



# Ma Ma Oo

## MATERNAL & CHILD HEALTH PILOT RADIO SERIES

### Audience Research Brief

September, 2014



International Development  
Australian Broadcasting Corporation

# Ma Ma Oo

The 'Ma Ma Oo' Maternal and Child Health Radio series was produced as part of a pilot capacity building project between Myanmar Radio and Television (MRTV) and the Australian Broadcasting Corporation International Development (ABC ID). The activity was implemented between January and September 2014. The pilot was funded by the Australian Department of Foreign Affairs and Trade (DFAT). The Burnet Institute was a key partner through the implementation of the activity and the delivery of research expertise.

The burden of maternal mortality is high in Myanmar with an estimated 200 deaths per 100,000 live births.<sup>1</sup> Infant mortality is also high; an estimated 54 children per 1,000 live births will die before they are one year old.<sup>2</sup>

The 'Ma Ma Oo' radio series is the first educational co-production between MRTV and an international broadcaster and is an example of its new role as a national public service broadcaster. The series aimed to support the work of Burnet Institute Myanmar, the Myanmar Ministry of Health (MoH) and other key health stakeholders, by delivering a maternal and child health 'infotainment' series to communities. Each of the eight episodes produced in the radio series contained key maternal and child health messages.

To understand the effectiveness and impact of 'Ma Ma Oo' messaging, mixed method research was conducted with a group of listeners (n=54) and non-listeners (n=40). Findings around the impact of the radio series on the target audience are presented here in summary. 96.3 per cent of listeners enjoyed the program and 90.7 per cent trusted either all or most of the messages. According to the research, the key messages that generated the most significant shifts within the listener group sample were:

- Birth spacing
- Pregnancy & delivery
- Cervical cancer
- HIV
- Male involvement

A full report can be accessed by contacting ABC ID.

<sup>1</sup> World Health Organization. World Health Statistics 2011. Geneva: World Health Organization, 2011.

<sup>2</sup> See reference 1, above.



## BIRTH SPACING



## PREGNANCY & DELIVERY



## CERVICAL CANCER



## HIV



## MALE INVOLVEMENT

# BIRTH SPACING



Key messages for the 'Ma Ma Oo' episode addressing birth spacing included:

- The benefits of birth spacing and importance of open discussion between spouses.
- Type, availability and possible side effects of contraceptives.
- Access to contraceptives for rural women.
- Effects of herbal remedies and illness on contraceptive effectiveness.
- The positive impact of birth spacing on a family's financial situation.

To understand the effectiveness and impact of the radio messaging, research was conducted with listeners and non-listeners.

## PILOT RESULTS: BIRTH SPACING

**“...Pregnancies should be spaced by at least two years. If they are too close, we cannot give proper loving care. Our health, social, and economy can all be affected too”.**

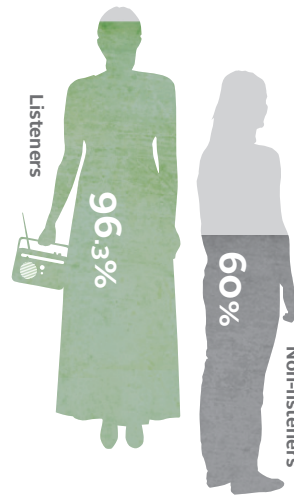
LISTENER, AGE 22

Prior to listening to the program, there was a consistently high level of general knowledge about contraception for most women in both the listener and non-listener groups.

The radio program appeared to increase listeners' knowledge of the number of birth spacing methods available, with a significantly greater proportion of listener group participants (96.3%) having heard of methods aside from the pill and the contraceptive injection, compared to only 60 per cent of non-listeners.

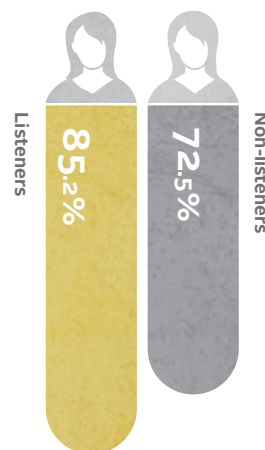
85.2 per cent of listeners knew the advantages of birth spacing, compared with 72.5 per cent of women who did not listen. 63 per cent of women who listened to the program were able to link birth spacing to being able to save and make money and 27.8 per cent to better education outcomes for children, compared with 42.5 per cent and 10 per cent respectively, of women who did not listen.

### Knowledge of birth spacing methods



Could identify more than two birth spacing methods

### Knowledge of advantages of birth spacing



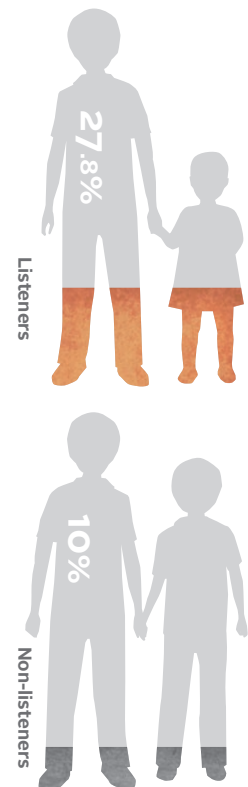
Knew advantages of birth spacing

Base: Listeners (54), Non-Listeners (40)

### Could link birth spacing to being able to save/make money



### Could link birth spacing to better education for children



# PREGNANCY & DELIVERY



Key messages for the 'Ma Ma Oo' episode addressing health during pregnancy and delivery included:

- Danger signs and symptoms of pregnancy.
- Newborn care.
- Accessibility and availability of pre-natal care services in rural locations.
- Nutrition in pre-natal care.
- Danger signs during pregnancy.

Research was conducted with both listeners of the pilot radio program and non-listeners to determine the program's impact and effectiveness.

## PILOT RESULTS: PREGNANCY & DELIVERY

**“Yes, before, deliveries were by anybody who is close by. After listening to the radio, it should be with midwives or at hospital...”**

LISTENER, AGE 40

Despite respondents having high general awareness of pregnancy and delivery practices prior to listening to the radio program, there was an increase in knowledge of specific details relating to pregnancy and delivery as a result of the program.

Knowledge of antenatal care best practice was higher for listeners, compared with non-listeners. 79.6 per cent of listeners knew to go to antenatal care as soon as discovering pregnancy, compared with only 45 per cent of women who did not listen to the program.

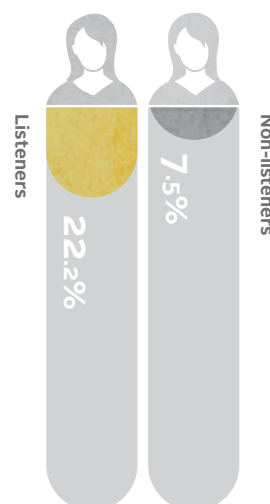
Listeners to the program were also more likely to know that women can have another baby after miscarriage (87%), in contrast to non-listeners (75%). They were more likely to know where to go during or after a miscarriage (92.6%) than those who had not listened to the program (82.5%). Only 7.5 per cent of non-listeners could identify more than five danger signs to look for during pregnancy, while 22.2 per cent of listeners could identify more than five.

### Knowledge of antenatal care best practice



Knew to go to antenatal care as soon as discovering pregnancy or in the first three months of pregnancy

### Knowledge of danger signs during pregnancy



Correctly identified more than five danger signs during pregnancy

### Knowledge of fertility after miscarriage



Knew that a woman can have another baby after a miscarriage

Base: Listeners (54),  
Non-Listeners (40)

# CERVICAL CANCER



Key messages for the 'Ma Ma Oo' episode addressing cervical cancer (knowledge, prevention and screening) included:

- Information on cervical cancer.
- The experience of undergoing a cervical cancer examination.
- Benefits of cervical cancer testing.
- Cervical cancer tests and the services offered (test and vaccination) at a medical clinic (accessibility and method).
- The importance of having a cervical cancer screening at least once.

Research was conducted with both listeners of the pilot radio program and non-listeners to determine the program's impact and effectiveness.

## PILOT RESULTS: CERVICAL CANCER

**"It is the cancer in the cervix. Before, women died of that cancer because they knew it at late stage. Years ago, a woman died of cervical cancer. Then her daughter gets older and she was advised to get checked. Now, women can check at hospital and if they find the disease, they can take treatment".**

LISTENER, AGE 40

Prior to the radio program, both listeners and non-listeners had little knowledge of cervical cancer and the prevention and treatment methods available. After the program aired the listener group had a much higher knowledge of cervical cancer, and the prevention, testing and treatment methods, compared with non-listeners.

Listeners showed a significantly higher understanding of cervical cancer (100%), compared with those that had not listened to the program (57.6%).

85.2 per cent of listeners knew how cervical cancer could be prevented, illustrating a much higher understanding than non-listeners (20%).

From all the key messages featured in the episode, listeners were more likely to have high levels of understanding and comprehension of testing methods (100%), compared with non-listeners (52.5%). Likewise, listeners were significantly more likely to know the advantages of getting a cervical cancer test (75.9%) and thinking women should be tested at least once in their life (51.6%), compared to only 30 per cent and 5 per cent respectively, for non-listeners.

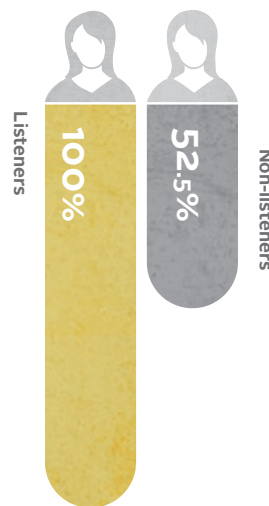
96.3 per cent of the program's listeners knew where to get a cervical cancer test, a significantly higher proportion than those who did not listen to the radio program (52.5%).

### Knowledge of cervical cancer



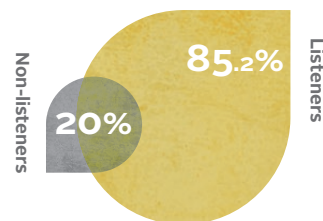
Have heard of cervical cancer

### Knowledge of cervical cancer test



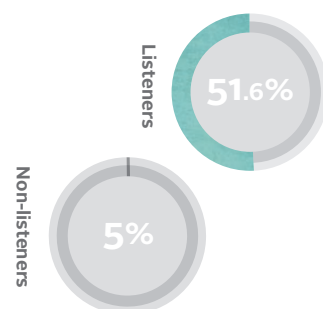
Have heard of cervical cancer test

### Cervical cancer prevention



Knew how cervical cancer can be prevented

### Attitude towards cervical cancer screening



Thought women should test at least once in a lifetime

### Knowledge of advantages of screening



Knew advantages of getting cervical cancer test

### Knowledge of where to access cervical cancer screening



Knew where to get a cervical cancer test

Base: Listeners (54); Non-Listeners (40)

# HIV



Key messages for the 'Ma Ma Oo' episode addressing HIV included:

- Prevention of HIV transmission to foetus and newborn.
- Promoting visit to an HIV testing centre.
- Benefits of HIV blood test.
- Why pregnant women at risk should undergo the test.
- Discussion on whether an HIV positive woman should have a child.

Research was conducted with both listeners of the pilot radio program and non-listeners to determine the program's impact and effectiveness.

## PILOT RESULTS: HIV

**"...to prevent transmission to the baby, I heard... that if the mother is infected but the baby is not, they should not be breastfeeding and need to give medicine".**

LISTENER, AGE 20

Prior to listening to the program research participants had a varied level of understanding of HIV. Some only had a basic understanding of how the virus is transmitted, often misunderstanding or not knowing how and why it was transmitted. This was also the case for other HIV related issues featured in the program, such as who should be tested, why testing is important and the symptoms and treatment of HIV.

**"...when pregnant, it can be transmitted to the baby. It can also be transmitted by breastfeeding...".**

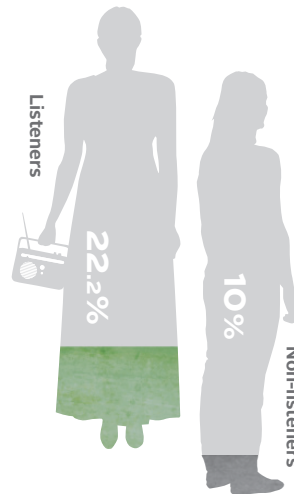
LISTENER, AGE 40

After the pilot radio program, listeners' understanding and knowledge of HIV appeared to improve, with a much higher percentage of listeners identifying that HIV transmission to the child could be prevented (96.3%), compared to non-listeners (60%).

Furthermore, all listeners (100%) identified that both men and women should take the test before marriage, with only 72.5 per cent of non-listeners giving the same response. Likewise, all listeners (100%) acknowledged that husbands should be tested for HIV, in contrast to those who had not listened to the program (72.5%).

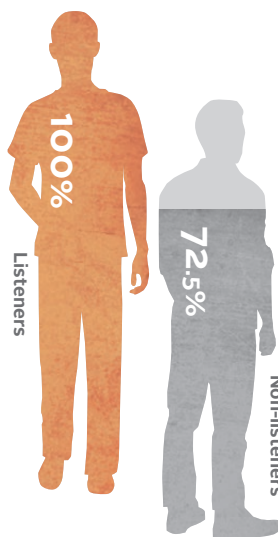
There were a higher proportion of listeners able to identify four modes of HIV transmission (22.2%), compared to non-listeners (10%). However, the level of listeners' knowledge on modes of HIV transmission was relatively low compared to other key messages featured on the program.

### Knowledge of HIV transmission



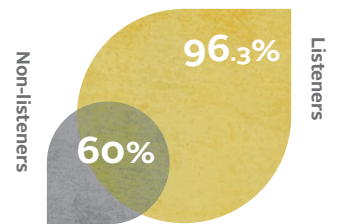
Correctly identified four modes of HIV transmission

### Attitude towards husbands taking HIV test



Thought husbands should take HIV test

### Knowledge of HIV prevention



Knew that transmission to the child could be prevented

### Attitude towards HIV testing before marriage



Thought man and women should be tested before marriage

Base: Listeners (54), Non-Listeners (40)

# MALE INVOLVEMENT

in antenatal, intra-natal and post-natal period



Key messages for the 'Ma Ma Oo' episode addressing male involvement in antenatal, intra-natal and post-natal period included:

- Areas of male support during pregnancy.
- Information areas for men to know during pregnancy and childbirth.
- Maternal and child health education targeting men.

Research was conducted with both listeners of the pilot radio program and non-listeners to determine the program's impact and effectiveness.

## PILOT RESULTS: MALE INVOLVEMENT

**“By men accompanying their wives to antenatal care, they will know how to take care of them. Now, women have to do all household chores. I heard from the radio that women should do only light work... in order to avoid a miscarriage. Their (men) duty is not only for earning money, but to help their wives.”**

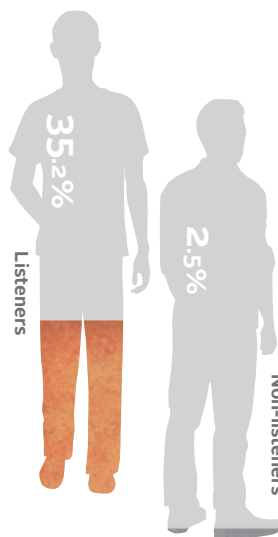
LISTENER, AGE 22

Listeners to the program had a much greater understanding and opinion of men's role during pregnancy than those who did not listen to the program.

The radio program appears to have significantly increased the understanding of listener group participants on male involvement during the antenatal, intra-natal and post-natal periods. A significantly higher proportion of the listener group (35.2%) thought that men should accompany the women to antenatal care appointments, compared to only 2.5 per cent of those who did not listen to the radio program.

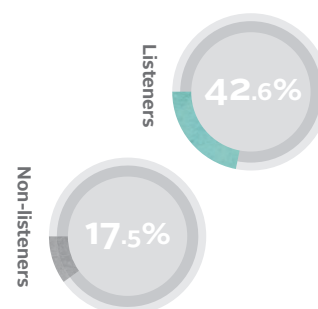
Listeners were also more likely to encourage male involvement to ensure proper nutrition is provided during pregnancy (42.6%), compared to non-listeners of the program (17.5%).

### Attitude to male involvement in antenatal care



Thought that husband should accompany wife to antenatal care

### Attitude toward male involvement in aspects of maternal health



Thought that husband should ensure proper nutrition for wife

Base: Listeners (54); Non-Listeners (40)



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ABC ID would like to acknowledge the Burnet Institute Myanmar, particularly Thwe Thwe Win, Claire Ryan, May May Khin, Thura Muang Aye, Hnin Kalayar Kyaw, Kyaw Min Htun, Aye Aye Myint, Phone Myint Win and Lia Burns for their efforts conducting this research and for their authorship of the full report. Their ongoing expertise and inputs during the process were vital to its success. This Audience Research Brief has benefitted from the advice of ABC ID's Angela Davis, Sam Freeman, Vipul Khosla, Jo Elsom, Cheri Mangrai and Tamara Abu Sham. Finally, we would like to offer our sincere thanks to all MRTV staff, to the many volunteers and to the research participants who willingly offered their time and valuable insights. Any opinions represented in this report are those of the authors and research participants and do not necessarily reflect the views of ABC ID, Burnet Institute, MRTV or the Australian Government.

**Further information:**

[www.abcinternationaldevelopment.net.au/research](http://www.abcinternationaldevelopment.net.au/research)