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
- Zambia Medical Mission
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**

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

<table>
<thead>
<tr>
<th>Site</th>
<th>More than 3 hrs/day</th>
<th>1-3 hrs/day</th>
<th>Several Hrs/week</th>
<th>Several hrs/month</th>
<th>Less than several hrs/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Namwianga/Kalomo</td>
<td>35.6</td>
<td>37.8</td>
<td>11.1</td>
<td>4.1</td>
<td>11.1</td>
</tr>
<tr>
<td>Njambalombe</td>
<td>88.9</td>
<td>11.1</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
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<tr>
<td>Chawila</td>
<td>75.0</td>
<td>25.0</td>
<td>0.0</td>
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<tr>
<td>Kasukwe</td>
<td>78.6</td>
<td>14.3</td>
<td>7.1</td>
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<td>0.0</td>
</tr>
<tr>
<td>Nantale</td>
<td>83.3</td>
<td>8.3</td>
<td>8.3</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>60.8</strong></td>
<td><strong>24.5</strong></td>
<td><strong>7.8</strong></td>
<td><strong>2.0</strong></td>
<td><strong>4.9</strong></td>
</tr>
<tr>
<td>Site</td>
<td>“Do you find these programs useful?”</td>
<td>“Do you think Namwianga Radio is effective in encouraging you and your family members to be more healthy?”</td>
<td>“Have you changed any behaviors because of what you have heard on Namwianga Radio?”</td>
<td>“Have you passed any information that you learned to any friends or family members?”</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>-------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Namwianga/Kalomo</td>
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<td>97.5</td>
<td>85.0</td>
<td>76.19</td>
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<tr>
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<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Chawila</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>87.5</td>
<td></td>
</tr>
<tr>
<td>Kasukwe</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Nantale</td>
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<td>100.0</td>
<td>100.0</td>
<td>84.62</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
<td><strong>98.97</strong></td>
<td><strong>95.83</strong></td>
<td><strong>89.78</strong></td>
<td></td>
</tr>
</tbody>
</table>
Health Topic Recall

Recall of Health Programs by Site

- "Hello Patients"
- Prevention of Vertical Transmission of HIV
- Postnatal Care
- Stigma assoc w/ HIV
- Nutrition and HIV
- TB and HIV
- Other STIs

Percent Responding "Yes"

Radio Program
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


Hamby E. Personal Communication. In: Lawrence J, Oral communication ed2011