

HEALTH PROGRAMMING AND COMMUNITY-BASED RADIO STATIONS IN SUB-SAHARAN AFRICA: AN EXAMPLE FROM ZAMBIA

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Partner Organizations

- ❑ Namwianga Mission
- ❑ Namwianga Radio
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Literature Review

- Community Radio Stations are an important tool in PH and economic development (CIMA, 2007)
- Bertrand and Anhang (2006)
 - ▣ Systematic review of health communication campaigns
 - ▣ Found radio to be effective & cost-effective
- Entertainment Education
 - ▣ Soul City (Goldstein, 2005)

Methodology

- Met with the director of the station, staff members, key gatekeepers
- 103 oral interviews
 - ▣ Demographic information
 - ▣ Radio Listening Habits
 - ▣ Recall of topics from NR and qualitative information

Sample

□ Convenience sample

Site	n=	Male: Female	Mean Age	Mean # Languages Spoken	% married (current)	Mean # children
Namwianga/ Kalomo	45	18:27	36.16	2.44	71.1	3.58
Njambalombe	9	6:10	33.33	2.00	89.9	3.89
Chawila	8	4:4	38.12	1.50	100.0	5.88
Kasukwe	28	18:10	27.54	2.14	57.1	2.04
Nantale	13	7:6	37.92	2.31	69.2	5.23
Total	103	53:50	33.2	2.23	70.9	3.57

Results and Trends

- Overall Perceptions: Incredibly positive
 - ▣ High listening numbers and times
 - ▣ Good recall of health topics
 - ▣ High (reported) behavior change
- Geographic trends (semi-urban → rural)
 - ▣ Listeners in more rural areas listened to the radio more frequently and had generally more positive perceptions of NR.

Radio Listening Habits

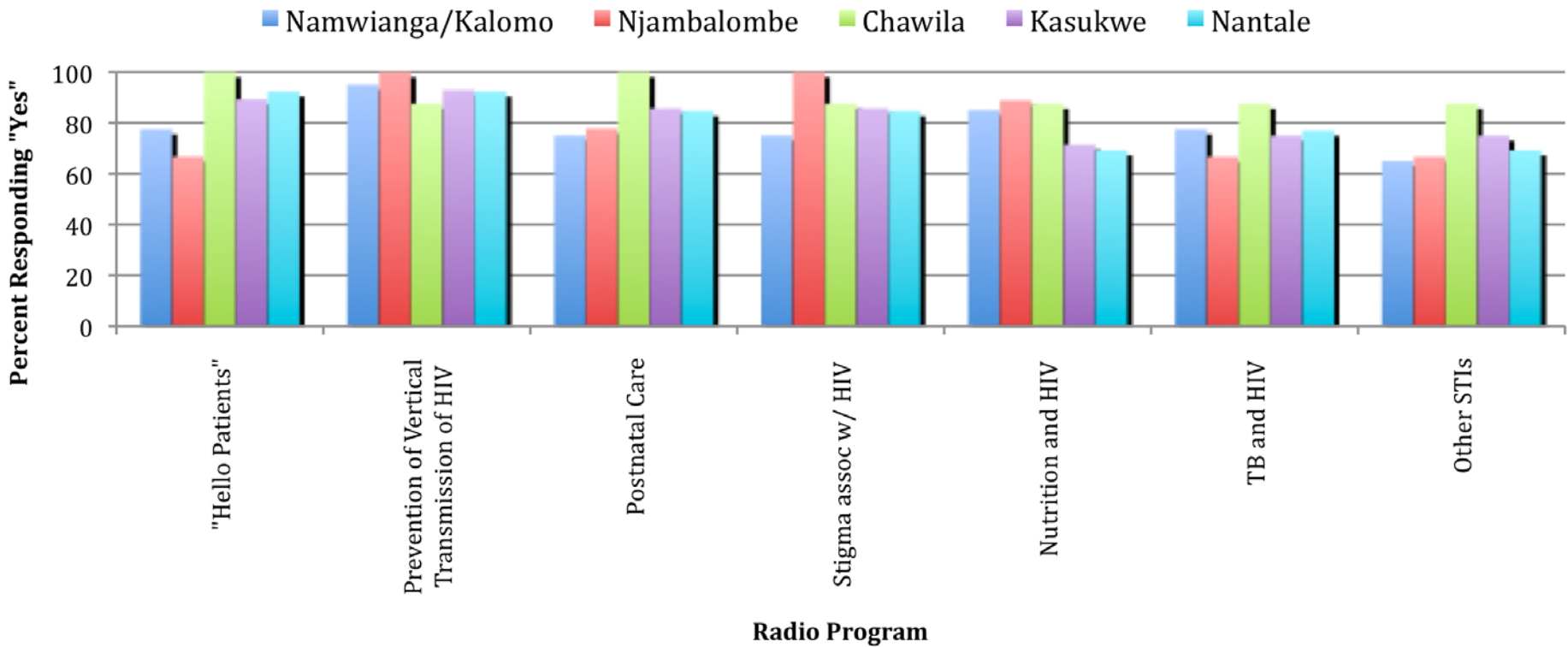
Site	More than 3 hrs/day	1-3 hrs/day	Several Hrs/week	Several hrs/month	Less than several hrs/week
Namwianga/Kalomo	35.6	37.8	11.1	4.1	11.1
Njambalombe	88.9	11.1	0.0	0.0	0.0
Chawila	75.0	25.0	0.0	0.0	0.0
Kasukwe	78.6	14.3	7.1	0.0	0.0
Nantale	83.3	8.3	8.3	0.0	0.0
Total	60.8	24.5	7.8	2.0	4.9

Behavior Change and NR

Site	"Do you find these programs useful?"	"Do you think Namwianga Radio is effective in encouraging you and your family members to be more healthy?"	"Have you changed any behaviors because of what you have heard on Namwianga Radio?"	"Have you passed any information that you learned to any friends or family members?"
Namwianga/Kalomo	100.0	97.5	85.0	76.19
Njambalombe	100.0	100.0	100.0	100.0
Chawila	100.0	100.0	100.0	87.5
Kasukwe	100.0	100.0	100.0	100.0
Nantale	100.0	100.0	100.0	84.62
Total	100.0	98.97	95.83	89.78

Health Topic Recall

Recall of Health Programs by Site



Qualitative data

- “I used to be afraid to get tested [for HIV], not I am not afraid. I just came from getting tested”
- “You should not fear people with AIDS and you should make positive people feel [better].”
- “I decided to not have so many girlfriends”; “I don’t sleep around as much”
- “I now can protect myself from HIV.”

Limitations

- Sample size
- Age of population vs. age of sample
- Translation difficulties
- Survey
 - ▣ Reported behavior change
 - ▣ Recall vs. knowledge
- Cultural Norms

Recommendations

- Improve infrastructure to decrease transmission outages
- Increase hours of broadcast
- Increase overall time spent on health programming
- Implement further entertainment education

Conclusions

- Namwianga Radio
 - ▣ Strong listenership within the community
 - ▣ Effective in communicating health information
 - ▣ Could make improvements by expanding health programming content
- Implications for other health comm. initiatives
 - ▣ CRS have potential to improve overall health knowledge of a community
 - ▣ A CRS might be an effective tool for transmitting health messages in rural areas with hard-to-reach populations

References

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