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Maternal and Child Health
Integrated Program

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

Indrani Kashyap
Communications Officer
MCHIP/India





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Why was the video developed?

India

1.2 billion
people

26 million
annual births

High infant and
maternal deaths

Gov's focus on FP as
core MCH intervention

Limiting to spacing
births

65% unmet need for FP
in first year postpartum

JSY bringing women to
facilities

India



**The time is right for PFP
PPIUCD among basket for PFP choices**



The PFP/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



Jaipur, India. Photo courtesy: Indrani Kashyap

Thousands of stories of success

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



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The winning video

“Family Planning for Health and Happiness”

tells the story of one such woman
Monica Ravi



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Why Uttarakhand?

Mature program

Has global appeal

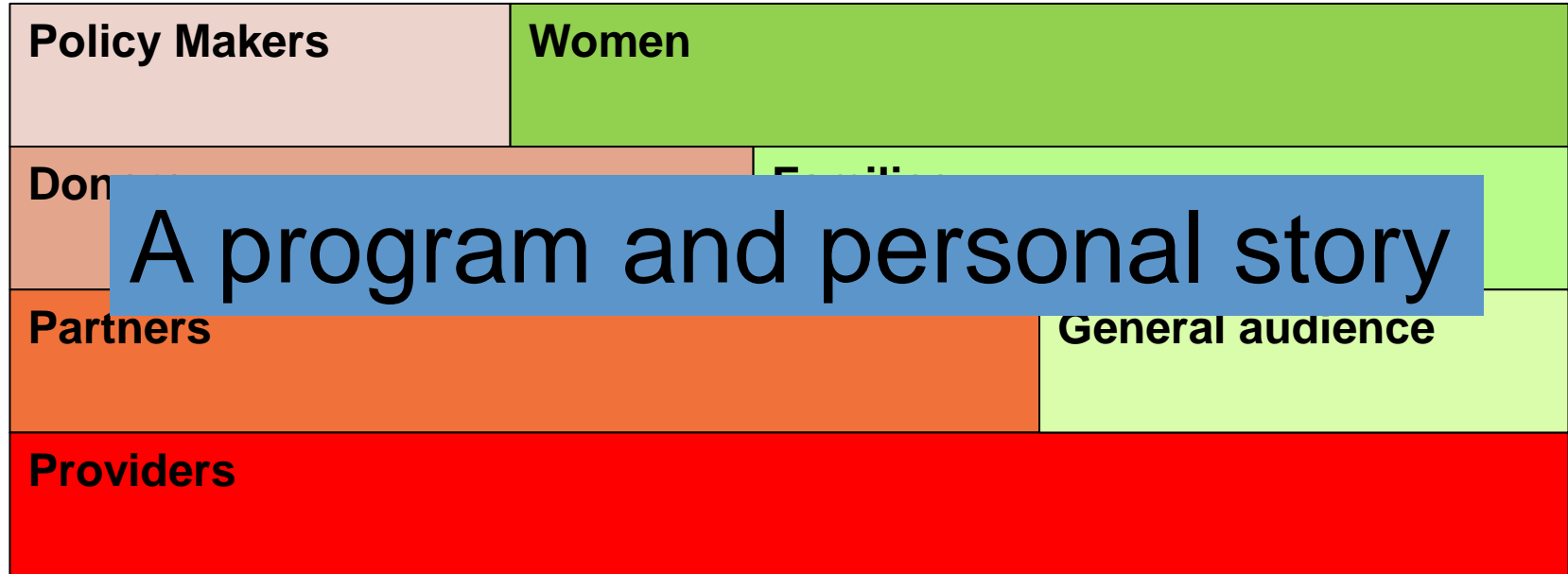
**Empowering these
women would be true
success**

Hard working women

**Large rural population
Remote pockets**

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

Who's the audience



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



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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



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MCHIP

Maternal and Child Health-
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An amateur film

- Shot in < USD 400
- Simple handycam
- 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



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Using this video



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



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