

Promoting Rational Drug Use in the Community

Mass Media

Mass media

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Objectives of module

- Appreciate different kinds of mass media and how they can be used
- Critically assess advantages and disadvantages of using mass media to promote rational drug use
- Understand how to develop mass media strategies to promote rational drug use

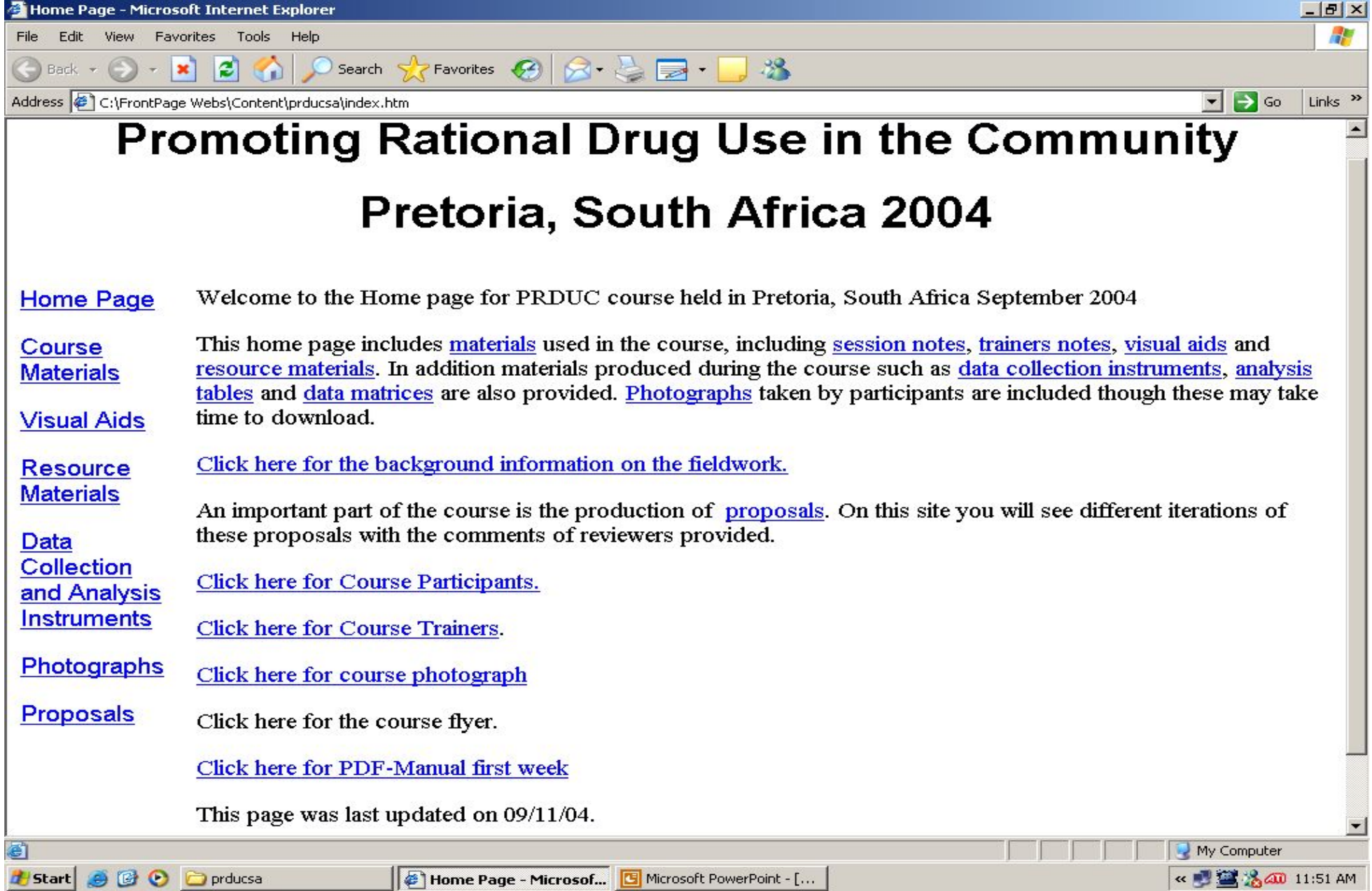
Six basic questions



Types of mass media

- Radio
- TV
- Newspapers and large circulation magazines
- Billboards
- People
- Internet





Advantages of mass media

- Reaches many people quickly
- Low cost per person reached

Can be used to:

- Tell people about new ideas and services
- Agenda-setting and advocacy
- Create a favourable climate of opinion

Disadvantages of mass media

- Difficult to make specific to local community
- Fixed message
- Can be easily misunderstood
- Access often difficult
- Lacks feedback F to F

MM is less appropriate for:

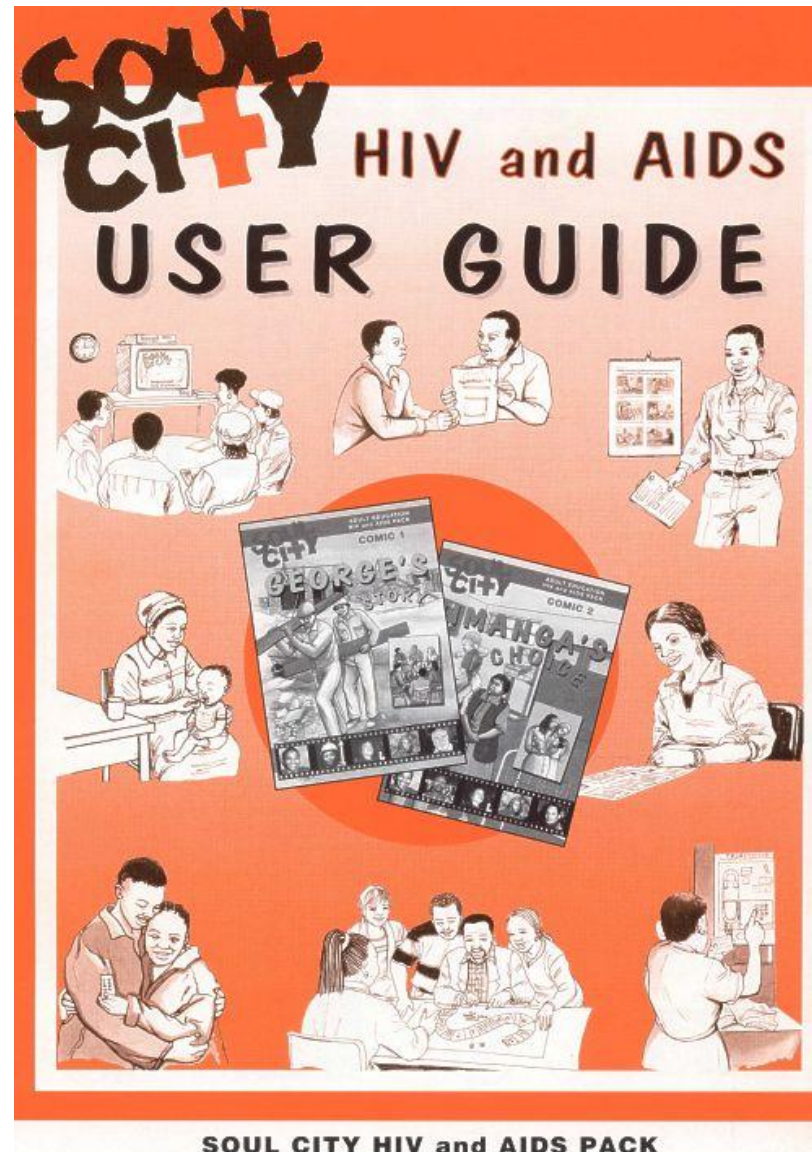
- Changing behaviours rooted in culture or reinforced by social norms
- Developing skills of informed decision making
- Promoting empowerment
- Learning practical skills

Type of mass media opportunities

- news and features
- magazine programmes
- drama
- documentaries
- quizzes
- chat shows
- announcements
- jingles
- advertising

Soul City

An integrated communication programme that uses radio, TV drama, print, face to face, training, policy advocacy, networking.



How can we use mass media?

- What's the objective of the media campaign?
- Who is the audience?
- What's the content? (key message?)
- How can we evaluate it?



What mass media do people have access to?
What do they read/listen to?
What are their favourite programmes?
When do they listen/watch programmes?
Who are credible sources on the mass media?

Activity 1: convincing the media editor

- Decide which mass media you want to use, and how
- Decide what key point from your research you want to use as the main message for your media activity
- Decide how to sell that idea to the editor/producer
- Prepare a 5-minute presentation that will convince the editor to work with you on this

Summary

- Health issues can be introduced in a range of different mass media and in different ways
- Combining different types of mass media and mass media with other communication approaches is likely to be more effective
- Identifying which media are used by which audiences is important
- Be clear about what you want to evaluate and how you will do it