<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>
</tr>
<tr>
<td>Date</td>
<td>1984</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/855">http://hdl.handle.net/10220/855</a></td>
</tr>
</tbody>
</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

New hybrids

More realistic messages & improved quality of usage

More comprehensive & systematic delivery

Media

Marketing

Behavior modification

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BEHAVIORAL MEDICINE

SOCIAL MARKETING

EXPOSURE
INTEREST
TRIAL
DECISION
ADOPTION

PREDISPOSE
(Targets of Opportunity)

ENABLING
(Accessibility)
(Skills)

REINFORCING
(Consequences)
(Incentives)

REGULAR CORRECT USE
Product Development
Packaging
Consumer Research
Audience Segmentation
Message & Channel & Pricing
Positioning Strategies

MARKETING
## 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><strong>WATER</strong></td>
<td><strong>- NUTRITION</strong></td>
<td><strong>- REHYDRATION</strong></td>
</tr>
<tr>
<td><strong>SANITATION</strong></td>
<td><strong>- BREASTFEEDING</strong></td>
<td><strong>- INTRAVENOUS</strong></td>
</tr>
<tr>
<td><strong>HOUSEHOLD HYGIENE</strong></td>
<td><strong>- NUTRITIONALLY APPROPRIATE WEANING FOODS</strong></td>
<td><strong>- ORAL (ORT)</strong></td>
</tr>
<tr>
<td><strong>PERSONAL HYGIENE</strong></td>
<td><strong>- APPROPRIATE FEEDING PRACTICES</strong></td>
<td><strong>- ANTIBIOTICS</strong></td>
</tr>
<tr>
<td><strong>SAFE WEANING FOODS</strong></td>
<td><strong>- IMMUNIZATIONS</strong></td>
<td><strong>- FEEDING PRACTICES</strong></td>
</tr>
<tr>
<td></td>
<td><strong>- MEASLES</strong></td>
<td><strong>- DURING THE EPISODE</strong></td>
</tr>
<tr>
<td></td>
<td><strong>- CHOLERA</strong></td>
<td><strong>- DURING CONVALESCENCE</strong></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**
  - 62 Individuals
  - 11 Groups
  - 37 Women
  - 22 Homes
  - 16 Village Centers
- **MIXING TRIALS**
  - Direct Observation
- **DIRECT OBSERVATION**

### EDUCATIONAL ACTIVITIES
- **RADIO BROADCASTS**
  - 29,000
  - 600
- **PRINT MATERIALS**
  - 200,000
  - 250,000
- **PACKET DISTRIBUTION**
  - 285,000
  - \[ \ldots \] \[ \ldots \]
- **PEOPLE TRAINED**
  - 1,400
  - Urban
  - 60
  - 1,220
  - Rural
  - 1,160

### ON-GOING MONITORING
- **PERIODIC IN-DEPTH INTERVIEWS**
  - 4 Sweeps at 3-4 Mo. Intervals
  - Monthly Reports
    - (10 Sites)
  - Weekly Reports
- **TELEGRAMS/HEALTH SYSTEMS REFERRAL**
- **RADIO PROGRAM MONITORING**
  - 4 Sweeps at 6 Mo. Intervals
  - Monthly Intervals

---

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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, 100 Rural, 1,300
- 600
- 250,000
- 1,220
- 60
- 1,160

ON-GOING MONITORING

- PERIODIC IN-DEPTH INTERVIEWS: 4 Sweeps at 3-4 Mo. Intervals
- TELEGRAMS/HEALTH SYSTEMS REFEREAL
- RADIO PROGRAM MONITORING
- 4 Sweeps at 6 Mo. Intervals
- Monthly Intervals

Monthly Reports (10 Sites)
Weekly Reports
<table>
<thead>
<tr>
<th>MESSAGE SEQUENCE</th>
<th>PHASE I</th>
<th>PHASE II</th>
<th>PHASE III</th>
<th>PHASE IV</th>
<th>PHASE V</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dehydration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Infant Special</td>
<td></td>
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<td></td>
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<tr>
<td>Care</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Breast Is Best</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reheat Foods</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wash Hands</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LITROSOL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For Dehydration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Available at Your Local Health Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Give to Infants For All Diarrhea</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 oz Bottle Makes a Liter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Litosol For All Children's Diarrhea</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Give During Entire Episode</td>
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<td></td>
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</tr>
<tr>
<td>Feeding during Diarrhea</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Instruction on Packet</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Breastfeeding</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Litrosol for all episodes</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Signs of dehydration</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Mix all of packet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Give with other medicines</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**INTERPERSONAL**

DIRECT

- 73
- 23
- 195
- 28

INDIRECT

- 150
- 200
- 200
- 200

**RADIO**

- 6,450
- 5,424
- 8,577
- 2,801
- 9,611
- 10,833

**SPOTS**

- 3 Per week
- 4 per wk.
- 5 per wk.

**PRINT/GRAPHIC**

- POSTERS/DISTRIBUTION
  - 37,000
  - 18,600
  - 17,400
  - 5,000
  - Breastfeeding 15,000

- FLYERS
  - 80,000
  - 76,000

- WITH LABELS
  - 160,000
  - 150,000

- WITHOUT LABELS
  - 300,000
  - 300,000

**PACKETS**

- BAMCNAMC
### Message Sequence

**PHASE I**
- Dehydration
- Infant Special Care
- Breast is Best
- Reheat Foods
- Wash Hands

**PHASE II**
- LITROSOL
  - For Dehydration
  - Available at Center Flag
  - Give to Infants For All Diarrhea
  - 3 oz Bottle Makes a Liter
  - LITROSOL For All Children’s Diarrhea
  - Give During Entire Episode

**PHASE III**
- FEEDING
  - During Diarrhea
  - Instruction on Packet
  - Breastfeeding
  - Litrosol

**PHASE IV**
- Litrosol for all episodes
- Signs of dehydration
- Mix all of packet
- Give with other medicines

**PHASE V**
- Breastfeeding

<table>
<thead>
<tr>
<th>Direct</th>
<th>Indirect</th>
<th>100</th>
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<tbody>
<tr>
<td>73</td>
<td>23</td>
<td>28</td>
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<tr>
<td>160</td>
<td>200</td>
<td>200</td>
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</tbody>
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**Interpersonal**

**Radio**

- **Spots**
  - 4,500
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- **Packets**
  - With Labels
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  - Without Labels
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- **AMC**
  - Breastfeeding 15,000

---

**NOTES**

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WSS USE VERSUS TRADITIONAL TEAS

<table>
<thead>
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<th>Year</th>
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<th>TEAS</th>
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<tbody>
<tr>
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<td>20.6</td>
<td>53.8</td>
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<tr>
<td>June</td>
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<tr>
<td>July</td>
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<tr>
<td>Sept.</td>
<td>18.3</td>
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<tr>
<td>Oct.</td>
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<td>Dec.</td>
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<td>FEB.</td>
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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

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

Mothers who know to bring the Mixing Flyer to enter

Mothers having seen a Mixing Flyer

Mothers who can show their copy of Flyer

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

Note: HEARGT3, TOWINGT3, NEETGT3, PICTRGBT3, SELFGT3, TEACHGT3-BACKGT3. N=874
FIGURE II.6
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Note: HEART3, TOWINGT3, NEETG3, PICTIRT3, SELFG3, TEACHT3-BACKGT3.
N=874
DIARRHEAL DEATHS AS A PROPORTION OF TOTAL DEATHS OF HONDURAN CHILDREN ≤ 24 MONTHS OF AGE IN MATCHED SEASONS BEFORE AND AFTER INTRODUCTION OF LITROSOL.

CHI SQUARE = 9.85
DF = 1
P < .005
COMMUNICATION CONTINUUM

STRENGTHEN NATIONAL CAPACITY
Professional support and training

ADVOCACY

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
Interpersonal
Traditional

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Interpersonal
Interpersonal
Traditional
Traditional

Media
Media
Interpersonal
Interpersonal
Traditional
Traditional
PI — MEDIA / interpersonal

ADVOCACY

HED — INTERPERSONAL / media