**Background**

Project *Samvad* aims to improve the knowledge and practice related to the first 1000 days period for mother & child in 6 states which have poor maternal and child health outcomes. It adopted WhatsApp and IVRS based approach to disseminate information during COVID-19.

**Objectives of the monitoring exercise**

1. To assess the exposure to messages disseminated through different digital media tools (like WhatsApp and videos, IVR)
2. To understand the utility of the repurposed videos and IVRS messages for the community members.

**Methodology**

- Quantitative data was collected telephonically from 5 states (Bihar, Jharkhand, Chhattisgarh, Odisha and Uttarakhand)
- Sample size: 318 Mediators and 540 Community members

**Exposure to WhatsApp Videos**

- More than 90% mediators in Bihar and Chhattisgarh while more than 75% of community in Odisha watched Samvad videos.
- Videos on WASH is most watched (92%), followed by IYCF (76%), Mother’s diet (65%), Family Planning (58%).
- Videos watched more than once: WASH (87.1%), FP (60%), IYCF (58%), Mother’s diet (52%)  

**Exposure to IVR**

- 58% of mediators and 32.8% of community received messages.
- Lack of awareness about IVR service and phone related problems are common reasons for not receiving.
- Also female mediators did not carry phone during field work

**Learning**

- Awareness about WhatsApp and IVR service can help increase its use
- IVR phone numbers may be saved in mediator and community members’ phones to identify where the information coming from.
- Short duration videos are preferred by community
- IVR messaging should be continued to reach those who did not have access to smartphones.