

# **MEDIA AND MESSAGES FOR NUTRITION AND HEALTH:**

## ***Assessing Media Appropriateness For Nutrition And Health-Related Social And Behavior Change Communication In Four High Stunting-Burden Provinces Of Lao PDR***

DISCUSSION PAPER

JUNE 2020

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## Media and Messages for Nutrition and Health:

### *Assessing Media Appropriateness for Nutrition and Health–related Social and Behavior Change Communication in Four High Stunting–burden Provinces of Lao PDR*

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**ABSTRACT:** The Lao People’s Democratic Republic (Lao PDR) has experienced rapid and significant economic growth over the past decade. However, poor nutritional outcomes remain a concern. Rates of childhood undernutrition are particularly high in remote, rural, and upland areas. Media have the potential to play an important role in shaping health and nutrition–related behaviors and practices as well as in promoting sociocultural and economic development that might contribute to improved nutritional outcomes. This report presents the results of a media audit (MA) that was conducted to inform the development and production of mass media advocacy and communication strategies and materials with a focus on maternal and child health and nutrition that would reach the most people from the poorest communities in northern Lao PDR. Making more people aware of useful information, essential services and products and influencing them to use these effectively is the ultimate goal of mass media campaigns, and the MA measures the potential effectiveness of media efforts to reach this goal.

The effectiveness of communication channels to deliver health and nutrition messages to target beneficiaries to ensure maximum reach and uptake can be viewed in terms of preferences, satisfaction, and trust. Overall, the four most accessed media channels for receiving information among communities in the study areas were village announcements, mobile phones, television, and out-of-home (OOH) media. Of the accessed media channels, the top three most preferred channels were village announcements (40 percent), television (26 percent), and mobile phones (19 percent). In terms of trust, village announcements were the most trusted source of information (64 percent), followed by mobile phones (14 percent) and television (11 percent). Hence of all the media channels, village announcements are the most preferred, have the most satisfied users, and are the most trusted source of information in study communities from four provinces in Lao PDR with some of the highest burden of childhood undernutrition.

**Keywords:** Media Audit, Undernutrition, Mass Media Campaigns, Lao PDR, Social Behavior Change and Communication

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## ACRONYMS AND ABBREVIATIONS

GoL	Government of Lao PDR
GPS	Global Positioning System
HGNPD	Health Governance and Nutrition Development Project
KII	Key Informant Interview
Lao PDR	Lao People's Democratic Republic
MA	Media Audit
M&E	Monitoring and Evaluation
MOH	Ministry of Health
NNSPA	National Nutrition Strategy and Plan of Action
NSEDP	National Social Economic Development Strategy
OOH	Out-of-Home
P3M	Preceding Three Months
SBCC	Social and Behavior Change Communication
TA	Technical Assistance
UNICEF	United Nations International Children's Emergency Fund

## EXECUTIVE SUMMARY

The Lao People’s Democratic Republic (Lao PDR) has experienced rapid and significant economic growth over the past decade. There have not, however, been proportional gains in poverty reduction and related challenges. Childhood chronic undernutrition (stunting) levels remain high. About 33 percent of children under five years of age suffer from chronic undernutrition (stunted growth), 21 percent are underweight, and 9 percent are acutely undernourished (wasted). Stunting affects several groups disproportionately—the poor, ethnic minorities, rural children, and upland areas of the country—and stunting and underweight rates among children in the poorest wealth quintile (which is predominantly rural) are more than three times the rates for children in the richest quintile.

The government of Lao PDR’s (GoL) commitment to finding solutions to the pressing issues of poverty and malnutrition is clearly spelled out in its National Development Strategy. Notably, among the key objectives of the Eighth National Social Economic Development Strategy (NSEDP) 2016–2020 are developing human capital, graduating from least developed country status by 2020, and achieving a reduction in poverty to 15 percent by 2020 through sustained and inclusive growth. The NSEDP calls for poverty reduction among all ethnic groups and equal access to education and health as well as decreased malnutrition for both genders in all ethnic groups.

In support of the GoL’s health and nutrition programs, the World Bank (WB) has provided funds to support the government of Lao PDR to implement the Health Governance and Nutrition Development Project (HGNDP). The objective of HGNDP is to increase coverage of reproductive, maternal and child health, and nutrition services in target areas. Specifically, Component 3 of the project aims to develop and implement nutrition-related social and behavior change communication (SBCC) strategies and action plans at both the national and village levels, giving priority to the latter. Broadly, SBCC activities can be categorized into two types—(i) mass media and (ii) community-based approaches, which for successful campaigns are best delivered in a complementary manner. In addition, SBCC includes advocacy activities for nutrition, targeted at different levels of leaders and decision makers.

In addition to HGNDP and also in response to the multidimensional causes of malnutrition in Lao PDR and in support of the GoL’s National Nutrition Strategy and Plan of Action (NNSPA), the World Bank has made a commitment to a multisector action plan to support the government’s efforts in tackling childhood stunting. In this regard, World Bank–financed projects in the Health, Agriculture, Education, Social Protection and Water, Sanitation, and Hygiene sectors were identified as key to addressing the immediate as well as underlying causes of maternal and child undernutrition in Lao PDR in a coordinated manner. This “convergence approach” ensures that World Bank–supported nutrition-sensitive and nutrition-specific interventions in Lao PDR will be coordinated to the extent feasible in four key areas: (i) geographic convergence of nutrition-specific and nutrition-sensitive interventions in the same communities and households in the “convergence provinces,” that is, Phongsaly, Oudomxay, Xiengkhuang, and Huaphanh; (ii) use of common nutrition SBCC strategies, action plans, and tools for consistent messaging; (iii) leveraging of each other’s delivery platforms, for example, preestablished community structures; and (iv) exploring possibilities for common monitoring and evaluation (M&E) frameworks.

Media play an important role in shaping and promoting sociocultural and economic development. They are a means to inform the public about government policies, and they can also

provide people with an opportunity to express their voices and have them heard. They are at the forefront of all campaigns to improve people's lives, protect the environment, and promote peace and stability. Media, of course, come in different forms, such as print media, electronic media (radio, television), new media (the internet and other information and communications technology [ICT] platforms), and so on.

Given the multiple forms of media that could be used for communication, the World Bank sought to identify a potential media mix that could be used by the government of Lao PDR and concerned stakeholders to deliver health and nutrition messages to target beneficiaries to ensure maximum reach and uptake for a given level of communication expenditure. This information would inform SBCC activities under HGNDP as well as other WB-supported projects constituting the multisectoral nutrition convergence approach. This media audit (MA) is the result. Specifically, the MA was expected to inform the development and production of mass media advocacy and communication tools and materials with a focus on maternal and child health and nutrition, sanitation, personal and environmental hygiene, and/or other determinants of health and nutrition, as well as immunization.

Overall, the four most accessed media channels for receiving information among the target respondents are village announcements (98 percent), mobile phones (86 percent), television (74 percent), and out-of-home (OOH) media (66 percent). Out-of-home media refers to any outdoor advertising that reaches the target population while they are outside their homes, for example, posters, billboards, flyers, etc. Of the accessed media channels, the top three most preferred are village announcements (40 percent), television (26 percent), and mobile phones (19 percent). However, in terms of satisfaction, the target respondents are more satisfied with mobile phones than television, represented by 52 percent compared to 41 percent satisfaction rate, respectively. Among the top three media channels, village announcement is the most preferred, has the most satisfied users, and is the most trusted.

The MA found television to be popular among the residents of Xiengkhuang Province, females, older age groups, and the Lao Tai ethnic group. In terms of television channels, the top two most watched channels among the project target beneficiaries are Thai television channels 3 and 7. Approximately 68 percent of respondents reported they watch channel 3, and 88 percent channel 7. The most watched local television station is the Lao Star channel, with only 21 percent of respondents reporting that they watched it the most of all channels, and 30 percent reporting that they watched the channel occasionally.

Radio listenership is highest in Phongsaly Province, among men, older age cohorts, and the Lao Tai ethnic group. The majority of respondents (48 percent) who listened to the radio in the previous three months spent about one to two hours per day listening, with an average duration of 1.91 hours per day. When asked which types of radio programs they listen to most often, 73.0 percent reported that the news program was their most preferred. General music programs (50.5 percent) and song requests (48.5 percent) came second and third, respectively.

Respondents across the four target provinces reported high access to information via their mobile phones (86 percent). Slightly more male than female respondents reported using their mobile phones to get information (88 percent compared to 83 percent). Seven out of ten respondents (70 percent) own a "dumb" phone (those mobile phone devices that can only make or receive calls and send or receive text messages), while a small percentage of respondents (16 percent) have feature

phones (those that play stored multimedia files and have a camera). Only three out of ten respondents (30 percent) own a smartphone, where apps may be installed and used.

Access to newspapers is very low in the target population—approximately 13 percent of the households interviewed. Newspaper readership was lower among female respondents (9 percent), the oldest age group (9 percent), and the Hmong ethnic group (10 percent). Among those who read newspapers, the respondents mostly read them one to two times a week. Overall, approximately 66 percent of respondents reported accessing information through OOH channels. The audit found that the most common forms of OOH media seen over the three months preceding the survey were posters in public places such as health centers or markets (88 percent) and billboards (62 percent). Most respondents had most recently seen posters (58 percent) followed by billboards (25 percent).

To reach the target audience with health and nutrition–related messages, media channels that must be considered are those that are readily available in the village so they can easily reach the target audience. Effectiveness of these communication channels can be viewed in terms of preferences, satisfaction, and trust. Village announcements through loudspeakers have the highest reach and are widely used in most villages in the country. In terms of trust, village loudspeakers are the most trusted channel, distantly followed by all other media channels. Mobile phones follow in terms of reach. However, given low literacy rates, reading these texts could be a major constraint. Reaching the poor, rural communities via television would be a challenge, with close to half of the television channels airing in these communities being Thai television channels.

## PART I — INTRODUCTION

The Lao People’s Democratic Republic (Lao PDR) has experienced rapid and significant economic growth over the past decade. There have not, however, been proportional gains in poverty reduction and related challenges. Childhood chronic undernutrition (stunting) levels remain high. About 33 percent of children under five years of age are stunted,<sup>1</sup> 21 percent are underweight, and 9 percent are acutely undernourished (wasted). Stunting affects several groups disproportionately—the poor, ethnic minorities, rural children, and upland areas of the country—and stunting and underweight rates among children in the poorest wealth quintile (which is predominantly rural) are more than three times the rates for children in the richest quintile.

The causes of undernutrition in Lao PDR are multifaceted and multisectoral. They range from factors that are determined before the child is born—such as mother’s stature, education, health, care, diet, and age during pregnancy—to factors affecting the child after birth, such as inadequate breastfeeding, low macro- and micronutrient intake due to low dietary diversity, poor hygiene, and poor sanitary environment, especially one including open defecation. Most factors are influenced by social, gender, and cultural norms and practices as well as lack of appropriate knowledge. A significant proportion of children are likely not fed important food groups even when the household consumes them or the food is available at the household level, suggesting low levels of nutrition knowledge and awareness.

To address these concerns, the government of Lao PDR (GoL), with support from the World Bank, has been implementing the Health Governance and Nutrition Development Project (HGNDP) with the objective to *increase coverage of reproductive, maternal and child health, and nutrition services in target areas*. Specifically, Component 3 has supported the National Nutrition Committee to prepare a high-impact, integrated social and behavior change communication (SBCC) strategy, which is a key priority identified in the Multisectoral Food and Nutrition Security Action Plan. Some other key activities under this component include financing technical assistance (TA) for (a) stocktaking of existing SBCC materials and delivery approaches, as well as additional formative research (mostly qualitative) to help fill priority gaps (e.g., maternal nutrition); (b) development of an integrated national SBCC Strategy and Implementation Plan, including stakeholder consultation; and (c) development of an SBCC campaign concept and umbrella slogan, and a set of integrated campaign tools, such as mass media tools (television spots, videos, radio programs, posters, banners, social media applications, and collaterals) and also tools/scripts to organize community edutainment events, interpersonal communications toolkits for village facilitators, and job aids for health center (outreach) staff.

In addition to HGNDP and in response to the multidimensional causes of malnutrition in Lao PDR and in support of the GoL’s National Nutrition Strategy and Plan of Action (NNSPA), the World Bank has made a commitment to a multisector action plan to support the government’s efforts in tackling childhood stunting. In this regard, World Bank–financed projects in the Health, Agriculture, Education, Social Protection and Water, Sanitation and Hygiene sectors (the multisectoral nutrition

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1. Stunting is a reflection of chronic malnutrition as a result of failure to receive adequate nutrition over a long period and recurrent or chronic illness. It is measured by height-for-age. Children whose height-for-age is more than two standard deviations below the median of the reference population are considered short for their age and are classified as moderately or severely stunted. Those whose height-for-age is more than three standard deviations below the median are classified as severely stunted (Lao Statistics Bureau 2018).

convergence projects) were identified as key to addressing immediate as well as underlying causes of maternal and child undernutrition in Lao PDR in a coordinated manner. This “convergence approach” ensures that World Bank–supported nutrition-sensitive and nutrition-specific interventions in Lao PDR will be coordinated to the extent feasible in four key areas: (i) geographic convergence of nutrition-specific and nutrition-sensitive interventions in the same communities and households in the “convergence provinces,” that is, Phongsaly, Oudomxay, Xiengkhuang, and Huaphanh; (ii) use of common nutrition social and behavior change communication (SBCC) strategies, action plans, and tools for consistent messaging; (iii) leveraging of each other’s delivery platforms, for example, preestablished community structures; and (iv) exploring possibilities for common monitoring and evaluation (M&E) frameworks.

Mass media approaches can be in the form of “edutainment” or social-marketing campaigns. Edutainment is characterized by radio and television messages, dramas aired on radio or television, songs containing relevant messages, and may also include social media. Mass media campaigns commonly used for family planning are increasingly used for a broader set of interventions, such as for promotion of optimal feeding for young children or for sanitation and hygiene behaviors. Informed by an understanding of the mass media consumption habits of the target audience, mass media approaches can be an effective way to reach large numbers of people to increase awareness and knowledge and change attitudes toward a certain behavior. They can help to create repeat exposure to consistent messaging. Interpersonal communication with trusted peers is often needed to support the actual change of a behavior, and hence the need to deliver both mass media and community-based approaches in tandem.

Media play an important role in shaping and promoting sociocultural and economic development. They are a means to inform the public about government policies, and they can also provide people with an opportunity to express their voices and have them heard. They are at the forefront of all campaigns to improve people’s lives, protect the environment, and promote peace and stability. Media, of course, come in several forms, such as print media, electronic media (radio, television), new media (the internet), and so on.<sup>2</sup>

Given the multiple forms of media that could be used for communication, the World Bank sought to identify a potential media mix that could be used by GoL and concerned stakeholders to deliver health and nutrition messages to target beneficiaries to ensure maximum reach and uptake for a given level of communication expenditure. This information would inform SBCC activities under HGNDP as well as in other multisectoral nutrition convergence projects. This media audit (MA) is the result. Specifically, the MA was expected to inform the development and production of mass media advocacy and communication tools and materials with a focus on maternal and child health and nutrition, sanitation, personal and environmental hygiene, and/or other determinants of health and nutrition, as well as immunization.

A media audit entails the collection of information such as the incidence, level of satisfaction, level of trust, peak hours, and preference of each media channel. This information then enables a better understanding of the target audience in terms of media usage habits, interests, choices, and so on. In Lao PDR, MAs were conducted in the form of media index surveys in 2014 and 2017, covering a vast array of media, including television, radio, print (newspapers and magazines),

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2. Choudhury 2011.

internet (browsing and social media), and mobile phone usage (including texting and other activities to access news and information). While media have an important role in influencing at least all those that they reach through a variety of messaging approaches, the following concepts are particularly cogent for this effort's measuring of media habits and consumption indicators:

- In advertising, media studies provide a picture of how a target audience can be made aware of a product or service. Brand managers can easily curate a media plan that can reach a targeted segment of the society to effectively market such products and services.
- In social sciences and program development, media can be used to influence the population in program areas, affecting changes in behavior geared toward the desired outputs and impacts of development programs.

Making more people aware of useful information and essential services and products and influencing them to use these effectively are the ultimate goal, and the MA measures the potential effectiveness of media efforts to reach this goal.

## PART II — METHODS AND DATA COLLECTIONS

The media audit comprised two main components: in-depth Interviews of key informants and a media consumption survey of potential beneficiaries of the multisectoral nutrition convergence projects. The survey was conducted simultaneously across the four provinces in March 2019, using face-to-face computer-assisted personal interviews.

### 2.1. IN-DEPTH INTERVIEWS

In-depth interviews of key informants were conducted to obtain an overall description of media habits and main channels of communication nationwide. Prior to conducting these surveys, a systematic review of broader literature and secondary data related to media coverage and usage in Lao PDR was undertaken. This review then informed the formulation of questions for key informants. A total of five key informants were chosen from development agencies (one from a nongovernmental organization [NGO] and another from a United Nations agency), government (one from the Ministry of Posts and Telecommunications and another from the Ministry of Information, Culture, and Tourism), and from a media company. All interviews were conducted in Vientiane.

### 2.2. MEDIA CONSUMPTION SURVEY

#### 2.2.1. Location of Study

The survey was conducted in 12 target districts in four high-stunting burden provinces (also referred to as convergence provinces) of Phongsaly, Oudomxay, Huaphanh, and Xiengkhuang. A total of 881 villages in the four provinces will be reached through HGNDP. The survey covered all 12 project districts and a random selection of 55 villages (three of those were added during data collection when the sample of target households did not meet the sampling quota).

#### 2.2.2. Sampling Strategy

The number of villages selected in each of the 12 districts was proportional to the distribution of the population of the districts. In each village, 10 households with children under five years of age were selected for interviews, for a sample of 520 households. In villages where the sample of households with children under five years was fewer than 10, additional households were either added from the others of the already sampled villages or from additional villages adjacent to the sampled villages. Please refer to Table 2.1 for the original sample allocation and Table 2.2 for the actual distribution of the sample, altered as a result of an insufficient sample of households with children under five.

**Table 2.1. Original Allocation of Sample Size by Province, District, and Village**

	Total population	Distribution of population (%)	Allocation of sample villages*	Number of respondents per village	Total sample size
Totals in target areas	345,785		52	10	520
Phongsaly	98,085	100	13	10	130
Mai	26,145	27	4	10	40
Khua	25,557	26	3	10	30
Samphanh	22,981	23	3	10	30
Boon tai	23,402	24	3	10	30
Oudomxay	53,828	100	13	10	130
La	16,506	31	4	10	40

Namor	37,322	69	9	10	90
Huaphanh	109,210	100	13	10	130
Huameuang	32,234	30	4	10	40
Xamtay	36,696	34	4	10	40
Kuan	24,525	22	3	10	30
Zone	15,755	14	2	10	20
Xiengkhuang	84,662	100	13	10	130
Kham	47,256	56	7	10	70
Nonghed	37,406	44	6	10	60

Source: Findings of the media consumption survey conducted as part of this study

**Table 2.2. Sample Size by Village**

Province	District	Village	Sample size	
Phongsaly	Mai	Expansion Village	11	
		202019 B. Om kar neng	7	
		202032 B. Poug ngang	5	
		202066 B. Na luang	7	
	Khua	Expansion Village	202077 B. San luang	10
			Expansion Village	2
			203029 B. Hard suai	7
			203055 B. Narm mar nua	11
		Samphanh	203060 B. Mouck kuang	10
			204053 B. Narm lee	10
			204073 B. Phou sang kow	7
			204095 B. Santan	13
	Boon tai	207002 B. Boun tay	10	
		207008 B. Sing say	10	
		207036 B. san enh may	10	
		Oudomxay	La	402028 B. Pernsahvang
402031 B. Houaip	12			
402033 B. Tadahan	10			
402068 B. Mai	10			
Namor	403001 B. Houmsai		10	
	403010 B. Jomsane		9	
	403018 B. Nasavang		10	
	403024 B. Numkor		10	
	403046 B. Saisamphun		11	
	403049 B. Pangthong		10	
Huaphanh	Huameuang	403051 B. Numphang	10	
		403068 B. Nathong	10	
		403079 B. Hopuaisoy	10	
		705047 B. Homkong	10	
	Xamtay	705058 B. Done	10	
		705094 B. Bouamnam	10	
		705098 B. Homesay	10	
		706009 B. Phienghome	10	
		706057 B. Ka	12	
		706076 B. Saikoon	8	
706129 B. Siengdy	10			

	Kuan	709006 B. Houyhai	10
		709012 B. Sanhom	10
		709122 B. Nongvane	10
	Zone	710060 B. Bomfard	10
		710089 B. Say	10
Xiengkhuang	Kham	902019 B. Phonkham	10
		902026 B. Yumchong	10
		902050 B. Sam	10
		902062 B. Saubong	10
		902115 B. Bouamphieng	10
		902120 B. Nongold	10
		902125 B. Phoncheng	10
	Nonghed	903008 B. Nheer	10
		903012 B. Houaidanh	10
		903071 B. Numkouang	10
		903078 B. Keobone	7
		903083 B. Phuckkeretay	10
		903117 B. Hohailand	13
<b>Total</b>			<b>520</b>

*Source: Findings of the media consumption survey conducted as part of this study*

Target respondents for the survey include women of reproductive age (ages 15–49), pregnant women, lactating women, women with children under five years old, husbands of these women, and other caregivers of the children under five. The “other caregivers” category comprised grandparents or other elders in the household over 49 years old who take care of children under five in the household. Excluded from this survey were single men and women even if they are of reproductive age, and older men and women who are not caregivers of children five years old and below in the household.

### 2.2.3. Data Collection

The questionnaire used for the survey was an adaptation of the aforementioned media index and customized for the target beneficiaries of HGNDP. It was prepared in English and translated into Lao, and the translated questionnaire went through cognitive pretesting to make sure that the messages were conveyed accurately prior to field pretesting. After the cognitive pretests, field-testing of the questionnaire was conducted among 30 respondents in Nasala Village, Xaythany District, and Vientiane Capital. The objectives of the field-testing were to determine the time length of the interview, improve the wording of the questions, eliminate unnecessary questions or add new items where needed, test question sequence and correct and improve translation, change open-ended questions into multiple-choice questions, find out which items are conceptually vague, check accuracy and adequacy of the questionnaire instructions, determine whether the focus of the question is clear, and identify interviewers’ recording difficulties.

The computer-assisted personal interviews used the application (app) SurveyToGo. Among other benefits, this app allows for geo-tagging and automated recordings of the interviews. The geo-tagging of all interviews ensured that all interviews have corresponding global positioning system (GPS) coordinates. The survey was not sent to the server until after a GPS coordinate was captured by the tablet used for the interview.

To supplement field quality controls (QCs), all uploaded interviews were checked by office QC staff. In terms of data security, log-in credentials with appropriate access levels were provided to all team members including the client for real-time monitoring of data-collection progress. Random recordings of interviews for either a single question, a section, or the entire interview were carried out to ensure that the questionnaire was implemented according to the training, and interviews were in fact occurring with valid respondents. There were also built-in data QC checks, such as range rule, skip, and fill patterns, among others, in the survey on tablets for more consistent and cleaner data. Data were uploaded in real time whenever internet access was available. The data were uploaded to central servers where additional checking and cleaning occurred. This is where a consolidated, cleaned, and annotated data set was prepared. QC entailed conducting random checks of the data, extraction of open-ended answers, and completed consolidation and coding on a weekly basis

## PART III — FINDINGS

### 3.1. FINDINGS FROM THE HOUSEHOLD SURVEY

#### 3.1.1. Sociodemographics

This media audit collected sociodemographics of adults in the four target provinces.<sup>3</sup> Table 3.1 and Table 3.2 display these sociodemographics of respondents, including gender, age, distribution of target audience (i.e., parents and guardians of children under five years old), and ethnicity. The respondents interviewed for this study were almost evenly split among mothers (184), fathers (179), and nonparent caregivers (157). The predominating ethnic groups were the Mon-Khmer (about 25 percent) and the Hmong-Mien (24 percent). Almost 26 percent of respondents had no formal education and 30 percent had completed primary school, but only 9 percent had postsecondary education or training.

**Table 3.1. Demographic Characteristics of the Respondents**

Province	N			Ethnicity	N	Education	N
Phongsaly	65	<b>Mother</b>	<b>184</b>	Sino-	61	No formal schooling	118
Oudomxay	65	0–5 months	41	Tibetan		Primary school	155
Huaphanh	65	6–23 months	80	Mon-Khmer	128	Lower secondary	61
Xiengkhuang	65	24–59 months	63	Hmong-Mien	126	Upper secondary	30
				Lao Tai	73	Vocational	44
<b>Sex</b>		<b>Father</b>	<b>179</b>	<b>Others</b>	<b>132</b>	University	3
Male	260	0–5 months	25	Tai Dam	20	Other	109
Female	260	6–23 months	72	Thai Dang	16		
<b>Age group</b>		24–59 months	82	Lue	16		
15–25 years	130	<b>Guardian</b>	<b>157</b>	Yung	8		
26–35 years	130	0–5 months	24	Thai Khao	13		
36–45 years	130	6–23 months	70	Thai Done	8		
46 years and older	130	24–59 months	63	Pounoy	5		
				Phong	46		

*Source: Findings of the media consumption survey conducted as part of this study*

Table 3.2 shows that a little over 6 out of 10 responding households (61.5 percent) own a television, almost 94 percent have access to a mobile phone, but only 7 percent and 5 percent have a personal computer and/or a tablet, respectively. There is also high access to electricity (77.3 percent municipal source and 18.6 percent generators). However, stability and consistency of supply would need to be taken into account.

**Table 3.2. Household Facilities and Amenities**

Household property	N	Household	N
Television	321	Own house	513
Personal computer	38	Own property/land	505
Fixed-line telephone	62	Have access to electricity	402

3. Adult refers to individuals ages 15 years and older.

Mobile telephone	488	(municipal)	
Tablet	24	Have access to electricity	97
Motorcycle	467	(others, e.g., generators)	
Car	72	Have access to municipal water	44
Radio	58	Have internet at home (nonmobile)	5
		Refrigerator	176
		Have bank account with ATM	80

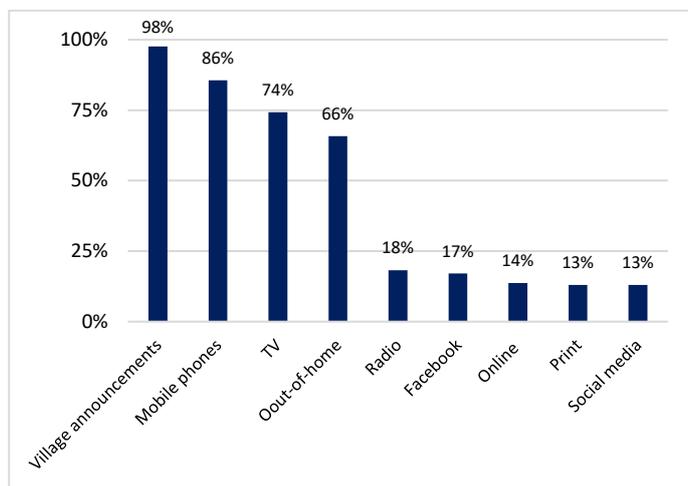
Source: Findings of the media consumption survey conducted as part of this study

### 3.1.2. Overall Media Access

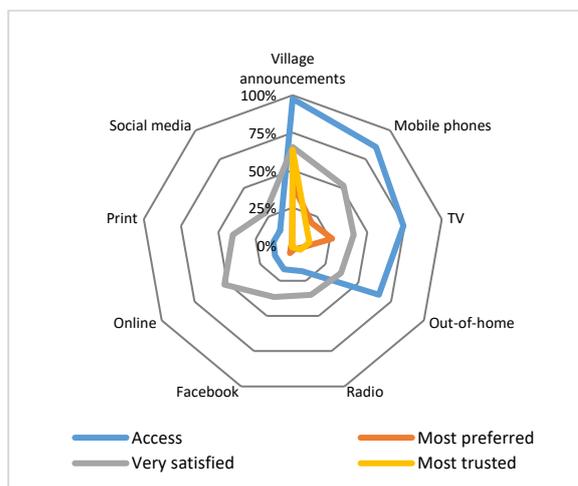
The four most accessed media channels for receiving information among the target respondents are village announcements through loudspeakers (98 percent), mobile phones (86 percent), television (74 percent), and out-of-home (OOH) media (66 percent) (Figure 3.1). Out-of-home media refers to any outdoor advertising that reaches the target population while they are outside their homes, for example, posters, billboards, and flyers. Of the accessed media channels, the top three most preferred channels are village announcements (40 percent), television (26 percent), and mobile phones (19 percent). However, in terms of satisfaction, the target respondents are more satisfied with mobile phones than television, represented by 52 percent compared to 41 percent satisfaction rate, respectively. The order of trust is similar to that of access, with village announcements being the most trusted (64 percent) followed by mobile phones (14 percent) and television (11 percent). Among the top three media channels, village announcements are the most preferred, have the most satisfied listenership, and are the most trusted source of information.

Figure 3.1. Overall Media Access, Preference, Satisfaction, and Trust

a. Access



b. Preference, Satisfaction, and Trust



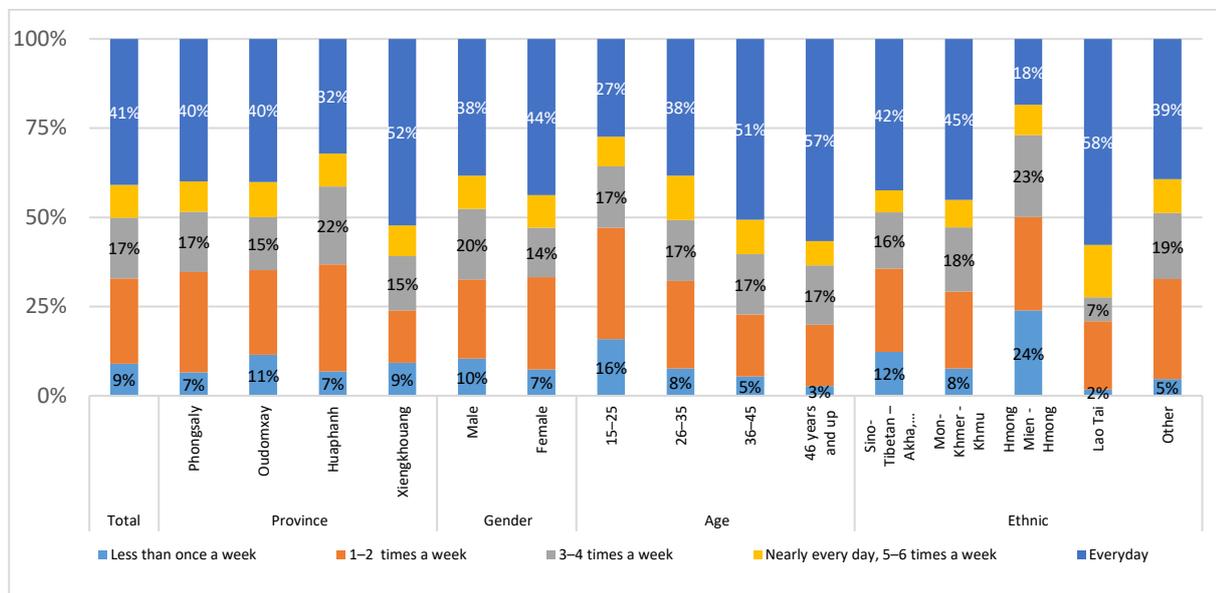
Source: Findings of the media consumption survey conducted as part of this study

### 3.1.3. Understanding the Television Medium

Television is “most accessed” by female, by older population groups (46 years and older), by the Lao Tai ethnic group, and by residents of Xiengkhuang Province (Figure 3.2). “Most accessed” is defined in terms of frequency of television watching—in this case, those who said they watched television every day. Fifty-two percent of respondents in Xiengkhuang Province reported they watched television every day, while the rates of people watching television on a regular basis in the other three provinces was, on average, about 40 percent. Females were found to watch television

more regularly than males (44 versus 38 percent). Frequency of television consumption also appears to increase with age. Approximately 57 percent of respondents 46 years and older watched television every day, while only 27 percent between the ages of 15 and 25 accessed television every day. Compared to other ethnic groups, the ethnic majority Lao Tai watched television most often (58 percent every day), whereas the Hmong watched television the least (18 percent every day).

**Figure 3.2. Overall Television Viewership**

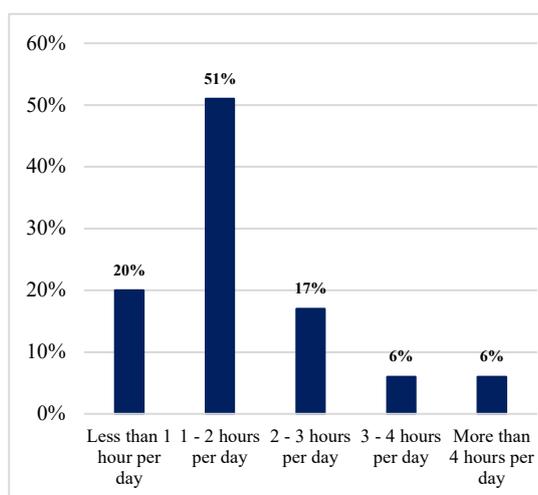


Source: Findings of the media consumption survey conducted as part of this study

Regarding the duration of television consumption per day and the type of service provider, the majority (51 percent) of the target audience spends one to two hours (an average of 1.79 hours) watching television on a daily basis (Figure 3.3). Most households watch satellite television: roughly 8 out of 10 (80.2 percent) respondents reported having satellite television at home.

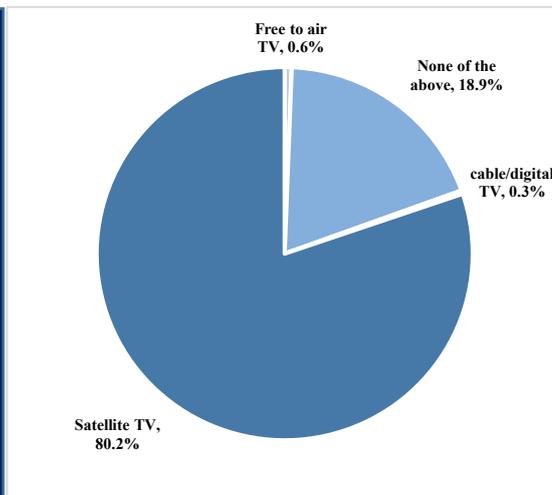
**Figure 3.3. Television Watching, Engagement and Provider**

a. Engagement



**1.79  
Hours  
Approx.  
daily TV  
viewing  
average**

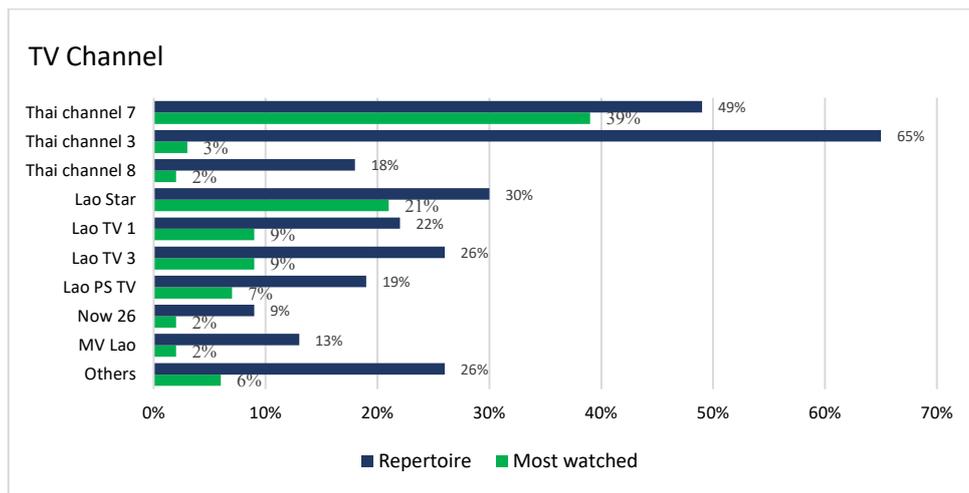
b. Provider



Source: Findings of the media consumption survey conducted as part of this study

In terms of television channels, the top two most watched channels among the project target beneficiaries are Thai television channels 3 and 7. Approximately 68 percent of the respondents reported they watch channel 3, and 88 percent channel 7 (Figure 3.4). The most watched local television station is the Lao Star channel, with only 21 percent of respondents reporting that they watched it the most of all channels and 30 percent that they watched it occasionally. If the Ministry of Health (MOH) or other ministries are to air social and behavior change communication (SBCC) messages on local channels, the effective reach through television in the target area would only be up to 51 percent with the Lao Star channel.

**Figure 3.4. Top Ten Most Watched Television Channels and TV Channel Repertoire**

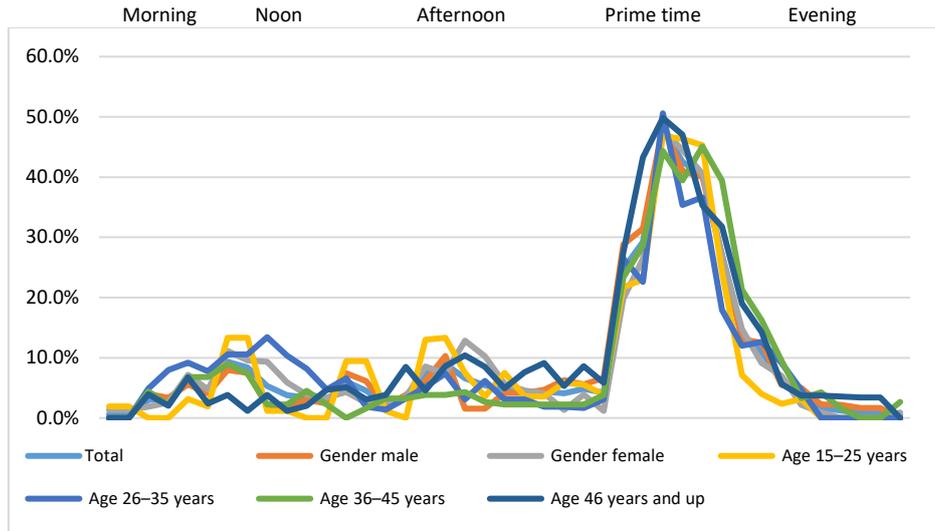


Source: Findings of the media consumption survey conducted as part of this study

Note: Refer to Appendix B for number of viewers.

Figure 3.5 shows the prime time for all television channels, including Thai television, by gender and age groups. Overall, the prime time for all television channels is from 6:00 pm to 9:00 pm, and it peaks at 7:00 pm to 8:00 pm, with a maximum reach of 50 percent of television watchers. There is not much difference by age and sex during prime-time television viewing.

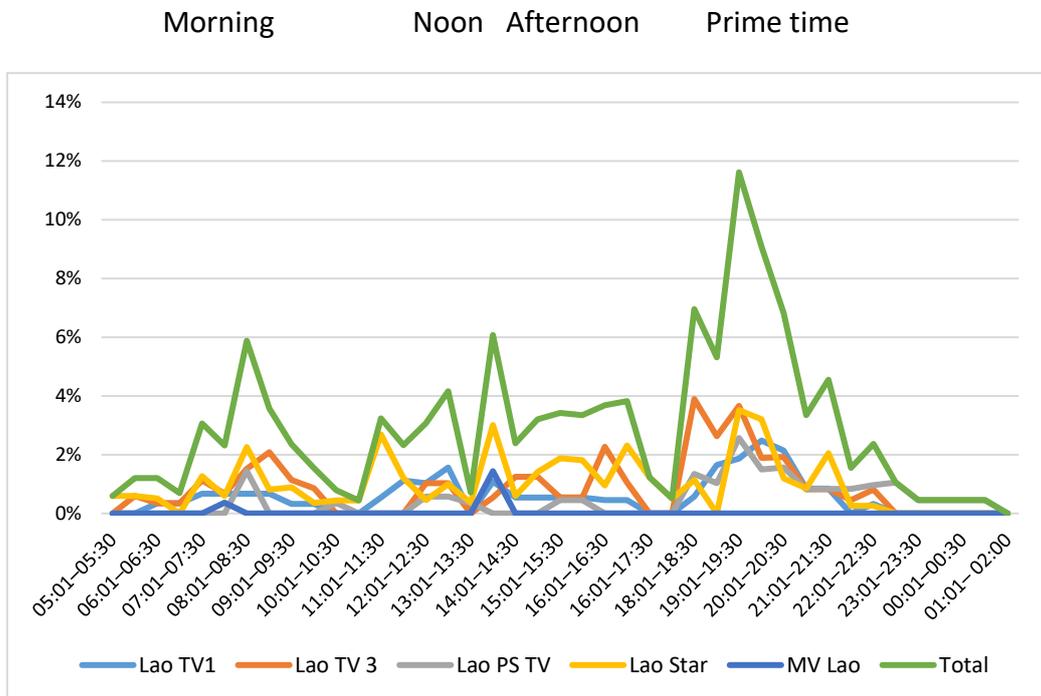
**Figure 3.5. Prime-time Television on All Channels, by Sex and Age**



Source: Findings of the media consumption survey conducted as part of this study

Prime-time television for the top five Lao television channels is also from 6:00 pm to 9:00 pm, peaking at 7:00 pm to 8:00 pm (Figure 3.6). The total reach for these local television channels is at most 12 percent, assuming all five channels are watched by different families at the same time. Lao television 3 and Lao Star only reach about 4 percent of the target audience during the prime-time window.

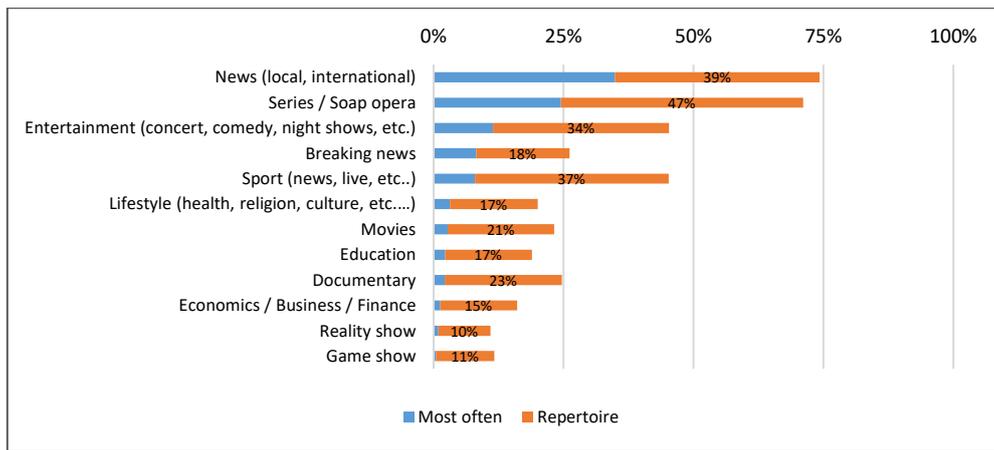
**Figure 3.6. Prime-time Television on Top Five Local Channels**



Source: Findings of the media consumption survey conducted as part of this study

Figure 3.7 shows the type of television programs watched most by the target population. The top three are news programs (74 percent), drama series or soap operas (71 percent), and entertainment programs (45 percent).

**Figure 3.7. Program Type Watched on Television**

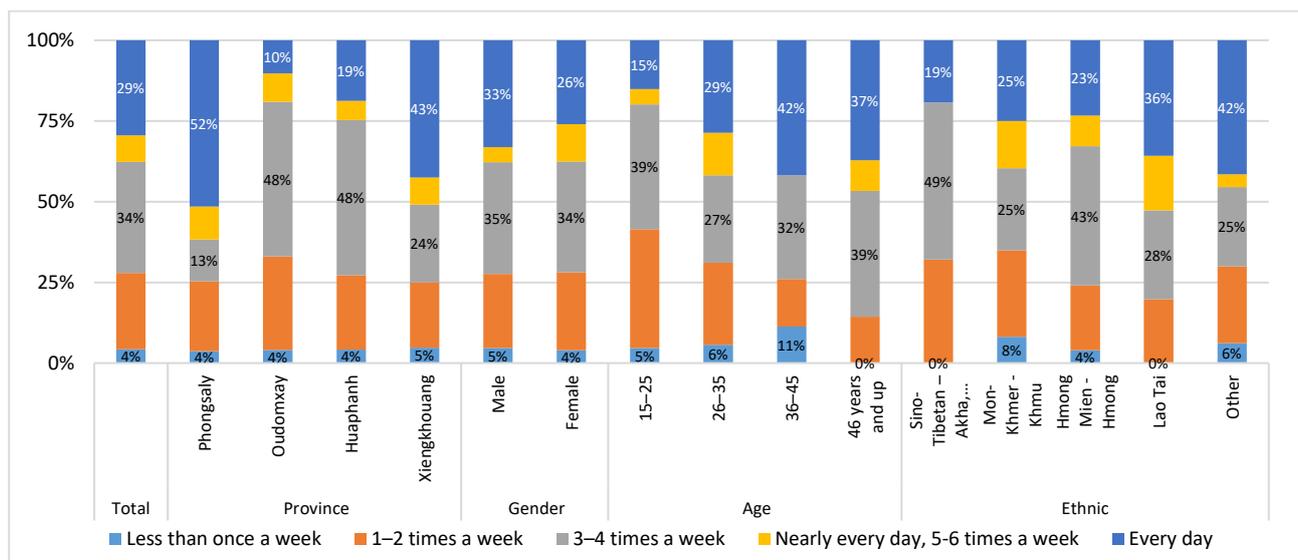


Source: Findings of the media consumption survey conducted as part of this study

### 3.1.4. Understanding the Radio Medium

Radio listenership is highest in Phongsaly Province, among men, among the older age cohorts, and among the Lao Tai ethnic group (Figure 3.8). Daily radio listenership is relatively high in Phongsaly and Xiengkhuang, with 52 percent of respondents in Phongsaly and 43 percent in Xiengkhuang reporting that they listen to the radio every day. Radio listenership is significantly lower in Huaphanh and Oudomxay, with only 19 percent and 10 percent of respondents, respectively, listening to the radio every day. Men listen to the radio slightly more often than women (33 and 26 percent, respectively). Frequency of radio listenership appears to increase with age, with 37 percent of respondents 46 years and older listening to the radio every day, while the rate is only 15 percent among the 15- to 25-year-olds. Similar to television viewership, among the different ethnic groups, the Lao Tai listen to the radio most often (36 percent), with the Sino-Tibetans the least likely to do so (19 percent).

Figure 3.8. Overall Radio Listenership

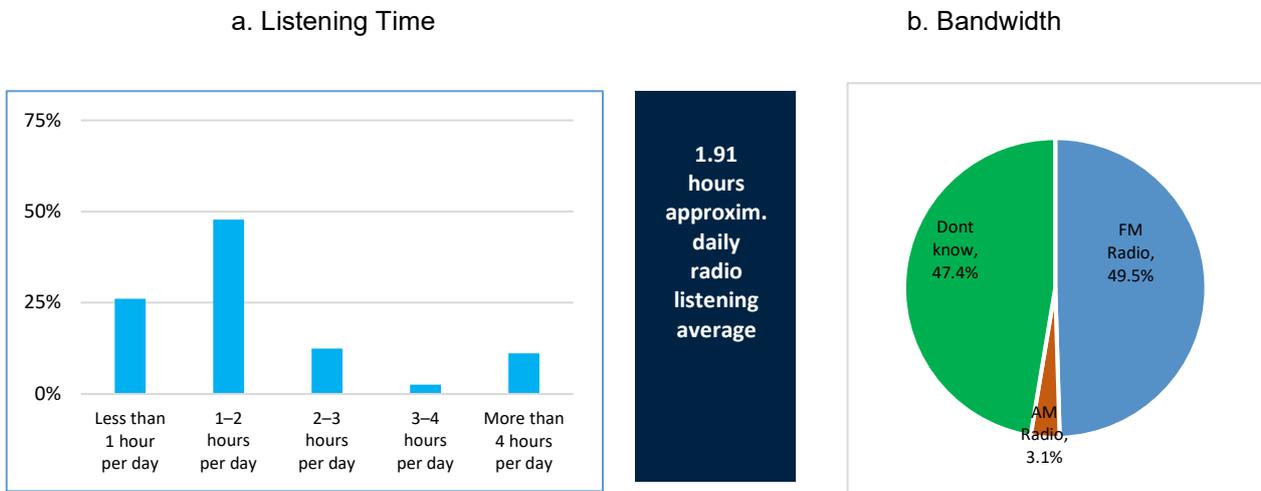


Source: Findings of the media consumption survey conducted as part of this study

The majority of respondents (48.0 percent) who listened to the radio in the previous three months spent about one to two hours per day listening, with an average duration of 1.91 hours per

day (Figure 3.9). About half of radio listeners reported they listen to FM radio stations, while most of the other half were unaware of which bandwidth they listened to. Very few (3.1 percent) listen to AM radio.

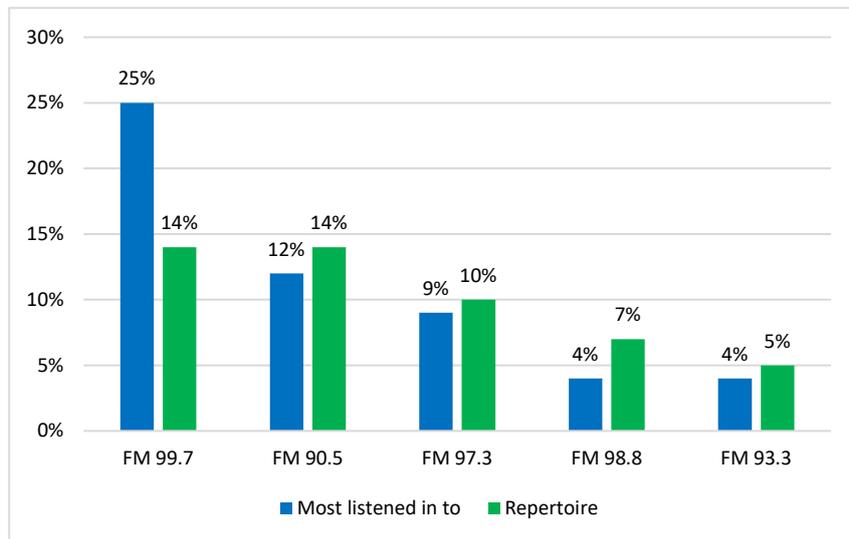
**Figure 3.9. Radio-Listening Engagement and Bandwidth**



Source: Findings of the media consumption survey conducted as part of this study

Among the top five most listened to radio stations, FM 99.7 was the most popular in the target area, with a reach of 39.0 percent (Figure 3.10). When asked which types of radio programs they listen to most often, 73.0 percent of respondents reported the news program was their most preferred. General music programs (50.5 percent) and song requests (48.5 percent) came second and third, respectively (Figure 3.11).

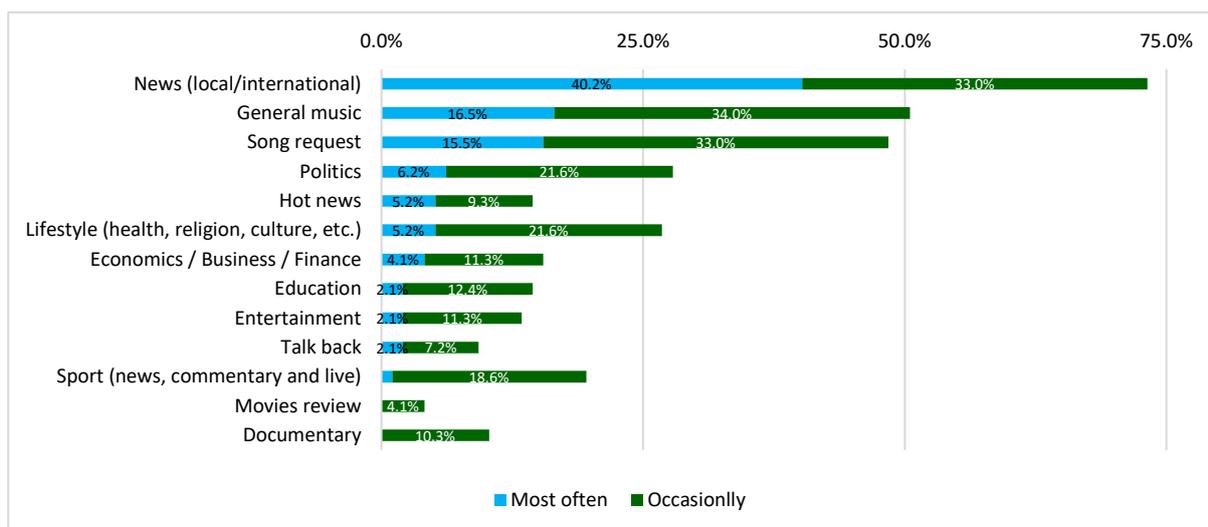
**Figure 3.10. Top Five Most Listened to Radio Stations and Station Repertoire**



Source: Findings of the media consumption survey conducted as part of this study

Note: Refer to Appendix B for the number of listeners.

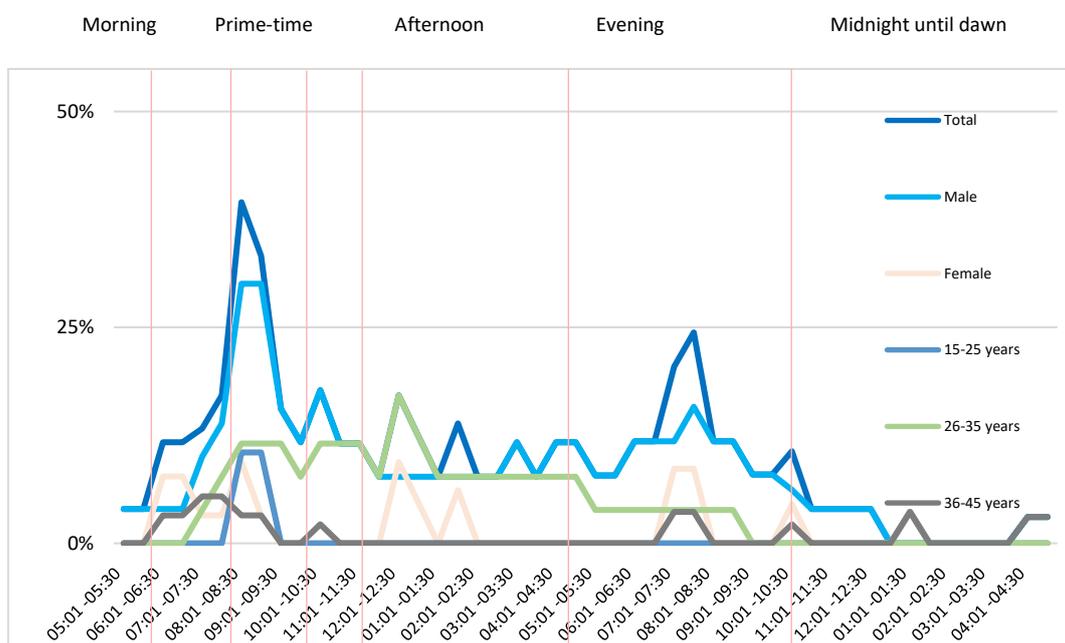
**Figure 3.11. Program Type Listened to on Radio**



Source: Findings of the media consumption survey conducted as part of this study

Unlike television viewership, prime-time radio listenership is in the morning, with the peak from 8:00 am to 9:00 am (Figure 3.12). During this period, listenership is at 39 percent, with males being the predominant audience; the most popular station is FM 98.8, which reaches an audience of up to 11 percent of respondents.

**Figure 3.12. Prime-time Radio on All Stations, by Sex and Age**



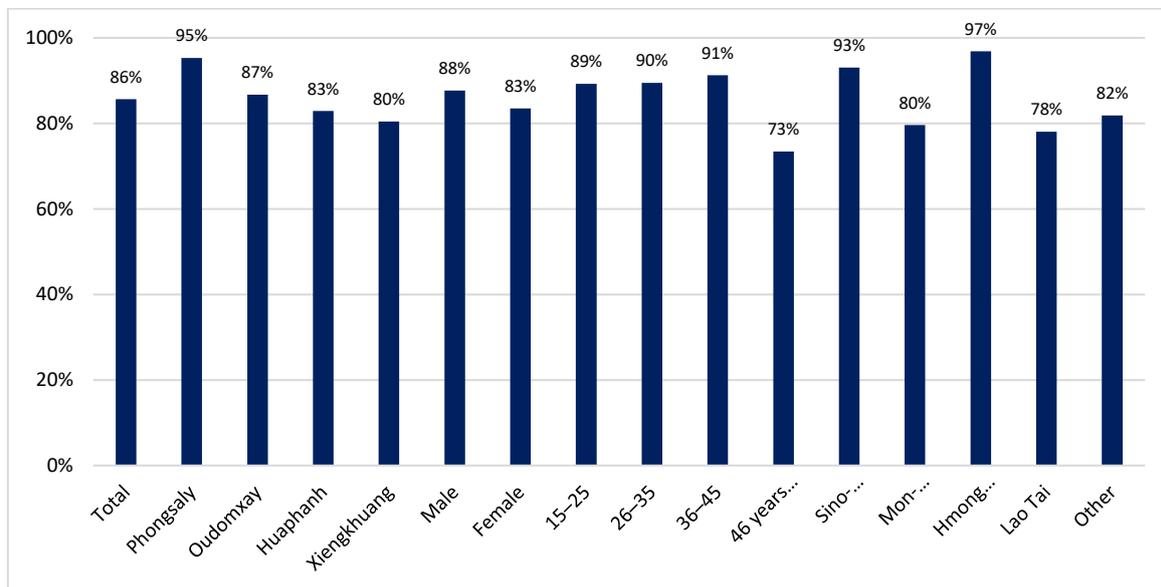
Source: Findings of the media consumption survey conducted as part of this study

### 3.1.5. Understanding Mobile Phone Usage

Respondents across the four target provinces reported high access to information via their mobile phones (86 percent) (Figure 3.133). When compared to other provinces, Phongsaly residents reported higher use of mobile phones to receive information (95 percent). For example, such usage in Xiengkhuang is 80 percent. Slightly more male than female respondents reported using their mobile phones to get information (88 percent compared to 83 percent). The rate of mobile phone

utilization as source of information is relatively high among all age groups but slightly higher among the youngest to middle-age groups (89 percent to 91 percent). Among the different ethnic groups, Sino-Tibetan (93 percent) and Hmong-Mien (97 percent) use their mobile phones to access information the most.

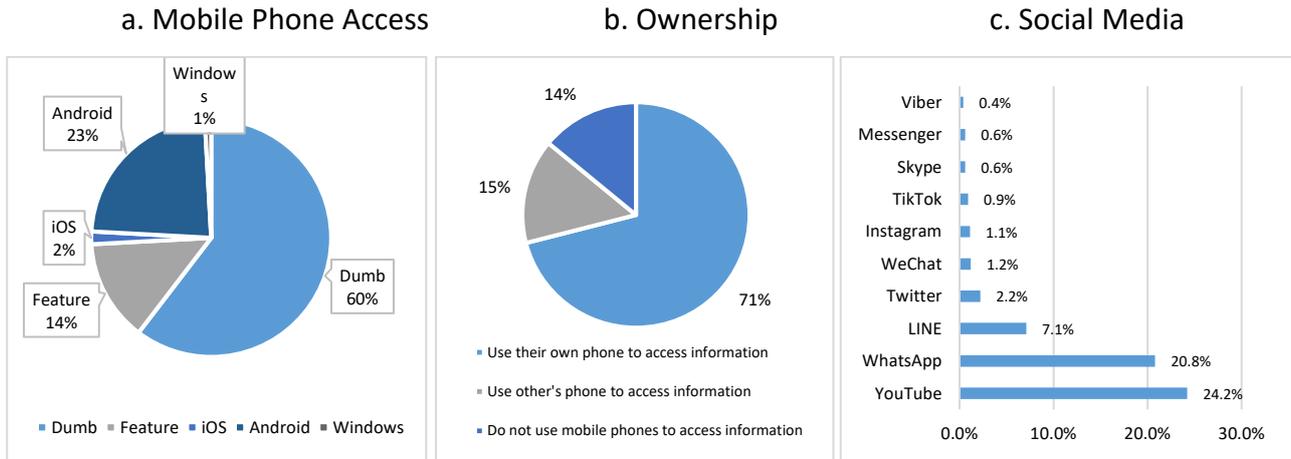
**Figure 3.143. Access to Information via Mobile Phone**



Source: Findings of the media consumption survey conducted as part of this study

Among 86 percent of respondents who reported they accessed information over mobile phones, 71 percent use their own mobile devices, while 15 percent use other people’s devices (Figure 3.14). Seven out of ten respondents (70 percent) own a dumb phone (mobile phone devices that can only make or receive calls and send or receive text messages), while a small percentage of respondents (16 percent) have feature phones (those that can play stored multimedia files and have a camera). Only three out of ten respondents (30 percent) own a smartphone, where apps may be installed and used. Among those who own a smartphone, the most popular operating system is Android, representing 23 percent of all phones. The three most used social media platforms are YouTube (24.2 percent), WhatsApp (20.8 percent), and LINE (7.0 percent).

**Figure 3.154. Mobile Phone Access, Ownership and Social Media**



Source: Findings of the media consumption survey conducted as part of this study

Table 3.3 shows the types of services used by respondents on their phones and the frequency of those usages. Reflecting the high ownership of dumb phones (70 percent) in project areas, the most popular use of phones is to make and receive phone calls and send and receive text messages. Among all who have access to mobile phones, 51.7 percent reported they make and receive phone calls several times a day, while 11.9 percent said they send or receive text messages several times per day.

**Table 3.3. Frequency of Mobile Phone Utilization and the Types of Services Used**

	Several times a day (%)	Once a day (%)	4–6 times a week (%)	2–3 times a week (%)	Once a week (%)	2–3 times a month (%)	Once a month (%)
Making and receiving calls	51.70	12.00	15.80	13.70	3.00	1.60	1.70
Sending and receiving SMS (short message service, better known as text messaging on mobile phone)	11.90	5.20	5.90	18.90	7.80	7.60	3.90
Instant messaging (using app)	9.50	1.20	3.50	4.00	1.00	1.40	0.50
Browsing the internet	6.10	1.60	1.90	4.80	1.10	0.50	0.20
Video messaging (e.g., via FaceTime or Skype)	5.00	2.80	1.90	3.20	2.10	2.40	1.20
Social networking or Sharing content online	4.60	1.00	1.20	3.00	1.00	1.70	1.00
Voicemail	4.50	2.30	1.40	1.70	1.70	0.80	1.20
Playing games	3.50	4.80	2.20	6.60	3.30	2.10	1.50
Sending or receiving MMS (multimedia message on a mobile phone)	1.60	0.90	1.30	1.90	0.40	1.50	0.60
Watching television	1.50	0.30	0.30	3.10	0.80	0.40	0.30
Using location-based (GPS) apps	0.90	0.30	0.00	0.20	0.30	0.90	1.00
Internet banking	0.40	0.00	2.40	0.20	0.00	0.30	2.00
Checking e-mail	0.10	0.00	0.50	0.50	0.50	0.70	2.50
Downloading ringtones	0.10	1.10	0.50	0.60	1.00	1.90	0.90

Source: Findings of the media consumption survey conducted as part of this study

This media audit found that some companies send advertising messages to respondents through their phones. As shown in Table 3.4, receipt of mobile phone advertising and promotions is predominantly through text messages (61 percent); about 13 percent receive the information via phone calls. Of those with smartphones, about a quarter of respondents reported they had received advertisements via apps in their phones.

**Table 3.4. Mobile Phone Ads, Promotional Material, and Information Campaign Received**

<b>Text info</b>	<b>61.0%</b>
Text to receive something for free	29.2%
Text to receive free content (news, songs, etc.)	26.8%
Text to join a raffle	19.1%
Text to vote for promotion	6.7%
Text about health warning	6.7%
Text about crop and animal prices	4.8%
Text to join a survey	3.4%
Text to send feedback (television show)	1.9%
Text to send feedback (radio)	1.2%
<b>App advertising or promotion</b>	<b>25.7%</b>
<b>Calls received for advertisements</b>	<b>13.1%</b>

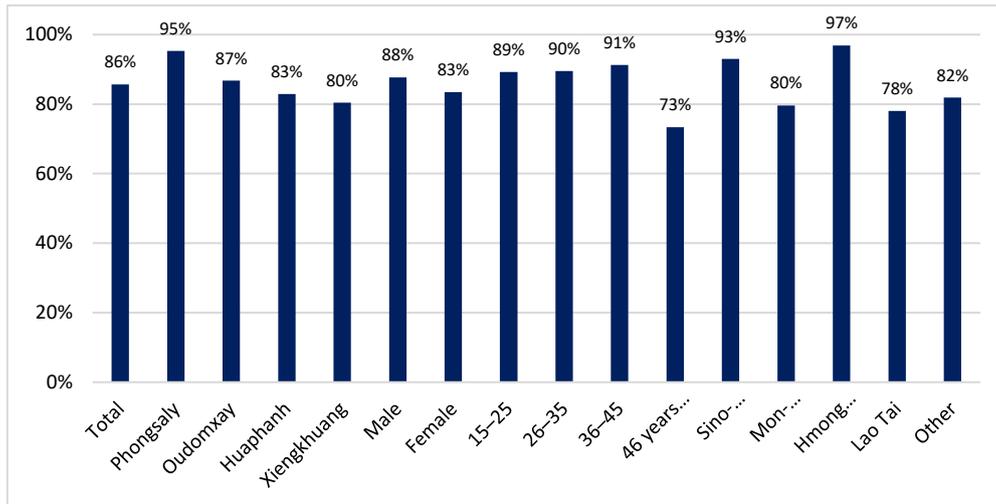
*Source: Findings of the media consumption survey conducted as part of this study*

*Note: 11 percent cannot remember what they received; 7 percent cannot read the messages because they are in English; and 3 percent cannot read.*

### 3.1.6. Understanding Out-of-Home Media Access

OOH media come in innumerable forms: posters at bus shelters, displays on sides of trucks, digital content on public monitors, and so forth. Overall, approximately 66 percent of respondents reported accessing information through OOH channels (Figure 3.15). OOH media are widely accessed across Phongsaly (70 percent), Oudomxay (73 percent), and Xiengkhuang (68 percent), but least accessed among those in Huaphanh (53 percent). The younger to the middle-age groups are exposed to OOH media more than older age groups. Exposure to OOH media ranges from 66 percent (for the middle-age group) to 73 percent (among the younger group). Among the different ethnic groups in the target area, the Mon-Khmer are most exposed to OOH media (78 percent).

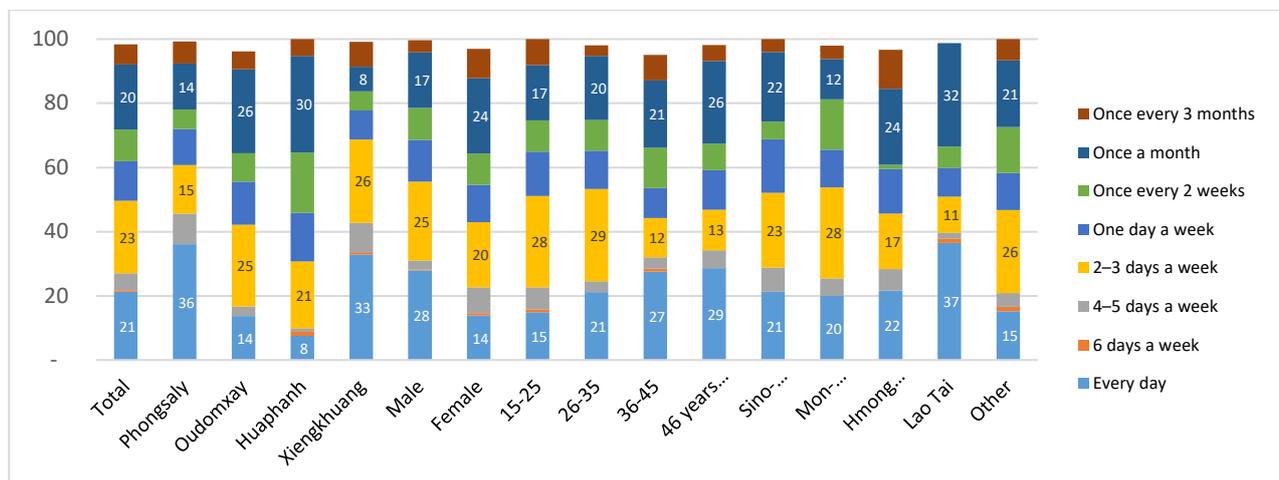
**Figure 3.16. Access to information via Out-of-Home Channels**



Source: Findings of the media consumption survey conducted as part of this study

Of those respondents who reported they had received or seen information on OOH channels, the frequency of access on a daily basis is highest among those in Phongsaly (36 percent) and Xiengkhuang (33 percent). More males reported they had seen information through OOH media more frequently than female respondents (28 percent compared to 14 percent). The Lao Tai respondents (37 percent) also reported they had seen OOH messages more than other ethnic groups (Figure 3.16).

**Figure 3.176. Frequency of Access to Information via Out-of-Home Media**

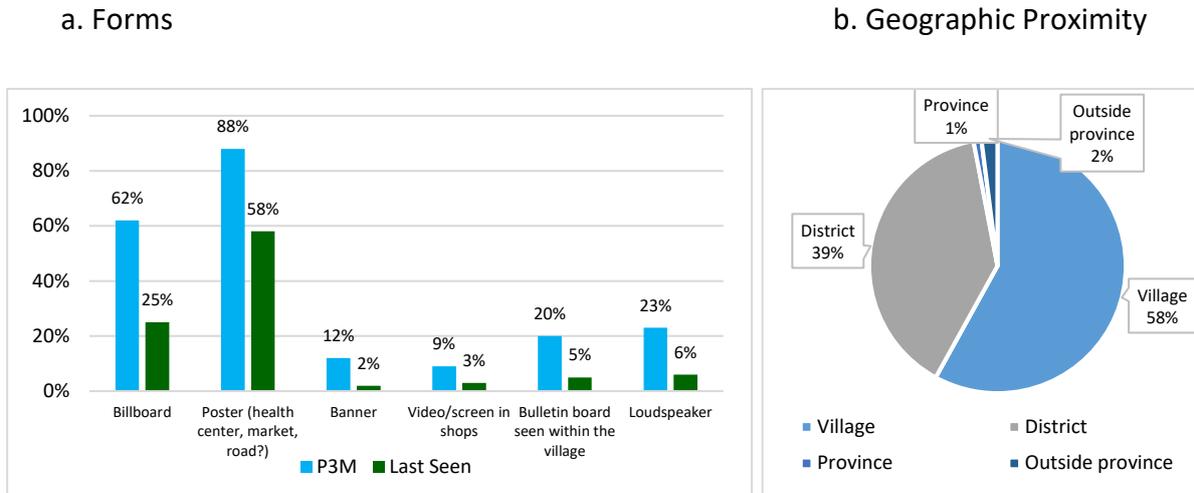


Source: Findings of the media consumption survey conducted as part of this study

The audit found that the most common forms of OOH media seen over the three months preceding the survey were posters in public places, such as health centers or markets (88 percent) and billboards (62 percent) (Figure 3.17). Most respondents had most recently seen posters (58 percent) followed by billboards (25 percent). Fifty-eight percent of respondents reported seeing OOH

media within their villages, and 39 percent had seen them outside their villages but within their district.

**Figure 3.18. Forms and Proximity of Out-of-Home Media Exposure**



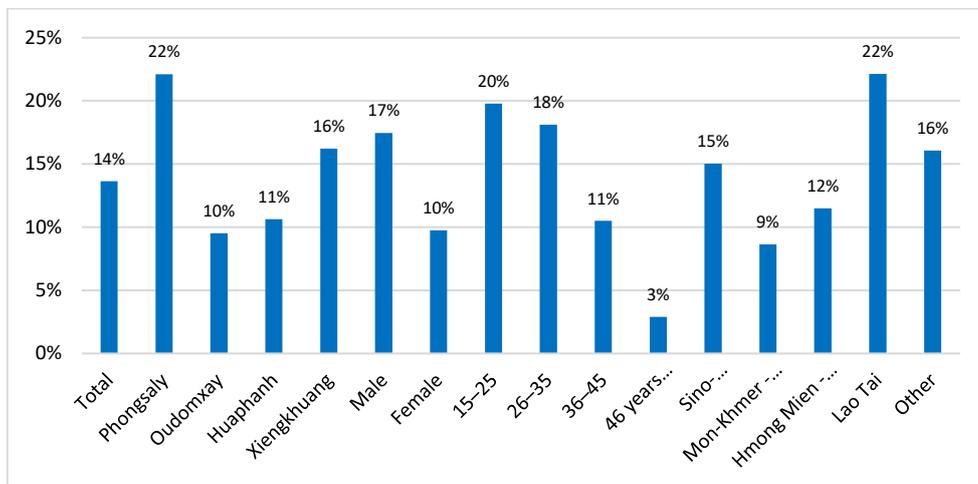
Source: Findings of the media consumption survey conducted as part of this study

Note: P3M = Preceding three months.

### 3.1.7. Understanding Online Access

Access to information via the internet is relatively low, with only 14 percent of respondents reporting they have accessed information from the internet (Figure 3.18). Surfing the internet for information was most prevalent among residents of Phongsaly (22 percent), followed by those in Xiengkhuang Province (16 percent). Access to information through online channels was also more common among male than female respondents (17 percent versus 10 percent), more common among younger than older age groups (20 percent for 15- to 25-year-olds versus 3 percent for 46-year-olds and older), and highest among the Lao Tai (22 percent, compared with 9 percent among the Mon-Khmer).

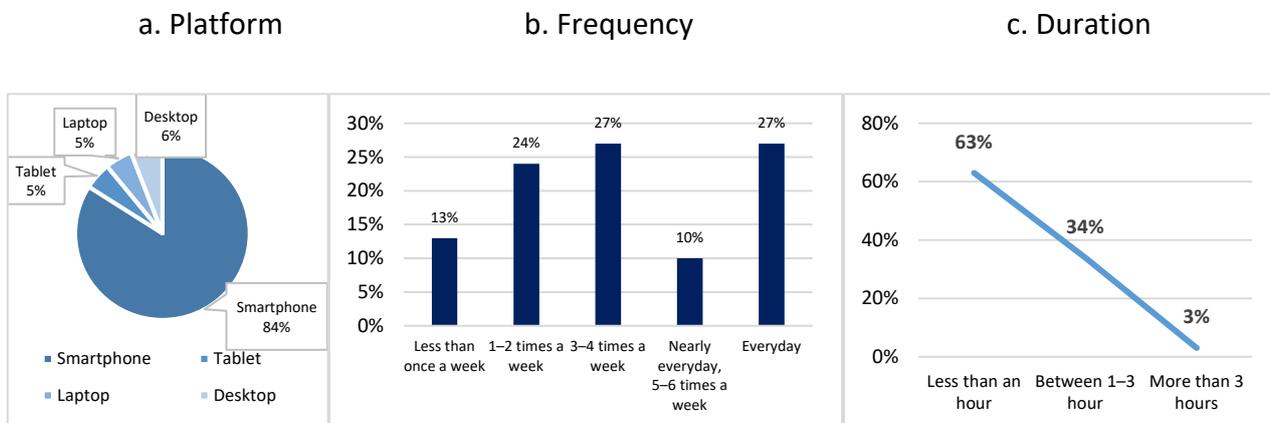
**Figure 3.19. Access to Information Online**



Source: Findings of the media consumption survey conducted as part of this study

Among respondents who had accessed information online (14 percent), all reported they had accessed the internet using their mobile devices (Figure 3.19). The frequency of accessing online content varied from less than once a week (14 percent) to every day (27 percent), with the duration being mostly less than an hour a day.

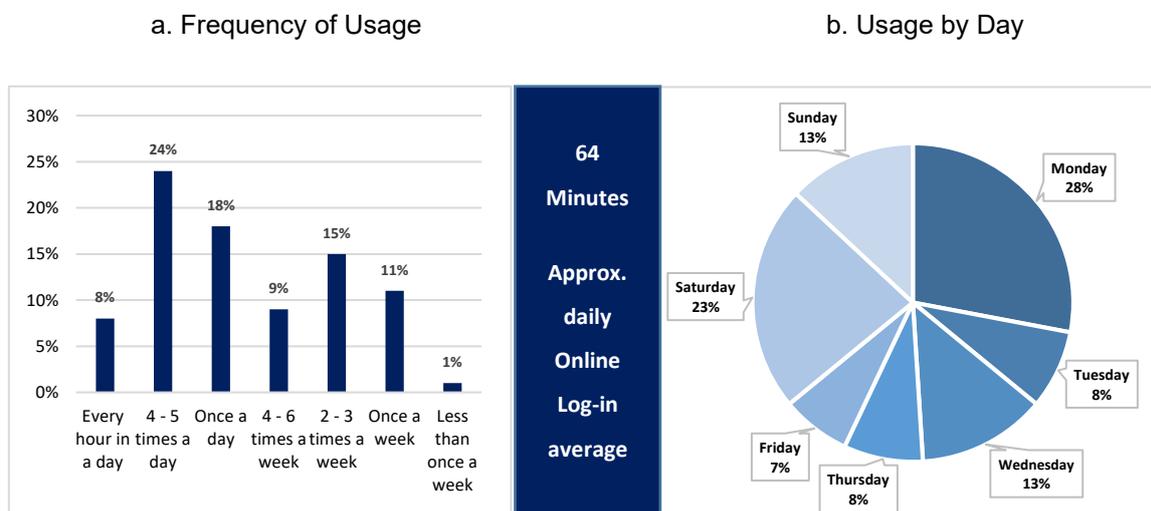
**Figure 3.20. Devices, Frequency, and Duration of Internet Access**



Source: Findings of the media consumption survey conducted as part of this study

Of the internet websites accessed by respondents, Facebook was the most frequently visited (Figure 3.20). Online engagement in Facebook averaged approximately an hour per day (64 minutes). Respondents commonly accessed the social media platform during weekends (36 percent) and on Mondays (28 percent).

**Figure 3.210. Facebook Access, Online Engagement and Day of the Week Access**

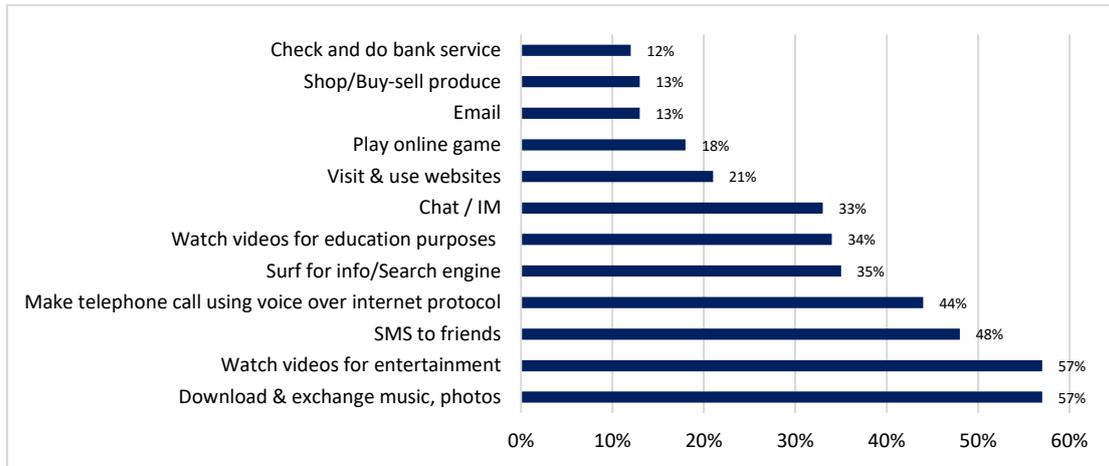


Source: Findings of the media consumption survey conducted as part of this study

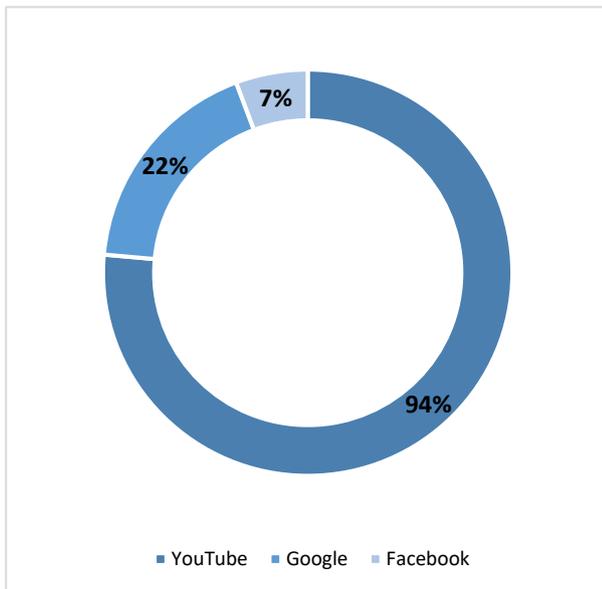
The most popular activities that respondents engaged in while online were downloading and exchanging multimedia such as music and photos (57 percent) and watching entertaining videos (57 percent) (Figure 3.21). For websites accessed the most, YouTube (94 percent) had the highest hits, followed by Google (22 percent) and Facebook (7 percent). Online access is commonly done by respondents when they are alone (41 percent), while some others access online content with their household members (30 percent).

**Figure 3.221. Activities Done and Top Websites Visited Online**

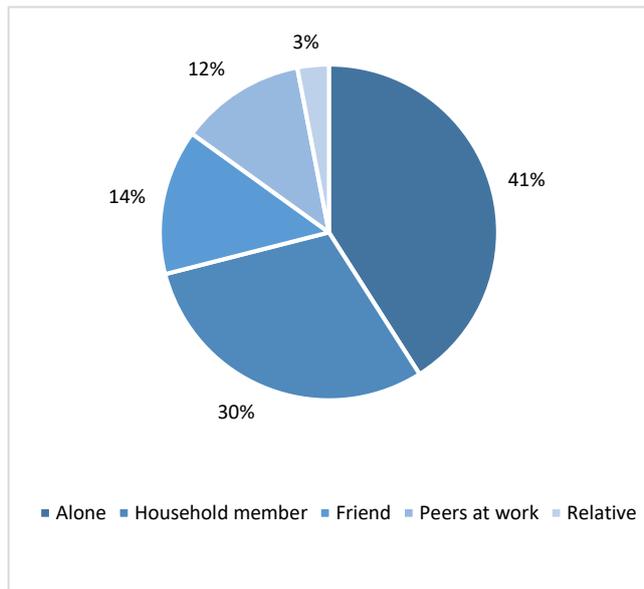
a. Activities



b. Websites Visited



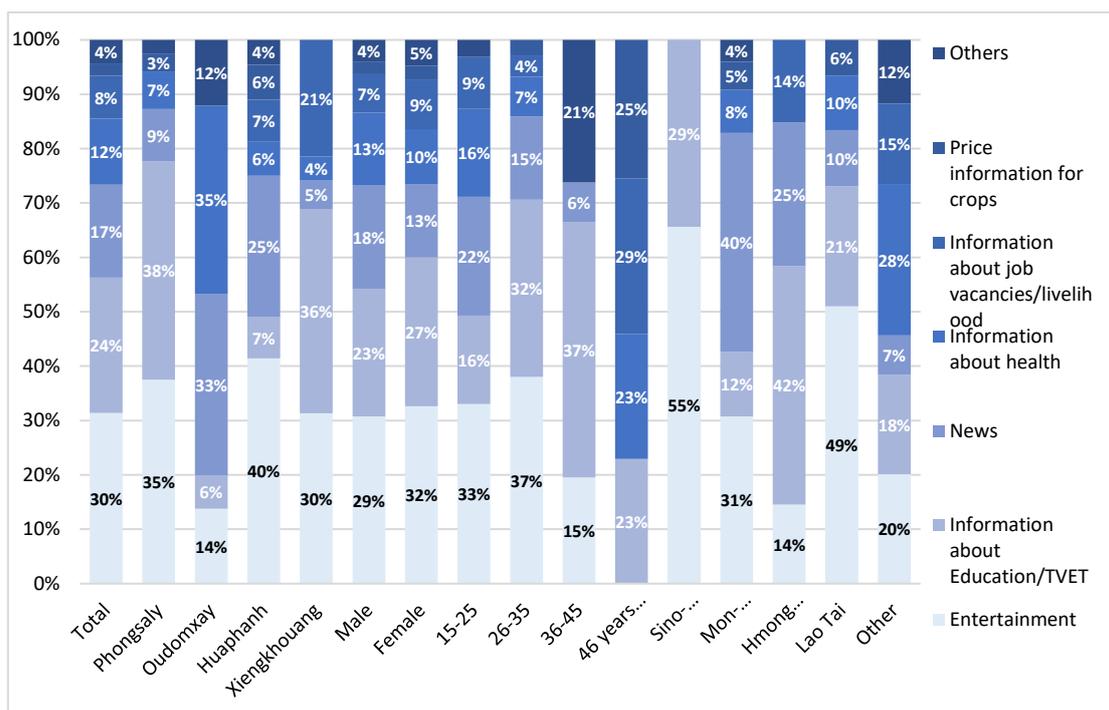
c. Accessed with



Source: Findings of the media consumption survey conducted as part of this study

When engaged in online activities, the most commonly searched information was entertainment content (30 percent), information about education and training (24 percent), and news (17 percent) (Figure 3.22). Respondents in Phongsaly and Xiengkhuang are more likely to search for entertainment content and information about education and training, while respondents in Oudomxay and Huaphanh are more likely to look for news online. Respondents from Oudomxay are the top users of online platforms for health information (33 percent). People in the older age group (46 years and older) do not access entertainment content online but look instead for other information such as information about job vacancies and livelihoods (29 percent), price information for crops (25 percent), information about health (23 percent), and so forth.

**Figure 23. Most Frequently Searched Information Online**



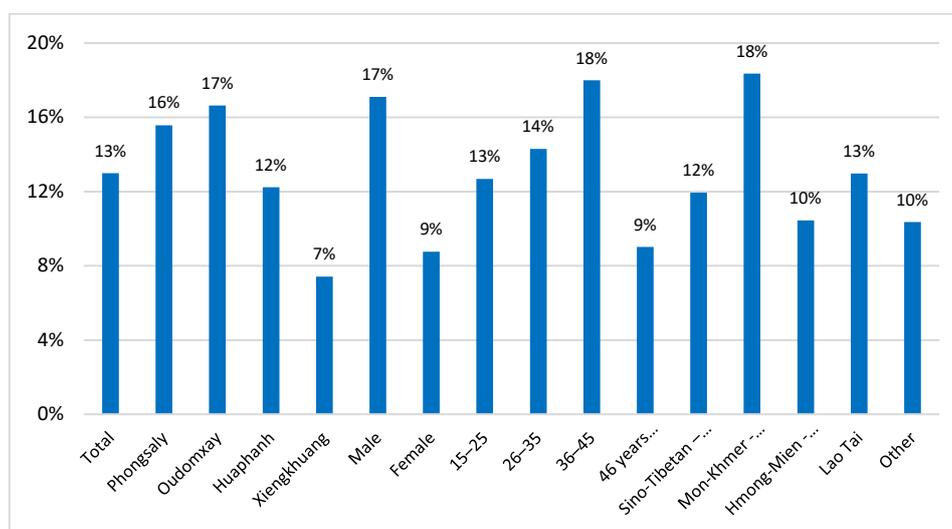
Source: Findings of the media consumption survey conducted as part of this study

Note: TVET = Technical and Vocational Education and Training.

### 3.1.8. Understanding the Newspaper Medium

Access to newspapers is very low among the target population, at approximately 13 percent of households interviewed (Figure 3.23). In Xiengkhuang, only 7 percent of respondents reported they had accessed information in newspapers. Newspaper readership was lower among female respondents (9 percent versus 17 percent for males), the oldest age group (9 percent), and the Hmong ethnic group (10 percent).

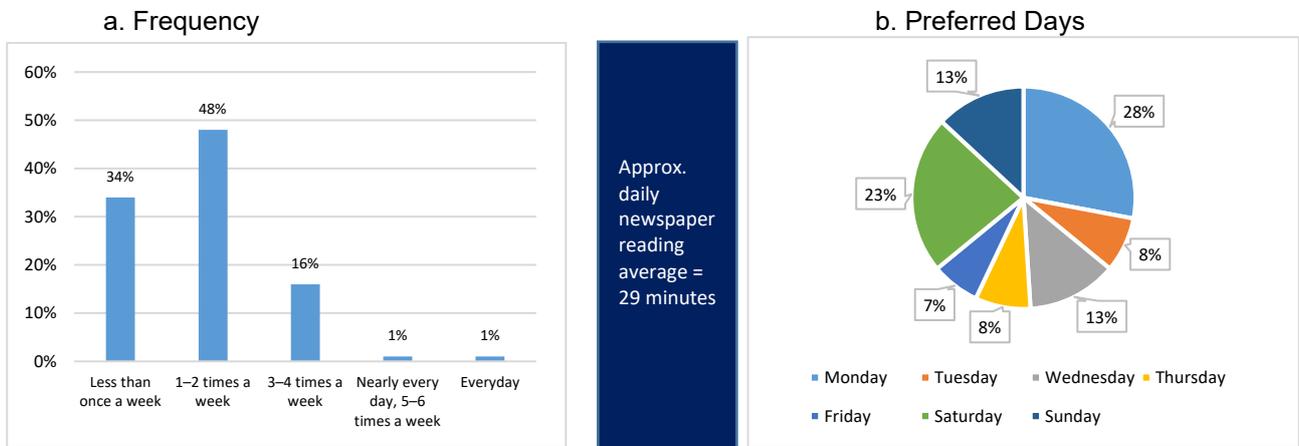
**Figure 24. Access to Information via Newspapers**



Source: Findings of the media consumption survey conducted as part of this study

Among those who read newspapers, respondents mostly read them one to two times a week (Figure 3.24). They spent about 30 minutes in every reading session. Newspapers were read mostly on Mondays (28 percent).

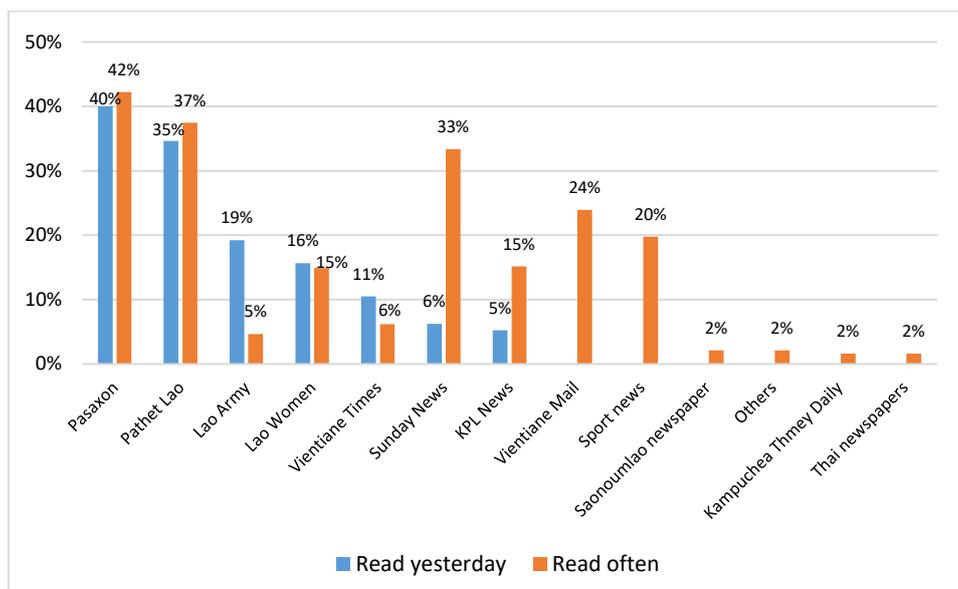
**Figure 25. Newspaper Readership**



Source: Findings of the media consumption survey conducted as part of this study

Figure 3.25 shows the newspapers that are read by people in the target areas. Lao newspapers such as *Pasaxon* (42 percent), *Pathet Lao* (37 percent), and *Sunday News* (33 percent) were the most read newspaper titles. Thai newspapers constituted a very small proportion of the preferred newspapers.

**Figure 26. Widely Read Types of News**



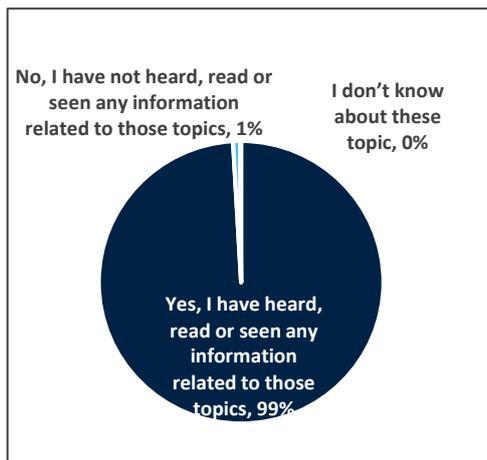
Source: Findings of the media consumption survey conducted as part of this study

### 3.1.9. Salient Communication Relevant to Health Governance and Nutrition Development Projects

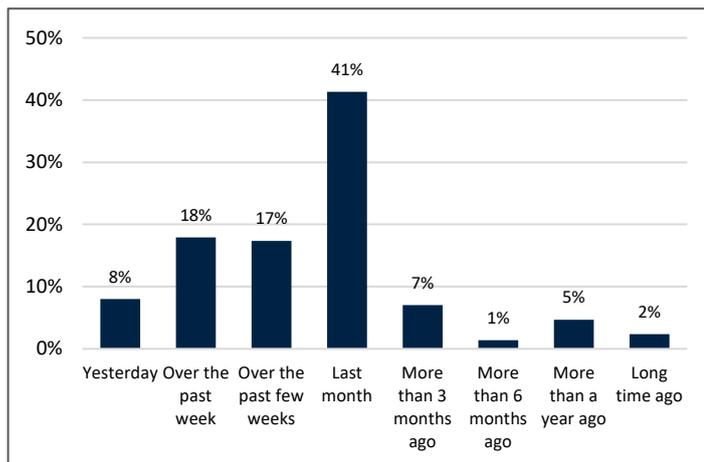
Almost all respondents admitted they had come across communication related to HGNDP (e.g., maternal and child health, nutrition, and sanitation and hygiene information), with only 1 percent reporting they had never heard, read, or seen any HGNDP-related information (Figure 3.26). Their encounter with this information had happened during the month prior to the survey (84 percent).

**Figure 27. Exposure to Health Governance and Nutrition Development Project–Relevant Communication**

a. Extent of Exposure



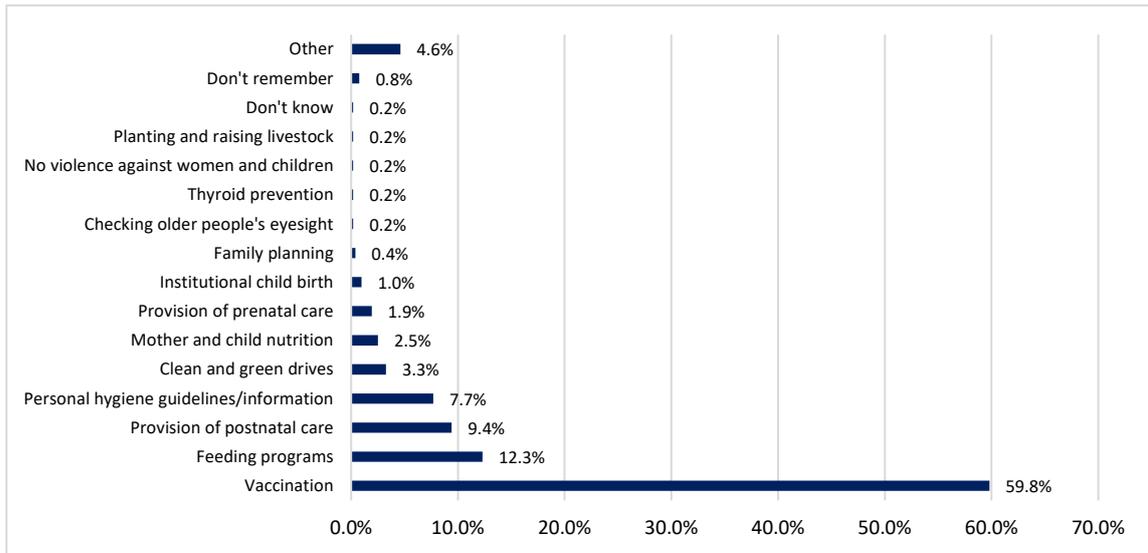
b. Frequency



Source: Findings of the media consumption survey conducted as part of this study

Figure 3.27 shows the different topics related to HGNDP communications heard or seen by the target population. Messages related to vaccination were mentioned as the most heard or seen by respondents (59.8 percent). Other commonly heard or seen messages were on feeding programs (12.3 percent), provision of postnatal care (9.4 percent), and personal hygiene guidelines (7.7 percent).

**Figure 287. Health Governance Nutrition Development Project–Relevant Communication**

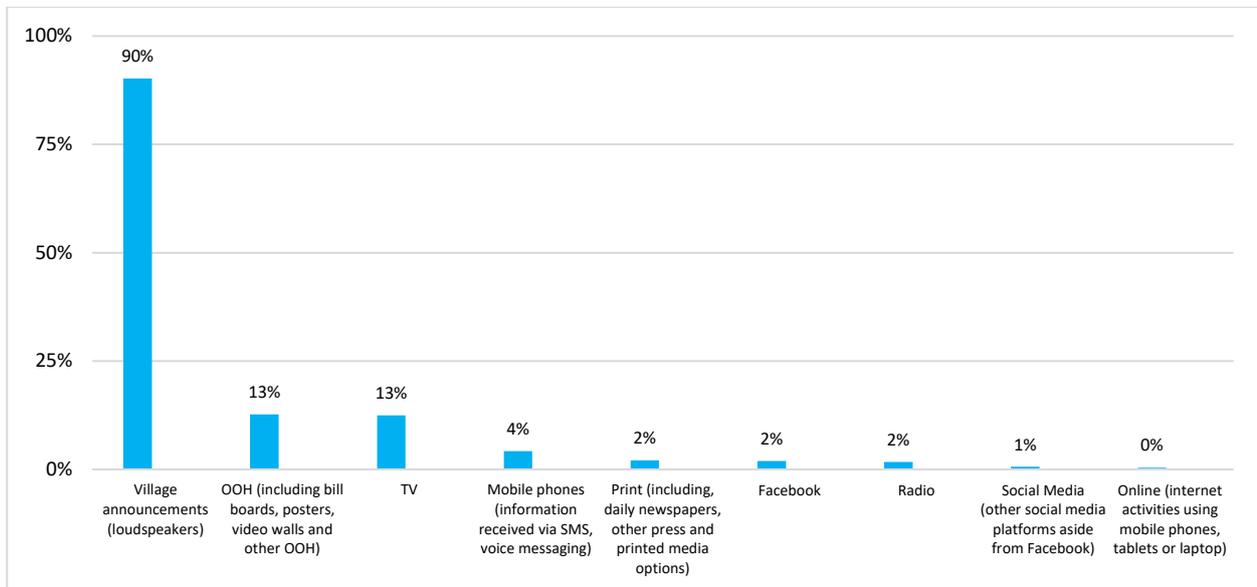


Source: Findings of the media consumption survey conducted as part of this study

Note: HGNDP = Health Governance and Nutrition Development Project.

Almost all (90 percent) of these messages were received via village announcements (Figure 3.28). Only 13 percent of respondents had seen HGNDP-related SBCC on OOH media and television, and only 4 percent had received the messages on their mobile devices. As such, although mobile phones, television, and OOH channels had been mentioned as common media touchpoints, these had not been the source of HGNDP-related SBCC messages.

**Figure 29. Media Channels for Receiving Health Governance and Nutrition Development Project–Related Social and Behavior Change Communication Messages**



Source: Findings of the media consumption survey conducted as part of this study

Note: OOH = Out-of-home (media).

## 3.2 HIGHLIGHTS OF THE QUALITATIVE COMPONENT

The first component of this MA involved conducting five key informant interviews (KII) from three types of organization, namely: (i) a development partner organization involved in nutrition-related activities, (ii) the private sector, and (iii) the government of Lao PDR. The main goal of these interviews was to obtain an overview of media habits in the country as well as to understand better the main channels of communication nationwide. These interviews preceded the quantitative survey so that their findings would inform the development of the survey instruments.

In total, five KIIs were conducted with representatives from the following:

1. An international nongovernmental organization with a long history of developing and delivering nutrition-related SBCC activities in the country: The context of the discussion was the organization's various projects in the field of health and nutrition in general and breastfeeding in particular. The organization has implemented most of its projects in the southern part of Lao PDR (Khammuane and Savannakhet).
2. A UN organization that also has a long history of supporting nutrition programs in Lao PDR. The organization's support has largely focused on program design rather than execution.
3. An advertising and media agency: The context of the discussion included communication projects that are commercial in nature but also have social relevance. Among other programs, the interviewee's responses focused on long-running scholarship programs in rural areas with grassroot communities as beneficiaries. Some inputs are from media campaigns implemented for various commercial clients.
4. Media Department, Ministry of Information, Culture, and Tourism: The interview was based on general communication programs implemented by the government. Information obtained is largely subjective, as there was a lack of empirical studies by the government to measure the nationwide media landscape.
5. Telecommunication Department, Ministry of Posts and Telecommunication: As in the case of the Media Department, the bulk of information in the interviews was opinion-based, although a few facts were provided.

The following section is a presentation of the findings from the KIIs, which are summarized and divided into two parts. The first is the nationwide media landscape provided by key informants from the government of Lao PDR. The second describes actual implementation strategies undertaken by the development partners and the private sector.

### 3.2.1. Overall Nationwide Media Reach and Consumption

#### *Television*

National television coverage is up to 50 percent, and television reception is available in some provinces only in the flat areas, such as Vientiane Capital, Savannakhet, and Champassak. Cities in the northern regions (where the media audit survey was conducted) have notably low television coverage because of the mountainous terrain. The province with the most television coverage in the north is Huaphanh, where a television signal is available in most districts. Most of the signals available use analog transmission. In other provinces in the north, television is only available in town centers and not at all in rural areas. Therefore, the only way to reach far-flung areas in the north via

television is through satellite televisions. Lao television channels have the widest reach in these areas. Nevertheless, the challenge with using satellite televisions is the high cost of placing advertisements and communication therein. Government budget limitations are the critical barrier in attaining wider television coverage in the country. Two key challenges to this industry are establishing stations in rural areas and producing interesting and high-quality programs.

In terms of most watched television programs, Lao people prefer to watch Thai television shows such as soap operas (series) and game shows more than local television programs. Television series are more commonly watched by women, while men tend to watch sports (e.g., boxing), news, and movies. Entertainment programs are generally more popular among younger generations, while older people prefer to watch documentaries and local and international news about politics and economics. Popular local television programs include dancing and singing contests. However, these shows are no longer available due to budget problems faced by the government's Media Department.

In terms of engagement, people in rural areas tend to spend more time watching television than those in urban areas. Prime time is, in general, from 6:00 am to 7:00 am in the morning and 7:00 pm to 8:00 pm in the evening. Most ethnic minority groups mostly watch news in the morning before going to their farms. KIIs recommended that to capture the attention of the target audience, television programs must be interesting and relevant to their daily lives. Interactive programs will likely be more watched and engaging to the target population. However, due to budget constraints there are currently no studies on television coverage and consumption in Lao PDR.

### *Radio*

Almost all provinces (95 percent) have access to a radio signal. Amplitude modulation (AM) bandwidth is mostly available in rural areas. Most rural areas are believed to have good radio reception, but there is no empirical evidence to back up this claim. Popular radio stations in rural regions include AM 103.7, AM 90.6, and AM 95.0. Popular programs include music and news shows. Key informants opined that both men and women prefer to listen to these genres. By age, news and traditional music programs are for the older age cohorts, while modern music is appealing to younger audiences. Radio seems more popular than other media touchpoints to ethnic minorities. This is because they can call the station to report any broadcast interruptions. Ethnic groups prefer listening to programs on the radio that are broadcast in their own language and aired daily.

A few issues were identified by key government informants regarding radio listenership, and they proposed some recommendations. First, there are currently no statistics on daily radio listenership. Second, there are few qualified and competent disc jockeys, which is the main barrier to producing high-quality and interesting radio programs. To produce effective radio programs for the campaigns in the target area, it was recommended that the programs be broadcast in the local and ethnic languages and should be culturally relevant to the target groups.

### *Newspapers*

Newspapers reach only the provincial area and some central districts. This coverage pattern applies to the four program areas as well as any other provinces in Lao PDR. The percentage of newspapers reaching rural villages is almost nil. It is only when villagers travel to the district or provincial centers and bring back newspapers that they have the opportunity to access them. In the provincial and district centers, newspaper circulation is based on subscription only. Widely circulated

newspapers include *Laos Economic Daily* (private publisher), *Pathet Lao*, *Pasaxon*, and *Lao Patthana* (government publisher).

The target audience of the program will most likely be interested in news, product advertisements, and lifestyle tips and tricks. The interviewees suggested that any communication on the topic relevant to the program may be placed in the health magazine of the Ministry of Health and of the Lao Women's Union. However, in general, women are less likely to read print media compared to men because of their low literacy. Men would be interested in news, updates on technology, and current global affairs. While women, if they read at all, would be interested in lifestyle, food, and cooking. Younger adults are less likely to read newspapers, and if they did, they would be interested in job vacancy postings. Older adults, on the other hand, would be more interested in news (both local and international) and notices and warnings for women and children's welfare. There are no data or knowledge on the readership among ethnic groups.

Low literacy rates and poor educational attainment are the main barriers to print media penetration. Therefore, to effectively communicate with the rural constituency, simple and illustrative printed materials would be the best. Guidebooks for village facilitators will also be effective. As much as possible, these printed materials must be in their local or ethnic languages.

### *Telecommunication*

Mobile phone reception is available in all provinces, covering 95 percent of the villages. All four HGNDP target provinces have stable signal quality. While there are no data on coverage by province, signals are believed to reach large local areas. Although all four telecommunication providers in Lao PDR are available nationwide, Unitel and Lao Telecom are more popular in rural areas. There is likely no difference on usage habits between men and women. Younger people use mobile phones more than older people. Unfortunately, there is no information available on ethnic usage of mobile phones, and there is also no data on mobile phone service expenditures.

Income, both personal and household, seems to be a barrier for access to telecommunication. Villagers are unable to pay for the service or purchase phones, especially smartphones, through which they may be reached more effectively. Recommendations to reach rural target audiences are to send them an SMS "text blast" at the very least because they cannot afford to buy smartphones.

## **3.2.2. Implementation Strategies for Information Dissemination Campaigns**

### *Methods for Implementing Information Dissemination Activities*

For development partner projects, health and nutrition-related communication has been conducted through an integrated approach, including direct interaction with beneficiaries in rural areas. This has been achieved through interpersonal communications, village meetings and activities, village fairs or "fun days," and with village volunteers being the main link between the project and household members in transmitting the messages. The pedagogical approach used counseling rather than an education or lecture approach and often refrained from theoretical discussions and focused more on providing practical guidance. Development partners tended to use a combination of television, radio, and the usual posters as means of communication. There were future plans to broadcast SBCC information across the country through national programs, while regional or local radio programs will be targeted at the provincial level. Social media such as Facebook will also be used as another channel for communication. Moreover, development partners

are also exploring newer methods for information dissemination such as via smartphones and mobile phones. However, the challenge for this approach in rural Lao PDR is the low electricity coverage for device charging.

For the private sector, fun fairs conducted in the villages were the main mode of disseminating information. Similar to the “fun days” implemented by NGOs, booths for games, consultations, and other activities were set up in the village in a caravan fashion. There was no reported use of television or radio.

#### *Recommendations for Effective Social and Behavior Change Communication for Rural Areas*

Development partners and the private sector provided several recommendations for more effective SBCC in rural settings. First, health and nutrition–related messages might be more effectively communicated through radio than television. Second, print media are not suitable dissemination vehicles outside of cities, especially for beneficiaries at the village level due to low literacy rates among these population groups. Third, carefully crafted research needs to be conducted to better understand what works among different segments of the target beneficiary and which media touchpoint would be more cost-effective. Fourth, the private sector further recommended that projects should employ local people with local languages during project implementation and information session facilitation.

## **PART IV — CONCLUSIONS**

From the results of this study, it is clear that most “modern” media channels will have limited use for health and nutrition–focused SBCC in these remote rural villages. The one channel that was revealed to be the most impactful and relevant is village announcements using loudspeakers. This is, however, not surprising in a largely rural society with high rates of illiteracy and limited connectivity.

### **4.1 SPECIFIC CHARACTERISTICS OF EACH MEDIA CHANNEL**

#### **4.1.1. Television**

Television is the most popular among residents of Xiengkhuang, females, older age groups, and the Lao Tai ethnic group. The target audience is spending about two hours per day watching television, with Lao Star (21 percent) as the top television channel in the target areas. If ever television is used, campaign materials must be placed through several television channels to maximize the reach. Prime-time television, where campaign materials must be aired, runs from 6:00 pm to 9:00 pm. Programs gaps, where these materials should be placed, are between news, series, and general entertainment programs.

#### **4.1.2. Radio**

Radio appears to be the most suitable medium to reach the various ethnic minority groups that populate the project provinces. Currently, there seem to be various radio programs aired in ethnic languages. Radio is most popular among those in Phongsaly, among men, among the older age group, and among Lao Tai. Potential beneficiaries are spending about two hours listening to radio, most possibly over FM bandwidth (49.5 percent), with only 3.0 percent on AM, while the rest are unsure. The top radio station listened to is FM 99.7 (39.0 percent). Prime-time radio runs from 7:30 am to 9:30 am. Popular genres of programs include news, music, politics, and lifestyle.

#### **4.1.3. Mobile Phones**

Mobile phones are widely used to access information among those in Phongsaly, males, the younger age groups, and among Akha and Hmong. It must be noted that while almost all the target audience (86 percent) uses a mobile phone to access information, only 30 percent have smartphones. As such, making and receiving calls and sending and receiving text messages are the main activities on their mobile phones. The top three mobile phone applications used by those with smartphones are YouTube, WhatsApp, and Line. Almost all mobile phone users (83 percent) are willing to receive information, advertisements, and promotions on their mobile phones, and they are likely to read (if they are able to) and listen to them.

#### **4.1.4. Out-of-Home Media**

Out-of-home media are widely available in all four provinces except Huaphanh. Men are more exposed than women, and younger age groups are more exposed than older ones, as they are more mobile, traveling outside the village more often. The most common forms of OOH media seen by respondents are posters displayed in village offices and billboards shown in general public places. Out of every 10 respondents, 6 reported they had seen various types of this medium within the village, while 4 in every 10 see them within the district. Therefore, these are the areas where OOH media must be posted for better reach.

#### 4.1.5. The Internet

Internet is popular among those in Phongsaly, among men, and among the younger age cohorts. Lao Tai are the most exposed to online media. All internet users reported they access online media from their mobile phones. About 3 in 10 either access the internet three to four times a week or every day. Engagement is from one to three hours daily. Downloading and exchange of music and photos, and watching videos are the top two activities done online on mobile devices. Respondents also mostly search materials for entertainment and information about Technology and Vocational Education and Training (TVET) and news. Therefore, the program team can leverage these activities to disseminate audiovisual communication materials.

#### Facebook

As expected, Facebook is popular among the younger age cohorts. It is also more popular among males, among those in Xiengkhuang, and among the Lao Tai. About a fourth access their Facebook account four to five times a day, with a total of about an hour engagement on a daily basis.

#### 4.1.6. Newspaper

Newspaper is popular among middle-age men, among Khmu, and among those in Oudomxay. Potential beneficiaries read newspapers one to two times a week and spend up to half an hour per reading, *mostly during the start of the week (e.g., Monday)*. *The top newspaper titles are Pasaxon and Pathet Lao*. Aside from the local and international news, readers also look at newspapers' business section.

The potential effectiveness of these communication channels in transmitting health and nutrition-related messages needs to be viewed in terms of preferences, satisfaction, and trust. Village loudspeakers, television, and mobile phones are the three most preferred media channels among the target population. In terms of satisfaction, villagers are most satisfied with village loudspeakers, online, and mobile phone channels. Finally, in terms of trust, village loudspeakers are the most trusted channel, distantly followed by all other media.

Findings from this MA show that village announcements through loudspeakers are the most preferred, have the most satisfied users, and are the most trusted source of information in all villages. However, given the “audit” nature and scope of this study, it was not possible to ascertain why exactly this was the case, nor which messages village announcements have been the most effective in conveying. Therefore, a more focused study is required to address these gaps in knowledge and whether and how this channel can be coupled with other “modern” media channels such as radios, phones, and OOH to deliver health and nutrition-focused SBCC.

Mobile phones follow village announcements in terms of reach. Nonetheless, it must be noted that only text messages and calls are likely to work effectively since 70 percent of phones used in target areas are either dumb phones or feature phones. However, given the low literacy rates in these communities, reading these texts could be a major constraint. Televisions reach 50 to 70 percent of the target areas. However, to increase penetration of SBCC messages into these rural and largely remote communities, audiovisual information materials may need to be run on satellite televisions that have higher and wider coverage. However, it should also be noted that as close to half of television channels airing in the target villages are Thai channels, controlling the airing of these messages and/or the cost of this approach would be a major hindrance.

Out-of-home media have potential for reaching a large segment of the target populations. The content and placement of banners at suitable locations would need careful consideration to increase their reach and message consumption. Other practical communication methods that may warrant further exploration include pocket projectors and fun fairs, stage performances, puppet theaters, and non-spoken drama in the villages.

For all communication and information materials, several points must be considered. First, it is important to use simple messages, given the low levels of literacy in these communities. Second, as much as possible, messages should be conveyed in local or ethnic languages. It is noteworthy, however, that the use of local language may only be effective through audio and audiovisual materials, since not all local and ethnic minority languages have written scripts. Third, audiovisual materials such as comics and cartoons should be used because a significant proportion of the constituents are not able to read. Finally, messages would need to be highly segmented, catering to the dynamics of sex, age, and ethnic differences.

## APPENDIX A. SUMMARY OF KEY INFORMANT INTERVIEWS

### Development partners

### Private sector

#### Methods for program information dissemination and campaign implementation

- Communication is done via an integrated approach by directly interacting with the beneficiaries in rural areas. This is done through interpersonal communication, village meetings and activities, and village fairs or “fun days” done by village volunteers directly with household members. These efforts use a counseling rather than education approach, refraining from theoretical discussions and providing practical guidelines.
- Mixture of television, radio, and posters.
- National broadcasts will be used with some province-specific contents through regional or local radio.
- Main message is maintained nationwide, while province-specific messages are delivered by Social and Behavior Change Communication (SBCC) task force.
- Fun fairs are conducted in the village, similar to the fun days implemented by NGOs; booths for games, consultations, and other activities are set up in the village in a caravan fashion. Basically, these are village visits. No television or radios are used.

#### Methods specifically targeting rural areas

- More face-to-face interactions with beneficiaries, rather than through a media campaign.
- Potential use of the following technologies:
  - Smartphone and access to communication through mobile phones despite rather low electricity coverage
  - Pocket projectors for village chiefs for use during meetings with villagers,
- Fun fair in the villages:
  - With simple mechanics
  - Local people facilitating because language is important
- Home visits
- School tours
- No television or radio
- No online for rural areas, only for cities, especially Facebook

featuring clips on nutrition, handwashing, and sanitation

### Target beneficiaries

- Mostly parents
- Other adults in the household
- Household heads
- Target market of commercial brands

### Strategies by gender

- Gender-specific messaging
- Difference mainly on best time to reach them:
  - Women in the early morning and late evening
  - Men during most of the day
- Difference in topics of programs to reach them:
  - Sports and news on television, radio, and in print for men
  - Talk show (“Women Talk”) among women

### Strategies by age

- Age-segmented communication
- Find out what works by age cohorts in the village
- Digital for younger people, such as Facebook
- Illustrated visuals in local and ethnic languages for the older age group

### Foreseen barriers

- Connectivity via mobile devices driven by low electricity coverage
- Cost of airtime for television
- Cost, so communication is channeled through village volunteers
- Literacy and comprehension of rural constituency

## Recommendations for effective SBCC for rural program areas

- Radio over television
- Use of mobile phones (video clips on Facebook, YouTube), using the same contents on different platforms
- No value of print (due to low literacy)
- Carefully crafted formative research to understand what works among different segments of the target beneficiary and which media touchpoint is more cost-effective
- Use of local people during implementation
- Language considerations

## APPENDIX B. FIGURE 3.4 AND FIGURE 3.10 SUMMARY DATA

**Table B.1. Ten Most Watched Television Channels and Television Channel Repertoire  
(for Figure 3.4)**

TV channel	Most watched (%)	Repertoire (%)	Number of viewers
Others	6	26	155,852
MV Lao	2	13	73,040
Now 26	2	9	50,863
Lao PS TV	7	19	127,225
Lao TV 3	9	26	170,178
Lao TV 1	9	22	151,828
Lao Star	21	30	246,428
Thai channel 8	2	18	96,818
Thai channel 3	3	65	317,903
Thai channel 7	39	49	427,458

*Source: Findings of the media consumption survey conducted as part of this study*

**Table B.2. Five Most-Listened-to Radio Stations and Station Repertoire  
(for Figure 3.10)**

Station	Most listened to (%)	Repertoire (%)	Number of listeners
FM 99.7	25	14	46,305
FM 90.5	12	14	16,908
FM 97.3	9	10	11,437
FM 98.8	4	7	8,523
FM 93.3	4	5	5,968

*Source: Findings of the media consumption survey conducted as part of this study*

## APPENDIX C. SURVEY OF HOUSEHOLDS QUESTIONNAIRE

<b>MEDIA CONSUMPTION SURVEY 2018 (HGNDP)</b>
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Indochina Research Laos	Questionnaire ID: _____
282/17 Phontong Savath, Chathabouly District	Interviewer name: _____
Tel: (855-21) 562 8810E-4	Interviewer no.: _____
Fax: (855-21) 562 880	
Vientiane, Lao PDR	

Respondent name: _____	Contact	Phone
No.: _____		

**Ethnic group/code of household head**

Sino-Tibetan–Akha, Phong... 01	Province name/Code: _____	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>
Mon-Khmer-Khmu ..... 02	District name/Code: _____	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>
Hmong-Mien ..... 03	Village name/Code: _____	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>
Lao Tai ..... 04		
Others ..... 05		

**Locale**

Urban ..... 01

Rural with road..... 02

Rural without road..... 03

**Day of the Week**

Monday ..... 01

Tuesday..... 02

Wednesday ..... 03

Thursday ..... 04

Friday ..... 05

Saturday ..... 06

Sunday ..... 07

---

RESULTS

## Household visit #1

Day Month Year  
 2 0 1 9

## Household visit #2

Day Month Year  
 2 0 1 9

## Household visit #3

Day Month Year  
 2 0 1 9

Start time :

Start time :

Start time :

End time :

End time :

End time :

Total time mins.

Total time mins

Total time mins

Outcome Complete .1  
 Call back..2

Outcome Complete. 1  
 Call back . 2

Outcome Complete .1  
 Call back..2

A2. Difficulty of respondent in answering questions: A3. Was translation used?

No difficulty .....1

Yes, all, or most ..... 1

Some difficulty .....2

Yes, some ..... 2

Much difficulty .....3

No..... 3

COMMENTS

**SCREENING AND RECRUITMENT**

Good morning/afternoon. We are carrying out a household survey on media and lifestyle habits, and we would be grateful if you could spare some time to answer some questions? We need to talk to an adult family member over 15 years old who currently has children five years old and below OR to any household (HH) members who are main caregivers of a child or children five years old and below.

**Sa.** Do you have household members who fall under these criteria?

Yes.....1 **Continue**

No .....2 **Proceed to next sample household**

**Sb.** How many members of your households fall under these criteria?

**NOTE TO INTERVIEWER: If the father and the mother are in the household, this means more than one is present, we will select the one who is taking care of the youngest child in the household. Review scenarios based on training.**

More than one.....1 **Select the one who is taking care of the youngest child in the HH**

Only one.....2 **GO TO S1**

S1. Record gender

Male ..... 1

Female ..... 2

S2. Please tell me your age. Record actual: \_\_\_\_\_ (And code below)

15–25 years..... 2 **Check quota**

26–35 years..... 3 **Check quota**

36–45 years..... 4 **Check quota**

46 years and up..... 6 **Check quota**

**Note to Interviewer: Check quota of age by province**

Age	Phongsaly	Oudomxay	Huaphanh	Xiengkhuang	Total
15–25	33	32	32	33	130

26–35	33	33	32	32	130
36–45	32	33	33	32	130
46 and up	32	32	33	33	130
Total	130	130	130	130	520

S3. Which of the following ethnicities do you belong to? (SHOW CARD)

- Sino-Tibetan–Akha, Phong ..... 01
- Mon-Khmer-Khmu ..... 02
- Hmong Mien ..... 03
- Lao Tai..... 04
- Other..... 05

**Note to Interviewer: Check quota of ethnicity by province**

<b>Ethnicity</b>	<b>Phongsaly</b>	<b>Oudomxay</b>	<b>Huaphanh</b>	<b>Xiengkhuang</b>
Sino-Tibetan–Akha, Phong	53	29	0	0
Mon-Khmer-Khmu	29	48	20	18
Hmong Mien	14	29	61	42
Lao Tai	0	0	16	35
Other	34	25	34	35
Total	130	131	131	130

S4. Which of the following best describes your reading ability (SHOW CARD)? This is just to help us understand levels of literacy around Lao PDR. SA

- I can read everything..... 1
  - I can read most things..... 2
  - I can read only a little ..... 3
  - I cannot read..... 4
- 
- Refuse ..... 5



**MEDIA ACCESS, PREFERENCE, SATISFACTION, AND TRUST**

**OBJECTIVE 1a: Reach (access)**

**Q1.** I have here a list of media channels that people use to get or receive information (SHOW CARD), could you tell me which of these media channels you have used over the past three months to get information? (MR)

**OBJECTIVE 1b: Preference**

**Q2.** Among those media channels you have used over the past three months (**programmer to answer according to answer in Q1**) to get or receive information, could you please tell me which channel you prefer the most? (SA)

	Q1. Used in P3M	Q2. Prefer the Most
A. Television	1	1
B. Radio	2	2
C. Print (including daily newspapers, other press and printed media options)	3	3
D. Out-of-home media (including, billboards, posters, video walls, and other OOH channels)	4	4
E. Mobile phones (information received via SMS, voice messaging)	5	5
F. Village announcements (loudspeakers)	6	6
G. Online (internet activities over a mobile phone, tablet, or laptop)	7	7
H. Facebook	8	8
I. Social media (all other social media apps and platforms aside from Facebook)	9	9

**OBJECTIVE 1c: Level of satisfaction**

**Q3.** Among those media channels you have used over the past three months (**programmer to filter topics according to answer in Q1**) to get or receive information, could you please tell me your level of satisfaction for each?

	Very satisfied	Somewhat satisfied	Undecided	Somewhat dissatisfied	Very dissatisfied	Can't say/ Refused
A. Television	1	2	3	4	5	9
B. Radio	1	2	3	4	5	9
C. Print (including daily newspapers, other press and printed media options)	1	2	3	4	5	9
D. Out-of-home media (including, billboards, posters, video walls, other OOH channels)	1	2	3	4	5	9
E. Mobile phones (information received via SMS)	1	2	3	4	5	9
F. Village announcements (loudspeakers)	1	2	3	4	5	9
G. Online (internet activities over a mobile phone, tablet, or laptop)	1	2	3	4	5	9
H. Facebook	1	2	3	4	5	9

I. Social media (all other social media apps and platforms aside from Facebook)	1	2	3	4	5	9
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**OBJECTIVE 1d: Trust**

**Q4.** Among those media channels you have used over the past three months (**programmer to filter topics according to answer in Q1**) to get or receive information, could you please tell me which channel you trust the most? (**SA**)

	Q1. Used in past
A. Television	1
B. Radio	2
C. Print (including, daily newspapers, other press and printed media options)	3
D. Out-of-home media (including, billboards, posters, video walls, and other OOH channels)	4
E. Mobile phones (information received via SMS)	5
F. Village announcements (loudspeakers)	6
G. Online (internet activities they do over a mobile phone, tablet, or laptop)	7
H. Facebook	8
I. Social media (all other social media apps and platforms aside from Facebook)	9

TV MODULE

**OBJECTIVE 2i. TV**

**Interviewer: Ask only among those who mentioned TV in Q1**

**T1.** How frequently do you watch TV? (SHOW CARD. Record SA)

- Less than once a week..... 1
- 1–2 times a week .....2
- 3–4 times a week .....3
- Nearly every day, 5–6 times a week .....4
- Every day.....5

**T2.** When you watch TV, how long do you watch? (SHOW CARD. Record SA)

- Less than 1 hour per day..... 1
- 1–2 hours per day .....2
- 2–3 hours per day .....3
- 3–4 hours per day .....4
- More than 4 hours per day .....5

**T3.** Which of the following do you currently have that is working at home? (SHOW CARD. Record MA)

- Cable/Digital TV..... 1
- Satellite TV .....2
- Free to air TV.....3
- None of the above .....4

**T4.** Which TV station do you watch most often? (SHOW CARD. Record SA)

**T5.** Which other TV stations do you watch occasionally? (SHOW CARD, Record MA)

	<b>T4</b>	<b>T5</b>
<b>Stations</b>	<b>Most often watched</b>	<b>Occasionally watched</b>
Lao TV 1	1	1
Lao TV 3	2	2

Lao PS TV	3	3
Lao Star	4	4
MV Loa	5	5
Sabaidee TV	6	6
Thai channel 3	7	7
Thai channel 5	8	8
Thai channel 7	9	9
Thai channel 9	10	10
Thai NBT	11	11
Thai PBS	12	12
Thai channel 1	13	13
GMM channel 25	14	14
Workpoint channel	15	15
Thai channel 8	16	16
Other (specify)		
_____	( )	( )

**T6.** Did you watch TV yesterday?

Yes.....1 **CONTINUE**

No.....2 **GO TO T8**

**T7.** What time did you watch television **yesterday**? Please specify channel watched for every time slot.

Channel name														
From:														

1	05:01–05:30	AM	1	1	1	1	1	1	1	1	1	1	1	1	1
2	05:31–06:00	AM	2	2	2	2	2	2	2	2	2	2	2	2	2
3	06:01–06:30	AM	3	3	3	3	3	3	3	3	3	3	3	3	3
4	06:31–07:00	AM	4	4	4	4	4	4	4	4	4	4	4	4	4
5	07:01–07:30	AM	5	5	5	5	5	5	5	5	5	5	5	5	5
6	07:31–08:00	AM	6	6	6	6	6	6	6	6	6	6	6	6	6
7	08:01–08:30	AM	7	7	7	7	7	7	7	7	7	7	7	7	7
8	08:31–09:00	AM	8	8	8	8	8	8	8	8	8	8	8	8	8
9	09:01–09:30	AM	9	9	9	9	9	9	9	9	9	9	9	9	9
10	09:31–10:00	AM	10	10	10	10	10	10	10	10	10	10	10	10	10
11	10:01–10:30	AM	11	11	11	11	11	11	11	11	11	11	11	11	11
12	10:31–11:00	AM	12	12	12	12	12	12	12	12	12	12	12	12	12
13	11:01–11:30	AM	13	13	13	13	13	13	13	13	13	13	13	13	13
14	11:31–12:00	AM	14	14	14	14	14	14	14	14	14	14	14	14	14
15	12:01–12:30	PM	15	15	15	15	15	15	15	15	15	15	15	15	15
16	12:31–01:00	PM	16	16	16	16	16	16	16	16	16	16	16	16	16
17	01:01–01:30	PM	17	17	17	17	17	17	17	17	17	17	17	17	17
18	01:31–02:00	PM	18	18	18	18	18	18	18	18	18	18	18	18	18
19	02:01–02:30	PM	19	19	19	19	19	19	19	19	19	19	19	19	19

20	02:31– 03:00	PM	20	20	20	20	20	20	20	20	20	20	20	20	20
21	03:01– 03:30	PM	21	21	21	21	21	21	21	21	21	21	21	21	21
22	03:31– 04:00	PM	22	22	22	22	22	22	22	22	22	22	22	22	22
23	04:01– 04:30	PM	23	23	23	23	23	23	23	23	23	23	23	23	23
24	04:31– 05:00	PM	24	24	24	24	24	24	24	24	24	24	24	24	24
25	05:01– 05:30	PM	25	25	25	25	25	25	25	25	25	25	25	25	25
26	05:31– 06:00	PM	26	26	26	26	26	26	26	26	26	26	26	26	26
27	06:01– 06:30	PM	27	27	27	27	27	27	27	27	27	27	27	27	27
28	06:31– 07:00	PM	28	28	28	28	28	28	28	28	28	28	28	28	28
29	07:01– 07:30	PM	29	29	29	29	29	29	29	29	29	29	29	29	29
30	07:31– 08:00	PM	30	30	30	30	30	30	30	30	30	30	30	30	30
31	08:01– 08:30	PM	31	31	31	31	31	31	31	31	31	31	31	31	31
32	08:31– 09:00	PM	32	32	32	32	32	32	32	32	32	32	32	32	32
33	09:01– 09:30	PM	33	33	33	33	33	33	33	33	33	33	33	33	33
34	09:31– 10:00	PM	34	34	34	34	34	34	34	34	34	34	34	34	34
35	10:01– 10:30	PM	35	35	35	35	35	35	35	35	35	35	35	35	35
36	10:31– 11:00	PM	36	36	36	36	36	36	36	36	36	36	36	36	36
37	11:01– 11:30	PM	37	37	37	37	37	37	37	37	37	37	37	37	37
38	11:31– 12:00	PM	38	38	38	38	38	38	38	38	38	38	38	38	38

39	12:01– 12:30	PM	39	39	39	39	39	39	39	39	39	39	39	39	39
40	12:31– 01:00	AM	40	40	40	40	40	40	40	40	40	40	40	40	40
41	01:01– 01:30	AM	41	41	41	41	41	41	41	41	41	41	41	41	41
42	01:31– 02:00	AM	42	42	42	42	42	42	42	42	42	42	42	42	42
43	02:01– 02:30	AM	43	43	43	43	43	43	43	43	43	43	43	43	43
44	02:31– 03:00	AM	44	44	44	44	44	44	44	44	44	44	44	44	44
45	03:01– 03:30	AM	45	45	45	45	45	45	45	45	45	45	45	45	45
46	03:31– 04:00	AM	46	46	46	46	46	46	46	46	46	46	46	46	46
47	04:01– 04:30	AM	47	47	47	47	47	47	47	47	47	47	47	47	47
48	04:31– 05:00	AM	48	48	48	48	48	48	48	48	48	48	48	48	48

- T8.** Which type of TV programs do you watch most often? (SHOW CARD, Record SA)  
**T9.** Which other types of TV programs do you watch occasionally? (SHOW CARD, Record MA)

Program type	T8	T9
	Most often watched	Occasionally watched
A. Breaking news	1	1
B. News (local, international)	2	2
C. Economics/Business/ Finance	3	3
D. Series/Soap opera	4	4
E. Movies	5	5
F. Sport (news, live, etc.)	6	6

G. Entertainment (concert, comedy, night shows, etc.)	7	7
H. Documentary	8	8
I. Education	9	9
J. Game show	10	10
K. Reality show	11	11
L. Lifestyle (health, religion, culture, etc.)	12	12
M. Other (specify)		
_____	( )	( )

RADIO MODULE
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**OBJECTIVE 2ii. Radio**

**Interviewer: Ask only those who mentioned radio in Q1**

**R1.** How frequently do you listen to the radio? (SHOW CARD. Record SA)

- Less than once a week.....1
- 1–2 times a week .....2
- 3–4 times a week .....3
- Nearly every day, 5–6 times a week .....4
- Every day.....5

**R2.** When you listen to the radio, how long do you listen? (SHOW CARD. Record SA)

- Less than 1 hour per day.....1
- 1–2 hours per day .....2

- 2–3 hours per day .....3
- 3–4 hours per day .....4
- More than 4 hours per day .....5

**R3.** Which radio bandwidth do you listen to most often?

- FM radio ..... 1
  - AM radio .....2
- 
- Don't know .....3

**R4.** Which radio station do you listen to most often? (SHOW CARD. Record SA)

**R5.** Which other radio stations do you listen to occasionally? (SHOW CARD. Record MA)

STATIONS	R4	R5
	Most often listen to	Occasionally listen to
FM 90.5	1	1
FM 92.5	2	2
FM 93.3	3	3
FM 95.0	4	4
FM 95.5	5	5
FM 96.0	6	6
FM 97.3	7	7
FM 98.8	8	8
FM 101.5	9	9
FM 103.7	10	10
FM 105.5	11	11
CRI FM 93.5	12	12

AM Station 1 (specify)\_\_\_\_\_ 13 13

AM Station 2 (specify)\_\_\_\_\_ 14 14

AM Station 3 (specify)\_\_\_\_\_ 15 15

Other (specify)  
 \_\_\_\_\_ ( ) ( )

**R6.** Did you listen to the radio yesterday?

Yes.....1 **CONTINUE**

No .....2 **GO TO R8**

**R7.** What time did you listen to the radio yesterday?

Station name			FM 90.5	FM 92.5	FM 93.3	FM 95.0	FM 95.5	FM 96.0	FM 97.3	FM 98.8	FM 101.5	FM 103.7	FM 105.5	CRIEM	Other
From:															
1	05:01– 05:30	A M	1	1	1	1	1	1	1	1	1	1	1	1	1
2	05:31– 06:00	A M	2	2	2	2	2	2	2	2	2	2	2	2	2
3	06:01– 06:30	A M	3	3	3	3	3	3	3	3	3	3	3	3	3
4	06:31– 07:00	A M	4	4	4	4	4	4	4	4	4	4	4	4	4
5	07:01– 07:30	A M	5	5	5	5	5	5	5	5	5	5	5	5	5
6	07:31– 08:00	A M	6	6	6	6	6	6	6	6	6	6	6	6	6
7	08:01– 08:30	A M	7	7	7	7	7	7	7	7	7	7	7	7	7
8	08:31– 09:00	A M	8	8	8	8	8	8	8	8	8	8	8	8	8
9	09:01– 09:30	A M	9	9	9	9	9	9	9	9	9	9	9	9	9

10	09:31– 10:00	A M	10	10	10	10	10	10	10	10	10	10	10	10	10
11	10:01– 10:30	A M	11	11	11	11	11	11	11	11	11	11	11	11	11
12	10:31– 11:00	A M	12	12	12	12	12	12	12	12	12	12	12	12	12
13	11:01– 11:30	A M	13	13	13	13	13	13	13	13	13	13	13	13	13
14	11:31– 12:00	A M	14	14	14	14	14	14	14	14	14	14	14	14	14
15	12:01– 12:30	P M	15	15	15	15	15	15	15	15	15	15	15	15	15
16	12:31– 01:00	P M	16	16	16	16	16	16	16	16	16	16	16	16	16
17	01:01– 01:30	P M	17	17	17	17	17	17	17	17	17	17	17	17	17
18	01:31– 02:00	P M	18	18	18	18	18	18	18	18	18	18	18	18	18
19	02:01– 02:30	P M	19	19	19	19	19	19	19	19	19	19	19	19	19
20	02:31– 03:00	P M	20	20	20	20	20	20	20	20	20	20	20	20	20
21	03:01– 03:30	P M	21	21	21	21	21	21	21	21	21	21	21	21	21
22	03:31– 04:00	P M	22	22	22	22	22	22	22	22	22	22	22	22	22
23	04:01– 04:30	P M	23	23	23	23	23	23	23	23	23	23	23	23	23
24	04:31– 05:00	P M	24	24	24	24	24	24	24	24	24	24	24	24	24
25	05:01– 05:30	P M	25	25	25	25	25	25	25	25	25	25	25	25	25
26	05:31– 06:00	P M	26	26	26	26	26	26	26	26	26	26	26	26	26
27	06:01– 06:30	P M	27	27	27	27	27	27	27	27	27	27	27	27	27
28	06:31– 07:00	P M	28	28	28	28	28	28	28	28	28	28	28	28	28

29	07:01-07:30	P M	29	29	29	29	29	29	29	29	29	29	29	29	29
30	07:31-08:00	P M	30	30	30	30	30	30	30	30	30	30	30	30	30
31	08:01-08:30	P M	31	31	31	31	31	31	31	31	31	31	31	31	31
32	08:31-09:00	P M	32	32	32	32	32	32	32	32	32	32	32	32	32
33	09:01-09:30	P M	33	33	33	33	33	33	33	33	33	33	33	33	33
34	09:31-10:00	P M	34	34	34	34	34	34	34	34	34	34	34	34	34
35	10:01-10:30	P M	35	35	35	35	35	35	35	35	35	35	35	35	35
36	10:31-11:00	P M	36	36	36	36	36	36	36	36	36	36	36	36	36
37	11:01-11:30	P M	37	37	37	37	37	37	37	37	37	37	37	37	37
38	11:31-12:00	P M	38	38	38	38	38	38	38	38	38	38	38	38	38
39	12:01-12:30	P M	39	39	39	39	39	39	39	39	39	39	39	39	39
40	12:31-01:00	A M	40	40	40	40	40	40	40	40	40	40	40	40	40
41	01:01-01:30	A M	41	41	41	41	41	41	41	41	41	41	41	41	41
42	01:31-02:00	A M	42	42	42	42	42	42	42	42	42	42	42	42	42
43	02:01-02:30	A M	43	43	43	43	43	43	43	43	43	43	43	43	43
44	02:31-03:00	A M	44	44	44	44	44	44	44	44	44	44	44	44	44
45	03:01-03:30	A M	45	45	45	45	45	45	45	45	45	45	45	45	45
46	03:31-04:00	A M	46	46	46	46	46	46	46	46	46	46	46	46	46
47	04:01-04:30	A M	47	47	47	47	47	47	47	47	47	47	47	47	47

48	04:31– 05:00	A M	48	48	48	48	48	48	48	48	48	48	48	48	48	48
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**R8.** Which type of radio programs do you listen to most often? (SHOW CARD. Record SA)

**R9.** Which other types of radio programs do you listen to occasionally?  
(SHOW CARD. Record MA)

Program type	R8	R9
	Most often listen to	Occasionally listen to
A. Hot news	1	1
B. News (local/international)	2	2
C. Economics/Business/ Finance	3	3
D. Politics	4	4
E. Movie reviews	5	5
F. Song requests	6	6
G. Sports (news, commentary, and live)	7	7
H. General music	8	8
I. Documentary	9	9
J. Education	10	10
K. Entertainment	11	11
L. Lifestyle (health, religion, culture, etc.)	12	12
M. Talk back	13	13
N. Other (specify)	( )	( )

Can't remember

99

99

MOBILE PHONE MODULE

**OBJECTIVE 2iii. Mobile phones**

**Interviewer: Ask only those who mentioned mobile phones in Q1**

Now I would like to talk to you about mobile phones that you have access to, regardless of whether you own them or not.

**M1.** Do you personally own a mobile phone?

Yes.....1  
No .....2

**M2.** What type of mobile phone do you currently use to access information?  
(SHOW CARD, Pictures)

Basic phone.....1  
Feature phone .....2  
(can access internet and store and play music  
but lacks the advanced functionality of a smartphone)  
Smartphone  
    Android .....3  
    iOS.....4  
    Windows .....5  
I don't know .....6

**M3.** Generally, how often do you use these services? (SHOW CARD. Record SA for each)

	Several times a	Once a day	4-6 times a	2-3 times a	Once a week	2-3 times a	Once a month	Never
<b>Read out the following attributes:</b>								
A. Make and receive calls	1	2	3	4	5	6	7	8
B. Send and receive SMS (text message on mobile phone)	1	2	3	4	5	6	7	8
C. Send or receive MMS (multimedia message on a mobile phone)	1	2	3	4	5	6	7	8
D. Voicemail	1	2	3	4	5	6	7	8
E. Instant messaging (using app)	1	2	3	4	5	6	7	8

F. Video messaging (e.g., FaceTime or Skype)	1	2	3	4	5	6	7	8
G. Social networking or sharing content online	1	2	3	4	5	6	7	8
H. Check e-mail	1	2	3	4	5	6	7	8
I. Browse the internet	1	2	3	4	5	6	7	8
J. Internet banking	1	2	3	4	5	6	7	8
K. Use location-based (GPS) apps	1	2	3	4	5	6	7	8
L. Watch TV	1	2	3	4	5	6	7	8
M. Play games	1	2	3	4	5	6	7	8
N. Download ringtones	1	2	3	4	5	6	7	8

**M4.** Excluding Facebook, which of the following apps do you use on your phone, if any? (SHOW CARD, Record MA)

- WhatsApp ..... 1
- Viber ..... 2
- Skype..... 3
- Instagram..... 4
- LINE..... 5
- LinkedIn ..... 6
- YouTube ..... 7
- Twitter ..... 8
- Other (specify: \_\_\_\_\_)..... ( )

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- I don't use any of these ..... 99

**M5.** *Mobile advertising:* Have you ever received advertising, promotion, or information campaign on your mobile (SMS advertising or ads in mobile social networks, mobile video streaming, or mobile games)? (Record SA)

- Yes..... 1 **CONTINUE**
- No ..... 2 **GO TO M10**

**M6.** What kinds of advertising, promotion, or information campaigns did you receive or participate in on your mobile phone over the past month? (SHOW CARD, Pictures. Record MA)

- Calls received for advertisements ..... 1
- In app advertising/Promotion ..... 2
- Text to receive something for free..... 3
- Text to receive free content (news, songs, etc.) ..... 4
- Text to vote for promotion ..... 5
- Text to join a survey ..... 6
- Text to join a raffle ..... 7
- Text to send feedback (radio) ..... 8
- Text to send feedback (TV show) ..... 9
- Text about health warning ..... 10
- Text about crop and animal prices ..... 11
- Other (specify: \_\_\_\_\_)..... ( )

**M7.** How often do you receive mobile advertising, promotions, or information campaigns?

2–3 times in a day .....	1
Once a day .....	2
Several times in a week .....	3
Several times in a month.....	4
Rarely .....	5
<hr/>	
Don't know/Not sure .....	6

**M8.** Would you like to receive advertisements, promotions, or information campaigns on the mobile phone in the future?

Yes.....	1
No .....	2
<hr/>	
Don't Know/Not sure .....	3

**M9.** A. In which language would you prefer to receive mobile advertising, promotions, or information campaigns on the mobile in the future? (Record SA)

B. In which language would you prefer to receive mobile advertising, promotions, or information campaigns on the mobile in the future? (Record SA)

	<b>M9A.</b>	<b>M9B.</b>
	<b>Primary</b>	<b>Secondary</b>

Lao.....	1.....	1
English.....	2.....	2
Karaoke (Lao in English).....	3.....	3
Thai.....	4.....	4
Akha.....	5.....	5
Phong .....	6.....	6
Khamu .....	7.....	7
Hmong .....	8.....	9
Other (specify:_____)	.....	( )

**M10.** How likely are you to read mobile advertising, promotions, or information campaigns that you receive on your mobile phone in the future? (SHOW CARD. Record SA)

**M11.** How likely are you to listen to mobile advertising, promotions, or information campaigns that you receive on your mobile phone in the future? (SHOW CARD. Record SA)

	<b>MD10</b>	<b>MD11</b>
Very unlikely .....	1 .....	1
Unlikely .....	2 .....	2
Likely.....	3 .....	3
Very likely .....	4 .....	4

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Don't know/Can't say.....5 .....5

OUT-OF-HOME MODULE

**OBJECTIVE 2iv. Out-of-home media**

**Interviewer: Ask only those who mentioned OOH in Q1**

Now let's talk about outdoor advertisements. These can be in the form of billboards, loudspeakers, screens in shops, bulletin boards, and posters in health centers and/or community buildings.

**OO1.** Please, can you tell me how often you usually see any outdoor advertising?

Every day.....	1
6 days a week.....	2
4-5 days a week .....	3
2-3 days a week .....	4
One day a week.....	5
Once every 2 weeks.....	6
Once a month.....	7
Once every 3 months .....	8
Once every 6 months .....	9
Less often.....	10
<hr/>	
Don't know/Can't recall.....	99

**OO2.** Over the past three months, which of the following forms of outdoor advertising did you see? (Record MA)

**OO3.** Over the past three months, which of the following forms of outdoor advertising did you see last time? (Record SA)

OOH media	OO2	OO3
	Seen over P3M (MA)	See last time (SA)
Billboard	1	1

Poster (heath center, market, road)	2	2
Banner	3	3
Video/Screen in shops	4	4
Bulletin board within the village	5	5
Loudspeakers	6	6
Other (specify)_____	( )	( )
Other (specify)_____	( )	( )
Other (specify)_____	( )	( )

OO4. Could you tell me where you saw the advertisement?

*Note to interviewer:* Probe for specifics. If, for example, respondent mentions a market, ask whether it's within the village or otherwise, and use precodes below to record response.

- Within the village ..... 1
- Outside the village, within the district..... 2
- Outside the district, within the province ..... 3
- Outside the province ..... 4

ONLINE (INTERNET) MODULE
--------------------------

**OBJECTIVE 2v. Online (internet)**

**Interviewer: Ask only those who mentioned online (internet) in Q1**

Now I would like to talk about your internet activities.

**I1.** From which device do you access the internet? (Record MA)

- Mobile phone ..... 1
- Tablet..... 2
- Laptop..... 3
- Desktop at home or elsewhere ..... 4

**I2.** Generally, how often do you go on or access the internet? (SHOW CARD)

Less than once a week.....	1
1–2 times a week .....	2
3–4 times a week .....	3
Nearly every day, 5–6 times a week .....	4
Every day.....	5

**13.** In a day, how many hours do you use the internet?

Less than an hour.....	1
Between 1–3 hours .....	2
More than 3 hours .....	3

**14.** What are the activities that you usually do on the internet? (SHOW CARD. Record MA)

E-mail .....	1
Surf for info/search engine .....	2
Chat/IM .....	3
Visit and use websites.....	4
Visit and use blogs .....	5
Play online games .....	6
Download and exchange music, photos .....	7
Watch videos for entertainment (such as movies).....	8
Watch videos for education purposes (such as documentaries and infomercials) .....	9
Interactive learning tool/educational games.....	10
Use webcam.....	11
Click on banner/pop-up ads .....	12
Shop/buy/sell products .....	13
Listen to radio station .....	14
Read newspaper .....	15
Read magazines .....	16

Download software .....	17
Check and do bank service .....	18
SMS to friends .....	19
Make telephone call using voice-over-internet protocol.	20
Download ringtone .....	21
Other (specify: _____) .....	( )

**15.** What are the three websites from which you get or access information?

1. \_\_\_\_\_ ( )
2. \_\_\_\_\_ ( )
3. \_\_\_\_\_ ( )

**16.** What is the most important topic or information that you are looking for over the internet, if there is any?

*Note to Interviewer:* Probe for specifics and use precodes below to record response.

Information about health.....	1
Information about education/TVET .....	2
Information about job vacancies/livelihood .....	3
Price information for crops .....	4
Other (specify: _____).....	5

Now let's talk about Facebook.

**17.** How often do you open Facebook?

Every hour in a day .....	1
4–5 times a day .....	2
Once a day .....	3
4–6 times a week .....	4
2–3 times a week .....	5
Once a week.....	6
2–3 times a month.....	7
Less than once a month.....	8
Other (specify: _____).....	9

I don't have a Facebook account ..... 10

**18.** Please can you tell me how many hours, during a typical day, you usually spend time online on days you usually use the internet? We do not mean time spent using the internet for sending or receiving e-mails but for visiting websites. (Please include your use at work and at home.)

Less than 15 minutes ..... 1  
Between 15 minutes and half an hour .....2  
More than half an hour to 1 hour.....3  
More than 1 hour to 2 hours .....4  
More than 2 hours to 3 hours .....5  
More than 3 hours to 4 hours .....6  
More than 4 hours to 5 hours .....7  
5 hours or more .....8

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Don't know/Can't say.....9

**19.** Which day of the week do you use the internet the most?

Monday .....01  
Tuesday.....02  
Wednesday.....03  
Thursday .....04  
Friday.....05  
Saturday .....06  
Sunday .....07

**120.** With whom do you usually access the internet?

With a friend ..... 1  
With a household member .....2  
With a relative.....3

- With peers at work.....4
- With no one; I access it alone .....5

**PRINT MODULE**

**OBJECTIVE 2vi. Print**

**Interviewer: Ask only those who mentioned print media in Q1**

Thank you for your continued engagement in the interview. At this time, we will talk about print media and newspapers.

**P1.** How often do you read the newspaper? (SHOW CARD. Record SA)

- Less than once a week..... 1
- 1–2 times a week .....2
- 3–4 times a week .....3
- Nearly every day, 5–6 times a week .....4
- Every day.....5

**P2.** Did you read the newspaper yesterday?

- Yes..... 1 **CONTINUE**
- No .....2 **GO TO P4**

**P3.** Which newspaper did you read yesterday? (SHOW CARD. Record MA)

**P4.** Which newspaper do you usually read? Which else? (SHOW CARD. Record MA)

- |                             | <b>P3</b> | <b>P4</b> |
|-----------------------------|-----------|-----------|
| Pasaxon.....                | 1         | 1         |
| Vientiane Mai.....          | 2         | 2         |
| Pathet Lao .....            | 3         | 3         |
| Kampuchea Thmey Daily ..... | 4         | 4         |
| Vientiane Times.....        | 5         | 5         |
| KPL News.....               | 6         | 6         |
| Sunday News .....           | 7         | 7         |
| Sports News .....           | 8         | 8         |

Lao Women .....	9	.....	9
Lao Army .....	10	.....	10
Renovator .....	11	.....	11
Thai newspapers .....	12	.....	12
Other (specify: _____).....	( )	.....	( )

**P5.** Please, can you tell me how many hours you usually spend reading the newspaper on a typical day you read the newspaper?

Less than 15 minutes .....	1
Between 15 minutes and half an hour .....	2
More than half an hour to 1 hour.....	3
More than 1 hour to 2 hours .....	4
More than 2 hours to 3 hours .....	5
More than 3 hours to 4 hours .....	6
More than 4 hours to 5 hours .....	7
5 hours or more .....	8

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Don't know .....	9
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**P6.** Which day of the week do you read the newspaper the most?

Monday .....	.01
Tuesday.....	.02
Wednesday.....	.03
Thursday .....	.04
Friday.....	.05
Saturday .....	.06
Sunday .....	.07

**P7.** What type of news do you like to read in the newspaper the most? (SHOW CARD. Record SA)

Lao news .....	1
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International news .....	2
Local/Provincial news.....	3
Editorial opinion section .....	4
Business section .....	5
Sports section.....	6
Entertainment section.....	7
Classified advertising .....	8
Other (please specify:_____)	9

SALIENT COMMUNICATION ON THE TOPIC
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**OBJECTIVE 3. Salient communication on the topic**

**Interviewer: Ask all**

**SC1.** Could you please tell me if you have ever heard, read, or seen any information in any media regarding maternal and child health and nutrition, sanitation, personal and environmental hygiene, and/or other information on health and nutrition as well as immunization?

Yes, I have heard, read, or seen

any information related to those topics ..... 1 **CONTINUE**

No, I have not heard, read, or seen

any information related to those topics ..... 2 **GO TO SC3**

I don't know about those topics..... 3 **GO TO SC3**

---

I'm not sure/Can't recall..... 4 **GO TO SC3**

**Interviewer: Ask only if code 1 in SC1**

**SC2.** Could you please tell me when you last remember hearing, reading, or seeing information regarding maternal and child health and nutrition in the media.

Yesterday ..... 1

Over the past week ..... 2

Over the past few weeks.....	3
Last month.....	4
More than 3 months ago .....	5
More than 6 months ago .....	6
More than a year ago .....	7
Long time ago.....	8

**SC3.** As far as you can remember, could you tell me what information you have heard, read, or seen related to these topics? (probe for specifics)?

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(      )

Provision of prenatal care. ....	1
Provision of postnatal care .....	2
Provision for childbirth .....	3
Vaccination .....	4
Feeding programs .....	5
Personal hygiene guidelines/Information .....	6
Clean and green drives .....	7

**SC4.** Could you please tell me in which of the following media channels (**programmer to filter answers by answers in Q1**) you have heard, read, or seen this information?

A. TV.....	1
B. Radio.....	2
C. Print (including, daily newspapers, other press and printed media options).....	3
D. Out-of-home media (including billboards, posters, video walls, and other OOH channels) .....	4
E. Mobile phones (information received via SMS) ....	5

F. Village announcements (loudspeakers) .....	6
G. Online (internet activities they do over a mobile phone, tablet, or laptop) .....	7
H. Facebook .....	8
I. Social media (all other social media apps and platforms aside from Facebook).....	9

DEMOGRAPHICS
--------------

**OBJECTIVE 4. Sociodemographic and classification variables**

**Interviewer: Ask all**

**D1.** Could you tell me which statement best applies to you?

I'm a mother of a child or children age	
(choose all that apply among codes 1 to 3):	
Child 0–5 months .....	1
Child 6–23 months .....	2
Child 24–59 months.....	3

I'm a father of a child or children age	
(choose all that apply among codes 4 to 6):	
Child 0–5 months .....	4
Child 6–23 months .....	5
Child 24–59 months.....	6

I'm a guardian or main caregiver of a	
child or children age	
(choose all that apply among codes 7 to 9):	
Child 0–5 months .....	7
Child 6–23 months .....	8
Child 24–59 months.....	9

**D2.** How many people live at your house? (Include all those sleeping in the dwelling for at least three of the last twelve months including children, adult relatives, and domestic servants for whom you have a financial responsibility.)

Actual number: \_\_\_\_\_

**D3.** What best describes your current status? (SHOW CARD)

Government employee .....	1
Employee in a private company .....	2

Self-employed/Own business.....	3
Work for agriculture	
Farm own land (upland):	
<i>hed hai</i> .....	4
Farm own land (lowland):	
<i>hed na xeng and na pee</i> .....	5
Day laborer on other peoples' land .....	6
House work/Housewife.....	7
Student .....	8
Retired/Old age .....	9
Not working/Unemployed .....	10
Other (specify:_____).	11

**D4.** What is your educational status? (SHOW CARD)

No formal schooling.....	1
Primary school.....	2
Lower secondary .....	3
Upper secondary .....	4
Technical/Vocational .....	5
University (undergraduate).....	6
Postgraduate .....	7
Other (specify:_____).	8

**D5.** Could you please tell me which category on this card best describes your **household** income and expenditures? (SHOW CARD)

	Monthly income	Monthly expenditure
Less than 500,000 kip	1	1
500,001–1,500,000 kip	2	2
1,500,001–2,500,000 kip	3	3

2,500,001–3,500,000 kip	4	4
3,500,001–4,500,000 kip	5	5
4,500,001–5,500,000 kip	6	6
5,500,001–6,500,000 kip	7	7
6,500,001–7,500,000 kip	8	8
7,500,001–8,500,000 kip	9	9
Above 8,500,001 kip	10	10
Don't know	11	11

**D6.** Could you please tell me which category on this card best describes your *personal situation* in terms of income and expenditures? (SHOW CARD)

	Monthly income	Monthly expenditure
Less than 500,000 kip	1	1
500,001–1,500,000 kip	2	2
1,500,001–2,500,000 kip	3	3
2,500,001–3,500,000 kip	4	4
3,500,001–4,500,000 kip	5	5
4,500,001–5,500,000 kip	6	6
5,500,001–6,500,000 kip	7	7
6,500,001–7,500,000 kip	8	8
7,500,001–8,500,000 kip	9	9
Above 8,500,001 kip	10	10
Don't know	11	11

**D7.** For each of the items listed on this card, can you please tell me how many of each item your household owns? (Record each item owned.)

	<b>Own</b>	<b>Quantity</b>
Television .....	1	..... __ __
Personal computer .....	3	..... __ __
Fixed-line telephone .....	4	..... __ __
Mobile telephone .....	5	..... __ __
Tablet.....	6	..... __ __
Motorcycle .....	6	..... __ __
Car .....	7	..... __ __
Radio set .....	8	..... __ __

**D8.** And can you tell me which of the following statements applies to your household? (Record each item owned.)

	Yes	No
Own house .....	1	.....2
Own property/land .....	1	.....2
Have access to electricity (municipal).....	1	.....2
Have access to electricity (other, e.g., generators) .....	1	.....2
Have access to municipal water.....	1	.....2
Have internet at home (nonmobile).....	1	.....2
Motorbike.....	1	.....2
Refrigerator.....	1	.....2

**D9.** Do you currently have a personal bank account with an available ATM?

Again, please remember this is confidential, and we do not need details. We just want to find out how many people have bank accounts.

Yes.....	1
No .....	2
<hr/>	
Refused to say.....	9

**Thank the respondent and give token!**

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## APPENDIX D. SURVEY OF VILLAGE HEADS QUESTIONNAIRE

<b>MEDIA CONSUMPTION SURVEY 2018 (HGNDP)</b>
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Indochina Research Laos Questionnaire ID: \_\_\_\_\_  
 282/17 Phontong Savath, Chathabouly District Interviewer name: \_\_\_\_\_  
 Tel: (855-21) 562 8814 Interviewer no.: \_\_\_\_\_  
 Fax: (855-21) 562 880  
 Vientiane, Lao PDR

Respondent name: \_\_\_\_\_ Contact phone no.: \_\_\_\_\_

**Ethnic group/Code of village head**

- Sino-Tibetan–Akha, Phong .01
- Mon-Khmer-Khmu .....02
- Hmong Mien-Hmong .....03
- Lao Tai .....04
- Others .....05

Province name/Code: \_\_\_\_\_

District name/Code: \_\_\_\_\_

Village name/Code: \_\_\_\_\_

**Locale**

- Urban .....01
- Rural with road .....02
- Rural without road .....03

**Day of the week**

- Monday ..... 01
- Tuesday ..... 02
- Wednesday ..... 03
- Thursday ..... 04
- Friday ..... 05
- Saturday ..... 06
- Sunday ..... 07

**Age of village head**

\_\_\_\_\_ Actual age

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RESULTS

Household visit #1			Household visit #2			Household visit #3		
Day	Month	Year	Day	Month	Year	Day	Month	Year
		2 0 1 9			2 0 1 9			2 0 1 9
Start time :			Start time :			Start time :		
End time :			End time :			End time :		
Total time		mins.	Total time		mins	Total time		mins
Outcome	Complete 1		Outcome	Complete 1		Outcome	Complete 1	
	Call back.2			Call back 2			Call back 2	

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A2. Difficulty of respondent in answering questions:

- No difficulty ..... 1
- Some difficulty ..... 2
- Much difficulty ..... 3

A3. Was translation used?

- Yes, all or most..... 1
- Yes, some ..... 2
- No ..... 3

COMMENTS

**VILLAGE INFORMATION**

Good morning/afternoon. We are carrying out a household survey on media and lifestyle habits, and we would be grateful if you could spare some time to answer some questions. We are talking to adult family members over 15 years old who currently have children five years old and below OR to any household member who are main caregivers of a child or children five years old and below in your village.

**NUMBER OF HOUSEHOLDS**

**Sa. Based on the most recent data you have, how many households are there in your village currently?**

\_\_\_\_\_ Number of households

**Sb. Based on your best estimate as a percentage, how many households in your village have household members falling under the criteria we have mentioned above?**

\_\_\_\_\_ %

**VIALLGE LOCATION**

**Sc. Programmer to force capture GPS of Naiban office as location indicator for the village.**

\_\_\_\_\_ GPS coordinates

**POVERTY INDICATOR**

**Sd. Do you have information on the poverty level or classification of your village? This may be any poverty classification index that you may have, be it officially from the government or from any source.**

Yes ..... 01

**Poverty indicator:** \_\_\_\_\_ (Get verbatim)

**Source:** \_\_\_\_\_ (Get verbatim)

No poverty level/classification information ..... 02

**ETHNICITY**

**Se. Which of the following ethnicities would you say is predominant in your village? (SHOW CARD)**

Sino-Tibetan–Akha, Phong ..... 01

Mon-Khmer-Khmu ..... 02

Hmong Mien-Hmong ..... 03

Lao Tai ..... 04

Other ..... 05

**MEDIA ACCESS, PREFERENCE, SATISFACTION, AND TRUST**

**We would like to understand about several media channels.**

**OBJECTIVE 1a: Reach (access)**

**Q5.** I have here a list of media channels that people could use to get or receive information (SHOW CARD). Could you tell me which of these media channels are **available and** have been **used by households in your village** during the past three months to get information? **(MR)**

**OBJECTIVE 1b: Preference**

**Q6.** Among those media channels that have been used **by households in your village** over the past three months **(programmer to filter answer according to answer in Q1)** to get or receive information, could you please tell me which channel **is the most preferred by households in your village?** **(SA)**

**Q7.** In your opinion, do you think men and women have different preferences for the media channels they use?

Yes ..... 1 **CONTINUE**

No..... 2 **GO TO Q4**

**Q3a. (Programmer to filter answer according to response in Q1)** Which channel do you think is most preferred by adult **MEN** in your village? **(SA)**

**Q3b. (Programmer to filter answer according to answer in Q1)** What about adult **WOMEN** in your village? **(SA)**

**Q8.** In your opinion, do you think younger and older adults have different preferences for the media channels they access?

Yes ..... 1 **CONTINUE**

No..... 2 **GO TO Q5**

**Q4a. (Programmer to filter answer according to answer in Q1)** Which channel do you think is most preferred by **YOUNGER** adults in your village? **(SA)**

**Q4b. (Programmer to filter answer according to answer in Q1)** What about **OLDER** adults in your village? **(SA)**

**Q9.** Finally, among the media channels that have been used **by households in your village** over the past three months (**programmer to filter answer according to answer in Q1**) to get or receive information, could you please tell me which channel **in your opinion is the most effective channel to reach a wide majority of adults in your village?** (SA)

	Q1. Used in P3M	Q2. Prefer the most	Q3a. Adult men	Q3b. Adult women	Q4a. Younger adults	Q4b. Older adults	Q5. Most effective
A. TV	1	1	1	1	1	1	1
B. Radio	2	2	2	2	2	2	2
C. Print (including, daily newspapers, and other press and printed media options)	3	3	3	3	3	3	3
D. Out-of-home media (including, billboards, posters, video walls, and other OOH channels)	4	4	4	4	4	4	4
E. Mobile phones (information received via SMS, voice messaging)	5	5	5	5	5	5	5
F. Village announcements (loudspeakers)	6	6	6	6	6	6	6
G. Online (internet activities they do over a mobile phone, tablet, or laptop)	7	7	7	7	7	7	7
H. Facebook	8	8	8	8	8	8	8
I. Social media (all other social media apps and platforms aside from Facebook)	9	9	9	9	9	9	9

**OBJECTIVE 1d: Trust**

**Q10.** In terms of trust, among those media channels you have used over the past three months (**programmer to filter topics according to answer in Q1**) to get or receive information, could you please tell me which channel is **most trusted by households in your village in general?** (SA)

	Q1. Used in past
A. TV	1
B. Radio	2
C. Print (including daily newspapers, other press and printed media options)	3

- D. Out-of-home media (including, billboards, posters, video walls, and other OOH channels) 4
- E. Mobile phones (information received via SMS) 5
- F. Village announcements (loudspeakers) 6
- G. Online (internet activities they do over a mobile phone, tablet, or laptop) 7
- H. Facebook 8
- I. Social media (all other social media apps and platforms aside from Facebook) 9

TV MODULE
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**OBJECTIVE 2i. TV**

**Interviewer: Ask only those who mentioned TV in Q1**

**T10. Which TV stations are available in your village? (SHOW CARD. Record MA)**

	T1
Stations	Most often watched
Lao TV 1	1
Lao TV 3	2
Lao PS TV	3
Lao Star	4
MV Loa	5
Sabaidee TV	6
Thai channel 3	7
Thai channel 5	8
Thai channel 7	9

Thai channel 9	10
Thai NBT	11
Thai PBS	12
Thai channel 1	13
GMM channel 25	14
Workpoint channel	15
Thai channel 8	16
Others (specify) _____	( )

**T11.** Which type of TV programs **do majority of households in your village watch most often?** (SHOW CARD. Record SA)

	<b>T2</b>
<b>Program type</b>	<b>Most often watched</b>
A. Breaking news	1
B. News (local, international)	2
C. Economics/Business/Finance	3
D. Series/Soap opera	4
E. Movies	5
F. Sports (news, live, etc.)	6
G. Entertainment (concert, comedy, night shows, etc.)	7
H. Documentary	8
I. Education	9
J. Game show	10
K. Reality show	11

L. Lifestyle (health, religion, culture, etc.)

12

M. Other (specify) \_\_\_\_\_

( )

**T12.** In general, do you see any difference between the viewing habits of adult men versus adult women? Could you explain why?

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**T13.** How about younger adults versus older adults? Could you explain why?

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**T14.** How about differences among different ethnic groups (say, for example, Khamu, Hmong, Akha, or Lao Tai)?

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**T15.** May I ask what, in your opinion, are the key barriers for more effective media coverage/consumption through television?

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**T16.** Could you mention any recommendations that you may have to effectively reach our target audience (who are adult men and women age 15 years and above who have children OR are main caregivers of children age five years and below) through TV?

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RADIO MODULE
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**OBJECTIVE 2ii. Radio**

**Interviewer: Ask only those who mentioned radio in Q1**

**R10.** Which radio stations **are available in your village?** (SHOW CARD. Record MA)

Stations	R1
FM 90.5	1
FM 92.5	2
FM 93.3	3
FM 95.0	4
FM 95.5	5
FM 96.0	6
FM 97.3	7
FM 98.8	8
FM 101.5	9
FM 103.7	10
FM 105.5	11
CRI FM 93.5	12
AM Station 1 (specify)_____	13
AM Station 2 (specify)_____	14
AM Station 3 (specify)_____	15
Others (specify) _____	( )

**R11.** Which type of radio programs, in your opinion, is listened to most often? (SHOW CARD. Record SA)

**R2**

**Program type**

	<b>Most often listened to</b>
A. Hot news	1
B. News (local/international)	2
C. Economics/Business/Finance	3
D. Politics	4
E. Movie reviews	5
F. Song requests	6
G. Sports (news, commentary, and live)	7
H. General music	8
I. Documentary	9
J. Education	10
K. Entertainment	11
L. Lifestyle (health, religion, culture, etc.)	12
M. Talk back	13
N. Other (specify)	
_____	(    )
<hr/>	
Can't remember	99

**R12.** In general, have you observed any differences between the radio-listening habits of adult men versus adult women? Could you explain why?

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**R13.** How about younger adults versus older adults? Could you explain why?

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**R14.** How about differences among different ethnic groups (say, for example, Khamu, Hmong, Akha, or Lao Tai)?

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**R15.** May I ask what, in your opinion, are the key barriers for more effective media coverage/consumption through radio?

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**R16.** Could you mention any recommendations you may have to effectively reach our target audience (who are adult men and women age 15 years and above who have children OR are main caregivers of children age five years and below) through radio?

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**MOBILE PHONE MODULE**

**OBJECTIVE 2iii. Mobile phones**

**Interviewer: Ask only those who mentioned mobile phones in Q1**

**M1.** Which of the following activities can be done on mobile phones in your village? (SHOW CARD. Record MA)

<b>Read out the following attributes</b>	
A. Make and receive calls	1
B. Send and receive SMS (text message on a mobile phone)	2
C. Send or receive MMS (multimedia message on a mobile phone)	3
D. Voicemail	4
E. Instant messaging (using app)	5
F. Video messaging (e.g., FaceTime or Skype)	6
G. Social networking or sharing content online	7

**M2.** Excluding Facebook, which of the following apps is used by households in the village, if any? (SHOW CARD. Record MA)

- WhatsApp ..... 1
- Viber ..... 2
- Skype ..... 3
- Instagram..... 4
- LINE ..... 5
- LinkedIn ..... 6
- YouTube ..... 7
- Twitter..... 8
- Other (specify: \_\_\_\_\_) ..... ( )

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- I don't use any of these ..... 99

**M3.** In general, do you see any difference between the telephone usage habits of adult men versus adult women? Could you explain why?

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**M4.** How about younger adults versus older adults? Could you explain why?

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**M5.** How about differences among different ethnic groups (say, for example, Khamu, Hmong, Akha, or Lao Tai)

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**M6.** May I ask what, in your opinion, are the key barriers for more effective media coverage/consumption through telephone?

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**M7.** Could you mention any recommendations that you may have to effectively reach our target audience (who are adult men and women age 15 years and above who have children OR are main caregivers of children age five years and below) through telephone?

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OUT-OF-HOME MEDIA MODULE
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**OBJECTIVE 2iv. Out-of-home media**

**Interviewer: Ask only those who mentioned OOH in Q1**

Now let's talk about outdoor advertisements. These can be in the form of billboards, loudspeakers, screens in shops, and bulletin boards and posters in health centers and/or community buildings.

- OO4.** Over the past three months, which of the following forms of outdoor advertising did you use to pass information to village members? (Record MA)
- OO5.** Over the past three months, which of the following forms of outdoor advertising did you use last time to pass information to village members? (Record SA)

OOH media	OO1	OO2
	Use over P3M (MA)	Use last time (SA)
Billboard	1	1
Poster (health center, market, roadside)	2	2
Banner	3	3
Video/Screen in shops	4	4
Bulletin board within the village	5	5
Loudspeakers	6	6
Other (specify)_____	( )	( )
Other (specify)_____	( )	( )
Other (specify)_____	( )	( )

- OO6.** May I ask what, in your opinion, are the key barriers for more effective media coverage/consumption through outdoor advertisements?

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**007.** Could you mention any recommendations you may have to effectively reach our target audience (who are adult men and women age 15 years and above who have children OR are main caregivers of children age five years and below) through outdoor advertisements?

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<b>ONLINE (INTERNET) MODULE</b>
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**OBJECTIVE 2v. Online (internet)**

**Interviewer: Ask only those who mentioned online (internet) in Q1**

**110.** What kind of internet-based services do households in your village access/use? (SHOW CARD. Record MA)

- E-mail ..... 1
- Chat/IM..... 2
- Websites..... 3
- Blogs ..... 4
- Interactive learning tool/educational games ..... 5
- Webcam ..... 6
- SMS..... 7
- Make telephone calls using  
voice-over-internet protocol..... 8
- Watch videos for entertainment ..... 9
- Watch videos for educational purposes..... 10
- Other (specify: \_\_\_\_\_)..... ( )

**111.** In general, do you see any difference between the internet usage habits of adult men versus adult women? Could you explain why?

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**I12.** How about younger adults versus older adults? Could you explain why?

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**I13.** How about differences among different ethnic groups (say, for example, Khamu, Hmong, Akha, or Lao Tai)

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**I14.** May I ask what, in your opinion, are the key barriers for more effective media coverage/consumption through the internet?

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**I15.** Could you mention any recommendations that you may have to effectively reach our target audience (who are adult men and women age 15 years and above who have children OR are main caregivers of children age five years and below) through the internet?

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**PRINT MODULE**

**OBJECTIVE 2vi. Print**

**Interviewer: Ask only those who mentioned print media in Q1**

**P8.** Which newspaper/print media are available and used by most households in your village? (SHOW CARD. Record MA)

	<b>P1</b>
Pasaxon.....	1
Vientiane Mai.....	2
Pathet Lao .....	3
Kampuchea Thmey Daily .....	4

Vientiane Times .....	5
KPL News .....	6
Sunday News.....	7
Sports News .....	8
Lao Women .....	9
Lao Army .....	10
Renovator .....	11
Thai newspapers .....	12
Other (specify: _____)..... ( )	

**P9.** In general, do you see any difference between readership habits of adult men versus adult women? Could you explain why?

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**P10.** How about younger adults versus older adults? Could you explain why?

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**P11.** How about differences among different ethnic groups (say, for example, Khamu, Hmong, Akha, or Lao Tai)

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**P12.** May I ask what, in your opinion, are the key barriers for more effective media coverage/consumption through print media?

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**P13.** Could you mention any recommendations that you may have to effectively reach our target audience (who are adult men and women age 15 years and above who have children OR are main caregivers of children age five years and below) through print media?

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SALIENT COMMUNICATION ON THE TOPIC
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**OBJECTIVE 3. Salient communication on the topic**

**Interviewer: Ask all**

**SC5.** Could you please tell me if you have ever heard, read, or seen any information in any media regarding maternal and child health and nutrition, sanitation, personal and environmental hygiene, and/or other information on health and nutrition as well as immunization?

Yes, I have heard, read, or seen ..... 1 **CONTINUE**

any information related to those topics

No, I have not heard, read, or seen ..... 2 **GO TO SC3**

any information related to those topics

I don't know about those topics ..... 3 **GO TO SC3**

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I'm not sure/Can't recall ..... 4 **GO TO SC3**

**Interviewer: Ask only if code 1 in SC1**

**SC6.** Could you please tell me when was the last time you can remember hearing, reading, or seeing in the media information regarding maternal and child health and nutrition?

Yesterday ..... 1

Over the past week ..... 2

Over the past few weeks ..... 3

Last month ..... 4

More than 3 months ago ..... 5

More than 6 months ago ..... 6

More than a year ago ..... 7

Long time ago ..... 8

**SC7.** As far as you can remember, could you tell me what information you have heard, read, or seen related to these topics? (probe for specifics.)

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( )

Provision of prenatal care. .... 1

Provision of postnatal care..... 2

Provision for childbirth..... 3

Vaccination ..... 4

Feeding programs..... 5

Personal hygiene guidelines/information..... 6

Clean and green drives ..... 7

Growth monitoring (weighing) and promotion..... 8

**SC8.** Could you please let me know from which of the following media channels (programmer to filter answers according to answers in Q1) you have heard, read, or seen this information?

A. TV..... 1

B. Radio..... 2

C. Print (including daily newspapers, other press and printed media options)..... 3

D. Out-of-home media (including, billboards, posters, video walls, and other OOH channels) ..... 4

E. Mobile phones (information received via SMS) 5

F. Village announcements (loudspeakers) ..... 6

G. Online (internet activities they do over a mobile phone, tablet, or laptop)..... 7

Ga. Use of special applications (apps) for health and nutrition ..... 8

Gb. Playing videos on a device accessed through an SD card or any memory medium..... 9

H. Facebook ..... 10

I. Social media (all other social media apps and platforms aside from Facebook)..... 11

**SC9.** In your opinion, which media channel would be the best channel to effectively pass information regarding maternal and child health and nutrition, sanitation, personal and environmental hygiene, and/or other information on health and nutrition as well as immunization to our target audience (who are adult men and women age 15 years and above who have children OR are main caregivers of children age five years and below)?

- |  |    |
|--|----|
| A. TV  | 1  |
| B. Radio   | 2  |
| C. Print (including daily newspapers, other press and printed media options)               | 3  |
| D. Out-of-home media (including, billboards, posters, video walls, and other OOH channels) | 4  |
| E. Mobile phones (information received via SMS, voice messaging)                           | 5  |
| F. Village announcements (loudspeakers)  | 6  |
| G. Online (internet activities over a mobile phone, tablet, or laptop)                     | 7  |
| Ga. Use of special applications (apps) for health and nutrition                            | 8  |
| Gb. Playing videos on a device accessed through an SD card or any memory medium            | 9  |
| H. Facebook  | 10 |
| I. Social media (all other social media apps and platforms aside from Facebook)            | 11 |

DEMOGRAPHICS
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**OBJECTIVE 4. Sociodemographic and classification variables**

**Interviewer: Ask all**

**D10.** What best describes your current status? (SHOW CARD)

- |  |    |
|--|----|
| Government employee.....                 | 1  |
| Employee in a private company .....      | 2  |
| Self-employed/Own business.....          | 3  |
| Work for agriculture                     |    |
| Farm own land (upland):                  |    |
| <i>hed hai</i> .....                     | 4  |
| Farm own land (lowland):                 |    |
| <i>hed na xeng and na pee</i> .....      | 5  |
| Day laborer on other peoples' land ..... | 6  |
| House work/Housewife .....               | 7  |
| Student .....                            | 8  |
| Retired/Old age.....                     | 9  |
| Not working/Unemployed .....             | 10 |
| Other (specify:_____ ).....              | 11 |

**D11.** What is your educational status? (SHOW CARD)

- No formal schooling ..... 1
- Primary school..... 2
- Lower secondary ..... 3
- Upper secondary ..... 4
- Technical/Vocational..... 5
- University (undergraduate)..... 6
- Postgraduate ..... 7
- Other (specify: \_\_\_\_\_)..... 8

**Thank the respondent and give token!**

**.o00o.**

## APPENDIX E. QUALITATIVE FIELD INSTRUMENTS

### E.1. OBJECTIVES

The project development objective of the Health Governance and Nutrition Development Project (HGNDP) is to increase coverage and quality of reproductive, maternal and child health, and nutrition services in target areas.

The objective of the survey is to enable the identification of a potential media mix that could be used by the government of Lao PDR and concerned stakeholders to transmit or deliver health and nutrition messages to the target audience to ensure maximum reach and uptake for a given level of communication expenditure. This activity is important in light of the ongoing nutrition-related activities supported under the HGNDP and to be continued under the new Health and Nutrition Service Access Project (HANSA). The study will help inform the development and production of mass media advocacy and communication tools and materials with a focus on maternal and child health and nutrition, sanitation, personal and environmental hygiene, and/or other determinants of health and nutrition as well as immunization.

### E.2. INTERVIEW QUESTIONS AND GUIDELINES

#### Initial Overall Questions for All Respondents (Establishing Rapport)

Q1. Could you please introduce yourself? How long have you been with the organization? Your position, designation, and tasks/responsibilities?

Q2. Could you please tell me about your organization? When was it established? What does your organization do? (Then proceed to ask information relevant to particular groups.)

#### For Development Partner Key informant:

Q1. Could you please introduce yourself? How long have you been with the organization? Your position, designation, and tasks/responsibilities?

Q2. Could you please tell me about your organization? When was it established? What does your organization do?

1. We are interested in how your communication campaigns reach your beneficiaries. In all your development projects, and in general, how do you go about disseminating information for your campaigns?
2. Can you tell me the coverage of your programs on a nationwide scope? Do you have coverage/programs in all provinces or some provinces only? If some provinces only, which provinces do you have programs in?
3. Probe if not mentioned: How about in the provinces of Phongsaly, Oudomxay, Xiengkhuang, and Huaphanh?
4. Could you let me know the scope of your programs in these provinces? Which districts?
5. Would you say you are reaching the entire rural area, a huge part of rural areas, some of the rural areas, only a little, or none of the rural areas in these provinces?

6. How about reaching your target beneficiaries in rural areas? Do you have any stories you can share about how you successfully reach most, if not all, of them? Which media do you use, if any?
7. Could you let us know who are your program's target beneficiaries?
8. In general, do you see any difference between reaching adult men versus adult women as regards the media channels you use? Could you explain why?
9. How about younger adults versus older adults? Could you explain why?
10. May I ask what, in your opinion, are the key barriers for more effective media coverage/consumption through the channel(s) that you used/are using?
11. Could you mention any recommendations you may have for us to effectively reach our target audience through radio, television, print, and other media?
12. Do you have any reports from your campaigns or campaign evaluations you are able to share with us?

### **For Media Department, Ministry of Information, Culture, and Tourism**

Q1. Could you please introduce yourself? How long have you been with the organization? Your position, designation, and tasks/responsibilities?

Q2. Could you please tell me about your organization? When was it established? What does your organization do?

### **For Television**

1. Can you tell me the coverage of television on a nationwide scope? Are television signals available in all provinces or some provinces only?
2. Probe if not mentioned: How about in the provinces of Phongsaly, Oudomxay, Xiengkhuang, and Huaphanh?
3. Could you let me know the coverage of television signals in these provinces?
4. Would you say television channels are reaching the entire rural area, a huge part of rural areas, some of the rural areas, only a little, or none of the rural areas in these provinces? Do you have data in percentage per province?
  - I. In which districts do you have coverage, and what percentage of the districts currently have access to television signals?
  - II. Could you mention which television stations have signals too?
5. The target audience for future communication of the project is adult men and women age 15 years and above who have children OR are main caregivers of children age five years and below. The main objective of this research is to identify a potential media mix that could be used by the MOH and concerned stakeholders to transmit/deliver health and nutrition messages to the target audience. Having the target audience in mind, could you tell me about their television-viewing habits?

- I. What programs do you think they watch most often?
- II. What days of the week are these programs aired?
6. In general, do you see any difference between viewing habits of adult men versus adult women? Could you explain why?
7. How about younger adults versus older adults? Could you explain why?
8. How about differences among different ethnic groups (say, for example, Khamu, Hmong, Akha, or Lao Tai)?
9. How much time do rural villagers spend watching television per day?
10. May I ask what, in your opinion, are the key barriers for more effective media coverage/consumption through television?
11. What television programs, if you have an idea, would Laotians in villages like to watch most? Any specific examples?
12. Could you mention any recommendations to effectively reach our target audience through television?
13. Have you done any surveys about television coverage and consumption? If yes, can you share the reports with us?

#### *For Radio*

1. Can you tell me the coverage of radio stations on a nationwide scope? Do radio stations have signals in all provinces or some provinces only?
2. Probe if not mentioned: How about in the provinces of Phongsaly, Oudomxay, Xiengkhuang, and Huaphanh?
3. Could you let me know the coverage of radio stations in these provinces?
4. Would you say radio stations are reaching the entire rural area, a huge part of rural areas, some of the rural areas, only a little, or none of the rural areas in these provinces? Do you have data in percentage per province?
  - I. In which districts do you have coverage, and what percentage of the districts' people currently have access to radio signal?
  - II. Could you mention which radio stations have signals too?
5. The target audience for future communication of the project is adult men and women age 15 years and above who have children OR are main caregivers of children age five years and below. The main objective of this research is to identify a potential media mix that could be used by the MOH and concerned stakeholders to transmit/deliver health and nutrition messages to the target audience. Having the target audience in mind, could you tell me about their radio-listening habits?
  - I. What programs do you think they listen to most often?
  - II. What days of the week are these programs aired?
6. In general, do you see any difference between listening habits of adult men versus adult women? Could you explain why?

7. How about younger adults versus older adults? Could you explain why?
8. How about differences among different ethnic groups (say, for example, Khamu, Hmong, Akha, or Lao Tai)?
9. How much time do rural villagers spend listening to the radio per day?
10. May I ask what, in your opinion, are the key barriers to more effective media coverage/consumption through radio?
11. What radio programs, if you have an idea, would Laotians in villages like to listen to most? Any specific examples?
12. Could you mention any recommendations that you may have or use to effectively reach our target audience through radio?
13. Have you done any surveys about radio coverage and consumption? If yes, can you share the report with us?

### *For Print Media*

1. Can you tell me the circulation of newspapers/journals/magazines nationwide?
2. Does the print media have circulation in all provinces or only in some provinces?
3. Which provinces have circulation?
4. Probe if not mentioned: How about in the provinces of Phongsaly, Oudomxay, Xiengkhuang, and Huaphanh?
5. Could you let me know the circulation of newspapers/journals/magazines in these provinces?
6. Would you say the print media is reaching the entire rural area, a huge part of the rural areas, some of the rural areas, only a little, or none of the rural areas in these provinces? Do you have data in percentage per province?
  - I. Which districts have circulation, and what percentage of the districts is the print media reaching?
  - II. What kind of print media reach those districts?
7. The target audience for future communication of the project are adult men and women age 15 years and above who have children OR are main caregivers of children age five years and below. The main objective of this research is to identify a potential media mix that could be used by the MOH and concerned stakeholders to transmit/deliver health and nutrition messages to the target audience. Having the target audience in mind, could you tell me about their print media readership habits?
  - I. What newspapers/journals/magazines do you think they read most often?
  - II. What days of the week are these newspapers/journals/magazines circulated?
  - III. Do you have a newspaper/journal/magazine in the current lineup of publications, specifically catering to this target audience? Could you explain about this newspaper/journal/magazine?

8. In general, do you see any difference between the readership habits of adult men versus adult women? Could you explain why?
9. How about younger adults versus older adults? Could you explain why?
10. How about differences among different ethnic groups (say, for example, Khamu, Hmong, Akha, or Lao Tai)?
11. How much time do rural villagers spend reading print media per day?
12. May I ask what, in your opinion, are the key barriers for more effective media coverage/consumption through print media?
13. What newspaper/journal/magazine, if you have an idea, would Laotians in villages like to read most? Any specific examples?
14. Could you mention any recommendations that you may have or use to effectively reach our target audience through print media?
15. Have you done any surveys about print media coverage and consumption? If yes, can you share the report with us?

#### **For Telecommunications Department, Ministry of Posts and Telecommunications**

Q1. Could you please introduce yourself? How long have you been with the organization? Your position, designation, and tasks/responsibilities?

Q2. Could you please tell me about your organization? When was it established? What does your organization do?

1. Can you tell me the coverage of telephone signals nationwide? Are telephone signals available in all provinces or only some provinces?
2. Which provinces have transmission?
3. Probe if not mentioned: How about in the provinces of Phongsaly, Oudomxay, Xiengkhuang, and Huaphanh?
4. Could you let me know the coverage of telephone signals in these provinces?
5. Would you say telephone signals are reaching the entire rural area, a huge part of rural areas, some of the rural areas, only a little, or none of the rural areas in these provinces? Do you have data in percentage per province?
  - I. In which districts do you have coverage, and what percentage of the districts currently have access to a telephone signal?
  - II. Could you mention which telephone networks have signals too?
6. In general, do you see any difference between telephone usage habits of adult men versus adult women? Could you explain why?
7. How about younger adults versus older adults? Could you explain why?
8. How about differences among different ethnic groups (say, for example, Khamu, Hmong, Akha, or Lao Tai)?
9. How much time do rural villagers spend on the telephone per day?

10. May I ask what, in your opinion, are the key barriers for more effective media coverage/consumption through telephone?
11. Could you mention any recommendations you may have to effectively reach our target audience through telephone?
12. Have you done any surveys about telephone coverage and consumption? If yes, can you share the report with us?

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Lao Statistics Bureau. 2018. *Lao Social Indicator Survey II 2017, Survey Findings Report*. Vientiane, Lao PDR: Lao Statistics Bureau and UNICEF.



The Lao People's Democratic Republic (Lao PDR) has experienced rapid and significant economic growth over the past decade. However, poor nutritional outcomes remain a concern. Rates of childhood undernutrition are particularly high in remote, rural, and upland areas. Media have the potential to play an important role in shaping health and nutrition-related behaviors and practices as well as in promoting sociocultural and economic development that might contribute to improved nutritional outcomes. This report presents the results of a media audit (MA) that was conducted to inform the development and production of mass media advocacy and communication strategies and materials with a focus on maternal and child health and nutrition that would reach the most people from the poorest communities in northern Lao PDR. Making more people aware of useful information, essential services and products and influencing them to use these effectively is the ultimate goal of mass media campaigns, and the MA measures the potential effectiveness of media efforts to reach this goal.

The effectiveness of communication channels to deliver health and nutrition messages to target beneficiaries to ensure maximum reach and uptake can be viewed in terms of preferences, satisfaction, and trust. Overall, the four most accessed media channels for receiving information among communities in the study areas were village announcements, mobile phones, television, and out-of-home (OOH) media. Of the accessed media channels, the top three most preferred channels were village announcements (40 percent), television (26 percent), and mobile phones (19 percent). In terms of trust, village announcements were the most trusted source of information (64 percent), followed by mobile phones (14 percent) and television (11 percent). Hence of all the media channels, village announcements are the most preferred, have the most satisfied users, and are the most trusted source of information in study communities from four provinces in Lao PDR with some of the highest burden of childhood undernutrition.

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