Bangladesh J. Agric. Econs. XXI, 1 & 2 (1998): 111-126

Research Note

FACTORS AFFECTING MASS MEDIA FP PROGRAMS ON CURRENT USE OF CONTRACEPTION IN BANGLADESH

Mr. M. Amirul Islam
Dr. M. Kabir

ABSTRACT

In this paper the significant role of mass media and factors affecting it have been investigated. . Mass media has played an important role in the success of Bangladesh family planning programs. Different mass media are employed to disseminate FP-MCH messages. Evaluation of the impact of mass media exposures on FP-MCH programs would provide new directions and strategy for its effectiveness. In this study a total of 3100 currently married women from all over Bangladesh were interviewed. The aim was to identify the impact of the mass media on family planning programs. The findings indicate that radio is still the most reached medium than television and newspaper. Multinomial logistic regression analysis was used to identify the factors, which have significant effects on exposure to family planning messages. The significant factors that have influence on exposure to family planning mass media messages are education, type of place of residence, employment status and membership of women in development groups. The analysis further revealed that age, number of living children, religion, radio ownership, approval of family planning by the respondents and their husbands, are the important determinants affecting use of modern contraception as opposed to no method users. The study findings have policy implications in the sense that mass media and its contents will play an important role in the future MCH-FP programs and in achieving demographic goals.

I. INTRODUCTION

Among the world's 20 poorest countries only Bangladesh has experienced a significant, sustained fertility decline over the past two decades. In 1975, the country's total fertility rate was 6.3 children per woman; by 1996 the total fertility came down to 3.3 children per woman (Huq and Cleland, 1989). The corresponding contraceptive prevalence level was about 8 percent in 1975 and this has increased to more than six fold in 1996 with 49.2 percent currently married women were using contraception. Over the years various approaches were attempted to reach the demographic goals i.e. reaching NRR = 1 by 2005. Among these efforts mass media has been playing a significant role. Every year on average L 1 million new couples are entering in reproductive life. In such situation mass media appear to be the most effective way to reach these couples successfully within the shortest possible time.

The authors respectively are Lecturer, Dept. of Agricultural Statistics, Bangladesh Agricultural University Mymensingh and Professor, Dept. of Statistics, Jahangirnagar University, Savar, Dhaka.

The purpose of this paper is to assess the current status of exposures of the target population to different mass media of IEC activities on FP-MCH programs and to evaluate the strength and weakness of the FP-MCH communications. The purpose is also to comprehend the impact of mass media on family planning programs among women in Bangladesh. In this paper the three leading mass media such as radio, television and newspapers were considered, as through these media family planning messages reach to the women in Bangladesh. Content of a message varies greatly depending on the audience. Therefore, mass media FP messages should be designed to serve the common needs of the audience. Such as it can inform the audience about the side effects of various FP methods or work against the rumors that are obstacles to family planning program activities. Mass media is a powerful medium that reaches the targeted people faster than any other medium. It has wider coverage. It is a gradual process, and therefore needs proper planning, appropriate designing and evaluation of the effect of a particular family planning message in changing behavior of the target population (Population Reports, 1989). Changing behavior of people from an accustomed culture to a new culture is difficult, however, people do not change their behavior simply because a health worker, political leader, or even a family member asks them to do so even if that person appears on television or in film (William , 1986). Mass media communication may be a more cost-effective way to influence behavior of people than organized interpersonal communication. Although the impact of mass media on any one individual may be slight its cumulative effect on an entire population may be great because it reaches to many people (Gilluly, 1986). The application of mass communication to influence family size preference is a natural extension of the basic idea that the media can both inform and motivate people, even about such complex subjects as their reproductive goals (Westoff, 1995).

Among the media sources utilized for disseminating family planning messages, radio seems to be quite popular in Bangladesh (UNFPA, 1990). Systematic use of this medium for communicating FP and MCH messages has substantially elevated its status as a source of information on FP-MCH communication (William, 1986). Radio reaches innumerable listeners in urban and rural areas through eight million-radio sets (Mabud, 1989). According to the observation of UNFPA the population programs of the radio Bangladesh is probably the best in the whole in South Asia and among the best in the entire third world (UNFPA, 1990). Radio is considered the most effective medium of mass communication with its wide coverage and deep penetration(Piotrow, 1990)..

Access to radio through ownership and listening at neighbors' house or a public place was in general higher than access to television (Rahman, 1991). Television is the second most important mass media in Bangladesh (Rabbani, 1989). Access to television through watching at a neighbor's

house or a public place was much higher than access through ownership (Rahman, *1991).* Television offers a more dramatic message environment than radio and radio can be more dramatic than print materials (Manoff, *1985).*

In the light of the above observations, this paper investigates the impact of mass media family planning programs on current use of contraception. Secondly, to identify the important factors that have influence on the mass media programs and consequently affect contraceptive acceptance multinomial logistic regression analysis was used.

II. DATA SOURCES

The data used in this study are from secondary source, which were collected by Mitra and Associates as a part of the research program of PDEU of the IME Division, Ministry of Planning Government of Bangladesh. The data were collected over a nationally representative sample of respondents selected in two stages. Sites containing *150-300* households within each stratum were sampled from the village/urban mohalla from specific list of household counts of the *1991* census (BBS, *1992)* and with probability proportional to estimated size measured in number of households. A total of *3100* currently married women under age *50* were selected for detailed interview. The sample is a representative of Bangladesh.

III. SOCIO-ECONOMIC CHARACTERISTICS OF THE RESPONDENTS

Socio-economic characteristics of the respondents influence the availability of mass media and its access among them. In the following section socio-economic background characteristics of the sample women are investigated. Table 1 presents selected information on the socio-economic and background characteristics of the sample women. Age distribution of the respondents indicates that the mean age of respondents was about *28* years. Among the respondents *50.4* were illiterate; about 11 percent and *20* percent had primary and secondary education. Participation in the labor force is still low with only 6.6 percent respondents are employed and about 16 percent respondents mentioned that they are members of different development organizations.

Table 1. Percentage Distribution of Currently Married Women by Selected Background Characteristics

Background Characteristic	Percentage
Age group (in years)	
< 20	17.5 (543)
20-24	21.8 (676)
25-29	21.7 (673)
30-34	16.3 (505)
35-39	11.5 (357)
40-44	7.4 (229)
45-49	3.8 (117)
Mean age	**27.8**
Education	
Never attended schoo	50.4(1562)
Less than primary	18.6(577)
Completed primary	10.8(335)
Secondary and above	20.2(626)
Religion	
Muslim	86.5(2682)
Non-Muslim	13.5(418)
Employment	
Employed	6.6(205)
Not-employed	93.4(2895)
Membership	
Member	15.9(493)
Not member	84.1(2607)

Note : The figures in the parenthesis are the numbers of respondents

The information on current use indicates that 56.5 percent of the currently married women are currently using any family planning method. The rates for modern and traditional methods were 47 percent and 9.5 percent respectively (Table 2). Oral pill was the most used modern method (currently using by 28.4 percent of the respondents).

Table 2. Ever Use and Current Use of Family Planning among Currently Married Women

Methods	Ever use	Current use
Modern Methods	70.5 (2186)	47.0 (1457)
Oral pill	57.1 (1770)	28.4 (880)
Condom	17.6 (530)	3.0 (93)
Vaginal method	1.0 (31)	-
Injection	18.4 (570)	7.2 (223)
IUD	7.4 (229)	1.5 (47)
Tubectomy	7.3 (226)	6.4 (198)
Vasectomy	1.3 (40)	0.3 (9)
Traditional method	33.0 (1023)	9.5 (295)
Safe Period	26.7 (828)	6.7 (208)
Withdrawal	13.3 (412)	1.9 (59)
Abstinence	3.4 (105)	0.3 (9)
Others	1.0 (31)	0.6 (19)
Any method	79.3 (2458)	56.5 (1752)
No method	20.7 (642)	43.5 (1349)

Note : The figures in the parenthesis are the numbers of respondents

IV. EXPOSURES TO MASS MEDIA

Exposure to mass media is an important determinant of disseminating the family planning information among the target population. Radio, television, cinema, mobile cinema, newspaper/ magazine, poster/signboard, traditional folk events etc., are the important mass media, which are widely used to disseminate family planning messages. In the present study all the modern mass media such as radio, television and newspaper/magazine are considered. Exposures to mass media were measured in terms of: access of radio, television and newspaper/magazine and reaches of these three media. Among the currently married women 32.6 percent had working radio (Table 3). In case of television this percentage was very low (11.4 percent). 46.8 percent of the currently married women reported that they had radio at their neighbor's house or at a public place. The percentage for television was 28.5 percent. About 7.0 percent of the respondents reported that they used to read newspapers/magazines.

Table 3. Percentage Distribution of Respondents who have Access to Radio, Television and Newspaper/Magazine

Medium	Percentage
Radio	
Working radio in household	32.6 (1011)
Radio at some other place	46.8 (1451)
Television	
Working television in household	11.4 (11.4)
Television at some other place	28.5 (884)
Newspaper/Magazine	
Respondents used to read newspaper/magazines	6.8 (211)

Note : The figures in the parenthesis are the numbers of respondents

V. REACHES OF RADIO, TELEVISION AND NEWSPAPER/MAGAZINE

Reaches of radio, television and newspaper/magazines were measured in terms of percentage of respondents enjoying radio or television or newspaper programs/items at least once a week. Analysis of data in this respect indicates that 48.7 percent of the currently married women reported that they used to listen to radio at least once a week (Table 4). Reaches of television and newspapers among currently married women were 23.6 percent and 3.2 percent respectively. Reaches of television seemed to be reasonable but reaches of newspapers are still limited.

Table 4. Reaches of Radio, Television and Newspaper/Magazine among Currently Married Women

Media	Percentage
Radio (at least once a week)	48.7 (1510)
Television (at least once a week)	23.6 (732)
Newspaper/magazine (at least once a week)	3.2 (99)

Note: The figures in the parenthesis are the numbers of respondents

VI MASS MEDIA COMMUNICATION AND ATTITUDE OF THE RESPONDENTS TOWARDS FAMILY PLANNING MESSAGES

Mass media communication on family planning were examined by gathering information on: (i) the extent of family planning messages delivered through mass media routinely reached the target audience (ii) the relative coverage of different media in dissemination of family planning

messages (iii) specific family planning messages that the audience were able to recall, and (iv) their reactions to the messages as well as whether they discuss with others about the messages, and finally their attitude towards family planning messages. Information available in this context revealed that among the respondents only 29.7 percent heard family planning radio programs in the last three months preceding the survey. In case of television this percentage was very much low (9 percent) and in case of newspaper/magazines it was even lower with less thana percent read family planning messages in newspaper (Table 5).

Table 5. Reaches of Radio, Television and Newspaper/Magazines Family Planning Messages in the Last Three Months Preceding the Survey among the Currently Married Women.

Media	Percentage
Heard family planning radio messages	29.7 (921)
Heard/seen family planning television messages	9.0(279)
Read family planning newspaper messages	0.9 (28)

Note : The figures in the parenthesis are the numbers of respondents

VII. MASS MEDIA SOURCES OF FAMILY PLANNING MESSAGES AND RECALLS OF CONTENTS FROM MASS MEDIA COMMUNICATION AND DISCUSSION WITH OTHERS ABOUT THE CONTENTS

Table 6 shows the source of mass media while Table 7 gives the recall of mass media messages by the respondents. 89.2 percent of the currently married women mentioned radio as their main source of family planning messages; while television as source of family planning messages was found to be low; only 32.1 percent. Newspaper/magazines as sources of family planning messages was even lower than television with only about 3 percent of the respondents mentioned that newspaper/magazine as source of family planning messages. The mass media messages that can be successfully recalled by the respondents can be regarded as effective one to influence one's attitude towards family planning. Almost common family planning messages are designed and disseminated for all the media. "A small family is a happy family" was the most recalled family planning message received from radio (41.9 percent) and television (14.1 percent). It was closely followed by "To have fewer children", "Sons or daughters two children are enough", "Motivating eligible women to have oral pill", "Motivating eligible couple to use condom", etc. (Table 7). Recall rates were high for radio because access to radio is also high. For television it was very low and for newspaper it is even lower. These information are closely associated with the access to television and newspaper by the respondents.

Reactions to family planning messages among currently married women were found to be very much positive. Most of them agreed with the messages received from mass media and almost all of them thought these messages were helpful to them. Though reactions to television and newspaper family planning messages were found to be very low, reactions to these two media were positive in the context of exposure. The respondents who agreed with the messages from different mass media sources were asked whether they discuss these with others. The information is given in Table 8. It reveals that 54.3 percent of the currently married women discussed with others about the radio messages they listened. Tendency to discuss about television family planning message with others was low (22.2 percent). The respondents may attribute this to the low access to television. For newspaper this percentage was also very low (2.3 percent). This is associated with low literacy of the population. Among men and women, women have lower literacy level than their counterparts. Fertility preferences are influenced greatly by husband and wife communication. In this study positive results about husband and wife communication have been found (Table 8). Analysis of reactions to family planning messages among currently married women indicates that radio has been playing an important role in motivating couples for the adoption of family planning methods followed by television and newspaper.

Table 6 Radio, Television and Newspaper/magazines as Sources of Family Planning Messages among Currently Married Women.

Media	Percentage
Radio	89.2 (2765)
Television	32.1 (995)
Newspaper/Magazine	2.7 (84)

Note : The figures in the parenthesis are the numbers of respondents

Table 7. Recalls of Mass Media Message among Currently Married Women

Messages	Radio	Television	Newspaper
To have fewer children	30.9 (958)	8.6 (267)	0.7 (22)
A small family is a happy family	41.9 (1299)	14.1 (437)	-
Sons or daughter two children are enough	36.1 (1119)	8.3 (257)	0.5 (16)
Urging eligible to have oral pill	41.2 (1277)	13.7 (425)	NA
Urging eligible to use condom	23.2 (719)	8.1 (251)	NA

NA = Not available
Note : The figures in the parenthesis are the numbers of respondents

Table 8. Discussion about the Messages with Others by the Respondents

Media	Radio	Television	Newspaper
Discussion with any body	54.3 (1683)	22.2 (688)	2.3 (71)
Discuss with husband	36.7 (1138)	15.1 (468)	0.8 (25)
Discuss with relatives	20.0 (620)	10.6 (329)	1.3 (40)
Friends/neighbor	36.6 (1135)	14.6 (453)	1.3 (40)
Family planning workers	9.2 (285)	4.3 (133)	0.4(12)
Others	0.5 (16)	0.1 (3)	-

Note : The figures in the parenthesis are the numbers of respondents

VIII MULTIVARIATE ANALYSIS

In order to identify the important factors which have impact on mass media and consequently on family planning programs logistic regression was used. When the dependent variable is dichotomous, i.e. it can take two values - an event occurring and not occurring.

Let Yi denote the dependent variable for the ith observation and $Y_i = 1$ if the ith individual is a success and $Y_i = 0$, if the ith individual is a failure. Suppose for each of the n individuals, k independent variables $X_{i1}, X_{i2}, ..., X_{ik}$ are measured. In the linear logistic model as suggested by Cox, the dependence of the probability of success of independent variables is assumed to be

$$P_i = P_r (Y_i = 1) = \frac{\exp[\sum b_j X_{ij}}{1+\exp [\sum b_j X_{ij}]} \quad (1)$$

$$\text{or } 1-P_i = P_r (Y_i = 0) = \frac{1}{1+\exp[b_j X_{ij}]} \quad (2)$$

where $x_{i0} = 1$ and b_j' s are the unknown regression coefficients.

From the above two equations we get,

$$\frac{P_i}{1-P_i} = \exp[\sum b_j X_{ij}]$$

$$\Rightarrow \text{Log} \frac{P_i}{1-p_i} = \exp \sum b_j X_{ij}] \quad (3)$$

Equation 3 expresses the linear logistic regression model in which the parameters are estimated by maximum likelihood method.

Multinomial Logistic Regression

Multinomial logistic regression is an extension of the linear logistic regression model. When the dependent variable is polytomous multinomial logistic regression is used instead of linear logistic regression model.

Let the response variable has J mutually exclusive and exhaustive categories, denoted by j = 1,2, ..., J. The j^{th} category is taken as the reference category for the response variable. Because the ordering of the category is arbitrary, any category can be j^{th} category, so that the choice of the reference category is also arbitrary. Let there are also k predictor variables, denoted by $x_1, x_2, \ldots . xk$. The multinomial logit model is then specified in log adds form as :

$$\text{Log}\frac{P_j}{P_j} = \Sigma b_{jk}\, x_k \quad j = 1, 2, \ldots ., J\text{-}1 \qquad (4)$$

$$k = 0, 1, \ldots , k$$

$$\text{and } \Sigma P_j = 1 \quad j = 1, 2, \ldots . J \qquad (5)$$

Three regressions were fitted considering three different dependent variables such as exposure to family planning radio messages (exposed = 1, not exposed = 0); exposure to family planning television messages (exposed = 1, not exposed = 0); and exposure to family planning messages through any media (exposed through any media = 1, through no media = 0). Analysis suggests that only place of residence of the respondents was found to have significant negative effect on the exposure to family planning radio messages. This indicates that rural respondents are less likely to listen family planning radio messages than their urban counterparts (Table 9)

This may be due to contents of the messages, which are not attractive to rural women, or they may not understand the underlying rationale of the message because of their ignorance and illiteracy as well as poor exposure to outside world. Four independent variables, place of residence, education, employment status and group membership have significant effects on the exposure to family planning television messages. All the three except place of residence have positive effect. Only place of residence has significant and negative effect on the exposure to family planning messages through any media (radio or television or newspaper).

Table 10 presents determinants of exposure to family planning message through different combinations of the three media (Radio, Television, and Newspaper) The dependent variable was categorized as :

Category	**Score**
Exposed to family planning messages by only one media (3 months ago) =	1
Exposed to family planning messages by only two media (3 months ago) =	2
Exposed to family planning messages by all the three media (3 months ago) =	3
Not exposed to family planning messages by any media (3 months ago) =	0

To see the effects multinomial logistic regression model was used. With regard to the exposure to family planning messages, three independent variables out of seven independent variables have significant effects on the odds of exposure to family planning messages through any one media relative to no media. The three independent variables are place of residence, age and education. Place of residence has positive and the other two, age and education have negative effects on the dependent variable. Currently married women who live in the rural areas have 1.0331 times higher odds of being exposed to family planning messages through any one media (radio or television or newspaper) compared to those who live in urban areas. This may be attributed to the fact that urban people are exposed to more than one media. Negative effect of education may be attributed to the fact that educated women may be exposed to more than one media. They have multiple opportunities to expose themselves on the benefits of family planning.

Table 9. Linear Logistic Regression Estimates of the Effect of Demographic and Socio-Economic Characteristics on Exposure to Family Planning Messages through Radio, Television and Any One of the Media (radio, television, newspaper)

Independent variable	Description of variable	Model for radio		Model for TV		Model for any media	
		Coefficient		Coefficient		Coefficient	
Area of residence	0 = urban 1 = rural	-0.1646*		-.2555*		-.1730**	
Age	Continuous	-.0082		-.01		-.0059	
Number of living children	Continuous	.006		-.0483		-.0177	
Education	0 = never attended 1 = attended school	-.1205		.5089***		.0765	
Religion	0 = Non-muslim 1 = Muslim	-.099		-.0949		-.0833	
Employment status	0 = unemployed 1 = Employed	-.058		.3797*		.0943	
Group membership	0 = not member 1 = Member	-.093		.3295*		.0009	
Constant	-.3715	-2.0303		-.2141			
		χ^2	sig	χ^2	sig	χ^2	sig
	-2loglikelihood	3763.3	.00	1838.9	1.00	4039.1	.0
	Goodness of fit	3099.5	.00	3082.1	.00	3099	.00

Note : Significance level : *** p < .01, ** p < .05, * p < .10

Table 10. Multinomial Logistic Regression Estimates on Exposure to Family Planning Messages through Different Combination of Mass Media

	Any one media VS no media	
	Coefficient	**Odds ratio**
Area of residence	.0326***	1.0331
Age	-.0241***	.9761
Number of living children	.0398	1.0406
Education	-.2064**	.8135
Religion	-.0153	.9847
Employment status	-.1256	.8818
Group membership	-.1093	.8964
Constant	.7738	-
	Any two medias VS no media	
Area of residence	-.3728**	.6887
Age	-.0042	.9958
Number of living children	-.0213	.9788
Education	.6608***	1.9365
Religion	-.2060	.8137
Employment status	.1445	1.1554
Group membership	-.0907	.9132
Constant	-1.7561	-
	All the three medias VS no media	
Area of residence	-.3078	.7350
Age	-.0114	.9886
Number of living children	-.3053	.7368
Education	1.3042	3.6849
Religion	-.1638	.8488
Employment status	1.9042**	6.7142
Group membership	-.0844	.9190
Constant	-5.1124	-

Note: Significance level : * P<.10 ** P<.05 : ***P<.01

Model Chi-square : 35432

DF : 21; Significance: .0000

Two independent variables, place of residence and education have significant effects on the odds of exposure to family planning messages through any two media relative to no media. Education has positive effect while place of residence has negative effect on the dependent variable. Finally only one independent variable, employment status has significant and positive effect on the odds of exposure to family planning messages through all the three media together relative to no media (Table 10).

Finally, type of contraceptive use is also used in multinomial analysis.

The categories of the dependent variable and assigned scores are:

Category	**Score**
Currently using modern method =	1
Currently using traditional method =	2
Not currently using any method =	0

The results are shown in Table 11. The regression coefficients suggest that current use of modern method be significantly related with several independent variables. These variables are age, number of living children, education, religion, employment status, radio ownership, ever heard/seen family planning messages, respondent's approval of family planning, husband's approval of family planning, religious approval of family planning, mother-in-law's approval of family planning and read newspaper messages. Most of these independent variables have positive effect on the odds of current use of modern contraceptive method relative to non-use of contraceptive methods. The effect of religion on radio ownership and ever heard/seen family planning messages are negative. For instance, currently married women who are employed have 2.13 times higher odds of being current users of modern contraceptive methods compared to those who are unemployed. Similarly place of residence, age, education, group membership, respondent's approval of family planning and husband's approval of family planning have significant effects on the odds of current use of traditional contraceptive methods relative to non-use of contraceptive methods (Table 11). Four of them except place of residence and group membership have positive effect on current use of traditional contraceptive method. The negative relationship between member of a group and use of traditional method is probably due to the fact that those who are members of a group are more exposed to modern views and ideas and they are also aware of the effectiveness of traditional method in preventing a birth. This exposure as well as knowledge may help them not to choose traditional method for the control of family size.

Table 11. Multinomial Logistic Regression Estimates of the Effect of Demographic and Socio-Economic Characteristics on Current Use of Contraceptives by Types.

Independent variables	Modern method VS no method	
	Coefficient	Odds ratio
Area of residence	.0064	1.0064
Age	.0163**	1.0163
Number of living children	.1643***	1.1786
Education	.4239***	1.5279
Religion	-.5886***	.5550
Employment status	.7544***	2.1265
Group membership	.1434	1.1542
Radio ownership	-..8637***	.4215
T.V. ownership	.4389	1.5511
Ever heard/seen family planning message	-.3166*	.7286
Heard radio messages	.0583	1.0601
Heard television messages	.0226	1.0229
Reads newspaper messages	.2535*	1.2886
Respondent's approval of family planning	.7392***	2.0943
Husband's approval of family planning	.8901***	2.4354
Religious approval of family planning	.3791***	1.4610
Mother-in-law's approval of family planning	.4009***	1.4932
Constant	-2.2408	-
	Traditional method VS no method	
Area of residence	-.1651*	.8477
Age	.0553***	1.0569
Number of living children	.0483	1.0495
Education	.3835**	1.4675
Religion	-.1105	.8953
Employment status	.0169	1.0170
Group membership	-.7460***	.4742
Radio ownership	-.4478	.6390
T.V. ownership	-.1766	.8380
Ever heard/seen family planning message	.1753	1.1916
Heard radio messages	.1585	1.1718
Heard television messages	-.0696	.9327
Read newspaper messages	-.1172	.8893
Respondent's approval of family planning	1.1582**	3.1843
Husband's approval of family planning	.7215***	2.0576
Religious approval of family planning	-.0883	.9154
Mother-in-law's approval of family planning	.1386	1.1487
Constant	-4.9560	-

Note: Significance level
* P<.10 : **P<.05 : ***P<.01

Model chi-square: 553.12
DF: 34; Significance : .000

IX. CONCLUSIONS

Mass media is a powerful media that can influence one's behavior. This paper investigates the effects of mass media FP programs on the current use of contraception. More than half of the currently married women is the current users of family planning methods. This may be due to access of family planning methods and acceptability of contraception by the couples. Current use of family planning by the respondents was significantly associated with their age, education level and memberships of development groups. Access to radio among currently married women was higher than that of television. Only 11.4 percent of the respondents have television sets. Access to newspaper is even lower. Attitude towards family planning was very much positive. Most of the respondents agreed that they used to discuss with their husbands about the mass media family planning messages they heard/read/seen. Multinomial logistic regression was employed to identify the determinants of exposure to different media as well as the determinants of the current use of contraception. Multinomial logistic regression suggests that age, number of living children, education, religion, employment status, radio ownership, ever heard/seen family planning messages, approval of family planning by the respondents, their husbands, religion and mother-in-laws and read newspaper messages were found to have significant effects on the odds of current use of modern contraceptive methods relative to no contraception. The analysis implies that the discussion generated by the program may also have a sleeper effect leading to increased contraceptive use at a later date. The media campaign encouraged couples and friends to talk about family planning. However, it may take some trigger event, such as hearing about small family or a poverty alleviation program, to bring about actual contraceptive use. Thus, the residual positive benefits of the campaign may last for quite some time.

Community listening or watching can be encouraged by donating a radio or television set to any social groups e.g. clubs, mothers' club etc. Using greater coverage of television and radio with appropriate culturally acceptable contents of family planning messages. In order to reach the demographic targets family planning messages should be evaluated from time to time to suit the clients under rapid change in social cultural condition.

REFERENCES

Gilluly, Richard H., and Sidney H. Moore (1986) : Radio spreading the world on Family Planning Population Reports, Series J. No. 32.

.Huq, Nazmul and John Cleland (1989) : Report on the 1989 Bangladesh Fertility Survey. National Institute of Population Research and Training. Dhaka, Bangladesh.

Population Reports, (1989) : Lights: Camera; Action; Promoting Family Planning with TV, Video, and Film. Population Reports, Series, J, Number 38. John Hopkins University, USA.

Mabud, M.A., S.Z. Hossain, Q.M. Rahman, S.R. Chowdhury, S.A. Nowab Ali and A.Z. Chowdhury (1989) : A Study on Improving the Effectiveness of the National Radio Campaign in Support of the Population Program. Organization for Population and Development, Dhaka

Manoff, Richard K. (1985) : Social Marketing, New Impertative for Public Health, New York.

Piotrow, Phyllis, T. et al. (1990) : Mass Media Family Planning Promotion in Three Nigerian Cities. Studies in Family Planning 21(5).

Rahman, M.G. and M.M.Ali (1991) : Broadcast Media for Public Service: Access, Exposure and Impact Review of Literature, UNICEF, Dhaka.

Rabbani, A.K.M. G., S.Rahman and S. Ahmed. (1989) : Evaluation of IEM Programs in Bangladesh, Graphics Information Systems Ltd., Dhaka

UNFPA 1990a. Bangladesh: Report of second Mission on Needs Assessment for Population Assistance, Report No. 80, New York.

Westoff, Charles F and German Rodriguez (1995) : The Mass Media and Family Planning in Kenya. International Family Planning Perspective.

William, J. Mcguire. (1986) : The Myth of Massive Media Impact: Savagings and Salvagings in George Comstock,etc. Public Communication and Behaviour, Academy Press.