

## Introduction

In March 2013, SSDI-Communication conducted a research to find out the preferences of several of its platform campaigns by selected communities in the 3 regions of the country on the essential health package. The brands under test were **Zilibwino (It Is well)** and **Moyo ndi Mpamba (Life is Precious)**. Each brand had several supporting ideas that were also a part of the test namely **Nanga inu (How about you)** and **Inunso Mungathe (You Too Can)** under **Zilibwino** brand and **Usamalireni (Take care of it)**, **Utengulireni (Prune it)** and **Uchengetereni (Nurture it)** under **Moyo ndi Mpamba**. The brands and their supporting ideas are shown in the table for clarity:

Brand	Supporting Idea
1. <b>Zilibwino (It Is well)</b>	A. <i>Nanga inu (How about you)</i>
	B. <i>Inunso Mungathe (You Too Can)</i>
2. <b>Moyo ndi Mpamba (Life is Precious)</b>	A. <i>Usamalireni (Take care of it)</i>
	B. <i>Utengulireni (Prune it)</i>
	C. <i>Uchengetereni (Nurture it)</i>

Table 1: Brands and supporting idea under investigation

## Methodology

The study was conducted in 3 districts (each from the northern, central and southern region) of Chitipa, Dowa and Phalombe. The districts were randomly selected per region by alphabetically listing each district per region and selecting the one in the middle. A somewhat similar process was used to select the sites within the district where the District Health Officers were asked to list sites by distances; arranged from the farthest (hard to reach) to the nearest sites. The site in the middle was picked.

The study involved the 4 life stages of respondents; young married individuals, parents of children under 5, parents of older children and adolescents. Focus group discussions were used as the approach to data collection. The 4 audiences were interviewed separately with respect to gender i.e. 2 groups per life stage, one composed of males the other of females bringing the total number of groups to 8 per district. The purpose for this segregation was to make it possible to observe emerging patterns suggesting common positions or views amongst the different categories of respondents.

The interviews were conducted by 6 Zonal SBCC and Community Mobilization Coordinators (2 on each district) with the assistance of District Health Officers per district.

Prior to conducting the focus group discussions, the Research, Monitoring and Evaluation section conducted a training session for the field teams on how to effectively conduct a

focus group discussion. A presentation was made and guidelines were distributed to the field teams.

Audio recorders were used in complementary to the short hand notes collected during the interviews to ensure a more thorough capturing of the views expressed.

## Process

Facilitators provided briefs regarding focus group discussions during introductions (briefing on purpose, seeking consent of participants, explaining procedure). After the introductions, the brands were introduced (one at a time) without the supporting ideas and questions to solicit views regarding preference were asked. What followed was the introduction of the supporting idea to the brands introduced proceeded by probing questions again to understand the preferences.

These processes led to finding out preferred supporting ideas for each brand. The final step was to find out the brand (complete with supporting idea) of choice among the two.

Below is a list of the probing questions that were used to guide the discussions in selecting the brand and supporting idea of choice:

- What do you think about brand/supporting idea?
- How do you think brand/supporting idea can solicit action?
- Which brand/supporting idea is culturally appealing?
- Which brand/supporting idea can easily stay in the heart and mind?
- Whom do you think the brand/supporting idea would address? (Youth, older people, community etc.)
- What do you think is catchy about brand/supporting idea?
- Tell us positive attributes of brand/supporting idea
- Tell us disappointments with brand/supporting idea
- If you had to pick only one brand/supporting idea that was most important to you, what would it be? And why?
- If you wanted to make brand/supporting idea better what would you do?

## Results

The sections below present the focus group discussions results from the 3 districts.

Northern Region: Chitipa

Lifecycle	Outcome
<p><b>1. Young Married Men</b> (9 Participants)</p>	<p>The young married men opted for the <i><b>Moyo ndi Mpamba</b></i> (<i>Life is Capital</i>) brand with supporting idea <i><b>Usamalireni</b></i> (<i>Take care of it</i>) referencing it to a business capital that must be looked after very well at all times to ensure an on-going business venture. This to them meant that life must be looked after very well for the prosperity. On the other hand they said <i><b>Inunso Mungathe</b></i> (<i>You too can</i>) supporting idea was the best for <i><b>Zilibwino</b></i> brand as it would encourage others to practice good health habits unlike <i><b>Nanga inu</b></i> (<i>How about you</i>) which they found discriminatory against those in poor health. Going back to the preferred brand of <i><b>Moyo ndi Mpamba</b></i>, the group felt there was not much clarity in the supporting ideas of <i><b>Utengulireni</b></i> (<i>Prune it</i>) and <i><b>Uchengetereni</b></i> (<i>Nurture it</i>) and also that it was fairly difficult to contextualize them in the health setting.</p>
<p><b>2. Young Married Women</b> (10 Participants)</p>	<p>Like the young married men, this group also preferred the <i><b>Moyo ndi Mpamba</b></i> (<i>Life is Capital</i>) brand with <i><b>Usamalireni</b></i> (<i>Take care of it</i>) as the supporting idea. They likewise likened the brand and supporting idea to running a business where the capital has to be taken care of for a sustainable enterprise. In every aspect they held the same views as the young married men adding that under the <i><b>Zilibwino</b></i> (<i>It is well</i>) brand <i><b>Inunso Mungathe</b></i> (<i>You too can</i>) seemed more appropriate as it encouraged other people to follow good health habits for a good health status. They argued that <i><b>Nanga Inu</b></i> (<i>How about you</i>) sounded like an insult to those in poor health. Additionally, they reported that the supporting ideas <i><b>Uchengetereni</b></i> (<i>Nurture it</i>) and <i><b>Utengulireni</b></i> (<i>Prune it</i>) seemed like a joke and were hard to make sense of.</p>
<p><b>3. Men With Children Under 5</b> (8 Participants)</p>	<p>This group chose <i><b>Moyo ndi Mpamba</b></i> (<i>Life is Capital</i>) with <i><b>Usamalireni</b></i> (<i>Take Care of It</i>) as the supporting idea. They said that the brand was easy to understand and relate to and provided similar examples of a business capital.</p> <p>On the <i><b>Zilibwino</b></i> (<i>It is Well</i>) brand, the group felt it was too general and left many questions un-answered. They were however in favor of <i><b>Inunso Mungathe</b></i> (<i>You too can</i>) under that platform because they felt it would encourage others to follow good health habits. They spoke against <i><b>Nanga inu</b></i> (<i>How about you</i>) as they saw it as looking down on those in poor health.</p>
<p><b>4. Women With Children Under 5</b> (10 Participants)</p>	<p>Women with children under 5 reported that <i><b>Zilibwino</b></i> (<i>It is well</i>) was the most appealing brand as it advocated</p>

Lifecycle	Outcome
	<p>having a good health status. They chose <b><i>Inunso Mungathe</i></b> (<i>You too can</i>) as the supporting idea for the brand because they felt it provided encouragement to others to engage in good health behaviors. They said that <b><i>Nanga Inu</i></b> (<i>How about you</i>) was inappropriate and culturally unacceptable as it questions other people's health status.</p> <p>On the other brand of <b><i>Moyo ndi Mpamba</i></b> (<i>Life is Capital</i>), the group chose <b><i>Usamalireni</i></b> (<i>Take Care of It</i>) as the best supporting idea as it was easy to understand arguing that they couldn't make sense of <b><i>Uchengetereni</i></b> and <b><i>Utengulireni</i></b>.</p>
<p><b>5. Men With Older Children</b> ( 8 Participants)</p>	<p>The group of men with older children also chose the brand <b><i>Moyo ndi Mpamba</i></b> (<i>Life is Capital</i>) with supporting idea <b><i>Usamalireni</i></b> (<i>Take Care of It</i>) as the platform for disseminating EHP messages. These were chosen because of the ease with which they could be understood. The opposite was true for <b><i>Uchengetereni</i></b> (<i>Nurture it</i>) and <b><i>Utengulireni</i></b> (<i>Prune it</i>) which were discarded because they were difficult to understand.</p> <p>On <b><i>Zilibwino</i></b> (<i>It is well</i>), <b><i>Inunso Mungathe</i></b> (<i>You too can</i>) supporting idea was chosen as the best in contrast to <b><i>Nanga Inu</i></b> (<i>How about you</i>) which was seen as being disrespectful and insulting.</p>
<p><b>6. Women With Older Children</b> (10 Women)</p>	<p>The group was in support of the brand <b><i>Moyo ndi Mpamba</i></b> (<i>Life is Capital</i>) with <b><i>Usamalireni</i></b> (<i>Take Care of It</i>) as the supporting idea. They said that the brand with its supporting idea were clear and easy to understand. One participant reported that immediately she heard the brand and supporting idea she started thinking about how she could protect herself from infections.</p> <p>The group also reported that it could not immediately connect <b><i>Zilibwino</i></b> (<i>It Is Well</i>) to health as the term was too broad.</p>
<p><b>7. Male Adolescents</b> (10 participants)</p>	<p>The youthful group of males followed suit by selecting <b><i>Moyo ndi Mpamba</i></b> (<i>Life is Capital</i>) platform. They said they could easily relate to it and compared it to the starting capital for a business that must be safeguarded at all times- hence the subsequent selection of <b><i>Usamalireni</i></b> (<i>Take care of it</i>).</p> <p>They went on to select <b><i>Inunso Mungathe</i></b> under <b><i>Zilibwino</i></b> platform which they said was an encouragement to others to engage in positive health behavior.</p>

Lifecycle	Outcome
8. Female Adolescents (8 Participants)	Selected <b><i>Moyo ndi Mpamba</i></b> ( <i>Life is Capital</i> ) with supporting brand <b><i>Usamalireni</i></b> ( <i>Take care of it</i> ) for the reasons in 6 & 7 above.

### Central Region: Dowa

Life Cycle	Outcome
1. Young Married Men	<p>This group chose the platform <b><i>Moyo ndi Mpamba</i></b>, <b><i>Usamalireni</i></b> because they thought it was catchy and straightforward and could easily stay in their hearts. <b><i>Moyo ndi Mpamba</i></b> was chosen because they could easily relate to it and <b><i>Usamalireni</i></b> because it was considered to be a widely used by both the youth and the elderly and that it had an element of conveying a warning message and could prompt for action. The other supporting ideas of <b><i>Uchengetereni</i></b> and <b><i>Utengulireni</i></b> were found to be less popular especially among the youth hence harder to derive the meaning from.</p> <p>Under <b><i>Zilibwino</i></b>, the group said <b><i>Nanga Inu</i></b> was more emphatic in prompting for action and more appealing than <b><i>Inunso Mungathe</i></b>.</p>
2. Young Married Women	<p>The young married women opted for the <b><i>Moyo ndi Mpamba</i></b> brand with <b><i>Usamalireni</i></b> as its supporting idea because they could so easily understand and relate to it. In their opinion, they referenced the platform to a business capital which they said is usually one's biggest investment which must be properly looked after.</p>
3. Men With Children Under 5	<p>Men with children under the age of 5 were in favor of <b><i>Zilibwino</i></b> brand because they thought it was straight forward in expressing ideas. They also chose <b><i>Inunso Mungathe</i></b> as supporting idea arguing that it provides a word of encouragement for others to follow suit and achieve a good health status. They brushed off <b><i>Nanga Inu</i></b> citing that it was culturally unacceptable and also associated it with having too much pride/boastful shown in the example "We eat food rich in the six food groups, <b><i>How about you?</i></b></p> <p>On <b><i>Moyo ndi Mpamba</i></b>, the group indicated that the phrase was more appealing to the youth, particularly those doing business. They however said <b><i>Usamalireni</i></b> would be a better supporting idea because it was easy to make sense of by all age groups unlike <b><i>Uchengetereni</i></b> and <b><i>Utengulireni</i></b> which are less popular among the youth.</p>
4. Women With Children Under 5	<p>The group was in favor of <b><i>Moyo ndi Mpamba</i></b>, <b><i>Usamalireni</i></b> platform because they felt it could be easily</p>

Life Cycle	Outcome
	<p>adopted as everybody wants to live, hence the need to take care of their lives (the capital) by practicing healthy behaviors.</p>
<p><b>5. Men With Older Children</b></p>	<p>This group chose <i>Moyo ndi Mpamba</i> as the best with <i>Usamalireni</i> as the supporting idea. They reached this conclusion after first relating <i>Moyo ndi Mpamba</i> to a business capital and felt that this would make people realize that their health was very important hence they would see the need to look after it very well.</p> <p>As for <i>Zilibwino</i>, they thought <i>Inunso mungathe</i> was the best supporting idea because of its element of encouraging other people to engage in healthy practices.</p>
<p><b>6. Women With Older Children</b></p>	<p>The women with older children argued in favor of <i>Moyo ndi Mpamba, Usamalireni</i> platform by first of all pointing out that one can only live once, hence the need to look after their life very well. They likened life to a business capital that is necessary to start and run the business hence worth all the effort to look after very well. They added that it could be easily understood by all life cycles.</p>
<p><b>7. Male Adolescents</b></p>	<p>The male adolescents opted for the platform <i>Zilibwino</i> and supporting idea <i>Inunso Mungathe</i> because they thought it was straightforward and easy to be understood by all age groups and most of all because it encouraged other people to achieve a certain health standard.</p> <p>The group reported that <i>Moyo ndi Mpamba</i> sounded strange and associated it with the older generations. They however were in favor of the supporting idea <i>Usamalireni</i> saying it was easy to understand and common among the youth. As for <i>Uchengeterani</i> and <i>Utengulireni</i>, the group said they were hard to make sense of.</p>
<p><b>8. Female Adolescents</b></p>	<p>The female adolescents unlike their male counterparts opted for <i>Moyo ndi Mpamba, Usamalireni</i> platform because it stressed on taking care of life (the most important capital) for continuity with good living conditions. They also added that the platform could be easily understood by all age groups.</p>

**Southern Region: Phalombe**

Lifecycle	Outcome
<p><b>1. Young Married Men</b></p>	<p>This group opted for <i>Zilibwino</i> platform, with <i>Inunso Mungathe</i> as the supporting idea as they felt the platform provided words of encouragement for the masses to practice good health behaviors.</p>

<p><b>2. Young Married Women</b></p>	<p>Selected <i>Moyo ndi Mpamba</i> because in their opinion they felt it provided more clarity in terms of what it was referring to (taking care of life) than <i>Zilibwino</i> which they found too general for the purposes of topic under discussion.</p>
<p><b>3. Men With Children Under 5</b></p>	<p>Men with Under 5 children reported that both platforms were good because they could be understood with ease and were culturally appropriate. However they said <i>Zilibwino</i> was better as that it could be applied in difficult situations for instance in which one has been diagnosed with HIV. It could be inferred that <i>Zilibwino</i> (It is well) because the patient went for testing and even though found with the virus they will receive early treatment to prolong their life. They chose <i>Inunso mungathe</i> as the supporting idea because they felt it would encourage others to adopt health behaviors.</p>
<p><b>4. Women With Children Under 5</b></p>	<p>Opted for <i>Moyo ndi Mpamba</i> because they felt it was more applicable to health than <i>Zilibwino</i> citing that the latter was only applicable to persons with a good health status arguing that those with ill health would never talk of things being well. They chose <i>Usamalireni</i> as the supporting idea because they said it was easy to get a meaning from when compared to the other supporting ideas.</p>
<p><b>5. Men With Older Children</b></p>	<p>This group settled for the brand <i>Moyo ndi Mpamba</i> and said it was more appealing to them than <i>Zilibwino</i>. They said all human needs were dependent on the availability of life hence the need to properly look after it through following healthy habits.</p>
<p><b>6. Women With Older Children</b></p>	<p>Selected <i>Zilibwino</i> on the premise that it denotes everything in the household is in order- no diseases and all necessities available. They also reported that it would encourage others to follow healthy habits regardless of their health status. They chose <i>Inunso Mungathe</i> as the supporting idea saying it was motivational and would cause people to act.</p>
<p><b>7. Male Adolescents</b></p>	<p>Settled for <i>Moyo ndi Mpamba</i> with <i>Usamalireni</i> as its supporting idea. The platform was chosen because the group could so easily relate to and engage in positive health habits.</p>
<p><b>8. Female Adolescents</b></p>	<p>The group reported <i>Moyo ndi Mpamba</i> as the most appealing platform due to its catchiness and its conformity to cultural values. They said the catchiness would stimulate many people particularly the youth to take part in health issues. They selected the supporting idea <i>Usamalireni</i> because of its popularity in their native language.</p>

## Opportunities for improvement

### Discussion and Recommendation

From the results of the focused discussions, 18 groups were in favor of the platform ***Moyo ndi Mpamba*** and the rest (6 groups) were for ***Zilibwino***. The selected supporting idea for the popular platform was ***Usamalireni***. The majority that selected ***Moyo ndi Mpamba*** argued that the platform was fairly easy to connect and relate to as it was more specific by mentioning life was important and required looking after while the competitor brand ***Zilibwino*** in itself was too broad/general. Those in favor of the ***Moyo ndi Mpamba*** platform continued to select ***Usamalireni*** as the supporting idea because they said it was easy to understand and connected well with the platform.

The selected platform was popular in all the 3 regions hence is commendable for SSDI-Communication to roll out.