Promoting Rational Drug Use in the Community

Mass Media

Mass media

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



Mass media





Types of mass media

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







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Home Page	Welcome to the Home page for PRDUC course held in Pretoria, South Africa September 2004
<u>Course</u> <u>Materials</u> <u>Visual Aids</u>	This home page includes <u>materials</u> used in the course, including <u>session notes</u> , <u>trainers notes</u> , <u>visual aids</u> and <u>resource materials</u> . In addition materials produced during the course such as <u>data collection instruments</u> , <u>analysis</u> <u>tables</u> and <u>data matrices</u> are also provided. <u>Photographs</u> taken by participants are included though these may take time to download.
Resource Materials	Click here for the background information on the fieldwork.
Data	An important part of the course is the production of <u>proposals</u> . On this site you will see different iterations of these proposals with the comments of reviewers provided.
Collection and Analysis Instruments	Click here for Course Participants. Click here for Course Trainers.
Photographs	Click here for course photograph
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Mass media





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

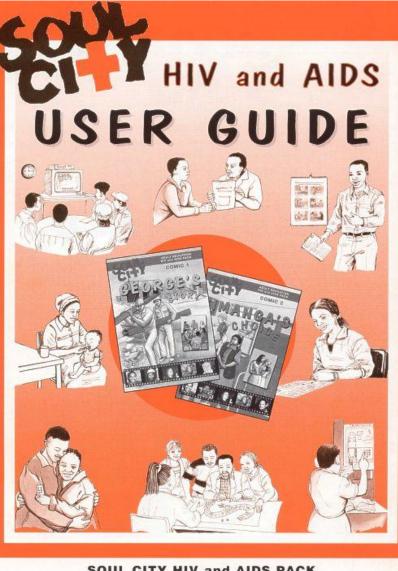
Mass media





Soul City

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



SOUL CITY HIV and AIDS PACK





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

