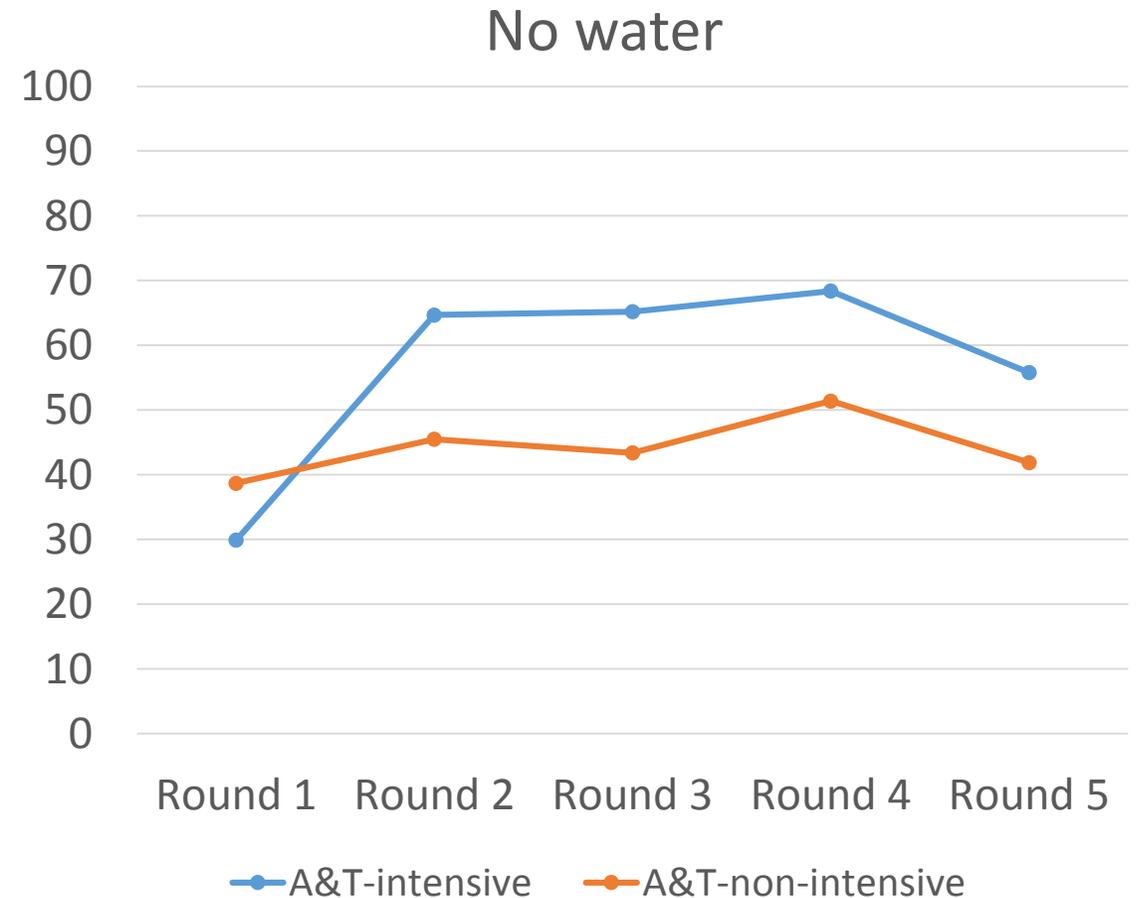
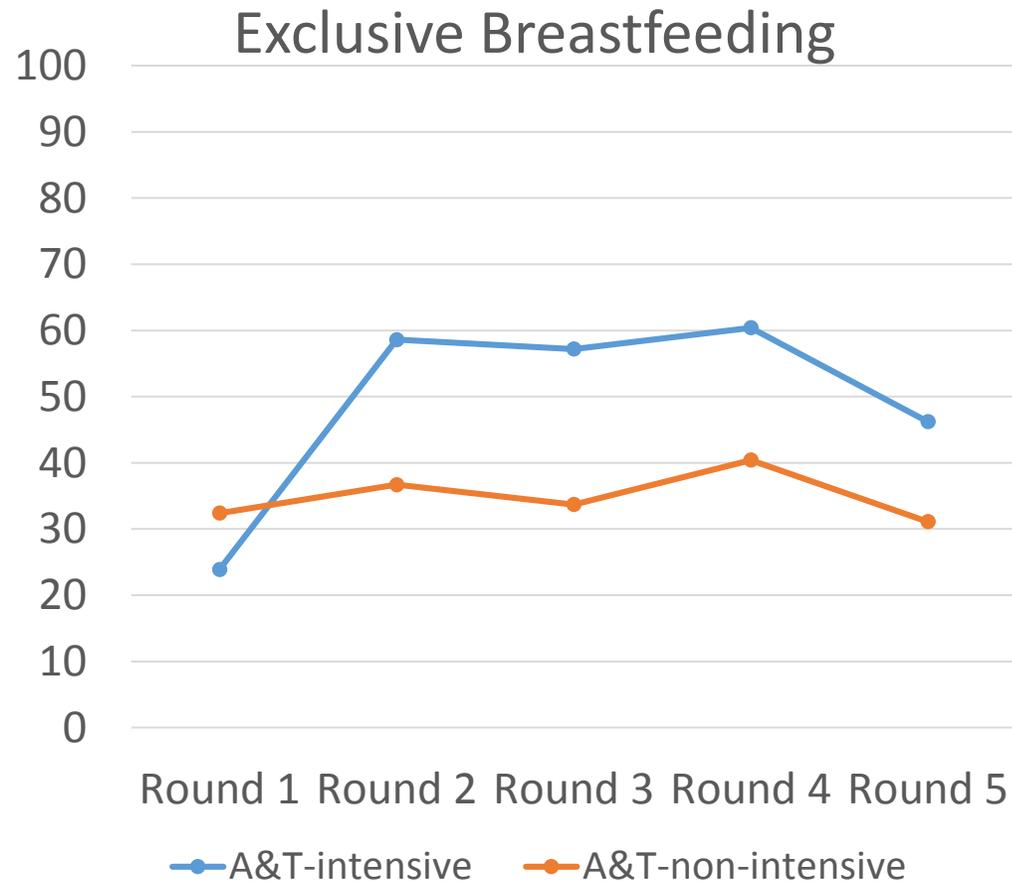
- To determine trends, the prevalence of EBF at each round was compared to baseline. This was done separately for A&T and non-A&T areas.
- Within each round, EBF prevalence was compared by area and exposure level.
- Within each round, the mean scores for each of the behavioral determinants scales were compared to the baseline and by exposure level.
- Logistic and linear regressions were used to examine associations between EBF and exposure (logistic) and between determinants and exposure (linear)

Recall of key campaign messages was high

Exposure to TV campaign

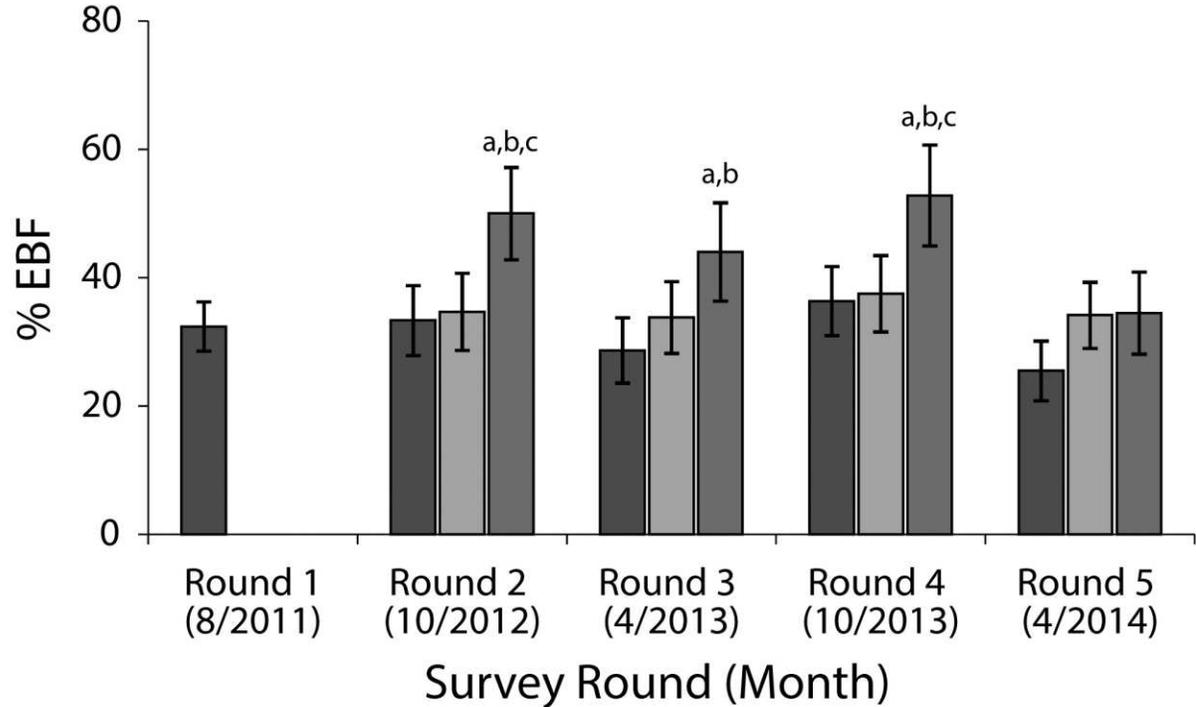


EBF and “no water” were higher than at baseline only in A&T-intensive areas

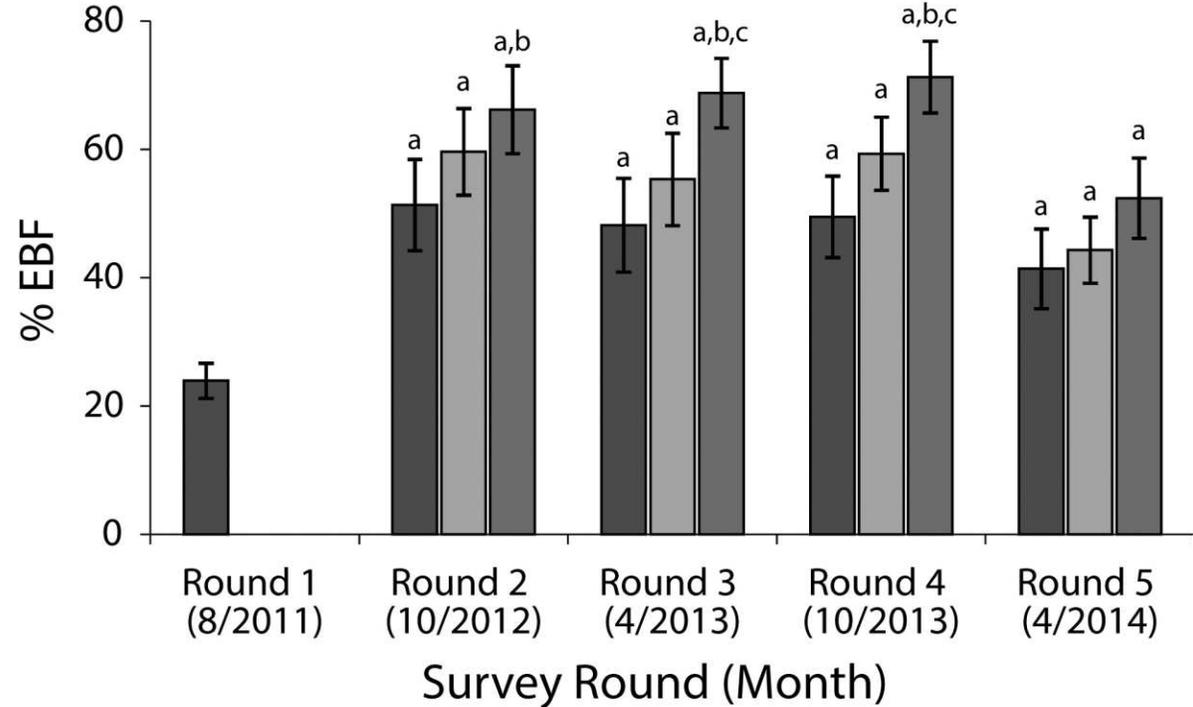


In both areas, there was a dose-response relationship between recall and EBF (Fig. 1)

a

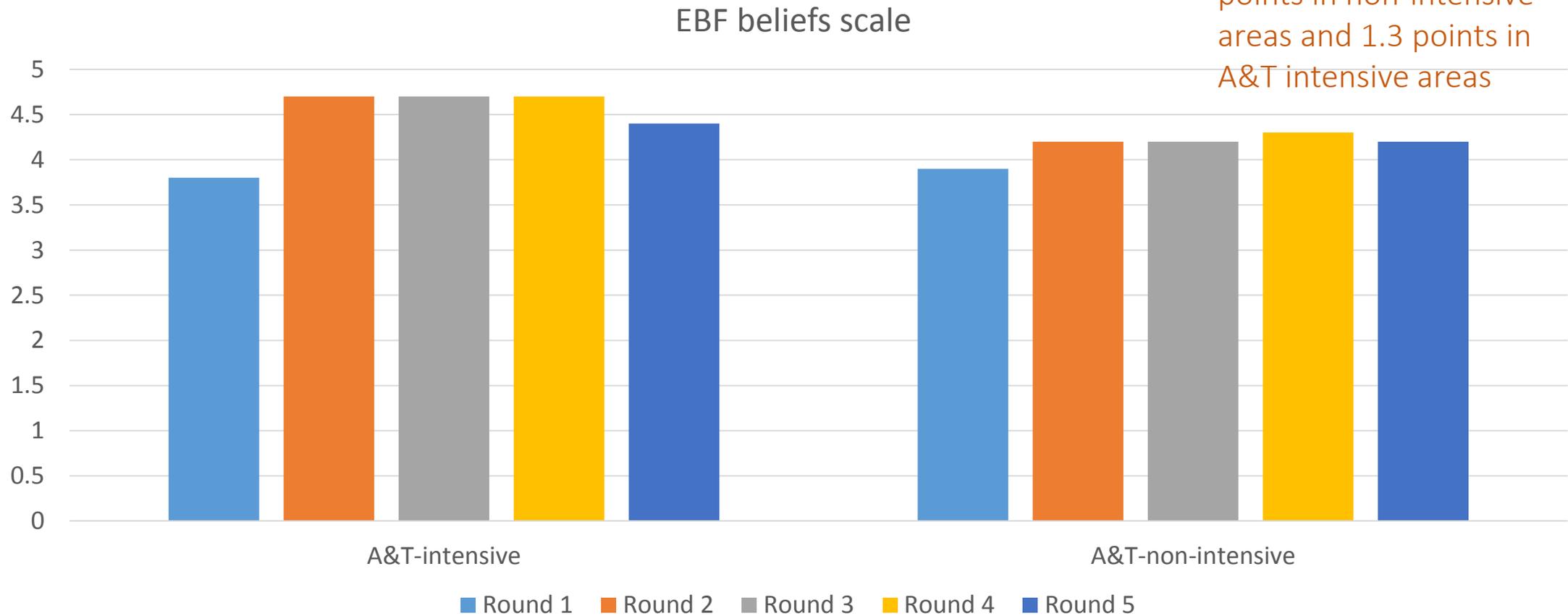


b



■ Unexposed/did not recall ■ Recalled 1-2 messages ■ Recalled ≥ 3 messages

Social norms about EBF improved in both areas



Associations (adjusted ORs) between exposure and EBF are stronger in A&T intensive areas

	A&T intensive areas	A&T non-intensive areas
Baseline (ref)	--	--
Unexposed or did not recall	2.42	0.89
Recalled 1-2 messages	3.14	1.20
Recalled 3 or more messages	4.69	1.95

Costs per person reached

-
- Estimated women reached: Over 9 million women 15-35 years old
-
- Total campaign costs: \$1,258,529
(development, design, testing, production, and air time)
-
- Cost per *woman* reached: \$0.13
-
- Cost per *mother* reached: \$0.43

Summary of results, 1

EBF in A&T non-intensive areas (TV spots only)	<ul style="list-style-type: none">• Compared with baseline, exposure to TV spots associated with more EBF (rounds 2-5, pooled)• Recalled 3 or more messages, more EBF (rounds 2-4)
EBF in A&T intensive areas (full program)	<ul style="list-style-type: none">• Compared with baseline, EBF statistically higher at each follow-up round• Recalled 3 or more messages, significantly more EBF than unexposed/no recall (rounds 2-5)

Summary of results, 2

TV spots and EBF determinants	<ul style="list-style-type: none">• Consistently, exposure to TV spots associated with higher scores of knowledge, behavioral beliefs, social norms, and self-efficacy
TV spots and EBF at commune level	<ul style="list-style-type: none">• Communes in highest recall tercile had 9 (P=.05) and 14 (P=.005) percentage points higher EBF prevalence in A&T-NI and A&T-I communes, respectively
Cost per woman exposed	<ul style="list-style-type: none">• \$0.13/woman• \$0.43/mother of <6-month-old

Public health implications

- Study supports growing literature showing that mass media can make a valuable contribution to behavioral beliefs, social norms, self-efficacy, and knowledge, which in turn prepares mothers to adopt EBF
- At cost of \$0.13 per *woman* reached and \$0.43 per *mother* reached, a commercial-grade TV campaign was a sound investment for extending program's reach
- Study may persuade practitioners to use theory-based and emotion-focused TV spots for social and behavior change
- Study may aid people in fields beyond nutrition as they consider mass media for similarly complex behaviors

You discuss with us:

Q&A on methods, findings

We present:

Themes and lessons from this
study

What the study says about mass media

1. USE OF MASS MEDIA ENSURED LARGE-SCALE REACH

- In areas without interpersonal (IPC) component, broadcast TV campaign reached millions of women at relatively low cost
 - > 9 million women saw the TV spots, 2011-2014
 - US \$0.13 per *woman* reached
 - US \$0.43 per *mother* reached

What the study says about mass media

2. THE TV SPOTS ACHIEVED A HIGH LEVEL OF INTENSITY

- Broadcast campaign recalled by 58% of mothers in areas with the TV spots only (but without A&T counseling)
- Similar to commercial campaigns

What the study says about mass media

3. THE MEDIA CAMPAIGN WAS ASSOCIATED WITH BEHAVIOR CHANGE

- Exposure to campaign was associated with higher EBF
- While we could not detect a population-level increase in EBF behavior in TV-only areas, in both areas mothers who recalled 3 or more messages reported higher EBF than those who did not recall any message

What the study says about mass media

4. BEHAVIORAL DETERMINANTS SHIFTED WITH EXPOSURE TO TV SPOTS

- Study supports growing literature showing that mass media can make a valuable contribution to behavioral beliefs, social norms, self-efficacy, and knowledge, which in turn prepares mothers to adopt behaviors
- Even in areas with TV spots only (no A&T counseling), compared with baseline, exposure to the TV spots was associated with higher scores on all of these behavioral determinants

What the study says about mass media

5. REACHING MOTHERS IN MULTIPLE WAYS IS IMPORTANT FOR BEHAVIOR CHANGE

- Mothers most likely to practice EBF were those exposed to *both* mass media and interpersonal counseling
- Study shows stronger association between the TV spots and EBF in areas with additional interventions than in those with TV spots alone
- Women exposed to A&T counseling were more likely to report exposure and to recall messages
- Also possible that TV spots motivated women to visit franchises

What the study says about mass media

6. MASS MEDIA MAY ENHANCE EFFECTS OF COUNSELING in four ways:

- TV spots may have improved counselor motivation and performance
- The highly emotional tone of the TV spots may have added a new dimension to the content of messages that were also delivered through interpersonal counseling
- Mothers may have been more persuaded to adopt a behavior when exposed to messages through more than one channel
- TV spots may have helped to shift social norms related to EBF, meaning that mothers perceived that others like them or others who influence them support EBF, making adoption of the behavior seem socially desirable

You discuss with us:

Implications for program design,
role of mass media campaigns in
behavior change

What the study says about mass media

1. Use of mass media ensured large-scale reach
2. The TV spots achieved a high level of intensity
3. The media campaign was associated with behavior change
[Though we could not detect population-level increase in EBF in TV-only areas]
4. Behavioral determinants shifted with exposure to TV spots
5. Reaching mothers in multiple ways is important for behavior change

Thanks from your presenters:

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