

# The costs of mass media interventions for promoting breastfeeding vary by media environment and reach large numbers of key audiences in low- and middle income countries

## What does it cost to implement large-scale mass media interventions to improve breastfeeding practices? Results from Bangladesh, Burkina Faso, Nigeria, and Vietnam

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TV spots for the Start Strong campaign in Nigeria are one example of the mass media interventions used to reach primary and secondary audiences. Other channels included radio spots, print materials, outdoor displays, internet and social media.

### Background

Reaching mothers alone is not sufficient for improving breastfeeding practices; we also need to reach secondary audiences who influence all mothers. Health workers alone cannot reach all audiences, but mass media can. However, the absence of cost data has deterred investments in mass media components of national strategies and stalled scaling up efforts.

### Objective

To document and conduct a financial analysis of mass media interventions implemented in Bangladesh, Burkina Faso, Nigeria and Vietnam.

### Methods

A retrospective cost analysis was conducted using expenditure records to calculate total annual costs and costs per beneficiary of mass media interventions. Alive & Thrive documented the different forms of mass media used and costs of activities including research, creative design, production, dissemination, and monitoring. Management costs of 25% were applied to all activities. Campaign reach was calculated from evaluation surveys of mothers based on recall of messages, data on secondary audiences and the population of program areas.

### Results

The programs varied but were implemented for 3.8 to 4.7 years and reached between 685,000 and 5.6 million pregnant women and mothers of children under two years annually across the four countries (Figure 1). Annual costs ranged from USD 566,000 in Nigeria to USD 1,210,000 in Vietnam. The production and dissemination of print materials and media buys accounted for the largest proportion of costs (Figure 2). The total cost per beneficiary ranged from USD 0.06 to 0.13 in Bangladesh to USD 0.40 to 0.85 in Burkina Faso (Table 1). Results of evaluations showed that exposure of primary and secondary audiences to mass media added to the impact of other interventions in improving breastfeeding practices.

### Conclusion

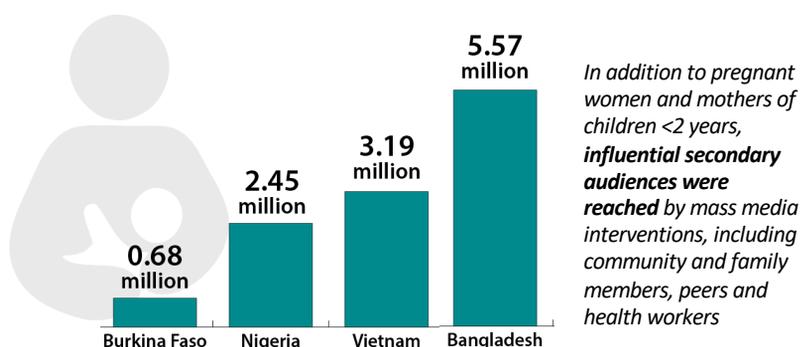
The results provide a realistic basis for planning large scale breastfeeding strategies and budgeting of mass media as a component of comprehensive national breastfeeding programs.

### PROGRAM LOCATIONS AND DATES



### REACH OF MASS MEDIA INTERVENTIONS

Figure 1: Number of pregnant women and mothers reached annually



### COST OF MASS MEDIA INTERVENTIONS

Table 1: Cost per beneficiary in USD

	Cost per pregnant woman/mother	Cost per person including secondary audiences
Bangladesh	\$0.13	\$0.06
Burkina Faso	\$0.85	\$0.40
Nigeria	\$0.23	\$0.11
Vietnam	\$0.38	\$0.18

Figure 2: Cost breakdown

