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Subject: Socially marketed brands

Posted by [deepanavin](#) on Tue, 17 Jul 2018 04:50:38 GMT

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why is this important question not been included in nfhs 4? where else can one find this info for % users of condoms and OCPs using SM brands to get Total market analysis?

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Subject: Re: Socially marketed brands

Posted by [fredarnold](#) on Tue, 17 Jul 2018 13:48:26 GMT

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The 2015-16 National Family Health Survey (NFHS-4), as with all DHS surveys, covers hundreds of important indicators in population, health and nutrition. Not everything that's important can be covered if the questionnaires are to be kept to a manageable length in order to ensure high data quality. For NFHS-4, the content of the questionnaire was discussed in a series of meetings that included key stakeholders, and the final questionnaire was approved by the Technical Advisory Committee for the survey.

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Subject: Re: Socially marketed brands

Posted by [deepanavin](#) on Mon, 23 Jul 2018 06:53:02 GMT

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Yes i understand how these questions got deleted - this is so ironical. On one side the Indian govt. wishes to cut down on subsidies and its clearly established that social marketing is the only solution in such situation. But we cut down on collecting relevant data. and now we have no source to see what percent of users go for socially marketed brands except for retail market data from Nielsen but that does not map appropriately the actual use and its quite limited in its coverage that does not allow for getting representations from rural areas.

Is the next survey round already on? me as a public health researcher and my team at John Snow would request you to include us in meetings / discussion forums set up for dsigning the questionnaire so that we can make a case for including these relevant questions back into the questionnaire.

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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

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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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