Script for “stilomatic” of TV spot, version shown to audience members during pretest

Mother of the newborn baby: Auntie, give my baby to me immediately. I will have to give him nothing else but breastmilk. I will have to do it to save him from different diseases.

Father of the newborn baby: How is my wife? How is my child?

Elderly woman: See your baby is having breastmilk so well. Your wife knows a child should be given breastmilk immediately after birth. This helps the mother to produce milk quickly. Mother’s milk has all the ingredients that are needed to save a baby’s life.

Father: Our baby’s life was saved because of you. I am really lucky that an intelligent woman like you is the mother of my baby.

Mother: Everyone is happy that the baby is having breastmilk from the beginning. Doctor Apa told me that mother’s milk has sufficient supply of different nutrients that the baby needs. Colostrum from the mother’s milk will also save the baby from different diseases. Mother’s milk has enough water, so nothing should be given to the baby except breast milk.

Script for final TV spot on early initiation, with changes made as result of pretest

Health Worker: It’s a girl!

Mother: It is getting late. Give me my baby immediately!

Woman in background: You should give her honey!

Mother: No, give her to me. I have to breastfeed. Dr. Apa told me…

Doctor: A child needs breastmilk immediately within one hour of birth. This makes the baby healthy and helps you produce milk.

Health Worker: Right! You can protect her from diseases by breastfeeding right now. And the baby should get nothing but her mother’s milk.

Father: I’m lucky the mother of my baby is so intelligent.

“Good nutrition helps children grow”

To access videos, tools, and resources visit: aliveandthrive.org/research-to-action