

Meena spots on COVID-19

- 1. Social Distance**
- 2. Stay at Home**

PRE-Test Report



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Introduction

The Pretesting on two Meena stories was undertaken to measure the effectiveness and efficiency of messages presented in them through Focus Group Discussion (FGD). The other stories were

- Social Distance
- Stay at Home

Background

UNICEF, Bangladesh Country Office (BCO), has always been very active in developing and producing Meena materials as well as implementing Meena communication activities. The activities are implemented at national, district, upazila and school levels. Meena has been used as a communication tool for disseminating messages on education, health & nutrition, value and rights of the girl child and many other related issues in order to bring positive changes in behavior at individual, family and community levels.

The BCO Meena Communication Initiative coordination team has decided to produce these two stories to promote the key protective and life-saving behaviors. The office had selected these as priority behaviors during corona epidemic.

Objectives

Specific objectives of the pretesting were to find out whether:

- Clarity/comprehension/completeness of messages
- Correctness of messages
- Appeal/ Attractiveness of the message
- Relevance/ Credibility
- Sensitivity of the messages
- Persuasiveness of the messages

Methodology

The stories were pre-tested in the selected 5 geographical locations at Khulna, Chittagong, Bhola, Dhaka and Rangpur

It was very challenging to organize FGD during COVID-19 epidemic situation. Alternatively, we facilitated an over phone training session for the data collectors from Khulna, Chittagong, Bhola, Dhaka and Rangpur.

The data collectors than selected 9-11 children (age between 10-16) and 10 primary school teachers. And the data collectors also facilitated the FDG over phone with the participants.

Sample Size 9 to 11 students age group from 10-16 participated in the on line FGD. 30% of the students were girls. And also one to one online interview has been facilitated with 10 primary teachers all of them are females.

Scripts **Social Distance and Stay in Home** are developed for animation filming. Thus, the stories were pretested as the story script. Scripts were pretested conducting five FGDs for students and for teachers. As mentioned earlier all the FGDs were done over telephone conference calls from 5 Divisional areas and all the participants are from district level and capital city.

Script Findings

Students

Clarity/comprehension/completeness of messages

From the script of *Social Distance* and *Stay in Home* majority of students participating in the FGDs could comprehend the purpose of the story, which is to disseminate knowledge and information about how corona virus can be prevented. When asked, what does the message say? Every student stated the purpose as 'to inform people how epidemic of corona virus be prevented'. However, among the students, 88% stated the purpose as 'keeping distance at least 3ft to protect from corona virus and all student mentioned that only way to save our self from corona virus to stay in the home. Most of the student stated the messages are very clear to understand and there was no confusion about the language 'which as well as a correct reflection of the stories. The most commonly mentioned lessons learnt were 'Stay three feet always from each other and stay at home to protect from corona virus.

Correctness of messages

Most of the students reported the messages which were given through the Meena stories are correct and simple. As mentioned about the messages they watching on TV, some are quite difficulties to understand. Students generally could follow every action/scene presented in the story script. More than half (75%) of students correctly understood that Meena's father told dadi not to go shop keepers house because she may get the corona virus from other effected people and from dadi Meena's family could be affected and as well Meena told Raju not to go outside for playing football with friend because they may get the corona virus from other effected people and from Raju & Meena other family members could be affected. In two stories the messages were very clear on maintaining social distance, at least 3ft distance from each other and Staying in Home the best ways to protect from corona virus.

Appeal/ Attractiveness of the message

Every student reported liking reading the script of the story, attesting to the attractiveness of the story to the readers. The most commonly given reasons by students for their liking the story were 'It teaches how to protect all from corona virus causing death and/or Meena teaches all about how to keep away from corona viruses. Every student could grasp that frequent hand washing with soap for 20 seconds, maintain social distance and stay at home were the best ammunition to fight corona viruses. As most students (92%) could correctly identify Meena as the main character of the story. Meena also emerged as the most likeable of the characters in the story, with 95% of students saying that they liked her most.

Relevance/ Credibility

In the present situation where corona virus epidemic in every country in the world, in this situation the spots on Social distance and Stay at home are very much important to everyone. Students almost universally understood that about corona viruses. There was also a wide understanding that this virus is killing thousands of people in different countries in the world as well in Bangladesh, so these two spot story are very

relevance to the students. At the end of the discussions, when students were asked if they thought, as a result of the story, the prevalence corona virus will decline, every student answered 'Yes'. The most commonly given reason why they thought the prevalence of the corona virus will decline was that people will learn from these two Meena spots that they are to maintain social distance that means stay 3ft distance from each other and Stay in Home during corona outbreak.

Teachers

Majority of 10 teachers participating in one to one discussion could comprehend the purpose of the story. When asked, 8 of the 10 teachers said that the purpose is to inform people how corona virus can be prevented, which as well is a correct reflection of the story.

None of the 10 teachers reported facing any difficulty anywhere in understanding the stories the way it has been presented in the script. But 8 teachers said they did, however, most of the of teachers anywhere found any part of the story irrelevant with the main objective.

Every teacher acknowledged that they had been able to learn from the stories that: one should maintain social distance and Stay in Home during corona virus outbreak. one should wash hands with soap and water for 20 seconds, one should stay at home.

Every teacher reported liking reading the script of the story, attesting to the attractiveness of the story. The most commonly given reasons were 'Meena is the well-accepted character in Bangladesh and made the people aware through her work around the year, so throughout corona outbreak situation Meena's presence on TV and other media is expected by the people of Bangladesh irrespective of religion and social divination. Most of the teacher stated that there are no gender-discriminatory language or word in these two Meena spots.

At the end of the discussions, when teachers were asked if they thought any call for action to prevent corona virus All the teacher answered Yes. The stated that in the first spot "Maintain Social Distance" that means maintain at least 3 ft distance from each other and for the 2nd spot "Stay in Home "to prevent corona virus outbreak.