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Subject: Re: Socially marketed brands

Posted by [deepanavin](#) on Mon, 23 Jul 2018 11:39:36 GMT

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PSI had recommended inclusion of questions on brands in NFHS-4. their document available here includes the following para-

We would like all women who use IUDs, implants or injectibles to report the brand used. This will help with Total Market Approach/Market Facilitation analyses because it will indicate whether there are changes over time in types of products used - public sector, social marketing sector, or commercial sector. Consider providing guidance to fieldworkers to show pictures of the brands present on the local market. In addition, for injectables, we would like to know if the woman is using a 1, 2, or 3 month injectables to determine whether she has been using it consistently.

We stress that this must be reconsidered to be included in upcoming NFHS rounds to enable TMA analysis

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