<table>
<thead>
<tr>
<th>Title</th>
<th>Health promotion communication case studies in Africa and Central America.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Foote, Dennis.</td>
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<tr>
<td>Date</td>
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</table>
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 Poote
Institute for Communications Research
Stanford University
Higher quality inputs lead to new hybrids, which result in more comprehensive and systematic delivery of messages and improved quality of usage. This, in turn, leads to more realistic behavior modification through marketing media.
BEHAVIORAL MEDICINE

SOCIAL MARKETING

REGULAR CORRECT USE

ADAPTATION DECISION

TRIAL INTEREST

EXPOSURE PREDISPOSE

(REINFORCING (Consequences)

ENABLING (Accessability) (Skills)

TARGETS OF OPPORTUNITY

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# 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>- Appropriate Weaning</td>
<td>- Antibiotics</td>
</tr>
<tr>
<td>Safe Weaning Foods</td>
<td>- Foods</td>
<td>- Feeding Practices</td>
</tr>
<tr>
<td></td>
<td>- Appropriate Feeding</td>
<td>- During the Episode</td>
</tr>
<tr>
<td></td>
<td>- Practices</td>
<td>- During Convalescence</td>
</tr>
<tr>
<td></td>
<td>- Immunizations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Measles</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Cholera</td>
<td></td>
</tr>
</tbody>
</table>
MASS MEDIA AND HEALTH PROJECT

GOALS

Reduce the degree of malnutrition resulting from diarrheal episodes

Save a significant percent of children who now die from diarrheal dehydration

Reduce the source of bacterial contamination leading to diarrheal morbidity

PROMOTE

• Continued breastfeeding during bouts
• Administration of soft foods ASAP after initial recovery
• Reduce use of purges

• Proper home preparation and administration of ORAL REHYDRATION THERAPY
• Understanding of dehydration signs

• Selective handwashing
• Reheating infant foods
• Feces clean-up
1st YEAR ACTIVITIES

PRE-PROGRAM RESEARCH
- Individual Interviews
  - 175 Individuals
  - 62 Groups
  - 20 Women
  - 24 Homes
- Focus Group Interviews
- Mixing Trials
- Direct Observation
  - 62 Individuals
  - 11 Groups
  - 37 Women
  - 22 Homes
  - 16 Village Centers

EDUCATIONAL ACTIVITIES
- Radio Broadcasts
  - 29,000
- Print Materials
  - 200,000
- Packet Distribution
  - 285,000
- People Trained
  - 1,400
  - Urban
  - Rural
  - 1,220
  - 60
  - 1,160

ON-GOING MONITORING
- Periodic In-Depth Interviews
  - 4 Sweeps at 3-4 Mo. Intervals
- Telegrams/Health Systems Referral
- Radio Program Monitoring
  - Monthly Reports
    (10 Sites)
  - Weekly Reports
  - 4 Sweeps at 6 Mo. Intervals
  - Monthly Intervals
1st YEAR ACTIVITIES

**PRE-PROGRAM RESEARCH**

- Individual Interviews: 175 Individuals, 62 Groups, 20 Women, 24 Homes
- Focus Group Interviews: 62 Individuals, 11 Groups, 37 Women, 22 Homes, 16 Village Centers
- Mixing Trials: 
- Direct Observation: 

**EDUCATIONAL ACTIVITIES**

- Radio Broadcasts: 29,000
- Print Materials: 200,000
- Packet Distribution: 285,000
- People Trained: 1,400 Urban, 100 Rural, 1,300
- Total: 600, 250,000

**ON-GOING MONITORING**

- Periodic In-Depth Interviews: 4 Sweeps at 3 - 4 Mo. Intervals
- Telegrams/Health Systems Referral: Monthly Reports (10 Sites), Weekly Reports
- Radio Program Monitoring: 4 Sweeps at 6 Mo. Intervals, Monthly Intervals

1st YEAR ACTIVITIES
<table>
<thead>
<tr>
<th>Phase</th>
<th>Activity</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase I</td>
<td>Dehydration</td>
<td>73 23 195 26</td>
</tr>
<tr>
<td></td>
<td>Infant Special Care</td>
<td>150 200 200 200</td>
</tr>
<tr>
<td></td>
<td>Breast is Best</td>
<td>90 50 80</td>
</tr>
<tr>
<td></td>
<td>Reheat Foods</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Wash Hands</td>
<td>900 Retraining</td>
</tr>
<tr>
<td>Phase II</td>
<td>Feeding during Diarrhea</td>
<td>6,450</td>
</tr>
<tr>
<td></td>
<td>Instruction on Packet</td>
<td>5,424</td>
</tr>
<tr>
<td></td>
<td>Breastfeeding</td>
<td>8,577</td>
</tr>
<tr>
<td></td>
<td>Litosol</td>
<td>2,801</td>
</tr>
<tr>
<td></td>
<td>Litosol for all episodes</td>
<td>9,611</td>
</tr>
<tr>
<td></td>
<td>Signs of dehydration</td>
<td>10,833</td>
</tr>
<tr>
<td></td>
<td>Mix all of packet</td>
<td>3 Per week</td>
</tr>
<tr>
<td></td>
<td>Give with other medicines</td>
<td>4 per wk.</td>
</tr>
<tr>
<td></td>
<td>Litosol</td>
<td>5 Per wk.</td>
</tr>
<tr>
<td>Phase III</td>
<td>Sports - Game Show TV</td>
<td>37,000</td>
</tr>
<tr>
<td></td>
<td>40,000</td>
<td>18,600</td>
</tr>
<tr>
<td></td>
<td>17,400</td>
<td>5,000</td>
</tr>
<tr>
<td></td>
<td>Breastfeeding</td>
<td>15,000</td>
</tr>
<tr>
<td>Phase IV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase V</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### MESSAGE SEQUENCE

#### INTERPERSONAL
- **DIRECT**
  - Infant Special Care
  - Breastfeeding: Best Reheat Foods
  - Handwashing
  - Hygiene
  - 73
  - 23
  - 195
  - 26
- **INDIRECT**
  - 160
  - 200
  - 200
  - 200
  - 30
  - 15
  - 150
  - 90
  - 90
  - Retraining

#### RADIO
- **SPOTS**
  - VOZ DE SALUD
  - 6,450
  - 5,424
  - 8,577
  - 2,801
  - 9,611
  - 10,833
  - 3 Per week
  - 4 per wk
  - 5 per wk
  - 4 per wk
  - 5 per wk
  - 4 per wk
  - Sports - Game Show
  - TV

#### PRINT/GRAPHIC
- **POSTERS/DISTRIBUTION**
  - 37,000
  - 18,800
  - 17,400
  - 5,000
  - Breastfeeding: 15,000
- **FLYERS**
  - 180,000
  - 76,000
  - 76,000
  - 150,000
  - 150,000

#### PACKETS
- **WITH LABELS**
  - 160,000
  - 150,000
  - 150,000
  - 150,000

- **WITHOUT LABELS**
  - 80,000
  - 76,000

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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: HEARCT3, TOWINGT3, NEETGT3, PICTRG3, SELFGT3, TEACHGT3-BACKGT3.
N=874
FIGURE II.6
HAPPY BABY LOTTERY AND MIXING FLYERS

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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.

\[ \text{CHI SQUARE} = 9.85 \]
\[ \text{DF} = 1 \]
\[ P < .005 \]
## COMMUNICATION CONTINUUM

### STRENGTHEN NATIONAL CAPACITY

Professional support and training

<table>
<thead>
<tr>
<th>ADVOCACY</th>
<th>ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision makers</td>
<td>Media</td>
</tr>
<tr>
<td>Legislators</td>
<td>Electronic (TV, radio)</td>
</tr>
<tr>
<td>Opinion Leaders</td>
<td>Print (dailies, magazines, etc.)</td>
</tr>
<tr>
<td>Senior Civil Servants and Bureaucrats</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>Professionals (health and other sectors)</td>
<td>Audio-visual aids, pamphlets</td>
</tr>
<tr>
<td>Para-professionals</td>
<td>Traditional</td>
</tr>
<tr>
<td>Community workers</td>
<td>Folk art shows</td>
</tr>
<tr>
<td>Volunteers</td>
<td>Special Events</td>
</tr>
<tr>
<td>Communities</td>
<td>Media</td>
</tr>
<tr>
<td>Rural settlements</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>Urban slums</td>
<td>Traditional</td>
</tr>
<tr>
<td>Individuals</td>
<td>Media</td>
</tr>
<tr>
<td>Farmers</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>Workers, slum-dwellers, etc.</td>
<td>Traditional</td>
</tr>
</tbody>
</table>
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
- Media
  - Traditional

**ADVOCACY**

**ACTION**