

Project 'All of Me'

An ACS-ICS Partnership project

All of Me focusses on enhancing awareness and motivating young adult working women of the lower, middle income group to seek regular health check-up and screening for the two key early detectable women's cancer i.e., breast and cervical cancer, enabling timely action.

Profile of study respondents:

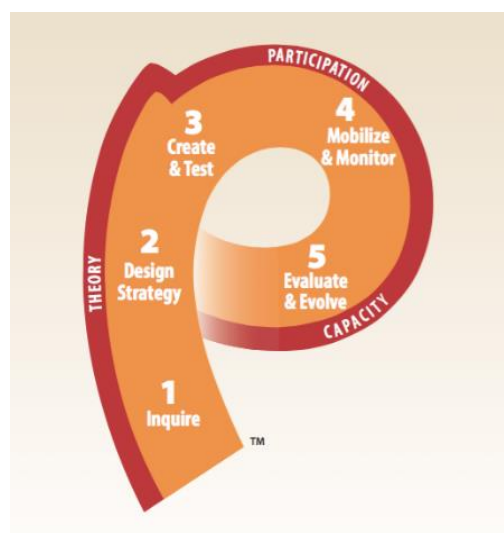
- Adult female
- 18-45 years of age
- Are literate/semi-literate
- Belong to lower middle class, and
- Employed in malls, corporates, schools, garment industries and working as artisans

The study leverages the social behaviour change communication approach of the ACS Consultants-Johns Hopkins University-Center for Communication Programs.

Design of the Study:

ICS in partnership with JHU-CCP India applied the strategic 'P' process which involves the following phases.

Phases	P-process	Responsibilities
Phase I	Inquire	JHU-CCP & ICS
Phase II	Design Strategy	JHU-CCP & ICS
Phase III	Create & Test	ICS & NFX Digital Pvt Ltd
Phase IV	Mobilize & Monitor	ICS & NFX Digital Pvt Ltd
Phase V	Evaluate & Evolve	ICS & Research Pacific India



Methodology:

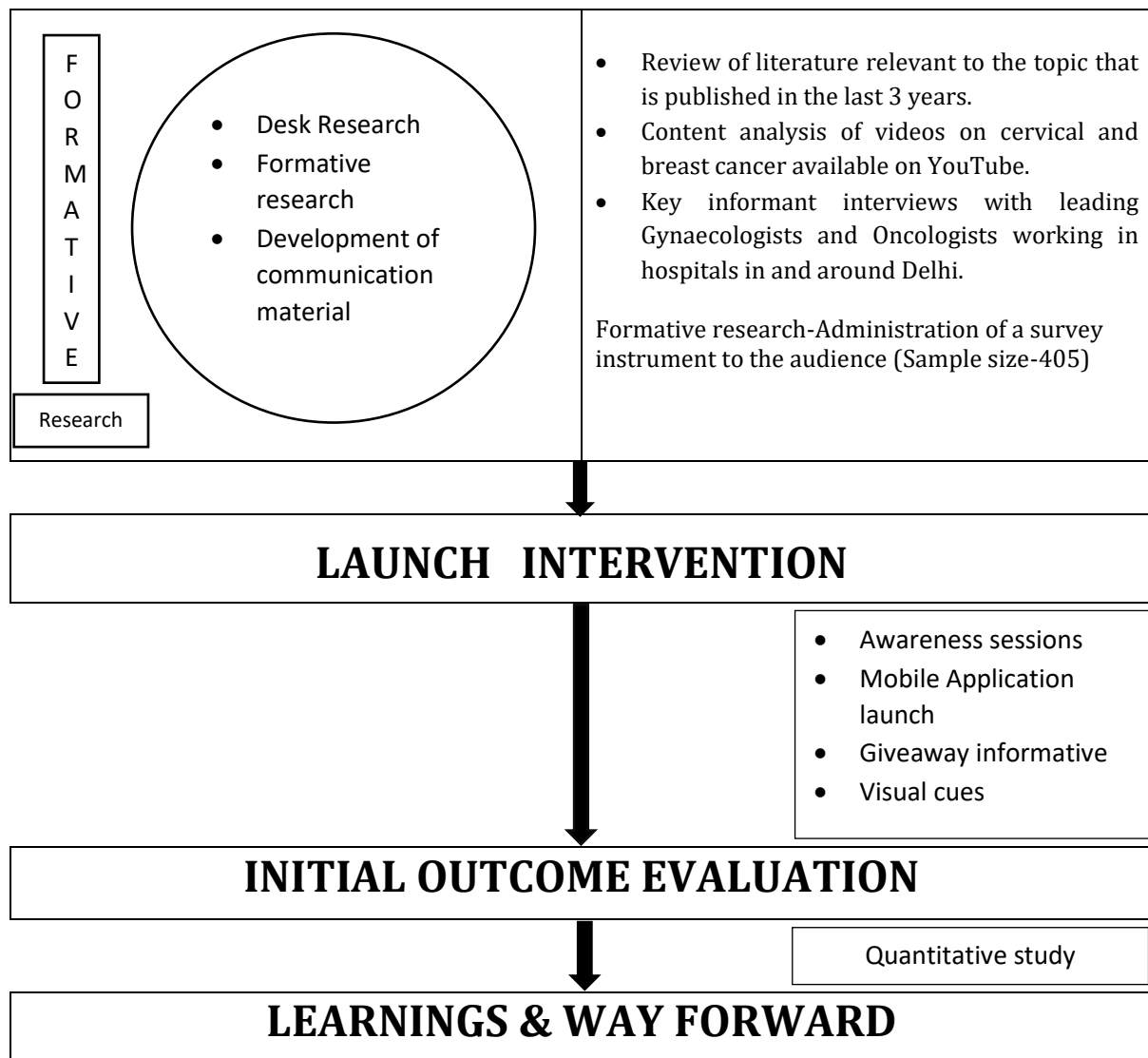
Methodology	Phase II		Phase III	Phase IV	Phase V
Quantitative study	Formative Research		Qualitative	Implementation	Endline study
Types of Workplace	Pilot	Final	Focus Group Discussions	Cancer Awareness Sessions	Monitoring & Evaluation sample
Artisans	3	82	5	315	42
Corporates	3	78	2	74	35
Garment Industry	3	85	3	173	53
Malls(Utilities)	3	83	4	180	40
NGO School Teachers	3	77	1	149	40
Total	15	405	15	891	210

#Phase 1 comprised of Desk Research i.e., reviewing of literature relevant to cancer, key Informant interviews with doctors specialised in cancer treatment, audience analysis & ethics approval.

* 2 focus group discussions on *m-Shakti* mobile app were conducted by JHU-CCP with ICS volunteers.

An Overview: Evaluation system for the intervention

The P-process when implemented involved an evaluation system for the intervention as per the following activity:



Initial Outcome: A Lifestyle

The study reinforces and highlights the role and importance of literacy, psycho-social factors and environmental factors within which the respondent operates.

Role in the Households: Respondents see themselves as subservient to the husband/his family and children.

Limited Literacy & lifestyle compulsions: This factor restricts their media exposure. They are busy in household chores like cooking, cleaning, working & looking after their children. They have no time for even watching TV or for self.

The key decision makers for health issues are the men in the family. Focus of healthy family is more on the male earner and for the children & elderly.

Learnings & Way forward:

Overall, the selection of the working sites proved to be the best locations for the reaching out to this profession of the women has been the right choice.

Key observations & Learnings:

Respondents have a very positive mind set. They are ready to listen in an environment where they feel confident & secure. However, the communication strategy followed in terms of striking a cord with the women as the central pillar in the family has proven advantageous.

“You’re a mother, a daughter, a wife. You’re their heartbeat. You’re their life.” This was the key message in the communication campaign and the same has been adopted in the cancer awareness talks to make them a success.

Impact of Awareness talks & one to one communication:

Communication material sharing has been very successful. Heightened awareness itself is very positive & encouraging for future. The excitement & interest in downloading the mobile app on self-healthcare indicates that this mode has a key role to play in the near future. The visuals interactivity can be leveraged further.

Way Forward:

- HPV DNA and vaccinations for girls to be stressed upon while delivering the talk on Cervical cancer.
- Use the *mShakti* mobile app for the awareness talks on breast/cervical cancer
- *mShakti* mobile app downloading to be done after the awareness talks to focus on the fact of sharing the app within their own family/community.