Health Access and Information

Research and Resources to Support Health Communication and Access

Identifying Health Information Needs in Tanzania [1]

This new AudienceScapes survey report focuses on how people of different social groups in Tanzania consume, share and assess information on key health issues including HIV/AIDS, Malaria, Maternal and Child Health. Specifically, the report helps development practitioners to identify health information needs for Tanzanian adults and ways to share such information with key demographic groups.

Featured Content -

New Wireless Pill Phone Study in US has implications for M-Health Globally [2]
A new study proving the effectiveness of mobile phone technologies in relaying medication adherence information from hypertension patients to healthcare professionals in the U.S. has applications globally. If proven successful, scalable and geographically feasible in diverse locations, such applications can potentially transform health care systems through simple use of one’s mobile phones.

AudienceScapes Research Assistant Gayatri Murthy reports.... [2]

**Report: Health Information Gaps in Zambia** [3]

Evidence from the AudienceScapes Survey-The report focuses on how people of different social groups in Zambia gather, share and assess information on key health issues. It showcases how the AudienceScapes survey data can be used by the development community to better target communications and information sharing efforts. Specifically, the report helps development organizations to identify gaps in access to health information for Zambian adults and efficient conduits to share such information with key demographic groups.

Read about access to health information in **Ghana** [4] or **Kenya** [5]


**Hiv/aids information** [7]

**HIV/AIDS Education in Tanzania: Survey Shows Demand for Better Information** [8]
spent on education and health services, HIV/AIDS prevalence rates in Tanzania remain at epidemic levels. But what are the best ways for public health professionals to deliver information about HIV prevention to these populations? Using our 2010 national survey of Tanzanians as a guide, the AudienceScapes team outlines some key guidelines.

The HIV/AIDS Challenge in Mozambique: Who is Most at Risk and How Can We Get More Information to Them

Blog: Indian Soap Opera Takes On HIV/AIDS

Maternal, Infant health and family planning
Case Study: Maternal and Infant Health Programs for Young Rural Women in Ghana

malaria, Diarrhea And Other health issues

Case Study: Targetting Rural Women

Under 30 in Kenya with Malaria Information

Case study Ghana: Targeting Young Women in Rural Ghana with Messages

About Diarrhea
Blog: SMS Project in Uganda Shows Malaria Knowledge Exists, Action

Lacking

[16]

Blog: Text Messages To Boost Immunization In India

[17]

opinion leaders- sharing health information
<<more on Tuberculosis, Measles, Malaria and Diarrhea [18]
AudienceScapes profiles a unique category of individuals who identified themselves as individuals who other people come to “very often” for opinions and advice about health topics. These appear to be relatively well-informed individuals, based on survey results showing that they are generally more active consumers of information than the general population. It can be potentially useful for development practitioners to identify opinion leaders, as they can potentially spread information and influence public opinion.

Ghana Opinion Leaders in Health Issues [20]


Zambia [22] Opinion Leaders in Health Issues [22]

More health blogs
Health workers who serve India’s poor and rural citizens are often poorly trained and have limited literacy. With mobile phones able to display audio and video health information in multiple languages, these workers are in a better position to educate the public about major health issues.

**Text Messages To Boost India’s Immunization** [24]

India’s densely populated state of Uttar Pradesh is enlisting technology in an effort to boost its vaccination coverage as part of a polio eradication and immunization program. Currently, 32 percent of Uttar Pradesh’s population is vaccinated. The World Health Organization has set a global goal for every district within a country to achieve an 80 percent rate of vaccination coverage.

**E-Learning : Rx for Kenya’s Nurses** [25]

Kenya’s newest export is an ambitious electronic learning program for nurses. The program tackles the challenge of training health care workers who may not have access or time to attend in-person nursing classes. It started with computers and, more recently, is employing mobile phone technology to reach more nurses. Nursing students receive health information as text messages on their phones. With thousands trained so far, the e-learning program is equipping nurses – rural Kenyans’ primary care providers -- to respond to emerging diseases.

**The Role of Gender in Media Consumption and Access to Health services** [26]

A-Scapes Research Analyst Hannah Bowen recently delivered a presentation at the Population Reference Bureau highlighting research findings from our **Kenya** [27] and **Ghana** [28] quantitative reports regarding the role of gender in media consumption and access to health services.

**Source URL:**
http://www.audiencescapes.org/health-information-media-communication-access-sharing-ghana-zambia-hiv-aids-malaria-diarrhea-opinion-leaders

**Links:**
[7]
[8]
[9]
http://www.audiencescapes.org/mozambique-aids-communication-information-women-youth-strateg-y-access
[10]
[11]
[12]
[13]
[14]
[15]
[16]
[17]
[18]
[19]
[20]
http://www.audiencescapes.org/country-profiles-ghana-communication-and-development-health-opinion-leaders-health-opinion-leaders
[21]
http://www.audiencescapes.org/country-profiles/kenya/communication-and-development/health/opinion-leaders/opinion-leaders-health-3
[22]
[23]
[24]
[25]
http://www.audiencescapes.org/kenya-nurses-e-learning-internet-health-services-information-amref-dinfin-mulupi
[26]