#### 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  |
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| <u>Course</u><br><u>Materials</u><br><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<br>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<br>and Analysis<br>Instruments  | Click here for Course Participants. Click here for Course Trainers.  |
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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

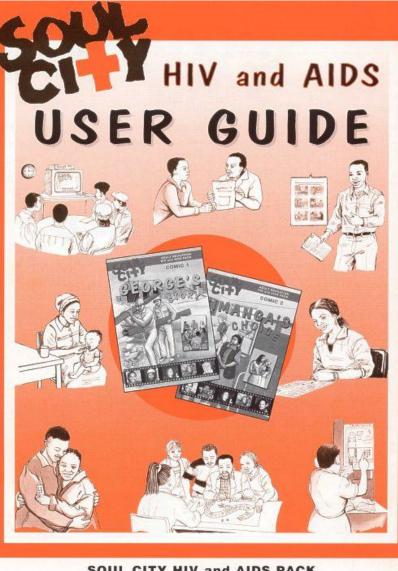
Mass media





### 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

