Video Contest Winner: How video was developed and how it is to be used in India

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MCHIP/India
Why was the video developed?
India

- 1.2 billion people
- 26 million annual births
- High infant and maternal deaths
- 65% unmet need for FP in first year postpartum
- GoI’s focus on FP as core MCH intervention
- Limiting to spacing births
- JSY bringing women to facilities
India

The time is right for PPFP
PPIUCD among basket for PPFP choices
The PPFP/PPIUCD program in India

Rolled out in Feb 2010

>200 service delivery sites

>20 states providing service

Scale up in six high focus states

More than 100,000 women have accepted PPIUCDs by April 2013
Thousands of stories of success

- Of providers
- Of women and children
- Of champions
- Of change agents

Patna, India. Photo courtesy: Kanika Bajaj
The winning video

“Family Planning for Health and Happiness”

tells the story of one such woman
Monica Ravi
Why Uttarakhand?

Has global appeal
Empowering these women would be true success
Hard working women

Mature program
Large rural population
Remote pockets

Difficult terrain, heavy rains, snowfall, landslides, road blocks

Uttarakhand, India. Photo courtesy: Indrani Kashyap.
Who’s the audience

- Policy Makers
- Donors
- Partners
- Providers
- Women
- Families
- General audience

A program and personal story
As a personal story

A young 22 year old mother; Easily relatable

Happy with FP choice

Tension free

Does all household chores easily

Accessible counselor and provider

Feels empowered

Has time and energy to enjoy motherhood

Has plans for child’s future

Received quality services
As a program story

**Beneficiary**
- HTSP
- Adopting a FP method in postpartum period helpful
- PPIUCD a long acting/reversible method
- Empowerment through control over fertility
- Accessibility of counselor
- Myths and misconceptions about PPIUCD

**Provider**
- Program details
- MCHIP’s role
- Task Shifting
- Counselor’s role

**Counselor**
- Explains role
- Integration of FP in MCH
- Why FP helps women in the community
- Importance of follow-ups
- A happy client advocates
An amateur film

- Shot in < USD 400
- Simple handicam
- Local videographer
- Social media firm helped edit, mix sound and voice over
- No professional sound studio hired
Learning

- Do homework prior to production
- Avoid breaks between production
- Keep it simple
- Capture moments
- End with a hope
Using this video

IEC

ANC waiting areas

Community outreach

Postnatal waiting areas

Postnatal wards

Experience sharing meetings

Program and advocacy

Websites/YouTube

Social media

Conferences

Orientations/Trainings

USAID

Maximal and Child Health Integrated Program
Thank you

“We all love stories, we’re born for them.”

- Andrew Stanton, Filmmaker ("Toy Story," "WALL-E")

“I think empathy is a beautiful thing. I think that's the power of film though. We have one of the most powerful, one of the greatest communicative tools known to man.”

- Michelle Rodriguez, Actress