

**Post Research Modifications to Khushi Medical Termination Kit 'Insert'
Comprehension Study**

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Study Background

Population Health Services (India) specializes in social marketing, which entails the promotion and distribution of products at prices affordable to low income people through retail infrastructure.

Currently, PHSI markets a 'Khushi MT Kit' self administered kit' containing Mifepristone 200 mg and Misoprostol 200 mcg.

The method of use of the kit is given in English and Hindi in the insert (supported with visuals) in the kit.



Objectives of Study

- Given that the target segment comprises of illiterates and semi literates, PHSI, would like to understand ease of
- comprehension of the insert. specially visuals.
- How well consumers remember the warning signs, address any shortcomings in clarity of the insert.
- Is to make the insert clearer and address any consumer doubts/confusion regarding usage.

Research Design:

Qualitative and quantitative (to obtain in depth feedback as well as get numerical validation)

Fully Qualitative to get in depth responses to every element of the insert and make corrections.

Target Segment: Women of age 18 – 30 years, Married with or without one child, who were not using pills or IUD’s, Literates and illiterates.

Total Sample was 150 women, 75 subjects for qualitative and 75 subjects for quantitative study; this study was conducted in Indore, Madhya Pradesh, India.

एक्सरॉन एम टी फिट
एम टी फिट कॉन्सी पक में है:
a) मिनीटिन 200एफ (एन के एन 1) की एक गोली 8
4 मिनीटिन 200एफ (एन के एन 2) की एक गोली

प्रथम दिवस	द्वितीय दिवस	तृतीय दिवस
दिन 1 मिनीटिन 200एफ या की एक गोली	गोले गोली न लें	मिनीटिन 200एफ या की चार गोली

दिवस 2

काम लें	काम लें	परिणाम
पहला दिन 30 तक एक दिन में एक बार 200 मि.सी की एक गोली	मिनीटिन 200 मि.सी की एक गोली एक बार 200 मि.सी की एक गोली। 2. जो लें अगर चट्टी हो तो आज चमच में गोली डाली जाती है।	गोली लेने के कुछ घण्टों के बाद हल्का पीर बढ़े व हल्का रक्तस्राव हो सकता है।
दूसरा दिन गोले गोली न लें	गोले गोली न लें	अधिक रक्तस्राव या पीर बढ़े
तीसरा दिन गोली गोली न लें	मिनीटिन 200 4 घण्टों की चार गोली एक बार लें। 1. जीम के नीचे गोले गोली की एक बार दिन में लें। 2. भूख के अन्दर भूख के अन्दर लें। 3. सोमि के अन्दर अभी तक लें इस सोमि चाली गोली को लें। रक्तस्राव आने तक लें। लेट चले।	गोली लेने पर अधिक रक्तस्राव या पीर बढ़े। इस तरह चर्चिता गोली की अभावता हो सकती है। रक्तस्राव व पीर को कभी भी ठीक नहीं कर सकते। कुछ महिलाओं को चट्टी, पीर बढ़े, दर्द, हल्का पीर या चमच आ सकते हैं। रक्त के चमच आने से ही लगे के बाद 2 घण्टों के अन्दर गोली लेनी चाहिए। अधिक से अधिक गोली व अन्य लक्षण पेशा में व आना नहीं। पानी अधिक खाने में गोली चले जाया ले जाया जाये। अधिक महिलाओं में रक्तस्राव हो जाता है व स्टॉप एक घण्टे में शुरू तक से बंद हो जाता है।

दिवस 3

अगर आज में रक्तस्राव की एक घण्टे के अन्दर अगर एक 2 गोली हो चले। अगर 2 घण्टे तक	पेट के पिचले हिस्से में लेज चट्टी	अपराधिक दर्द पर चट्टी	द्वितीय दिवस में पीर 100°F से अधिक
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अधिक गोली में मिनीटिन 200 लें कि 4 जो 8 घण्टों के अन्दर लेना ही सही है।
नकार - मिनीटिन 200एफ के रक्तस्राव व पीर बढ़ने से पहले 2 घण्टों के अन्दर लेना पड़ता है।
व चमच या पीर का इलाज करें।

पेटवटी दिन
अपने मिनीटिन या सोमि लेज
मिनीटिन के गोले
या अतिरिक्त हैं।

पेटवटी के लक्षण:
मिनीटिन 200एफ को लेने पर पीर बढ़ना जो संभव है।

दिवस 3

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a) तीन रक्तस्राव व पीर के अभाव में आज तक लें।
b) पीर बढ़ने में चमच आने पर मिनीटिन 200एफ की चार गोली लें।
c) मिनीटिन 200एफ को लें।
d) मिनीटिन 200एफ के रक्तस्राव व पीर बढ़ने से पहले 2 घण्टों के अन्दर लेना पड़ता है।
e) मिनीटिन 200एफ को लें।
f) मिनीटिन 200एफ को लें।

मिनीटिन 200एफ को लें।
मिनीटिन 200एफ को लें।
मिनीटिन 200एफ को लें।

मिनीटिन 200एफ फिट का उपयोग न करें यदि -
किसी आपदा किसी भी प्रकार से हो या
अपराधिक दर्द पर चट्टी।
किसी भी प्रकार से फिट न हो।
किसी भी प्रकार से फिट न हो।

मिनीटिन 200एफ या मिनीटिन 200एफ ले लें।
अपराधिक दर्द पर चट्टी लें।
अपराधिक दर्द पर चट्टी लें।
अपराधिक दर्द पर चट्टी लें।

Size 64 x 275 mm













SERVICE THAT SHAPES LIVES

Reactions to the Leaflet

A Flash :

- ❖ The writing in Hindi was too small and light. Consumers took 15 minutes to read the leaflet fully! Across board consumers felt that the font size needed to be increased.
- ❖ Some of the words and key caution aspects did not come through clearly : ‘To be taken within 9 weeks of pregnancy and on the advice of the doctor.’
- ❖ The flow of the insert was found to be logical and clear. The tablets to be taken on each day, the effects and most of the warning signals to look out for were recalled especially by literate consumers.
- ❖ The care to be taken on the days following the usage of the tablets are not recalled too clearly. (Perhaps because it contains only text and no visuals.)
- ❖ The advice on meeting the doctor and the disclaimers were not recalled spontaneously. Some of them caused confusion (mention of copper T, how to know if they were allergic to these drugs.)

FINDINGS – Understanding of Text and Visuals

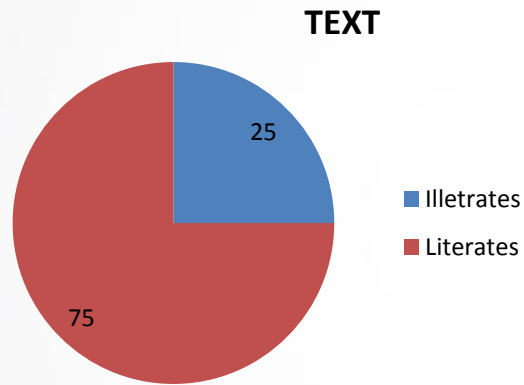
Over all	Illiterates		Literates	
Understanding	TEXT	VISUALS	TEXT	VISUALS
Very Easy	25% 	84% 	74% 	72% 
Somewhat Easy	65% 	12% 	19% 	18% 
Little Difficult	10% 	4% 	7% 	10% 
N=75	100	100	100	100

FINDINGS – Method of Administration & Side Effects

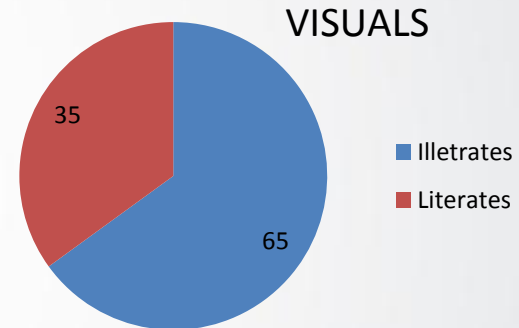
Method	Text	Illiterates	Literates	Visuals	Illiterates	Literates
Under the Tongue	Clearly Understood	75%	83%	Need Changes	86%	73%
	Need Changes	25%	17%	Add More Visuals	14%	27%
Buccal	Clearly Understood	63%	76%	Need Changes	69%	75%
	Need Changes	37%	24%	Add More Visuals	31%	25%
Vaginal	Clearly Understood	54%	60%	Need Changes	56%	64%
	Need Changes	46%	40%	Add More Visuals	44%	36%

FINDINGS – Post Abortion Care

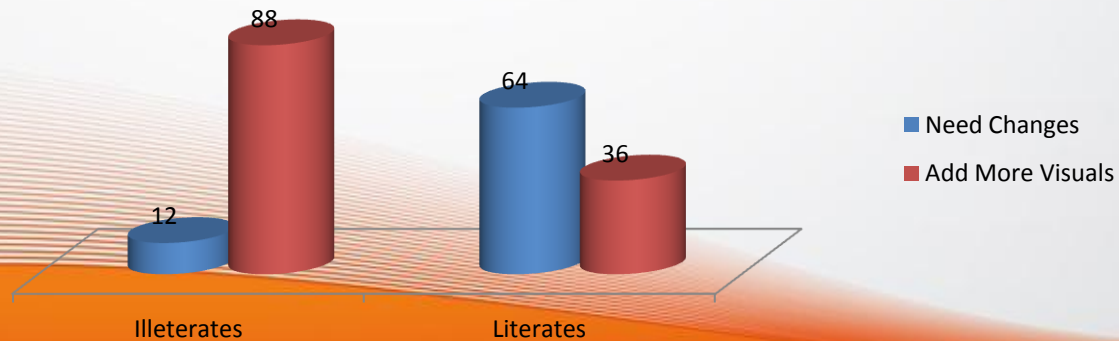
NEED CHANGES



ADD MORE VISUALS



FINDINGS – Warning Signals





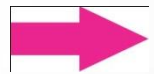
Modifications – When to Take Khushi Mt Kit

Before

KHUSHI MT KIT
 KHUSHI MT KIT Combi pack contents:
 a) A single tablet of MIFEPRISTONE 200 mg (Red circle fig 1) and
 b) 4 tablets of MISOPROSTOL 200 mcg each (Blue box Fig 2).

TABLE - 1

Day 1 Fig 1  1 Tab Mifepristone 200 mg	Day 2 NIL	Day 3 Fig 2  4 Tab Misoprostol 200 mcg each
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Post Research

KHUSHI MT KIT
 KHUSHI MT KIT Combi pack contents:
 a) A single tablet of MIFEPRISTONE 200 mg (Red Circle fig 1) and
 b) 4 tablets of MISOPROSTOL 200 mcg each (Blue box fig 2).

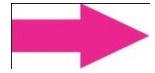
<p>KHUSHI MT KIT Can be Used</p> <p>if you are less than 7 to 9 weeks pregnant and wish to end the pregnancy.</p> 	<p>X Do not use these medicines if</p> <ul style="list-style-type: none"> known or Suspected of Ectopic (Tube) Pregnancy Emergency Medical facility is not available in short time. Not fit for surgical evacuation in case of failure or emergency. Allergic to Mifepristone or Misoprostol. Under steroid or blood thinning therapy for a long time. <p>If You have an IUD (like copper T), it should be removed before taking these Medicines </p>	
<p>DAY 1 Fig 1  1 Tab Mifepristone 200 mg</p>	<p>DAY 2 NIL</p>	<p>DAY 3 Fig 2  Tab Misoprostol 200 mcg each</p>

Modifications – when & how to take, method of administration, side effects

Before

TABLE - 2

When to take	What to take	How to take Khushi MT Kit	What to Expect by way of effect
Day 1	a) Red circled single tablet of Mifepristone 200 mg	Swallow Mifepristone 200 mg by mouth with water or any liquid In case of vomiting within half an hour, TAKE THE SAME TABLET AGAIN	Within few hours of taking the tablet, mild to moderate cramping abdominal pain with spotting to mild bleeding may start.
Day 2	NIL	NIL	Increased bleeding with more cramping pain
Day 3	b) Blue box out lined four tablets of Misoprostol 200 mcg tablets	c) Take all the 4 Misoprostol 200 mcg tablets together by any of the following methods: 1. Under the tongue: Keep all the 4 tablets under the tongue as shown 2. In the cheek Keep 2 tablets on each side between cheek and teeth. (For both the above methods, keep the tablets for atleast 20 minutes before swallowing the remaining tablet with water.) 3. Inside the vagina Wash the hand thoroughly and insert ALL the four tablets inside the vagina as far as possible. Lie down face up for atleast half an hour.	Abdominal cramping will increase in few hours after taking with heavier flow of blood. At this stage the prescribed pain killer may be taken. Blood flow will increase almost like menstrual flow with clots. Some women may have vomiting, headache, loose motions mild fever or dizziness. After the blood clots stop appearing, the pain and bleeding will gradually become less. Drink lots of water or any other fluid and be in a resting position as much as possible. Most women stop bleeding in two weeks and spotting in one month.



Post Research

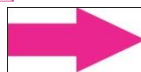
When to take	What to take	How to take Khushi MT kit	What to Expect by Way of effect
DAY 1	Red Circled single tablet of Mifepristone 200 mg	Swallow Mifepristone 200 mg by mouth with water or any liquid in the morning. In Case of vomiting within in half an hour, TAKE THE SAME TABLET AGAIN	Within few hours of taking the tablet, mild to moderate cramping abdominal pain with spotting to mild bleeding may start.
DAY 2	NIL	NIL	Increased bleeding with more cramping pain
DAY 3	Blue box out lined four tablets of Misoprostol 200 mcg tablets	Take all the 4 Misoprostol 200 mcg tablets together by any of the following methods: 1. Under the tongue: Keep all the 4 tablets under the tongue as shown 2. In the cheek Keep 2 tablets on each side between cheek and teeth. (for both the above methods keep the tablets for atleast 30 minutes before swallowing the remaining tablet with water.) 3. Inside the Vagina Wash the hand thoroughly and insert ALL the 4 tablets inside the vagina as far as possible. Lie down face up for atleast half an hour.	Abdominal cramping will Increase in few hours after taking tablet with heavier flow of blood. At this stage the prescribed pain killer may be taken. Blood flow will increase almost like menstrual flow with clots. BLEEDING a little to more For 1-2 Weeks Some women may have vomiting, headache, loose motions mild fever or dizziness. After the blood clots stop appearing, the pain and bleeding will gradually become less. Drink lots of water or any other fluid and be in a resting position as much as possible. Most Women will stop bleeding in two weeks and spotting in one month.

Before

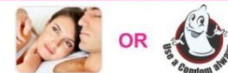
MOST WOMEN ABORT WITHIN 4 TO 6 HOURS AFTER TAKING MISOPROSTOL TABLETS. FEW WITHIN THE SAME DAY AND VERY FEW WITHIN NEXT 5 DAYS

It is strongly advised not to have sexual intercourse until 2 weeks after medical abortion or use condom during this period to prevent infection.

Day 15	Visit your doctor / gynecologist. This is compulsory.	Your doctor will confirm the abortion or advise on the next course of action and also help choose the method of contraception.
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MOST WOMEN ABORT WITHIN 4 TO 6 HOURS AFTER TAKING MISOPROSTOL TABLETS. FEW WITHIN THE SAME DAY AND VERY FEW WITHIN NEXT 5 DAYS



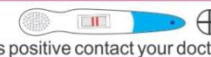
It is strongly advised not to have sexual intercourse until 2 weeks after medical abortion or use condom during this period to prevent infection

After 3 Weeks Take A KHUSHI Pregnancy Test

Visit your doctor / gynecologist. this is compulsory.



if result is Negative you may see your doctor about an IUD your doctor will confirm the abortion or advise on the next course of action and also help choose the method of contraception.



if result is positive contact your doctor

Warning Indicators:

Following warning signals means a Doctor should be contacted immediately.

TABLE - 3

<p>Heavy vaginal bleeding of 4 sanitary pads soaked in blood in 2 hours.</p>	<p>Severe lower abdominal pain</p>	<p>Severe Diarrhoea or vomiting</p>	<p>High fever of more than 100° F on the day 2</p>
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Following warning signals means a Doctor should be contacted immediately.

<p>Heavy vaginal bleeding of 4 sanitary pads soaked in blood in 2 hours.</p>	<p>Severe lower abdominal pain</p>	<p>Severe Diarrhoea or vomiting</p>	<p>High fever of more than 100° F on the day 2</p>
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ThankYou