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The Role of Communication Programs

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Reducing FP Inequities
UNFPA
New York City
30 June – 2 July 2009,



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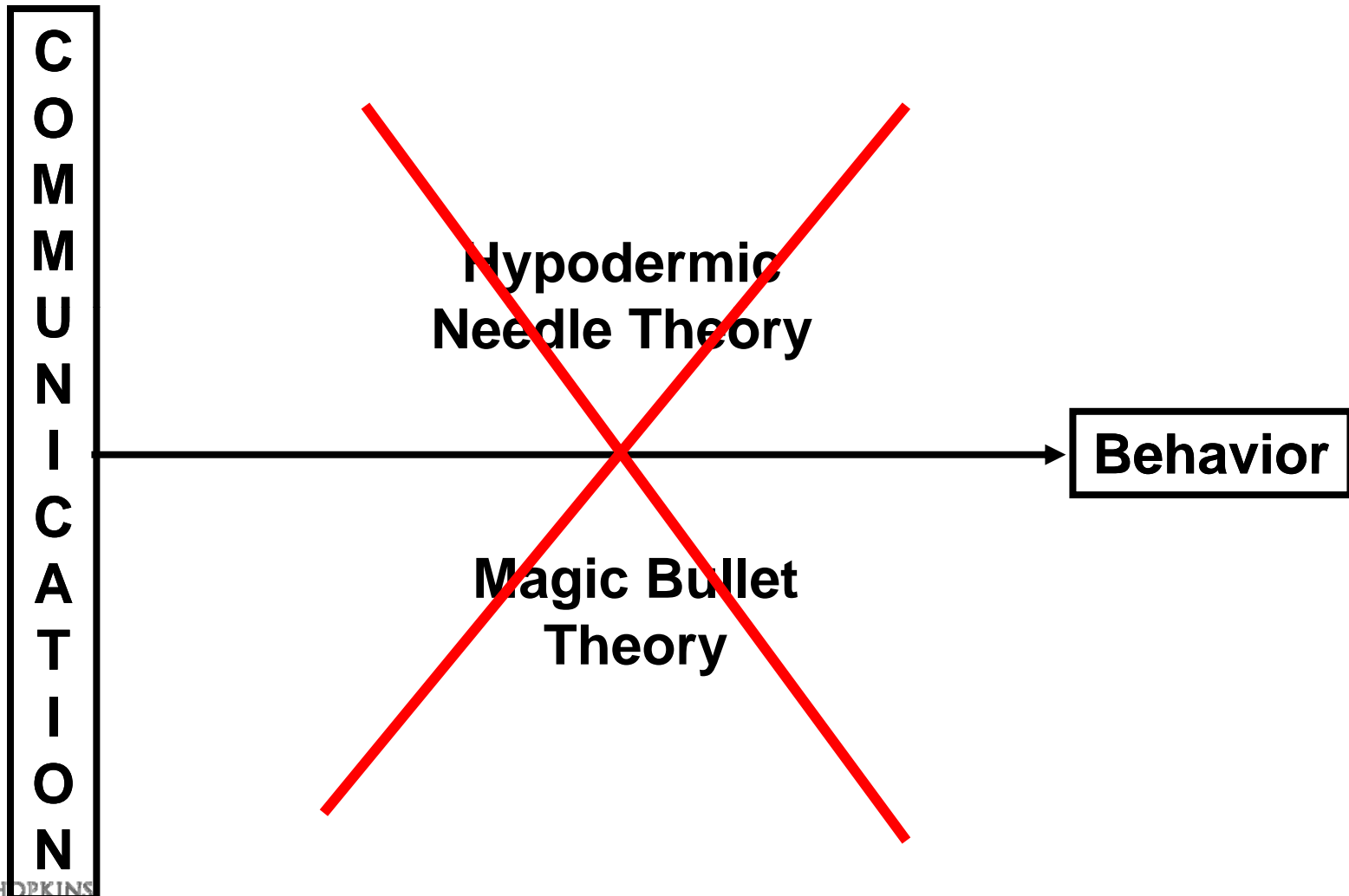
Center for Communication Programs

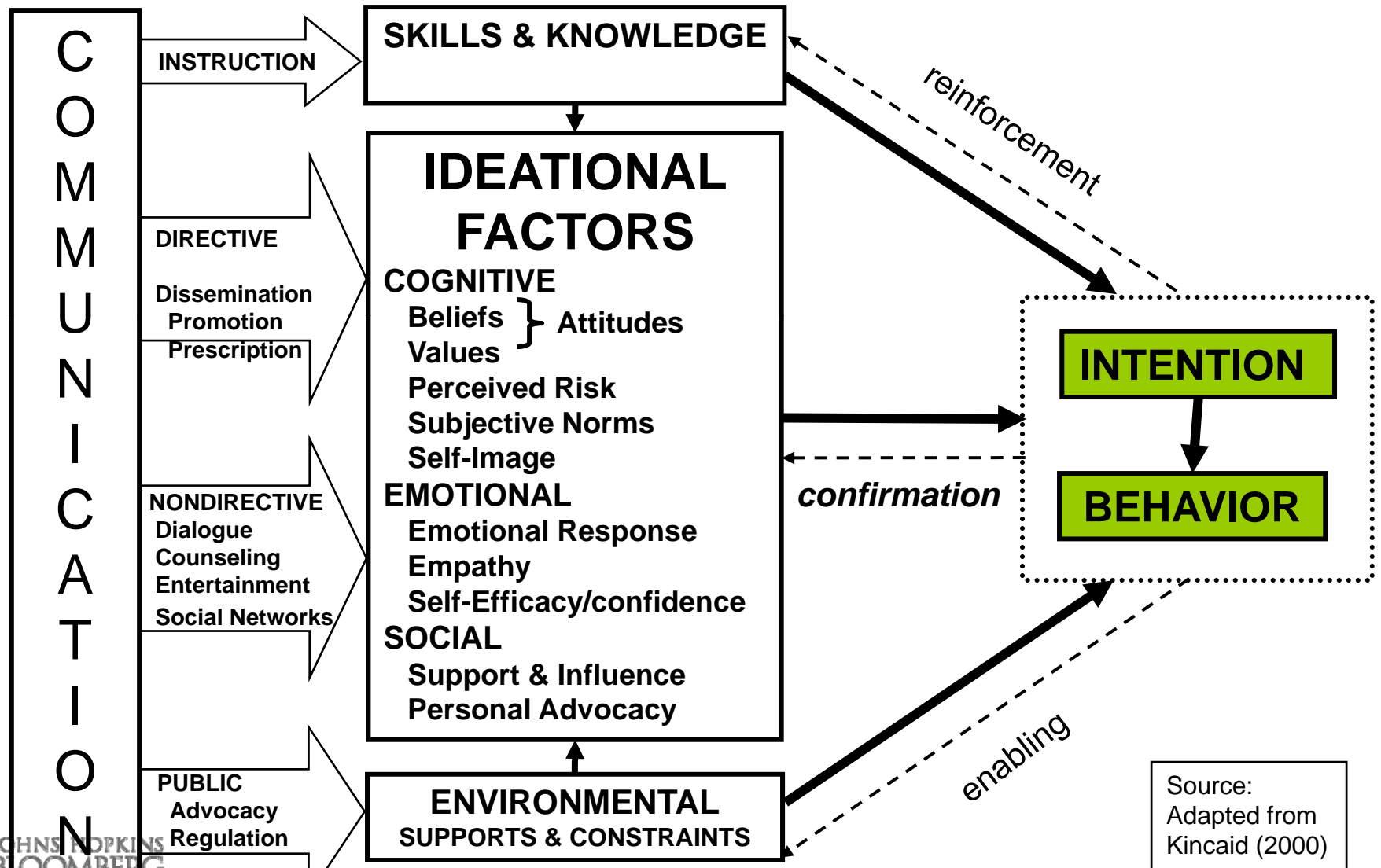
It's [**WHAT WE DO**] that **MAKES A DIFFERENCE**

- **Communication challenges are no different for marginalized groups than for any others.**
- **Communication works if used properly (e.g., modeling)**
- **Communication operates at all levels from political to individual; these levels are interconnected**
- **Communication is an integral part of every community.**
- **Communication is a context specific cultural process (e.g., ideation, ongoing decision-making)**

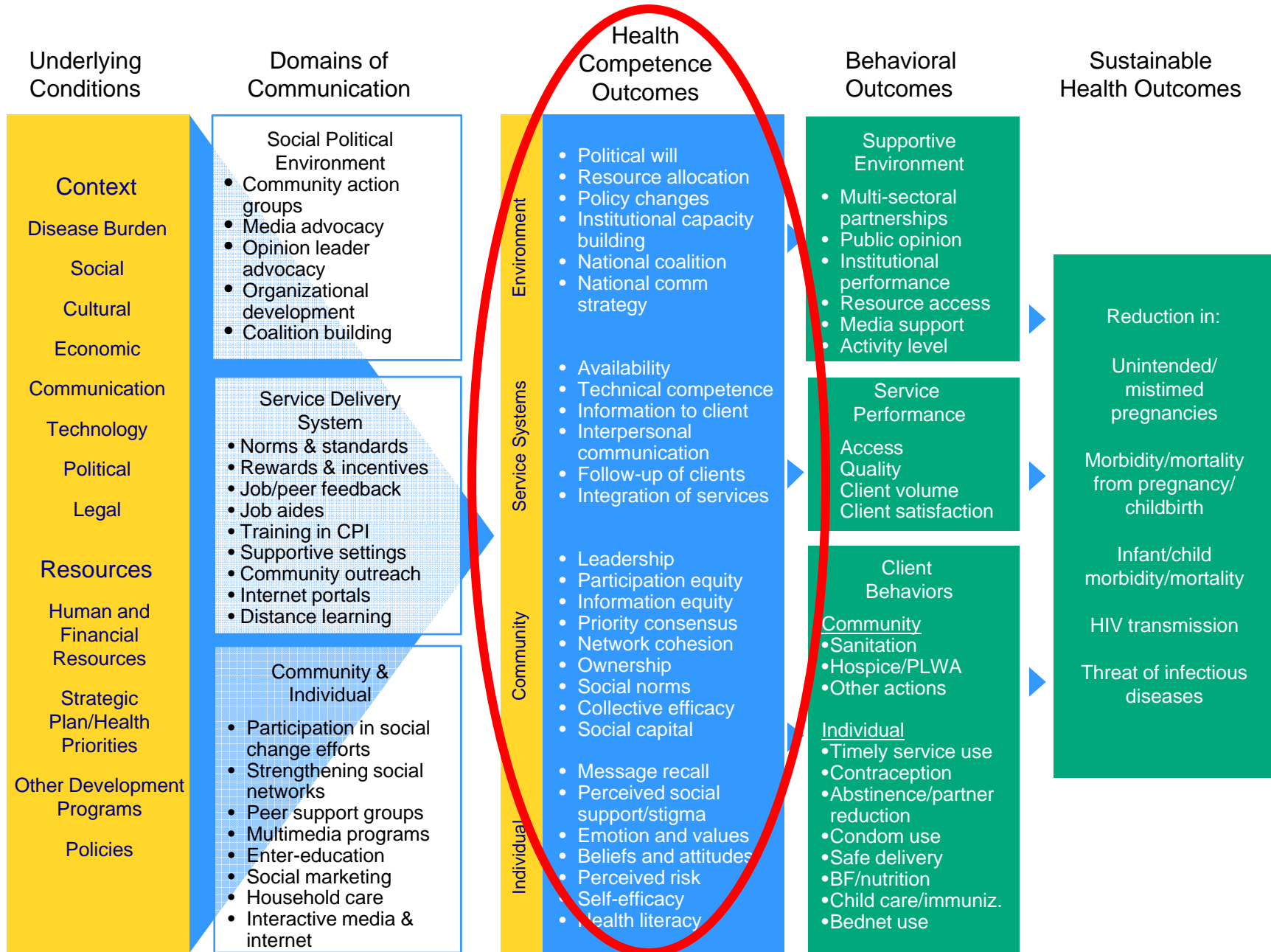
Communication is a Process

A Simple Model of the Impact of Communication on Behavior





Pathways to a Health Competent Society



ACCESS

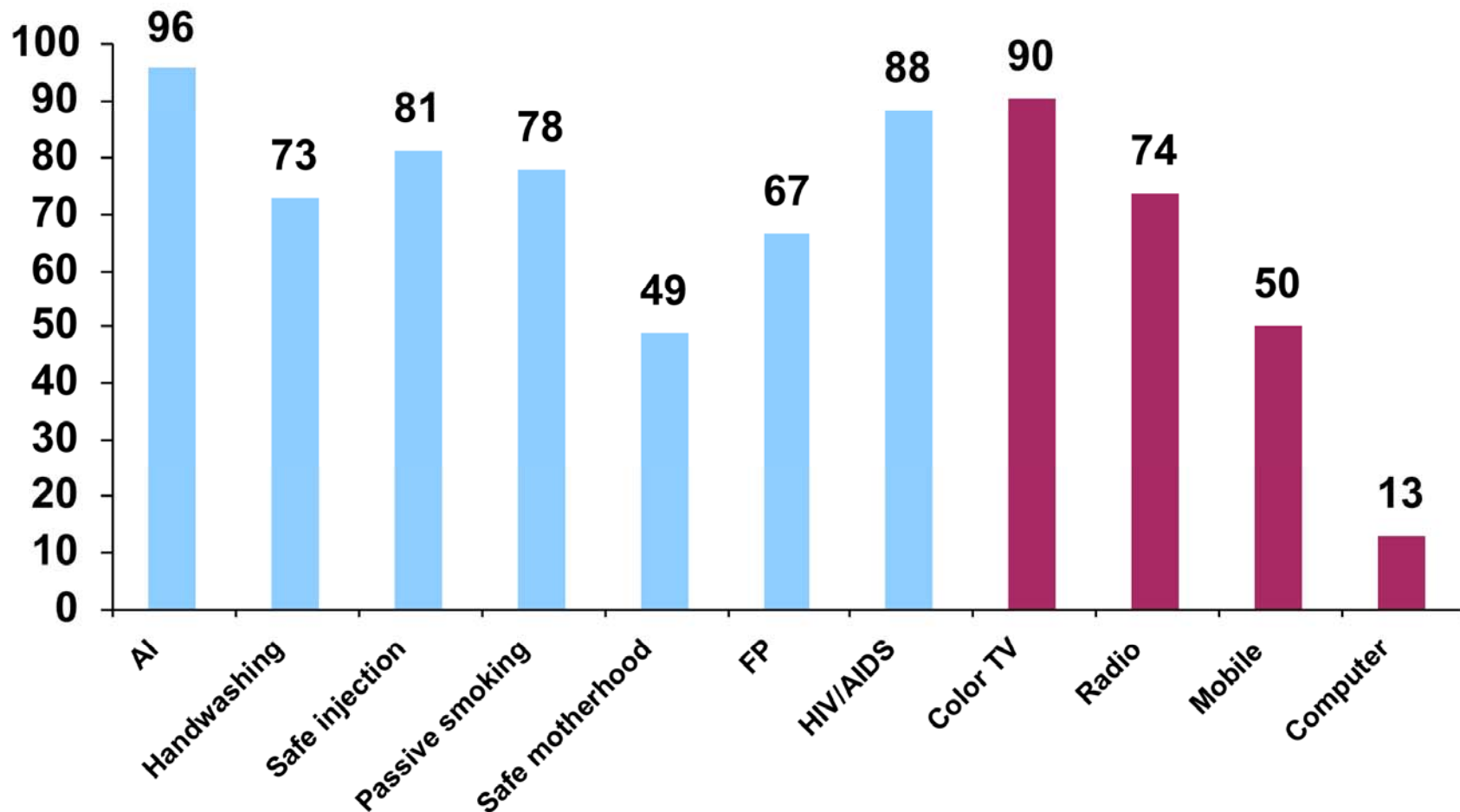
Reach people where they live

Good carpenters do not debate, “which is better, a hammer or a screwdriver?”

- **We need all tools and we should use them according to need**
- **Integration of channels & approaches**
 - Mass Media, Interpersonal, Community Mobilization, Outreach, Counseling, Entertainment-Education, Local Events, ICT

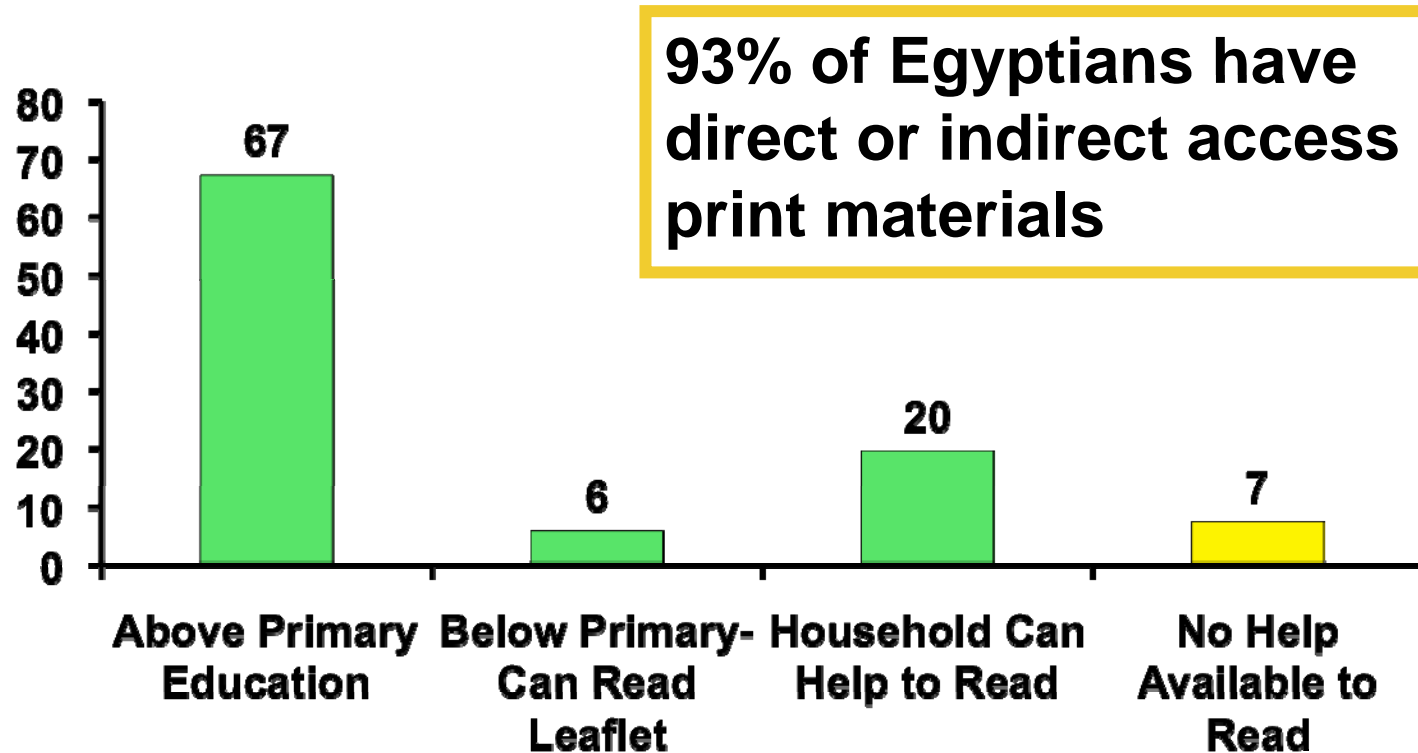


Scale: TV exposure by topic and media ownership, Egypt 2008



Source: Egyptian Health Communication Survey, Jan 2008 (n=3770, 15-49 adults in 21 governorates)

Functional Literacy



Sources: Egyptian Health Communication Survey, Jan 2008 (n=3770, 15-49 adults in 21 governorates)

National Mass Media

- TV Spots air at avg. 65% Reach
 - Avian Influenza
 - FP: Spacing, Initiation, Methods
 - Hep-C, Safe Injection, (HIV/AIDS)
 - Hand washing, Hygiene, Zinc
 - Passive smoking, (Health Reform)
- TV 'Edutainment'
- Existing shows: Public Affairs, Sports
- Radio: Negoum FM & national
- Press - popular magazines/news



- Produced by SIS & MOHP
- Message Consistency
- National Distribution system
(SPA-04: 94% clinics w FP mat'l)
- Posters: FP, BF, ANC, PP, Avian Flu, No Smoking
- Integrated FP/MCH Flipchart
- Consumer Fliers
Avian Influenza
(millions distributed)



- Raidat Rifayat-FP, Post-partum, AI
- SIS/LICs -AI Rapid Response Communication Visits
- Training for media, religious and community leaders
- Security Camps: shows, seminar, contest
- University/ School initiatives
- Events, Theatre Plays
- Local 'Service Marketing'



Local Outreach: Community Health Program with NGO/CDA Sector

Program Coverage

- **132 Villages**
(37 mother villages + 96 satellite)
- **~600,000 Est. Population**
- **37 Health Units, 90 Pharmacies**

Program Structure

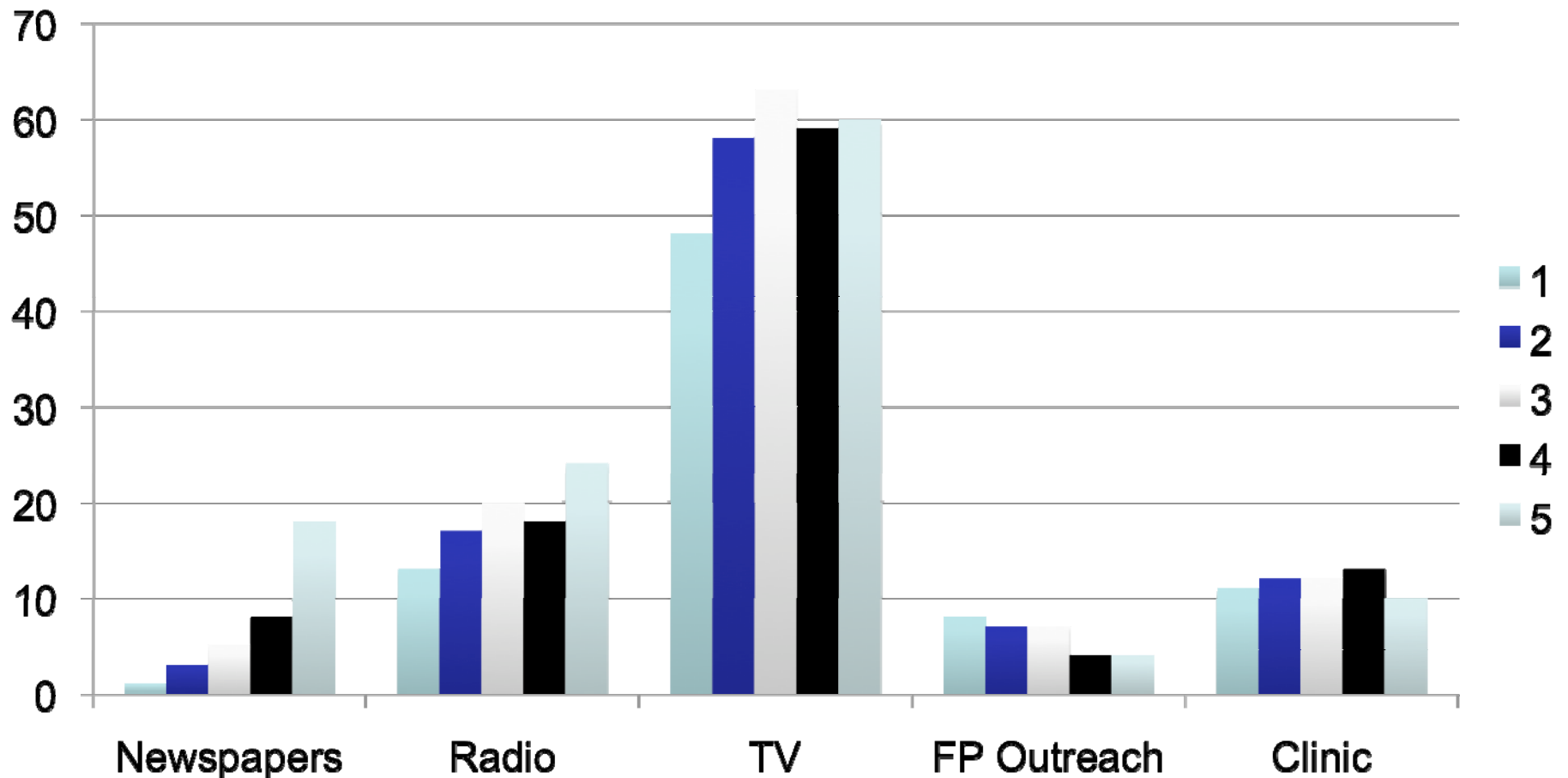
- **CDA, Village Health Committee / Board**
- **Leadership: Dawar & AWSO**
- **Family Health Package**



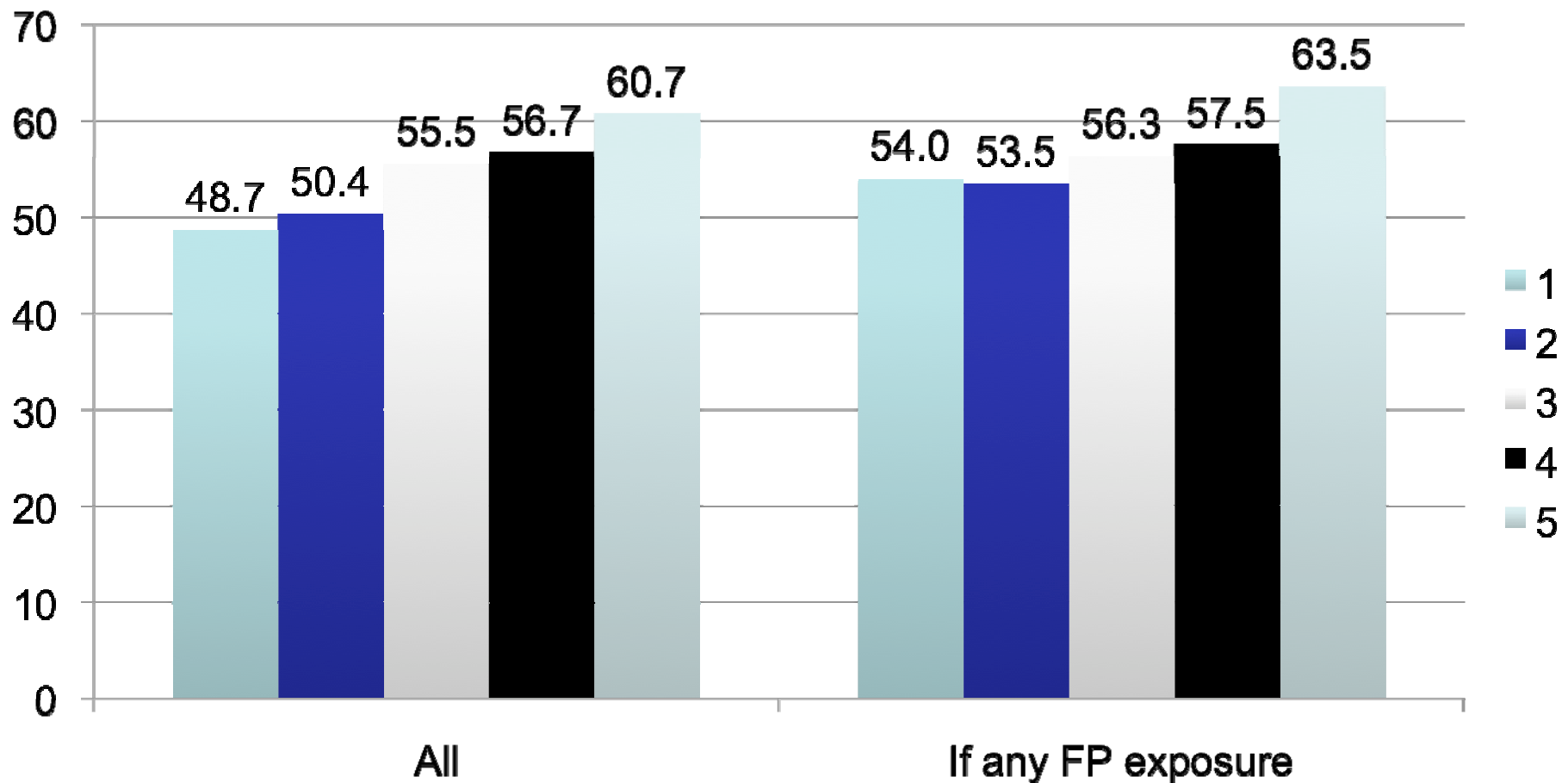
1. Integrated social marketing
 - Advertising and Public Relations
 - Retail point health station with educational materials
 - Detailing 30,000 pharmacies
2. Training
 - Web-based Distance Ed
3. Private Sector Partnerships
 - Pharmaceutical Manufacturers
 - Commercial Media
 - Household goods
4. Marketing Association
 - participation builds health communication network



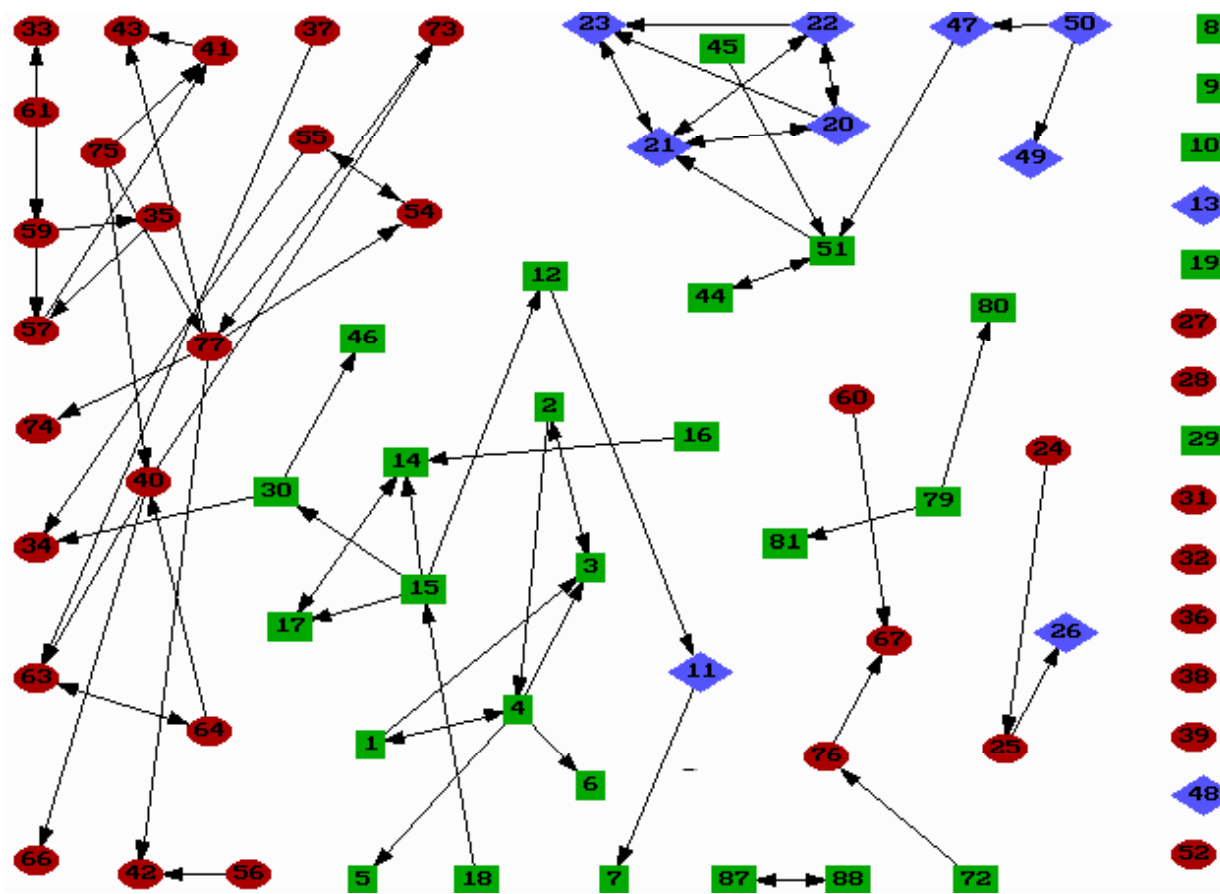
FP message exposure by channel and level of wealth, Egypt 2008



FP Use by Exposure and Level of Wealth, Egypt 2008

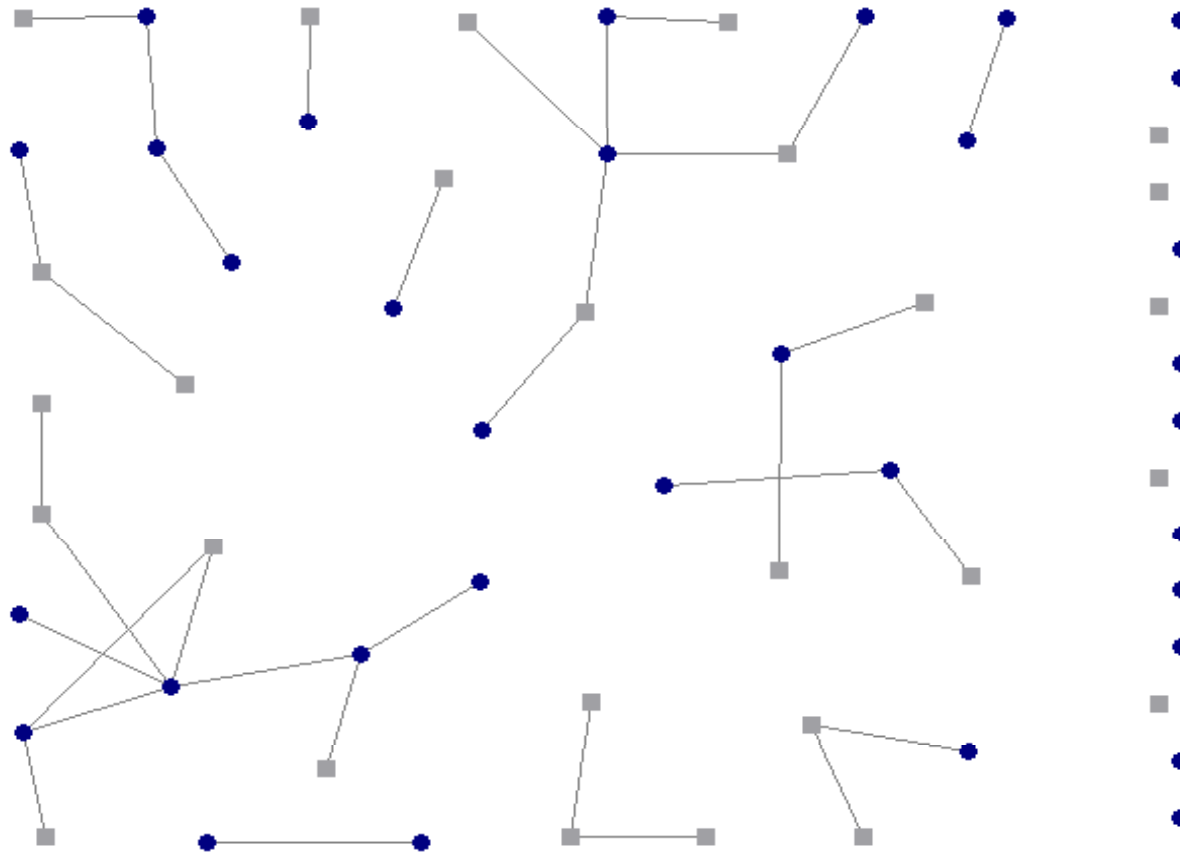


FP Discussion Network Village 3, Nepal 1997



Square = Brahmin/Chhetri
Oval = Tharu
Diamond = Other

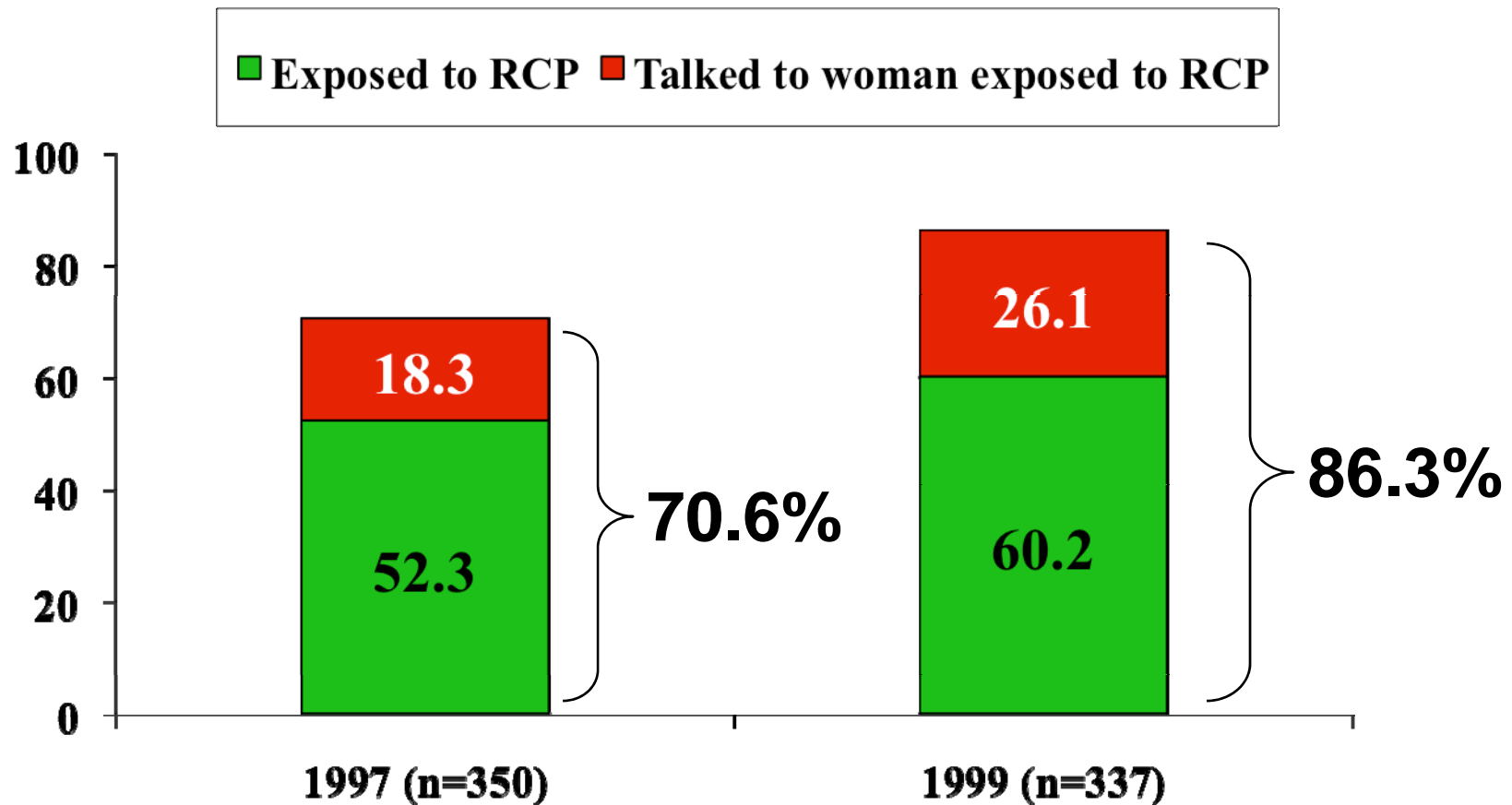
FP Discussion Network Among Women Village 5, Nepal 1997

**Key:**

Circles: Women who recalled hearing the RCP

Squares: Women who did not recall hearing the RCP

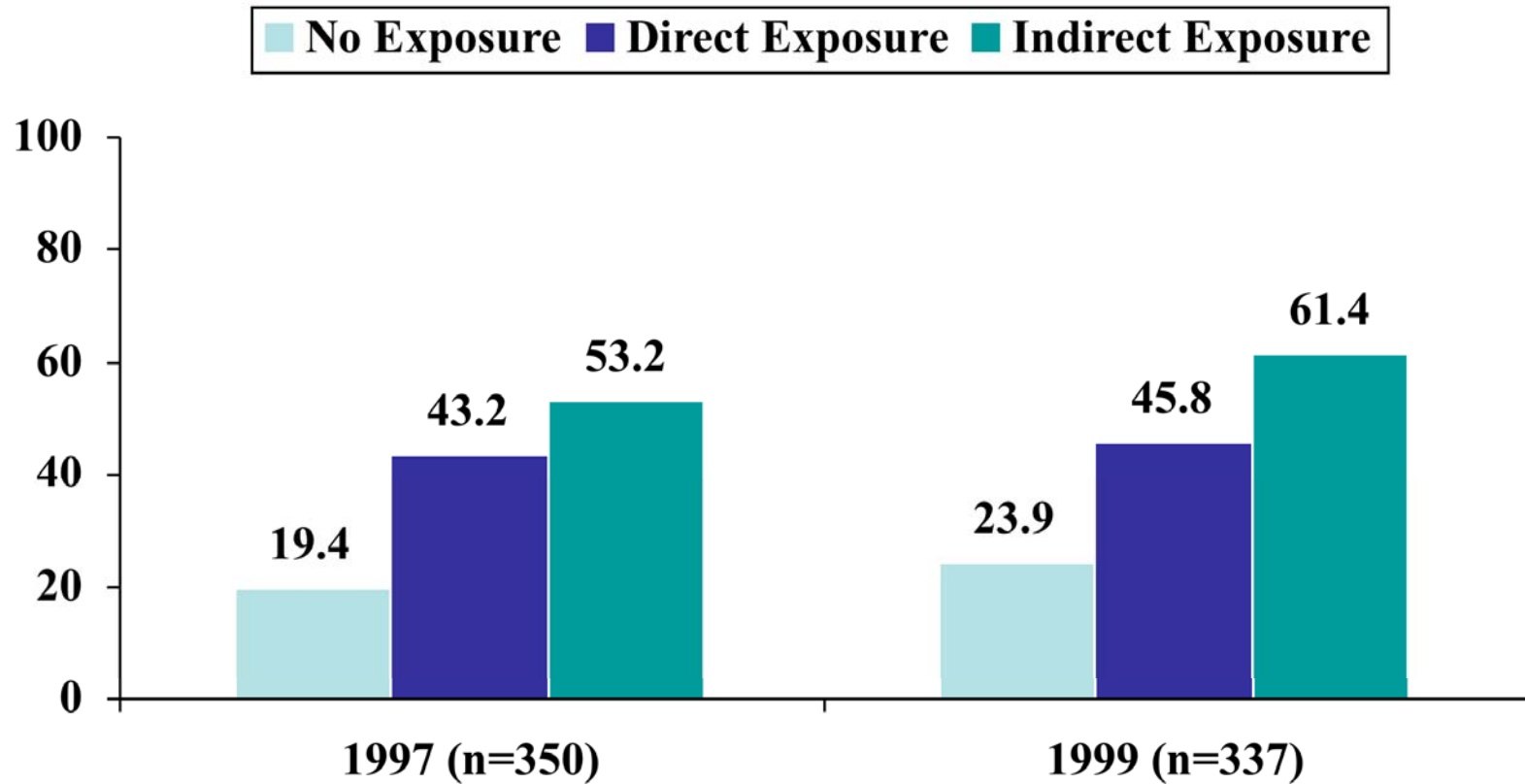
Direct and Indirect Exposure to the Radio Communication Project, Nepal, 1997 & 1999



Direct exposure = women who listened to the RCP programs themselves

Indirect exposure = women who discussed FP with someone directly exposed to RCP programs

Percent of women using a modern contraceptive method, by survey wave and type of exposure to the RCP

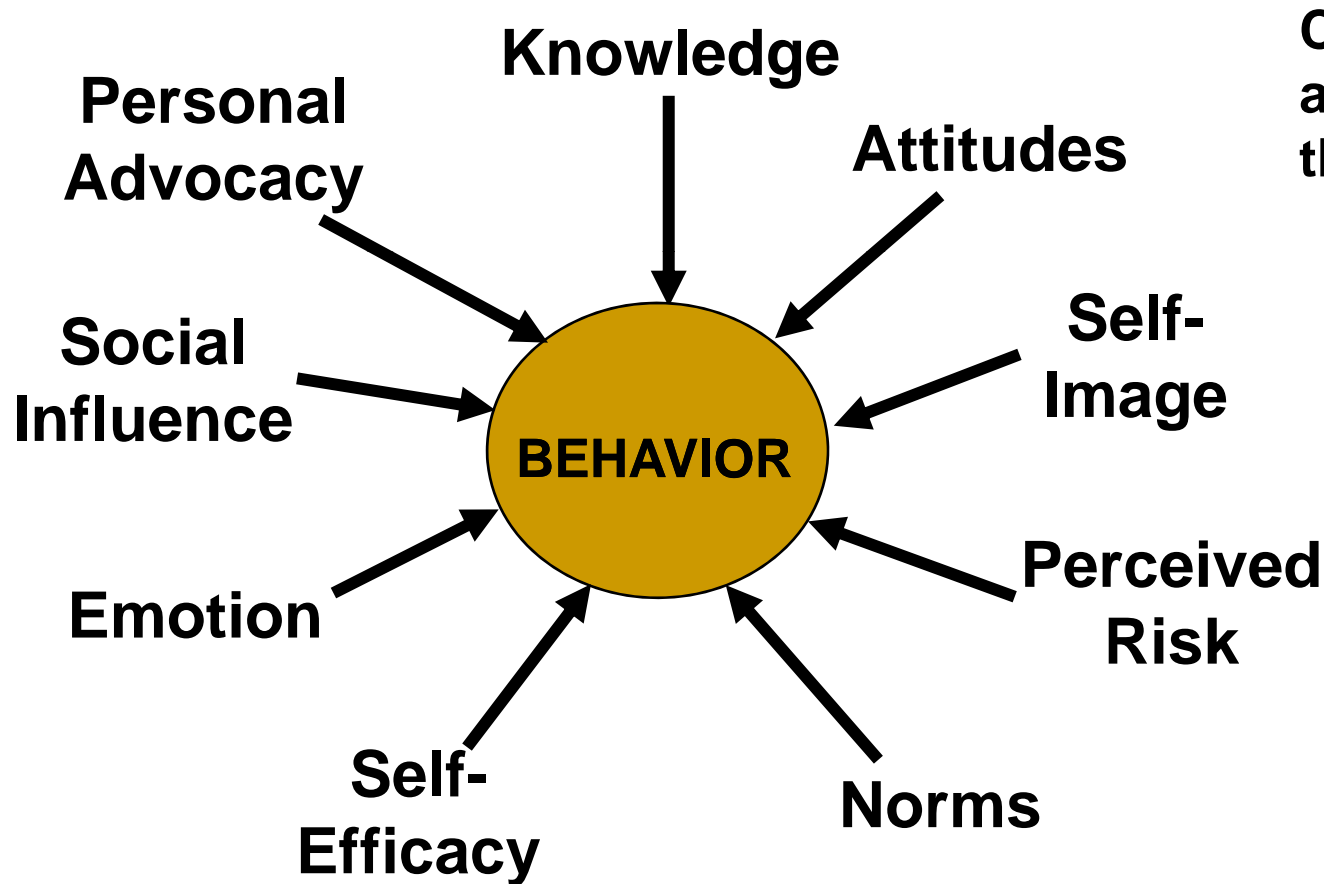


W1 p-value<0.001

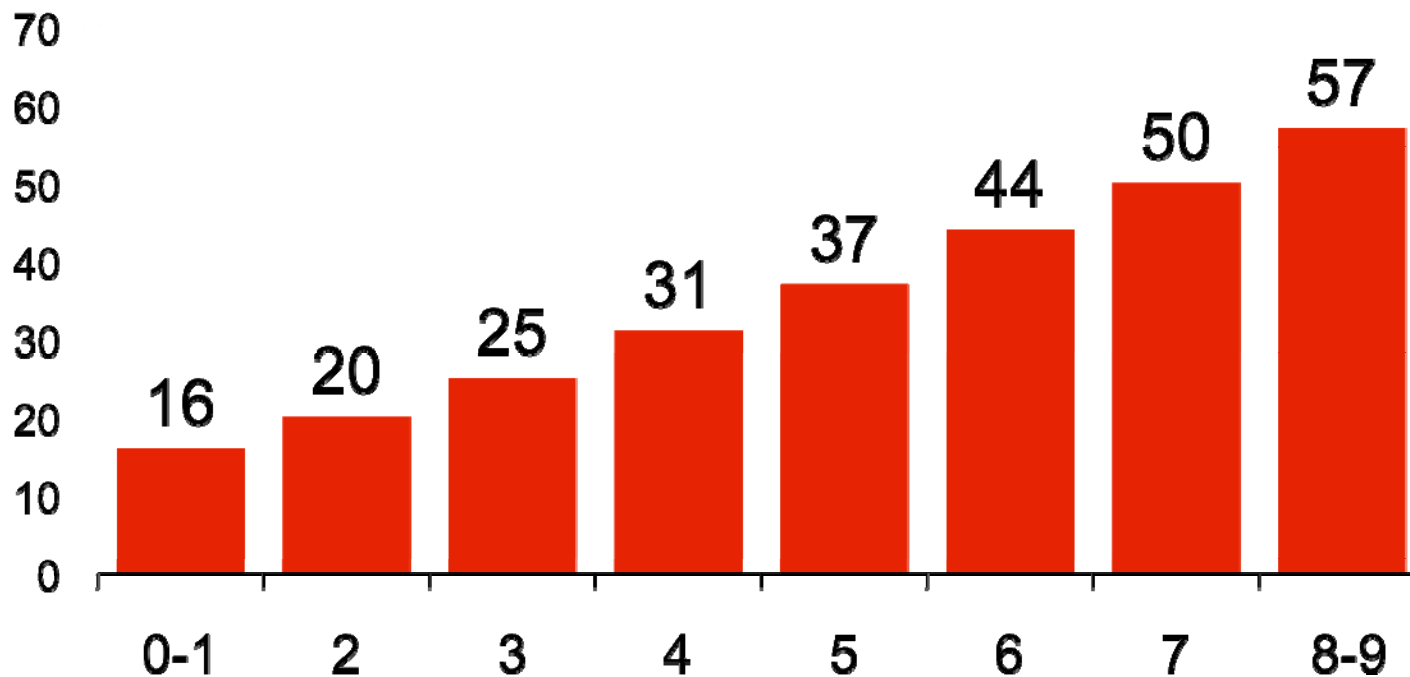
W2 p-value<0.001

CONTENT: What are people thinking?

Multivariate Ideation Theory of Communication



Percent modern contraceptive use by the number of ideational elements that apply Philippines 2001



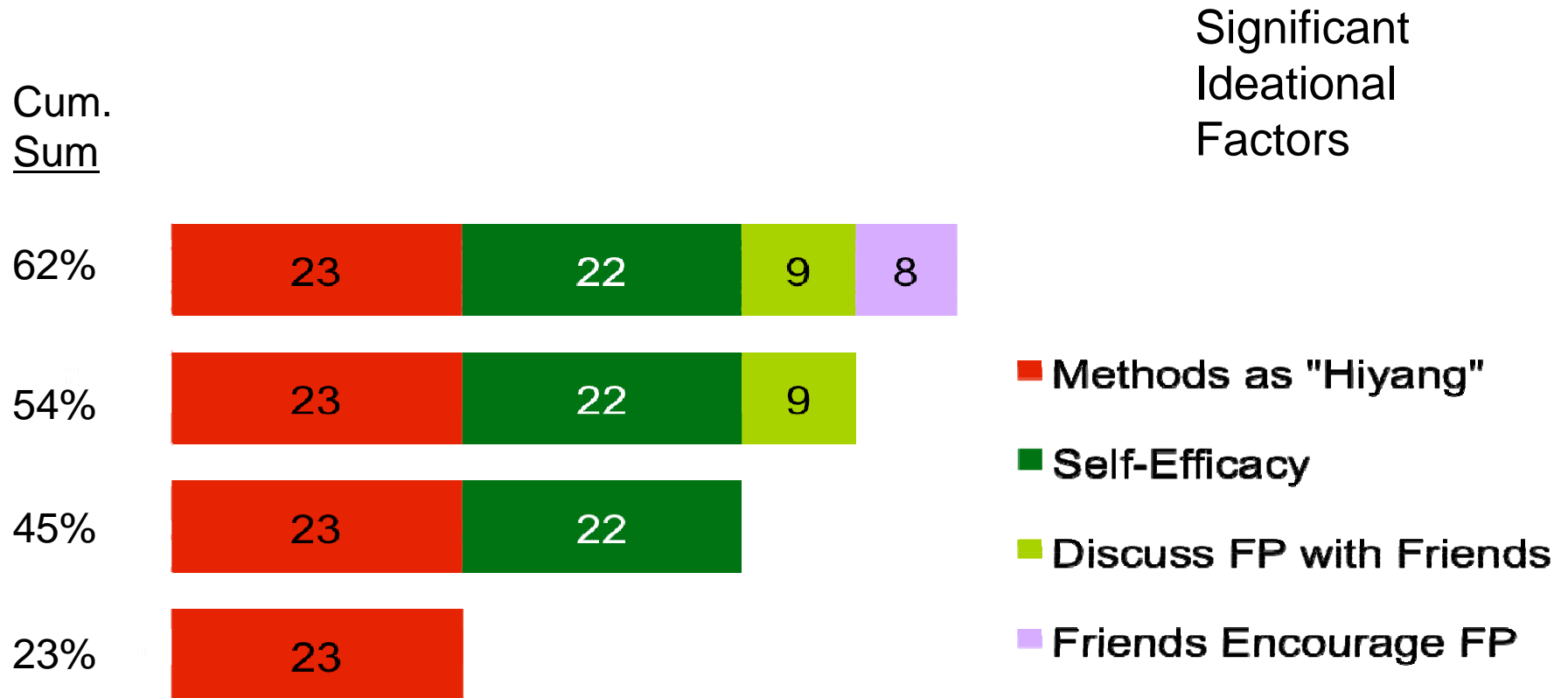
Adjusted by 15 control variables

Hosmer-Lemeshow $\chi^2(8) = 12.70$; $p = 0.12$

Correctly predicted: 67.61%

Cumulative increase in contraceptive use by each statistically significant ideation factor

National FP Communication Campaign of the Philippines 2001



Percent Contraceptive Use Attributed to Each Ideational Factor

Ideational Factors Related to MCP South Africa 2009

- Beliefs related to perceived HIV risk
- Condom use norms
- Condom use attitudes
- Attitude towards faithfulness to one partner
- Beliefs about having one main sex partner
- Beliefs about sex for favors
- Beliefs about one's own MCP behavior
- Expectation that sex partners will cheat
- Beliefs about alcohol and sex

Ideation about Sexual Relationships South Africa 2009

1. It's okay to have sex with others as long as your main partner does not find out. [Faithfulness?]
2. Having someone else for sex makes it easier to deal with your main partner when problems come up.
3. Women who have only one sex partner think that they are better than everyone else.
4. Men who have sex with a lot of women are *Ingakara* (“real men”).
5. Women who stick to just one sexual partner are *Isithipha* (“unpopular” and “unfashionable”).
6. People will tell you that you are the only one even when they are having sex with someone else.
7. Even the most faithful man has cheated once or twice.

Likert-Type Scale:

- 1 = Strongly disagree
2 = Somewhat disagree
3 = Somewhat agree
4 = Strongly agree

Ideation about Sexual Relationships South Africa 2009

8. If you have good communication with your partner, you can be sexually satisfied with one person.
9. If you have been with someone for a long time, you can trust them not to cheat on you.
10. When a relationship ends, you should wait a few months and not rush into a new sexual relationship.
11. I am confident that I can resist the temptation of having sex with anyone else besides my main sex partner.
12. I'm afraid that if I just stick with one person I love they will dump me and I will be left alone.
13. I cannot trust anyone because people are cheating everywhere.
14. If you talk to your partner about sex, your sex life will improve.

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<http://www.infoforhealth.org/>

<http://www.jhuccp.org>

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Profiles of three countries

	Indonesia	Egypt	Mali
First national campaign	1970	1980	1990
Program conditions	<ul style="list-style-type: none"> • Intensive national campaigns since 1970s, but none 1997-2003 • Economic & political crisis 1997-2003 	<ul style="list-style-type: none"> • Intensive coordinated campaigns since 1980 • Shift from limiting to spacing focus in 2000 	<ul style="list-style-type: none"> • Largely urban focus • Strong pronatalist attitudes
Percent exposed to FP messages past 6 months	52%	99%	53%
Percent female literacy	92%	66%	22%
Ideal number of children	2.9	2.9	6.3
Percent knowledge of modern methods	99%	99%	75%

Effects of norms and symbolic environment on FP use in Indonesia 2003

VARIABLES	Beta	t-value
Individual level		
Age	-.040	-15.74***
Education	-.020	-4.18***
Urban/Rural	.100	2.05*
Parity	.269	17.51***
Wealth index	.019	2.34*
Ideal family size	.354	14.33***
Spouse approval of FP	2.67	22.79***
Discussed FP with spouse	.842	22.53***
FP message exposure in past 6 months	.090	4.15***
Cluster level¹		
Cluster CPR in 1997	2.07	10.69***
% support for small family ≤ 2	.826	5.27***
% discussed FP with spouse	.577	3.33**
% exposed to FP messages in past 6 months	.329	2.52*

¹ Non-self means calculated in selected clusters
Source: Storey & Schoemaker (2006, in review), IDHS 1997 & 2003

Effects of norms and symbolic environment on FP use in Egypt 1995-2005

*National program shifted emphasis around 2000
from small family (limiting births) to low parity use (spacing births)*

Variables	Odds Ratios	
	1995-2000	2000-2005
Individual level		
Age	ns	ns
Literacy	0.14	ns
Governorate	ns	ns
Parity	1.14	1.13
Desire for large family	0.73	0.79
Visited health facility in past 6 months	0.68	0.78
FP message exposure in past 6 months	1.26	1.15
Cluster level ^{1, 2}		
% support for small family ≤ 3	2.56	ns
% approving of FP use after 1 st child	ns	3.39

¹ Non-self means calculated in selected clusters

² Cluster level exposure to FP messages non-significant because exposure to FP messages was nearly universal

Sources: Storey & Kagawa (in press); EDHS 1995, 2000, 2005

	Models (Odds ratios)		
	Individual	Cluster	Mixed
INDIVIDUAL			
Education, region, residence	ns	ns	ns
Age, income, work, partner's education	*	*	*
Personal approval of FP	2.2	--	2.2
Partner's approval of FP	2.1	--	2.1
Discussed FP with partner last 6 months	2.2	--	2.3
Discussed FP with others last 6 months	1.4	--	1.4
Exposure to FP messages	1.6	--	1.5
CLUSTER¹			
% prefer small family (<=3)	--	ns	ns
Mean parity	--	ns	ns
% approve of FP use	--	5.5	ns
% exposed to FP messages	--	ns	ns
¹ Non-self means in selected clusters; Storey & Kaggwa, 2009			