

## **Creative Strategy Brief** **-- TV Drama Series --**

**Project Assignment:** Produce a 13-episode TV drama series for national telecast on Pakistan Television focusing on maternal and newborn health issues.

**Statement of Communication Problem to be addressed:** Pakistan has one of the highest maternal and newborn mortality rates in the world. Every year around 4.5 million women give birth to their children and during the process, 30,000 die as a result of pregnancy and delivery related complications. Medical causes notwithstanding the most important underlying cause of maternal mortality is the low status of women. Pakistan is a patriarchal society where women have inferior status to men. This status dictates that women often eat less food than men and work longer hours. They don't get enough food and rest even during pregnancy because it is regarded as a routine phenomenon not requiring any special care or preparedness. Knowledge about pregnancy related issues especially the danger signs of pregnancy is also low. Thus when complications arise people around the pregnant women are not prepared to make timely decisions so as to seek appropriate medical care. Around 80% deliveries are conducted by untrained dais at home that lack skills required for safe deliveries and may adopt practices harmful to the health of the women and the newborns.

Husbands and men who in most cases are the family's key decision makers having almost total control over finances do not discuss reproductive health issues with their wives and are ill informed about the needs of pregnant women. There is a need to make them realize that they have an important role to play in raising their family. They need to take care of the health of their wives as women are the guardians of their children; the future of the family. They are required to consider their wife's pregnancy a special condition that needs care and preparedness and realize their role towards the health of newborn babies.

It is also known that most women as well lack adequate knowledge on their requirements of food and rest during pregnancy. Their knowledge on how to prepare for delivery and be ready for a complication is also poor. There is a need to inform them about the required changes in their food intake and rest and how they can incorporate these changes to their daily life without spending extra amounts of money.

**Primary Target Audience:**

- Husbands of women in reproductive age
- Women in reproductive age

Secondary Audience

- Mother-in-laws and family members
- Community leaders

## **Demographic and Psychographic Characteristics**

Since this series will comprise 13 independent plays, the demography and psychography of the characters is bound to be varied. Nevertheless, the broad categories for both of these that will be displayed in most of the plays are as follows:

### Demographic

- Rural areas/ urban slums, all regions
- Uneducated
- Low income level and poor

### Psychographic:

- Caring but unaware
- Fatalistic
- Consider child bearing as the sole responsibility of women.(Husbands)
- Refrain to discuss reproductive health issues with spouses. (Husbands)
- Unsure and undecided. (Women)
- Lacking confidence (Women)

### **Goal:**

Ensure optimum health and wellbeing of mothers and newborns through collective efforts at household, community and policy level in order to make every pregnancy safe in the country.

### **Communication Objectives:**

- Promote pregnancy as a special condition requiring proper care, nutrition, hygiene and clinical care
- promote pro-active, well-informed attitudes toward pregnancy and childbirth
- Encourage birth preparedness among husbands, women, households and communities
- Increase knowledge about pregnancy and childbirth-related danger signs
- Promote caring husbands as role models

### **Key Message/Promise/Benefits:**

#### Husbands:

- Pregnant women require special care, nutrition, hygiene and clinical care. Husbands are responsible to encourage and facilitate their wives in meeting their needs.
- Women need emotional and physical support during pregnancy. It is normal to be concerned about their pregnancy. Talk to your wife about her condition regularly. Ask for help when you need it.
- A caring husband is a model for others to follow
- Children are our present as well as our future. Their health and intellect depends on their mother. Take care of the health of your children and their mother.

- The status, respect and education of a women has a bearing on the health and wellbeing of the family. Respect the rights of women including their right to health and education

#### Women in Reproductive Age:

- Pregnancy is a special condition that requires preparation, good food and rest.
- Adequate rest and nutritious food will help you cope with your pregnancy well. Babies get all their nutrition through what you eat. If you eat well, you are more likely to have a healthy baby.
- Women need emotional and physical support during pregnancy. It is normal to be concerned about your pregnancy. Talk to your husband and family about your condition regularly. Ask for help when you need it.

#### Mother-in-laws, father-in-laws and family members:

- If you help couples in your family to plan for every birth and encourage your daughter-in-law take rest, eat properly and avail health facilities, you would ensure better quality of life (better economic benefits) for the whole family.
- If a woman gets proper rest and good nutrition, the newborn is more likely to be healthy at delivery and will have a better chance of survival. The woman will also fare better with the pregnancy if she is taking care of herself.

#### Community Leaders:

- Saving mothers and newborns is a community responsibility. Ensure that your community has access to MNH services
- In order to help save lives, community leaders need to be well-informed and skilled modeling appropriate behavior and sharing important information with community members. They need to encourage pregnant women and their families to gather all the information they need about the importance of pregnancy, labor, delivery, and the neonatal period; seek clinical care, etc.
- Communities need to have saving schemes and transport arrangement for meeting MNH emergencies.

Messages will be based on some or all of the following key themes:

- 1 Status of women - wife's role in decision-making
- 2 The importance of mothers as the key figures of life
- 3 The importance of pregnancy as a special condition
- 4 The importance of birth preparedness and complication readiness
- 5 Husband-wife relations and good communication
- 6 Importance of seeking correct information for MNH from reliable sources
- 7 Importance of mother and childcare in Islam.

#### **Desired Action/Response:**

- Care and support for women especially when they are pregnant.
- Enhanced communication with spouse about MNH issues
- Better birth preparedness at household and community level

- Advocacy and support for MNH issues at all levels

**Tone:**

May vary with each play but generally not gloomy

**Possible Main Characters/Profiles:**

- 1) Overall, we want to depict lower income groups living mostly in rural areas .
- 2) Characters and plot  
(to be filled in by the bidding agencies)