

Contribution 1:

Dear Tim, Srdjan...

This forum is very interesting for me and I hope that I will manage to be active in future.

I think that games and new media are very good communication canal for behavior change. I know for two games about HIV or condom promotion. One of them was made by Durex and second is amatory product (the first one is much better). The people in my environment and the one that I work with think this is good idea.

We could make an interactive test or something like that. One idea is to make a Bluetooth place in popular public square where people can receive some educative messages (melody, video clip, pictures, etc) in there own sell phone.

Of course I agree with Tim about terminology.

We have to separate very clear what is behavior change and what is knowledge change. For example, in Serbia 94% young people know how they can to infect with HIV, 95% know how to protect, but JUST 34% young people use condom. They receive knowledge by media but as we can see that are not enough. Behavior change is more complex process and longer. First, media is very active on HIV/AIDS theme in period about 1. December. Way which we use to send messages to young people should be adapt to young people. Better option is that they make that messages on there own. Feedback is very important but media have a problem with that. We can manage to improve interactivity by using available canal. Those are things that youth like, such as SMS or internet.

I agree that young people use and understand the media better than older generations but we have to find the way to adduce media to older generations. Young population gets their own first knowledge from their parents and this knowledge is the strongest. We should insertion older population (parents) in our second target groups and make media structure for them.

Till the next time...

All the best and I hope see you soon
Vojkan
Y-PEER Serbia

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Contribution 2:

Tim,

Thanks so much to you and the organizers for this exciting opportunity to exchange ideas about such an important topic.

I work with several colleagues at Peace Corps interested in strengthening and highlighting Volunteer use of media/ICTs for health education.

As the information and communications technology (ICT) specialist in Peace Corps Washington, D.C., I would certainly include "interactive" media, such as computers (e.g., CD-ROMs), Internet, telephone "hotlines" and cell phones as "newer" media platforms which can support and combine the use of "traditional" media platforms for delivering health education content. I imagine as this discussion forum continues, we'll have plenty of opportunities to share our knowledge of various products/activities which fall in these areas.

Tony Bloome

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Contribution 3:

Hi,

I have to send some reactions to this. As regards electronic media, I think pop up messages or images on prevention will be very useful after all these messages do come up on irrelevant issues. So why not make it more relevant now. Regular messages on IPODs, cell phones from service providers will also be helpful addressing HIV prevention with focus on women or girls.

Movie companies could also get involve by using that medium to pass on game or messages on prevention. I think communication is different from media. Communication can be passed on in different ways and media is just one of the ways and the focus now is on media. I think mass media campaign works more if it is the peers that are used for campaigns. Youths are pretty much influenced by peer pressure and outside world rather than family settings or morals thought in schools. It will make more sense for a youth to see another youth talk about issues relating to them using their style of language.

Otherwise it will be seen as information coming from an outsider, which has to be resisted. I agree that youths use the media more than old people. They can't be denied access to that or prevented from using them so why not meet them with prevention messages at where they are, exploring all the type of media they use. But such messages should be specific to their needs not just the general population otherwise they will not get it or might misunderstand.

Thanks
Nancy

Nancy Bolima [nancyakwi@yahoo.com]

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Contribution 4:

learning through media is obvious and can help with behavior change among youth especially cause they are the one utilizing these kind of media resources.....as a behavior change specialists has said that behavior change can only be effective if we give someone or some body *six hits per day* through different forms of media.

on the other hand what you've mentioned was right cause different kinds of media will be evaluated differently and will

Jeff Malmangrou [jeffmals@gmail.com]

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Contribution 5:

Sorry, I've arrived at the discussion a bit late today with my comments, but I just read this and found one question in particular very engaging.

You wrote: "...we should discuss a bit how/if learning through media can effect behavior change... it's notoriously difficult to measure the impact/effectiveness of media initiatives on behavior change especially on a macro level. Am I right? wrong? What evidence exists that mass media campaigns work? What can we extrapolate from local evaluations? And...is it essential that we measure impact and effectiveness if we did our pre-production homework?"

I do believe it is important to measure impact and effectiveness, for two reasons. The first reason is purely economic-- it's easier to find and maintain funding for initiatives that have a measurable/demonstrable impact (the success metric of an initiative may be impact in terms of behavior change or simply in terms of raising awareness among a certain number of target audience members). The second reason is one of honing campaigns and delivery-- measuring a campaign against a set success metric will help media producers to redesign and improve existing campaigns for added reach and effect, and design future campaigns. I don't think simply doing "pre-production homework" is enough. Pre-production assessments are important to set up the success metric but you need to look at reach and effect during and after the campaign, as well, to fully understand the campaign design and ultimate impact.

You are right that it is difficult to measure impact/effectiveness (it's easier to measure/quantify the number of people reached by a campaign as opposed to behavior change-- see, e.g., Breakthrough.tv, which runs a campaign called "What Kind of Man Are You?" in India, regarding a woman's right to have her sexual partner wear a condom towards HIV prevention-- Breakthrough reaches 280 million people in India through this campaign). But I believe there does exist evidence that media campaigns effect behavior change, or at least action. For example, one of my clients, Global Grassroots, is a co-producer of the documentary The Devil Came on Horseback, about the Darfur genocide. At the SXSW festival this year, Global Grassroots threw its efforts behind the Sudan divestment campaign then in consideration before the Texas State Legislature. It used its screening of the film as a platform for the divestment campaign and asked its audience members to sign letters to state senators in support of divestment. The audience members did sign-- and the measure passed. Obviously, there were other factors in play that led to passage, but we can draw a direct line from media to action to outcome. (Global Grassroots plans to do this at most of their US screenings where measures are still up for consideration.) This isn't necessarily a mass media campaign in the sense that you've used it, but it is a social change campaign using media as a tool of awareness and a call to action.

Per the first email, I think I have to introduce myself?: I am an independent consultant based in New York City, working with for-profit and non-profit concerns that promote positive social change. I advise on strategic planning, operations and organizational management, outreach campaigns, communications, program development, and fundraising and business development. A graduate of the New York University School of Law, I have worked as a practicing attorney, writer and editor before embarking on my current practice, towards strengthening capacity and systems for organizations that promote positive social change, and towards using the arts, media and new technologies as tools for strategic outreach and development.

Thanks, Lina Srivastava

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Contribution 6:

Dear Tim,
My name is Sophie Mosko and I am a Communications and Advocacy Officer for Save the Children Sweden. I am based in Addis Ababa, Ethiopia but I cover pan-African communication issues for the organization.

I want to refer to your third question: * Young people use and understand the media better than older generations, and they are more likely to learn life-saving SRH messages from popular media than elsewhere. Do you agree?

According to interviews with children, it seems they prefer to get their messages on SRH from the media. In our context, it is not judgmental and it is less 'embarrassing' for the children.

One issue we are really facing though is how to target young children. Research has shown that children are becoming sexually active at much younger than 15 years old. In South Africa, 10% of 10 year olds have had sex and 30% of 13 year olds have had sex.

Where early and forced marriage are the norm, it is very common for children of 11- 14 years old to be sexually active yet there is hardly any resources or media targeting these young children. Adults are scared to talk about 'sex' with young children but we are blind because these young children are sexually active. How can we tackle that in the media?

Cheers,
sophie

Sophie Mosko [sophiem@ecaf.savethechildren.se]

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Contribution 7:

My name is Maureen Murphy Richardson. I'm working in China for Family Health International as a Senior Program Officer. My question is about the use of cell phone platforms for reaching migrant and mobile people, has there been any research on effectiveness of giving health messages via SMS? I just read that twice as many Chinese own cell phones as do Americans. Also with a country full of only children they have created an "on-line" lifestyle. Has anyone created an MTV equivalent on the net?

Thanks,
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Contribution 8:

1. hi Tim, i share in your opinion, i think media and communication are different things altogether. with communication, someone encodes information and sends it to the receiver who decodes it and understands it and give the sender a feedback. while media is the tool which is used to communicate.

2. well for gaming, i think there is surely a way to make it help in HIV prevention. i think it will be good for us to get experts in those area. also, because young people are interested in it, it will surely help 3. For the media s impact on bahaviour change, there is a big problem, you know, naturally it is very difficult to change people behaviour. i think what can be done is how the message is packaged. we have to know that we cannot classify all young people under one umbrella. we therefore have to know the type of media to use to reach young people at a particular time. we should also visit the people involved and directly interact with them.

We also have to constantly monitor after the information has been sent. also those who preach about these messages should also do what they preach.

The message has to be repeated several times to constantly remind people.

4. Mass media campaigns work a lot. no doubt about that. there was a time the youth radio programme we have here was not aired because of commentary. you cant imagine the number of calls we received. this shows that people were really listening to us and they could not do without our programme 5. young people use and understand the media than older people is not entirely true. the world is developing very fast and there may be things that young people will know that adults will not know. it is important for socialisation to go on and for young people to collaborate with adults in working in the media. i beleive we are changing the world with young people but there are things that must be learnt from the older generation. He who feels it can tell his story better. can know about the MTV Staying alive, and how can you work with my group

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Contribution 9:

Dear all

From Côte d'ivoire, I'm 23 years old. I would like to give my contribution about the following question:

* Young people use and understand the media better than older generations, and they are more likely to learn life-saving SRH messages from popular media than elsewhere. Do you agree?

I will base myself in the practice in my community. I have remarked that young people are more accessible in media but specially TIC like internet. Older generations, like reading newspapers instead of using TIC. So it depends on the tools used to learn more about news.

Concerning, the learning of life saving SRH messages from popular media than elsewhere is right!

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Contribution 10:

Thank you for setting the stage for these discussions. I am responding to your statement and question below.

One colleague on this forum suggested that we use the word 'communication' instead of 'media' but I disagree. They are very different, in my mind. Communication describes the process of exchanging information. Media are *tools* that enable that information exchange and I hope we stay focused on what those tools are and how they can best be used to enable better and broader communication.

* What do others think about this nuance?

I agree with you. Media is the channel through which we communicate ideas and messages. The media we use must be interesting, appropriate and friendly to deliver the message and provoke reactions from the recipients.

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Contribution 11:

Dear colleagues,

A few participants mentioned that perhaps we should concentrate on using non-electronic forms of media in resource-poor settings, as people may not readily have access to the Internet or mobile phones. However, I slightly disagree from this viewpoint. Although I think that our behavior change campaigns should utilize all different types of media (theater, email, etc.), I think that starting electronic media campaigns early - before a particular medium is completely saturated is a smart strategy for advanced planning.

For example, Y-PEER initiated its website and other online resources some 6-7 years ago, when experts were arguing that most areas of Eastern Europe and Central Asia do not have fast Internet connection and computers are not readily available. It took a few years for Y-PEER to develop its website and make sure that the system and infrastructure was in place (in fact, this is an ongoing process to this date) and in that time period the use of computers and the Internet exploded in target countries. Now, we have a fairly well known, well developed online tool - and an audience ready and able to access it. Had we waited to start producing the website until everyone had access to the Internet, we still would not be using this powerful medium.

Thanks

Sasha

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Contribution 12:

Srdjan Stakic

Thanks for taking painstaking hilarious job of communicating with the fellow participants. As you have asked for information and " to share a bit about yourselves to send us your biographies – feel free to include any information you may want the Forum to know about you, "

M. SALEEM ULLAH,

1. ADVOCATE, SUPREME COURT OF BANGLADESH, APPELLATE DIVISION (APEX COURT OF THE COUNTRY) M.A., IN JOURNALISM AND LL.B FROM COLLEGE UNDER DHAKA UNIVERSITY.

2. As a practising Advocate worked as Court Reporter of Bangladesh Observer and then as Supreme Court Reporter of the Independent and the daily Star, English language news papers of Bangladesh/ 3. Former Seceretary General of Al-Falah, Bangladesh a Non-Governmental Organization working with the so-called Stranded Pakistanis, in the slum area popularly known as Geneva Camp of Mohammadpur, Dhaka.

4. Secretary General of Assocaition for Constituttional Advancement of bangladesh (ADCAB), filed may cases as Public Interest Litigation (PIL) oncluding illegal eviction

by local goons of the brothel know as "Kandu Patti" with some other Advocates viz., Mr. M.I. Farooqui, Mrs. Sultana F.

Nahar (the petitioner-Advocate).

5. Participated in VI - ICCAP held in Kualalampur, Malaysia.

6. Aged about 56 years and performed Hajj in 2006.

I think this is enough for a biography at least for the day.

Thanks once again for initiating a good start and also for mentioning my country's name. In fact we in Bangladesh for obvious reason look this issue as taboo and as I am concern I feel our government is yet to come up to a stander both in terms of legal frame work and the social awareness.

The religious leaders and the opinion leaders of the remote village are immense source to reach the people who have not yet seen a Television.

Regards and thanks once again to all the facilitators who are contributing their time and energy to make this a success.

Saleem.

Muhammad Saleem Ullah [saleemullah2005@gmail.com]

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Contribution 13:

Tim Thomas

You have put the question as to "How can we change the behavior of profiteers so that they are motivated, from a profit-making perspective, to be proponents of the SRH goals that guide our work?"

The answer is also the same if we can make them understand that their action is " profit-making perspective" only then they will look to the SRH goals and in the process they will be 'proponents of the SRH goals that guide our work'

This is what I understand to be right answer, is there any one who can come up with a better reply?

Regards.

Saleem.

Muhammad Saleem Ullah [saleemullah2005@gmail.com]

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Contribution 14:

Hello,

I am following the discussion from a little bit behind, i hope it does not matter much. :)

Wednesday, March 28, 2007

This is Meri Izrail, from Istanbul, Turkey. I am the Coordinator of Reproductive Health Peer Education Project run by the Community Volunteers Foundation, one of the largest youth NGOs in Turkey. Also, I am one of the Y-PEER Focal Points in my country. I have studied political science and international relations and had my MA degree in European Political and Administrative Studies. Not quite related to SRH, nor to communications, but life is full of surprises, isn't it?

:)

I would like to reply to the second question, concerning our satisfaction with the engagement of media in the promotion of SHR.

Observing the printed or broadcasted media (TV, radio etc.) in Turkey, I can say that prevention is understood mostly in negative terms. That is to say, the journalists, producers etc., when they see themselves responsible as promoters of healthier life styles -which is rarely the case- they will almost always choose the negative images and prefer to scare people from doing "wrong". In doing so, they will not hesitate to publish images or information that disclose the identity of affected persons. So much so that one even thinks if it would be better were the media not involved at all in SRH issues. Hence, no, I am not at all satisfied with the involvement of media in the promotion of behaviour change related to sexual and reproductive health.