

TV spot # Lebanon

Target Audience for TV ads: Mothers under 5 children		Geographical area: Za'atari camp and Amman
Total number of participants: 19 women		Date: 23 – 24 December, 2013
Testing Method e.g. focus group discussions, individual interviews		Time: 11 a.m. – 12:15 p.m.
Question Guide	Syrian refugees in Za'atari 10 women	Jordanian population 9 women
Comprehension Tell me, in your own words, what did the announcement (message) that you just heard say? What was the message in the announcement? Are there any words in the announcement (message) you do not understand?	Majority of all respondents expressed their understanding of the messages, noting 'it is about vaccination' and 'it is about polio & prevention of infection diseases' or risks of not being vaccinated All noted that messages are clear for them to understand	Respondents recognized importance of the vaccination, protecting children's health, noting the spot serves increasing their awareness on vaccination.
Acceptance Is there anything in the announcement (message) that you think is not true? If the answer is yes: What do you think is not true? What about it do you think it is not true? Did the announcement (message) say anything that might upset or offend people from around here? If the answer is yes: What might upset them? What is offensive?	Participants expressed their agreement with the messages, delivered in the spot, saying 'it is true and contains right information' However, some participants expressed their view points on information that might upset or offend. For instance, 'saying Syria', 'child died'.	Respondents accepted messages, saying it is true and cl necessity of vaccines. It encourages them to take serious action with only two drops to kill disease which is contagious.
Attractiveness What did you like most (music, speech, persons talking, sounds) about the announcement (message) or what do you think others would like most?	Majority of participants found spot attractive, especially, speech/sound and person talking/informing.	Agreed that is it attractive, pictures are good, it provide information, and drawing are beautiful.

<p>Call for Action What do you think this TV ads (message) is asking you to do? Are you willing to follow the advice being given? What would cause you to be willing to follow the advice or what would discourage you?</p>	<p>Majority of all respondents expressed their understanding of the messages calling for action to take their children to vaccinate or to take care of their children or to save kids' lives or to prevent them from deadly disease.</p> <p>'We are refugees have no prevention, except vaccination' – stated one of the participants.</p>	<p>Respondents understood call for action noting that it is about to take children to health centre;</p> <p>"If I have to see my child healthy, I have to seek vaccination.. not to wait for doctors to come" said one of mothers.</p>
<p>Involvement To whom do you think the announcement (message) is directed? Why do you think that?</p>	<p>Respondents noted that messages are directed to mothers as vaccination/take care of a child's health is her responsibility in family. Some of them did not agree that it is mother, stressing that it is directed to all parents, all family members and whole community.</p> <p>'I know women who cannot go outside without permission of her husband' – stated one of the participants.</p>	<p>Respondents noted that messages are for mothers and fathers to take action. Although, mothers are in charge of health of a child, father and other members supports are important.</p>
<p>General Opinion Question In your opinion, what could be done to improve this announcement?</p>	<p>Respondents suggested following improvements in the spots,</p> <ul style="list-style-type: none"> - symptoms of polio; - speak more about vaccine - Places that provide the vaccine. 	<p>Respondents suggested to include real pictures.</p>

TV spot # Egypt

Target Audience for TV ads: Mothers under 5 children		Geographical area: Za'atari camp and Amman, Jabal Nusha	
Number of participants: 9 women		Date: 23 - 24 December, 2013,	
Testing Method e.g. focus group discussions, individual interviews		Time: 11 a.m. – 12:15 p.m.	
Question Guide	Syrian refugees in Za'atari		Jordanian population
Comprehension Tell me, in your own words, what did the announcement (message) that you just heard say? What was the message in the announcement? Are there any words in the announcement (message) you do not understand?	Majority of respondents expressed their agreement that it provides parents information about vaccines, and tells about importance of polio.		Majority of respondents expressed their agreement on messages delivered in the spot. Some of them mentioned polio, care about children, importance of vaccines and c of them they can reach our houses. Other noted messages are about legs.
Acceptance Is there anything in the announcement (message) that you think is not true? If the answer is yes: What do you think is not true? What about it do you think it is not true? Did the announcement (message) say anything that might upset or offend people from around here? If the answer is yes: What might upset them? What is offensive?	Majority of respondents expressed their acceptance of the messages which are true and contains right information.		Respondents accepted messages and noted that it is true clear. However, two of them recognized the importance of visiting health centres for vaccination, although the spot demonstrated the health care providers coming to their houses.
Attractiveness What did you like most (music, speech, persons talking, sounds) about the announcement (message) or what do you think others would like most?	Respondents expressed their agreement (liked) person voice, song and music while delivering the messages.		Respondents noted that the spot is nice, containing voice and song; it is encouraged to take vaccination.

<p>Call for Action What do you think this TV ads (message) is asking you to do? Are you willing to follow the advice being given? What would cause you to be willing to follow the advice or what would discourage you?</p>	<p>Respondents understand role and action to take after watching spot, noting that it reminds us about our role to take our children to vaccinate or not to be late for vaccination.</p>	<p>Respondents expressed the need to vaccinate all children “we have to go to vaccinate, if the child is healthy mean whole community is healthy” said one of the mothers. “Before we used to resist, but now, they are aware of the consequences”</p>
<p>Involvement To whom do you think the announcement (message) is directed? Why do you think that?</p>	<p>All parents</p>	<p>All mothers to be involved in ensuring children’s health</p>
<p>General Opinion Question In your opinion, what could be done to improve this announcement?</p>	<p>No comments</p>	<p>Demonstrate affected a child and compare the one who about vaccination. We need more other vaccines, such as measles, rubella..</p>

Comparison Questions

Which of the two announcements do you like best? Why do you like that announcement best?

- The Lebanese one is more informative, demonstrating the negative sides of not being vaccinated. It scared us more and encourages to go for vaccination
- Egypt is more fun and lively, less information about disease, call for action, get attention of children playing rather than messages delivered via song.