<table>
<thead>
<tr>
<th>Title</th>
<th>Health promotion communication case studies in Africa and Central America.</th>
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<tr>
<td>Author(s)</td>
<td>Foote, Dennis.</td>
</tr>
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Health Promotion Communication Case Studies
In Africa And Central America

By

Dennis Foote
Health Promotion Communication Case Studies
in Africa and Central America

by Dr. Dennis Foote
Institute for Communications Research
Stanford University
HIGHER QUALITY INPUTS

MORE REALISTIC MESSAGES & IMPROVED QUALITY OF USAGE

NEW HYBRIDS

MORE COMPREHENSIVE & SYSTEMATIC DELIVERY

BEHAVIOR MODIFICATION

MARKETING

MEDIA

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BEHAVIORAL MEDICINE

SOCIAL MARKETING

EXPOSURE
INTEREST
TRIAL
DECISION
ADOPTION

REGULAR CORRECT USE

PREDISPOSE
(Targets of Opportunity)

ENABLING
(Accessibility)
(Skills)

REINFORCING
(Consequences)
(Incentives)
SOCIAL
MARKETING
Product Development
Packaging
Consumer Research
Audience Segmentation
Message & Channel & Pricing
Positioning Strategies

PRODUCT

AUDIENCE

PRICE

PLACE

PROMOTION

MARKETING

SOCIAL
# Intervention Measures for Diarrheal Diseases

<table>
<thead>
<tr>
<th>Interruption of Transmission</th>
<th>Improvement of Host Defenses</th>
<th>Disease Therapy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
<td>- Nutrition</td>
<td>- Rehydration</td>
</tr>
<tr>
<td>Sanitation</td>
<td>- Breastfeeding</td>
<td>- Intravenous</td>
</tr>
<tr>
<td>Household Hygiene</td>
<td>- Nutritionally</td>
<td>- Oral (ORT)</td>
</tr>
<tr>
<td>Personal Hygiene</td>
<td>- Appropriately weaning</td>
<td>- Antibiotics</td>
</tr>
<tr>
<td>Safe Weaning Foods</td>
<td>- Appropriate feeding</td>
<td>- Feeding</td>
</tr>
<tr>
<td></td>
<td>practices</td>
<td>practices</td>
</tr>
<tr>
<td></td>
<td>- Immunizations</td>
<td>- During the</td>
</tr>
<tr>
<td></td>
<td></td>
<td>episode</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- During</td>
</tr>
<tr>
<td></td>
<td></td>
<td>convalescence</td>
</tr>
<tr>
<td>GOALS</td>
<td>PROMOTE</td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>---------</td>
<td></td>
</tr>
</tbody>
</table>
| Reduce the degree of malnutrition resulting from diarrheal episodes | • Continued breastfeeding during bouts  
• Administration of soft foods ASAP after initial recovery  
• Reduce use of purges |
| Save a significant percent of children who now die from diarrheal dehydration | • Proper home preparation and administration of ORAL REHYDRATION THERAPY  
• Understanding of dehydration signs |
| Reduce the source of bacterial contamination leading to diarrheal morbidity | • Selective handwashing  
• Reheating infant foods  
• Feces clean-up |
1st YEAR ACTIVITIES

PRE-PROGRAM RESEARCH

- 175 Individuals
- 62 Groups
- 20 Women
- 24 Homes

INDIVIDUAL INTERVIEWS
FOCUS GROUP INTERVIEWS
MIXING TRIALS
DIRECT OBSERVATION

- 62 Individuals
- 11 Groups
- 37 Women
- 22 Homes
- 16 Village Centers

EDUCATIONAL ACTIVITIES

- 29,000
- 200,000
- 285,000
- 1,400
- 100
- 1,300

RADIO BROADCASTS
PRINT MATERIALS
PACKET DISTRIBUTION
PEOPLE TRAINED

- 600
- 250,000
- 1,220
- 60
- 1,160

Urban
Rural

ON-GOING MONITORING

- 4 Sweeps at 3-4 Mo. Intervals
- Monthly Reports (10 Sites)
- Weekly Reports

PERIODIC IN-DEPTH INTERVIEWS
TELEGRAMS/HEALTH SYSTEMS REFERRAL
RADIO PROGRAM MONITORING

- 4 Sweeps at 6 Mo. Intervals
- Monthly Intervals
1st YEAR ACTIVITIES

PRE-PROGRAM RESEARCH

- 175 Individuals
- 62 Groups
- 20 Women
- 24 Homes
- 62 Individuals
- 11 Groups
- 37 Women
- 22 Homes
- 16 Village Centers

EDUCATIONAL ACTIVITIES

- 29,000
- 200,000
- 285,000
- 1,400
- 100
- 1,300
- 600
- 250,000
- 1,220
- 60
- 1,160

ON-GOING MONITORING

- 4 Sweeps at 3 - 4 Mo. Intervals
- Monthly Reports (10 Sites)
- Weekly Reports
- PERIODIC IN-DEPTH INTERVIEWS
- TELEGRAMS/HEALTH SYSTEMS REFERRAL
- RADIO PROGRAM MONITORING

1st YEAR ACTIVITIES
WSS USE VERSUS TRADITIONAL TEAS

- WSS
- TEAS

MAR. JUNE JULY SEPT. OCT. DEC. FEB. APR. JULY OCT. FEB.
1982 1983 1984
FIGURE II.6
HAPPY BABY LOTTERY AND MIXING FLYERS

Mothers aware of the lottery in December 1982 49.0%

Mothers who know to learn the W-S-S formula to win 36.2%

Mothers who know to bring the Mixing Flyer to enter 42.1%

Mothers having seen a Mixing Flyer 78.9%

Mothers who can show their copy of Flyer 71.7%

Mothers who could tell what all the information on Flyer means. 38.3%

Note: HEARGT3, TOWINGT3, NEETGT3, PICTRG3, SELFGT3, TEACHGT3-BACKGT3.
N=874
### FIGURE II.6

**HAPPY BABY LOTTERY AND MIXING FLYERS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
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<td>Mothers who know to bring the Mixing Flyer to enter</td>
<td>42.1%</td>
</tr>
<tr>
<td>Mothers having seen a Mixing Flyer</td>
<td>78.9%</td>
</tr>
<tr>
<td>Mothers who can show their copy of Flyer</td>
<td>71.7%</td>
</tr>
<tr>
<td>Mothers who could tell what all the information on Flyer means.</td>
<td>38.3%</td>
</tr>
</tbody>
</table>

Note: HEARGT3, TOWINGT3, NEETGT3, PICRGT3, SELFGT3, TEACHGT3-BACKGT3.

N = 874
DIARRHEAL DEATHS AS A PROPORTION OF TOTAL DEATHS OF HONDURAN CHILDREN \( \leq 24 \) MONTHS OF AGE IN MATCHED SEASONS BEFORE AND AFTER INTRODUCTION OF LITROSOL.

\[
\begin{align*}
7/80 - 12/80 & \quad 7/81 - 12/82 \\
117 & \quad 120 \\
53 & \quad 30 \\
45.3\% & \quad 25.0\%
\end{align*}
\]

CHI SQUARE = 9.85
DF = 1
P < 0.005
# COMMUNICATION CONTINUUM

## STRENGTHEN NATIONAL CAPACITY

Professional support and training

### AUDIENCES

- Decision makers
  - Legislators
  - Opinion Leaders
- Senior Civil Servants and Bureaucrats
- Professionals (health and other sectors)
- Para-professionals
- Community workers
- Volunteers
- Communities
  - Rural settlements
  - Urban slums
- Individuals
  - Farmers
  - Workers, slum-dwellers, etc.

### MEANS

- Media
  - Electronic (TV, radio)
  - Print (dailies, magazines, etc.)
  - Interpersonal
    - Audio-visual aids, pamphlets
  - Traditional
    - Puppets,
    - Folk art shows
    - Special Events
COMMUNICATION CONTINUUM

STRENGTHEN NATIONAL CAPACITY

Professional support and training

<table>
<thead>
<tr>
<th>Decision makers</th>
<th>Senior Civil Servants and Bureaucrats</th>
<th>Paraprofessionals</th>
<th>Communities</th>
<th>Individuals</th>
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<tr>
<td>Legislators</td>
<td>Professionals (health and other sectors)</td>
<td>Community workers</td>
<td>Rural settlements</td>
<td>Farmers</td>
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<tr>
<td>Opinion Leaders</td>
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<td>Volunteers</td>
<td>Urban slums</td>
<td>Workers, slum-dwellers, etc.</td>
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<td>Print (dailies, magazines, etc.)</td>
<td>Interpersonal</td>
<td>Interpersonal</td>
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<tr>
<td>Interpersonal Audio-visual aids, pamphlets</td>
<td>Traditional</td>
<td>Interpersonal</td>
<td>Interpersonal</td>
<td>Interpersonal</td>
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<tr>
<td>Traditional Puppets, Folk art shows, Special Events</td>
<td></td>
<td>Traditional</td>
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INFORMATION
DATA, FACTS, REPORTS, SITUATIONS, STUDIES

COMMUNICATION
MOVEMENT, ACTIVITIES

ACTION
CHANGE ATTITUDE, PRACTICE, BETTER HEALTH LIFESTYLE