



Concept Notes of Animated Video

Background:

A child's risk of dying is highest in the first 28 days of life, especially the very first day (1 million deaths per year). Globally 2.6 million children died in the first month of life in 2016, amounting to half of all child deaths under the age of 5-years. An additional 2.6 million are stillborn. Improving the quality of antenatal care, care at the time of childbirth, and postnatal care for mothers and their new-borns are essential to prevent these deaths. Preterm birth, Intrapartum-related complications (birth asphyxia or lack of breathing at birth), and infections cause most neonatal deaths and are now preventable and treatable.

Home delivery accounts for 62% in Bangladesh. Facility delivery increased by 37 % and public facilities contributes 14%. Bangladesh Facility survey 2014 revealed that 36% facilities have capacity to provide BEmONC services. Hemorrhage and eclampsia account for 54% of all maternal deaths in BMMS 2016. Neonatal Asphyxia, Preterm birth and Sepsis is the major cause of Neonatal mortality in Bangladesh.

Given the context, Tdh Bangladesh in order to promote Behavior Change Communication amongst community members will like to develop 3 animated videos to improve facility-based delivery & health seeking behavior among pregnant women.

Objective of video documentary:

1. The objective of this video is to make the community people aware about the importance of facility delivery.

Target audience:

Primary: women of reproductive age group (15-49 years) of rural areas.

Secondary: Husbands, mother in laws, members of community management group

Details of the animated video:

- 3 videos of 2-3 minutes will be produced.
- The video will be an animated one. All the characters will be animated
- The video should be able to see in mobile phone or tablets with sharing option
- The video will start with consequence of home delivery, then the good practice of using facility delivery
- Video would be produced based on the need's assessment of community perception that will be performed by Tdh.

Steps of preparing video:

1. Consultancy firm will be visiting Kurigram to observe the at least 4 FGDs facilitated by Tdh and get an idea of perception of community for drafting the script.
2. Script will be produced by consultancy firm based on the observation of FGD
3. Consultancy firm should prepare the script and narration of the story.
4. Dummy video will be produced and share with Tdh
5. Finalizing the video as per feedback provided by Tdh & pretesting among communities