



Guide to communication materials on medical abortion

Ipas India has developed a variety of interpersonal and outdoor communication materials on medical abortion. All communication materials were developed and pre-tested in partnership with local nongovernmental organizations and the government.

Outdoor communication

Wall paintings were done in all health facilities, intervention villages and other prominent spaces, and contained pertinent information on medical abortion including correct gestation period, where to buy medicine and from whom to seek advice.

Street theater, an innovative, interactive tool, was used to bring medical abortion information to 354 villages. With the help of local partners and theater groups, street drama scripts were developed to be as culturally relevant as possible and incorporated the local dialects and practices of a particular village. Performed in the villages, street dramas created an interactive space for men and women to access reproductive health information.

Interpersonal communication (IPC)

IPC flipbooks, based on the tradition of storytelling, were developed to train health intermediaries who often serve as important information points for women in the community. The flipbook tells the story of a woman called Vimla, who has a small, happy family. She and her husband forget to use contraceptives and she becomes pregnant. The story follows how Vimla and her family are affected by this unintended pregnancy, and covers the following questions:

- What is unwanted pregnancy?
- What are the consequences of unwanted pregnancy?
- How can unwanted pregnancy be avoided?
- What are the unsafe methods of abortion?
- What are the consequences of unsafe abortion?
- What are the safe, legal methods of abortion?
- What is medical abortion?

IPC learning games were designed to help participants review medical abortion information.

Game 1: When is abortion legal?

This game encourages participants to review the legal indications for abortion. A facilitator reads prepared statements to participants and asks them to place each statement in the correct column:

1. When abortion is legally allowed
2. When abortion is not legally allowed

If the answer is correct, the facilitator claps and thanks the participant. If incorrect, the facilitator provides the correct answer with an explanation.

Game 2: Review of training information

This game is designed to review the information learned by participants during training sessions. Two participants play at once and must answer questions correctly in order to continue. The quiz covers the following questions related to medical abortion:

- Can abortion be done with tablets?
- What is the correct and legal gestation period for medical abortion?
- Where can one go for medical abortion?
- How many visits to the hospital are required to complete medical abortion?
- What should one do after completing medical abortion?

Each statement has one right and one wrong answer. Participants choose an answer by placing a colored bangle if they think it is right or a different colored bangle if they think it is wrong. The statement is flipped over to reveal the correct answer. The facilitator claps if the participant answers correctly and corrects wrong answers with an explanation.