

Protocol

KH Forums – events to be hosted in the community supported by banners, certificates, flyers, stickers, a branded bus, a standee of mascots for Mrs ORS and Mr Zinc, and demonstrations.

These are central to the campaign in that they allow the interaction of the Komboni Housewives with the community. They bring the group to life – and into the homes of the target audience. A target of reaching 4,500 mothers was set in the following eight intervention areas (George, Matero Main, Kaunda Square, Chelston, Chilanga, Railway, Katoba, and Chinyunyu)

There were five important processes in getting this group into the communities:

1. Understanding the brand properties that would be taken into the field:
 - a. The Komboni Housewives logo.
 - b. The pay off line - “Tikucheking’ani” - which means ‘we’re watching you’.
 - c. The audio cue ‘Nxa, nxa, nxa...’
 - d. The colour yellow.
 - e. The colourful KH characters.
2. The development of the concept of what the KH would do and how they would interact with the community based on the Big Idea. This included
 - a. deciding how the mothers would be recruited (by recruiting a host who recruits her neighbours and via a drive through at least three hours before the event),
 - b. agreeing on a maximum number of invitees of 20 (it was considered that any more would be too difficult to manage), and

- c. how the event would be scheduled and managed on the day. A 2.5 hour programme was drawn up that ends in the KH calling in to the radio station.
3. Planning of the intervention area visits, based on the budget and an understanding of the number of people the programme needed to reach. The plans included deciding on maximum group size and understanding which areas would be visited. A schedule was drawn up to cover the period of the campaign and intervention area.
4. Development of KH forum materials – including the banner, branding of the bus and mascot.
5. Recruitment and training of the KH – making use of the Job Aid. This included dry runs to ensure that the concept is well understood.
6. Implementation and monitoring of the KH forums – with continuous recommendations of improvement and motivation for high standards.
Implementation included
 - a. The KH pledging process which was rewarded by a certificate
 - b. The KH stickers which were given to participants
 - c. Flyers for attendees to take home with them.

About the KH

The Komboni Housewives are a group of six mothers from Lusaka's Compounds. In reality they are actors, recruited by the activation agency, and trained to demonstrate the key behaviours.

Some of the women in the group are really nice women and others are not. But they are a largely harmless group that instinctively looks out for one another and for new parents. They assume mothers don't know as much as they do, but are often wrong and are quick to accept other mothers into their group who demonstrate that they do the right thing.

They each carry a Job Aid that provides them with guidance on the behaviours we want to encourage and answers to some commonly asked questions. They will also have access to a central resource at CIDRZ who can help them answer some more difficult questions.

The responsibilities and activities of the KHs are given in the Terms of Reference below.

Terms of reference for Komboni Housewives

Introduction

The Centre for Infectious Disease Research Zambia (CIDRZ), with advertising agency DDB Iris Zambia (DDB), is piloting an intervention to change negative behaviours associated with diarrhoeal deaths in children under 5. The intervention runs from 1 March 2014 to 31 August 2014 (6 months), after which time, CIDRZ will assess progress.

DDB has briefed EXP to create an exciting and engaging activation for the campaign, called 'Komboni Housewives' (KH). It is so called because the communications are focused on a fictional group of six women, the KH, who are generally concerned about how mothers look after their young children. This genuine concern gives them social permission to enter people's lives and homes, and to provide guidance where they believe help is needed. They are not always right, but they know the Target Behaviours which are:

1. Exclusive breastfeeding for six months and avoidance of supplementary foods such as yoghurts or mealie meal porridge.
2. Proper hand-washing with soap or ash before eating, after using the toilet, before preparing food and after changing a baby's nappy.
3. The correct preparation of ORS (using a 1 litre container) and the early administration of ORS to children who have diarrhoea.
4. The use of Zinc, and completion of the course, to stop diarrhoea where it has occurred.

These terms of reference are for the KHs, a group of six women that will be identified and trained by EXP for this intervention.

The purpose of the KHs is to implement a community outreach programme in the defined intervention areas.

Their objectives are as follows:

1. To create 150 Komboni Housewives in the intervention area by identifying hosts in each intervention area, who subsequently join as brand ambassadors;

2. To engage 5,000 women one-to-one and to provide information on the target behaviours, including a demonstration of the Baby's Tummy¹.
3. To reach 18,000 people through the KH roadshows, and through these shows, demonstrate the correct behaviours to a wider audience;
4. To increase publicity around the intervention by, inter alia,
 - a. community walk-throughs (walking down several streets before KH Forums)
 - b. hosting radio discussions while at the homes of Hosts, and
 - c. the distribution of communication materials such as posters, flyers and stickers – ensuring that posters set up are refreshed when they become worn;
5. To build the Komboni Housewives brand and create a movement amongst women in the community, led by the following characters which should be personified and acted out by the group:
 - Amake Given – The matriarch of the group, a large, **jolly, big, boisterous woman with a larger than life personality**, a church leader who is a pillar of her community in matters of the church and the home.
 - Amake Chola – A market trader who sells household goods at the neighbourhood square. She is a generous woman and is **known for being the doubting Thomas and her mocking laugh**.
 - Amake Mumba – The local midwife, known for helping mothers through their pregnancies. She is soft spoken and is always positive and **is always singing and dancing to herself**.
 - Amake Mutinta – A prudent chairperson of her neighbourhood's money-lending circle. Renowned for her candid tongue. **She uses her hands often as she speaks and is argumentative**.
 - Amake Mary – A careful manager of a water-point in her area. Tends to bring the frustrations of her work home with her so **she is always complaining, interjecting and looking miserable**.

¹ See ORS Corners concept.

- Amake Jay – She is a hanger-on – always in the background and agreeing with everything and everyone. She repeats (as if a chorus) everything that Amake Given and the others say and sniggers in the background – egging others on.

Intervention area

The eight intervention areas detailed below are the ones to receive information ONLY. The rest of the country is a Control area and is not to receive any information about this intervention.

1. George
2. Chelstone
3. Kaunda Square
4. Matero
5. Chilanga
6. Chinyunyu
7. Katoba
8. Railway

Project review

The KH are to provide a brief report for each meeting held which details:

1. The names of the hosts
2. The time of the event
3. The place of the event
4. The number of attendees
5. Any issues raised that need to be flagged with CIDRZ.

These reports are to be consolidated into an overall Impact Assessment Report which is to be delivered by EXP at the end of the activation. This document will be evaluated by a mixed team comprising DDB and CIDRZ.

Reporting

The KH report to the manager at EXP who reports to the Director at DDB.

Route plan

| Area | Day | Time | Reach |
|--|-----------|-------------------------------|----------------|
| <i>Phase 1 (16 March 15 June 2014)</i> | | | |
| George | Monday | 10:00 – 12:30 & 14:00 – 16:00 | 60 |
| Chelstone | Tuesday | 10:00 – 12:30 & 14:00 – 16:00 | 60 |
| Kaunda Square | Wednesday | 10:00 – 12:30 & 14:00 – 16:00 | 60 |
| Matero | Thursday | 10:00 – 12:30 & 14:00 – 16:00 | 60 |
| Chilanga | Friday | 10:00 – 12:30 & 14:00 – 16:00 | 60 |
| Chinyunyu | Saturday | 10:00 – 12:30 & 14:00 – 16:00 | 60 |
| Total | | | 360 p/w |
| <i>Phase 2 (16 June to 15 July)</i> | | | |
| Katoba | Monday | 10:00 – 12:30 & 14:00 – 16:00 | 60 |
| Railway | Tuesday | 10:00 – 12:30 & 14:00 – 16:00 | 60 |
| Total | | | 120 p/w |

Komboni Housewives Programme

| Time | Description |
|---------------|--|
| 09:30 – 10:00 | Arrival of the Komboni Housewives at the host house – as a group of performers who are bringing theatre into that house. |
| 10:00 – 10:30 | Women gather for the talks and demonstrations, host introduces the Komboni Housewives. |
| 10:30 – 11:00 | The Komboni Housewives talk turns to introduce themselves and their theatre roles. They will perform to the same script that they use during Roadshows. |
| 11:00 – 11:30 | First two skits/discussions performed by the KH, engaging women to participate. Q & A from the forum and challenges being faced by the women in the community. |
| 11:30 – 12:00 | Thirds and fourth skits/discussions from the KH. Q & A prizes are given out for participation. |
| 12:00 – 12:30 | Last talk Q&A more prizes given out. Forum asked to spread the message to other women not in the forum. Call from the DJ at the radio station. |