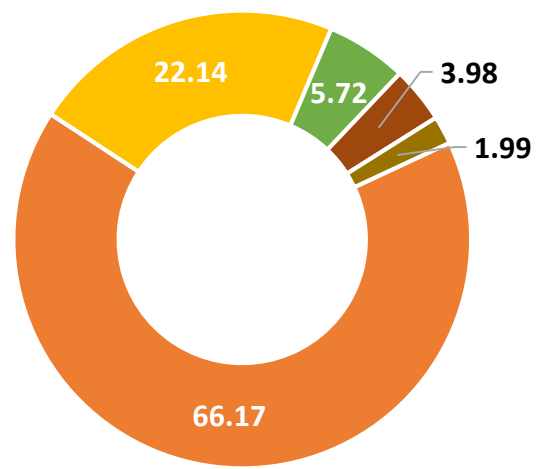


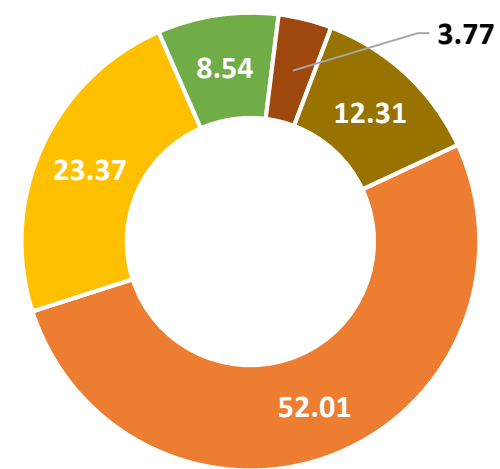
TAKING CARE OF CHILD IS UNIVERSALLY CONSIDERED TO BE A MOTHER'S RESPONSIBILITY – MORE SO BY WOMEN

Mothers



Base (All female respondents): 402

Fathers



Base (All male respondents): 398

- Completely agree
- Agree to some extent
- Neither agree nor disagree
- Disagree to some extent
- Completely disagree

*

Significant differences in agreement at 95% confidence interval between the female and male respondents

Older respondents showed a higher disagreement to the statement than their younger counterparts

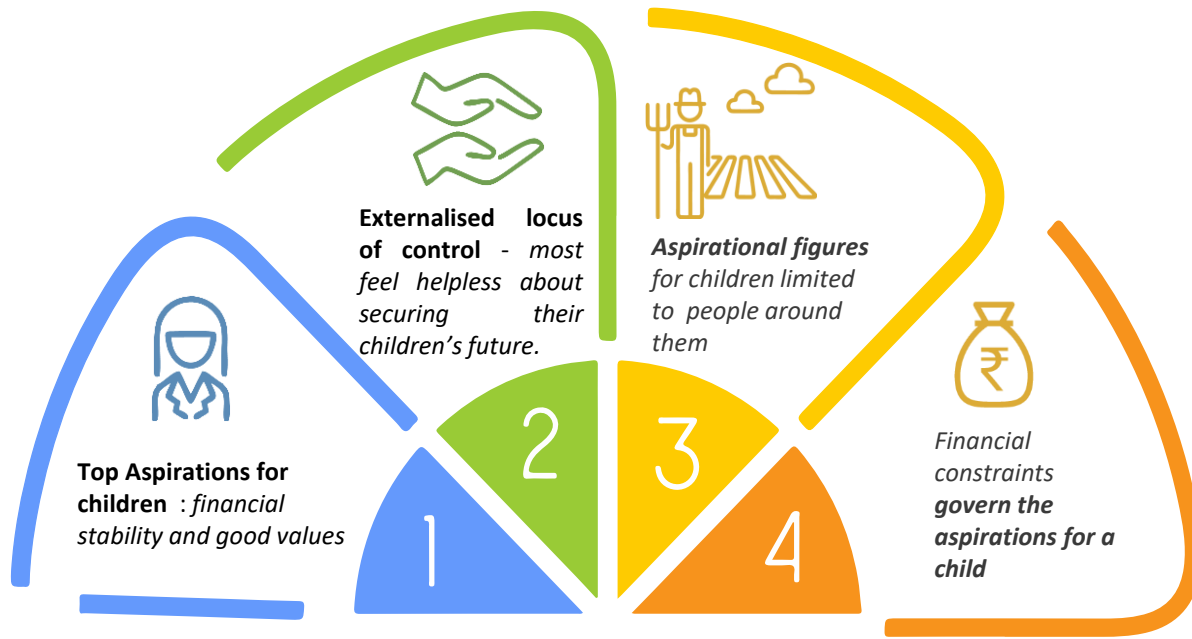
Comparatively more respondents from Allahabad and Ghazipur agreed to the statement than other districts

*

Represents significant difference in the results (%) at 95% CI

All figures in %

PARENTING: ASPIRATIONS



People have different wishes about their kids, what do you want your child to become in the future?

R: Each person wants his child to become policeman or serviceman. But now if you don't have money, then poor man can't educate his child much.

R: He can't collect much money.

R: I just want my kids to not face the financial difficulty that I face today.

- FGD , Fathers , Ballia

R: In our community we cannot dream of becoming doctor or engineer.

M: What is the reason for the same?

R1: The money we earn from labour is not sufficient as we can either run our family or provide proper education so it is better we cut it out.

M: Ok.

R: My husband is single earning member so how can he spend money on kids' education

- FGD , Mothers , Sitapur

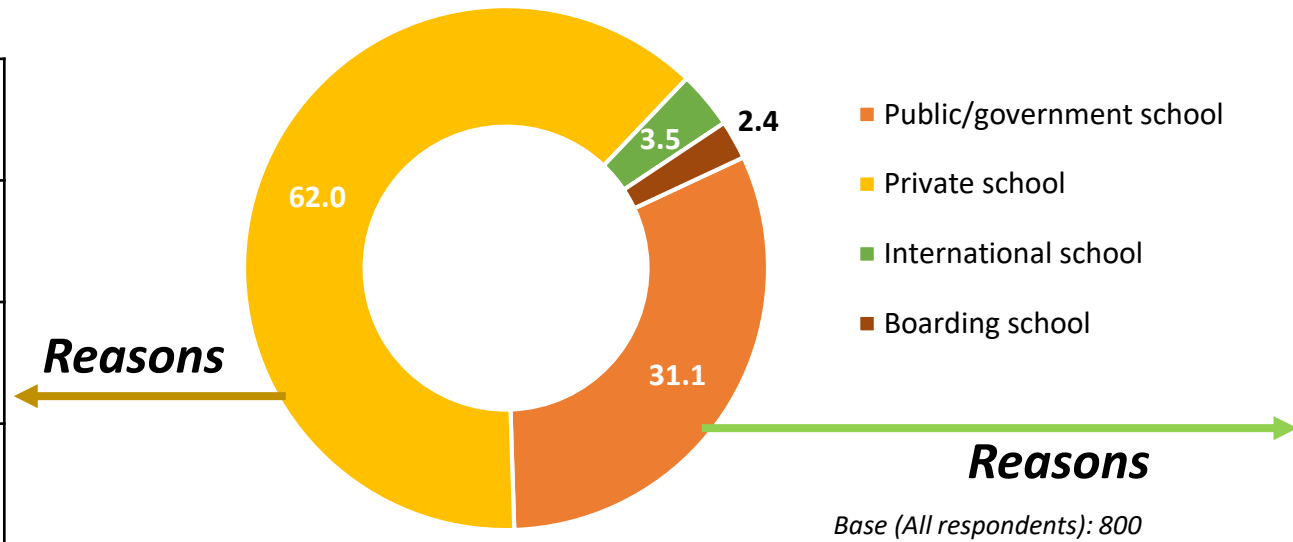
MOST PARENTS SEEMED TO BE ASPIRATIONAL FOR THE FUTURE OF THEIR CHILDREN AND DESIRED TO ADMIT THEIR CHILDREN IN PRIVATE SCHOOLS FOR THE SAKE OF QUALITY EDUCATION

Why a private school?

| |
|-----------------------------------------------|
| Good quality of education (88.5%) |
| More individual attention to children (69.6%) |
| Trustworthy (25.0%) |
| More parental involvement (23.6%) |

Base (All respondents who indicated private school): 496

In future, in which type of school do you plan to enrol your child into?



Why a public/ government school?

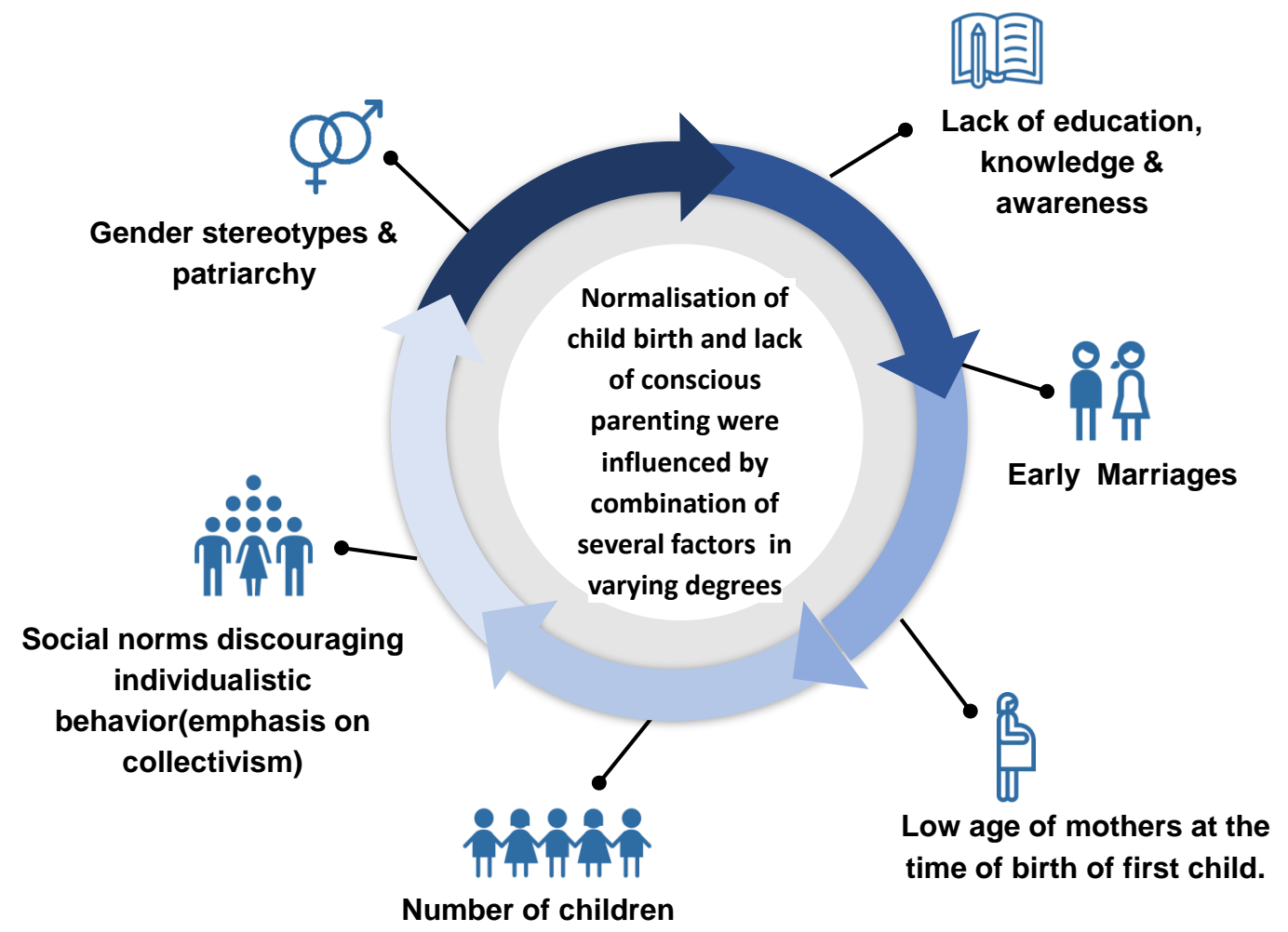
| |
|-----------------------------------------------|
| Cost of education (73.9%) |
| More individual attention to children (33.3%) |
| Good quality of education (34.9%) |
| More parental involvement (19.7%) |

Base (All respondents who indicated public/govt. school): 249

In Ballia, close to half respondents had a preference for public/government schools. The proportion was significantly higher than the other districts

All figures in %

PARENTING – KEY TAKE AWAYS



RECOMMENDATIONS



1. Messages Iterating 'Right Thing To Do' Should See An Enforcement Of Correct Action
2. Need for more positive messaging around benefits of immunization



1. Need for Reinforcements of Occasions of HWWS
2. Create more awareness regarding HWWS as preventive behavior (link it to hygiene)
3. HW and HWWS need to be made mutually inclusive



1. Shift locus of control from external to internal - MESSAGING AROUND 'Health and Success are in your hands!'