



For more information
contact

Gayatri Murthy

Email:
murthyg@intermedia.org

Phone: 202-434-2269

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

July 2010

Analysis from AudienceScapes suggests women can be reached by encouraging communal radio listening. To target youth and young adults, development practitioners may have the most success using a combination of radio and some new media.

HIV/AIDS is a major threat to the well-being of Mozambicans, not to mention to the country's economic and social development. Mozambique has one of the highest prevalence rates of HIV in the world. Close to 13 percent of the adult population between 15 and 49 is infected. **Women, youth and young adults are most at risk for contracting HIV/AIDS.**

Analysis from **AudienceScapes** suggests that **radio has the most potential for reaching women, youth and young adults.** To help development professionals craft communication strategies for HIV/AIDS control in Mozambique, the AudienceScapes team analyzed data from the 2009 Mozambique Synovate/Steadman Media Diary Survey on the communication habits of these at-risk groups.

Our findings show that development organizations can target groups of women by encouraging communal listening. One approach that may be effective would involve the distribution of cheap, battery-operated radios which women can listen to in large groups. To target youth and young adults, development practitioners may have the most success using a combination of radio and some new media such as SMS text messages and posting information online.

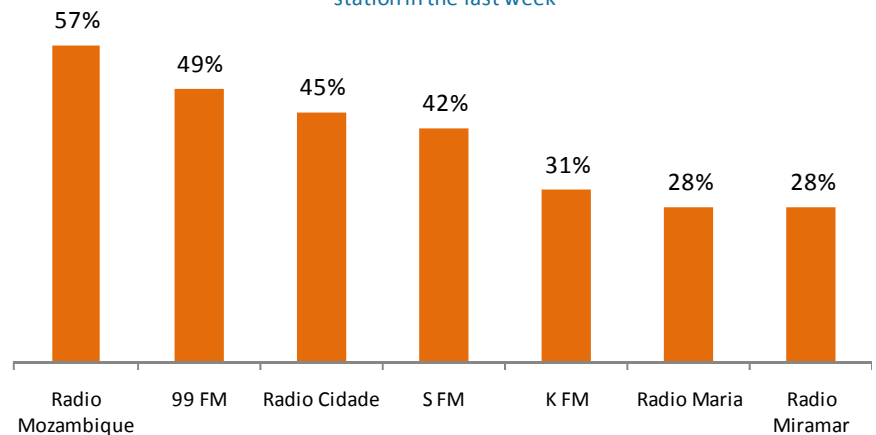
For Women in Mozambique -- Turn on the Radio

In Mozambique, girls and young women are more vulnerable to contracting HIV because they often lack the power to refuse unsafe sex, choose their partners and generally influence sexual behavior. In addition, as a result of economic development and greater tourist activity in the southern and central provinces of Mozambique, women are also more likely to be infected through sex trafficking. Women account for more than half of adults estimated to be living with HIV/AIDS in Mozambique -- 57 percent according to the IMF.

Transmitting information to women in Mozambique represents a challenge. AIDS is most prevalent in the South and Central regions. While these regions are more economically developed than others, women still have limited access to media other than radio. This is because women's access to communication and media devices in Mozambique is linked to their socioeconomic status. Women have much lower literacy rates than men. This in turn translates into less financial freedom and thus more limited access to media devices independent of the male members in their households. Women also show lower newspaper readership than men, lower internet use and a lower use of SMS text messages. Television viewership, especially cable and satellite television, is still limited to urban areas, and may not be the best way to target messages to women. Radio is the only option.

Chart 1 Listenership for Women in Southern Mozambique

Percent of those radio listeners who said they listened to this radio station in the last week



Mozambique 2009, Media Diary Data, survey of adults, (15+, +), n = 305 weekly radio listeners in the Southern Provinces

The data from the media diary survey also showed that **women who listen to the radio weekly are more likely than men to listen "at another household"** (32 percent versus 25 percent of men). Also, when listening to the radio, women are less interested than men in political news and are more likely to prefer radio stations that broadcast in their vernacular languages or informative international broadcasts.

Need for Interpersonal Communication

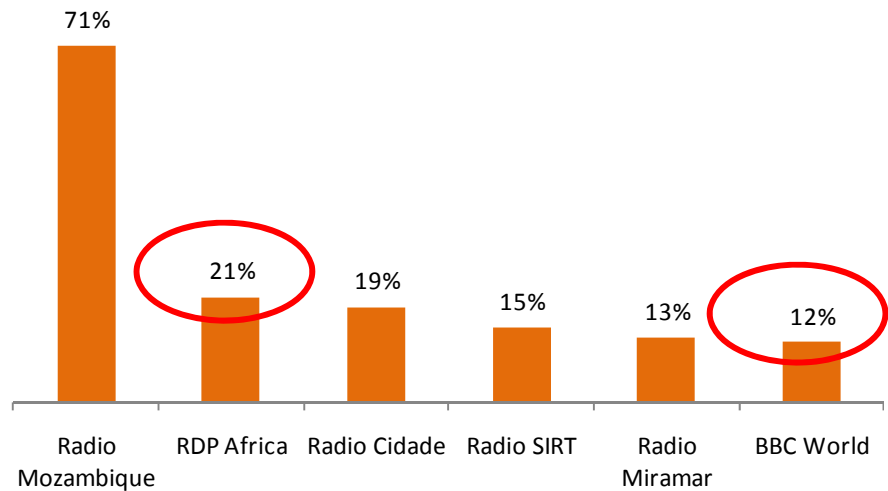
While it is important to disseminate information via radio stations that women are most likely to listen, it must be coupled with more direct and interpersonal communication. **Local programming featuring informative and educational programs that use drama and music performed in local languages or transmitted through community radio stations may also be effective.**

Which radio station will be most effective at reaching women depends on the region. Southern Mozambique receives several private radio stations in addition to the dominant state-run Radio Mocambique. In addition to listening to Radio Mocambique, women report higher listenership than in other regions for a wide variety of entertainment-based private channels such as 99 FM, Radio Cidade, S FM and K FM (see Chart 1).

More women than men listen to Radio Maria, a religious radio station. In central Mozambique, along with Radio Mocambique and Radio Cidade, the international stations Rádio e Televisão de Portugal and BBC are also somewhat popular with women, as are private stations like Radio SIRT and Radio Miramar (see Chart 2).

Chart 2 Radio Listenership For Women in Central Mozambique

Percent of those radio listeners who said they listened to this radio station in the last week



Mozambique 2009, Media Diary Data, survey of adults, (15+), n = 277 weekly radio listeners in Central Provinces

For Youth and Young Adults – Use Entertainment Radio and New Media

The majority of new HIV infections occur among those under the age of 29. In addition, according to the “Report on the Global AIDS Epidemic” by the United Nations, the levels of HIV/AIDS awareness among youth in Mozambique were not as high as those in many other African countries.

For youth and young adults (defined as between 15-24 and 25-34), the communication strategy needs to be multi-layered. **Like all Mozambicans, they listen to radio as their primary information medium, but they also show higher than average internet use and are more likely than older Mozambicans to send text messages, read newspapers online and listen to radio via their mobile phones.**

Any communication initiative must also consider youth and young adults’ attitudes toward radio. Sixty-two percent of the population between the ages of 15-24 said they prefer “more music, less talk” on the radio. Those between 15-24 and 25-34 are least likely (compared with other age groups) to be interested in political news and broadcasts or shows in vernacular languages. Instead, their preference for international broadcast stations is higher than the national average.

These attitudes are reflected in their listenership as well. In southern Mozambique, those between the ages of 15-24 have **higher listenership for private entertainment stations** such as 99 FM, Radio Cidade, S FM and K FM than for state-run Radio Mocambique. Radio Mocambique has a stronghold in central Mozambique; while religious Nova Radio Paz

and international broadcasters Rádio e Televisão de Portugal and BBC compete for listenership. Radio Cidade, state-run radio broadcasting from Maputo City and aimed at youth, is popular in the South as well as in Central Mozambique.

To target youth and young adults, a combination of mostly entertainment-based radio and new media can be used. New media strategies would include SMS text messages and posting information on newspaper websites.

The AudienceScapes project (www.audiencescapes.org) is aimed at bridging knowledge gaps about media preferences, personal communication habits and the use of information and communication technologies (ICTs) in Africa and in other developing regions. It is also a tool for identifying needs in media, communication technologies, development information and development policy.

The project's name refers to the benefits for development organizations of understanding the changing communication preferences and needs of their 'audiences'—the target populations and policymakers whom they are trying to support. Launched in April 2009 with support from the Bill & Melinda Gates Foundation**, AudienceScapes comprises four main elements:

National quantitative surveys looking at (1) the general population's access to and use of media, access to and use of information and communication technologies (ICTs), and word-of-mouth communication habits; and (2) how these factors affect people's acquisition of knowledge about key development topics. Pilot projects are taking place in Ghana, Kenya and Zambia.

In-Depth Interviews with policymakers to find out how they gather, assess, share and disseminate critical information related to development topics, and find out how global development partners can play a constructive role in this process. The interviews were begun in the same three African countries.

The AudienceScapes website which provides access to the program's analytical reports as well as the quantitative survey data. The website also has detailed "Country Communication Profiles" of several countries in multiple developing regions, plus other resources for development practitioners working in communication, media development, technology development and policy dialogue.

Custom Research and Analysis for organizations and companies in need of reports catering to their specific research needs.

For more information, contact us at audiencescapes@intermedia.org.

InterMedia (www.intermedia.org) is a nonprofit research, evaluation and consulting company with expertise in media, communications and development. We creatively equip clients to understand audiences, design projects, target communications and gauge project impact in developing and transitional societies worldwide.

****The findings and conclusions of the AudienceScapes research project are those of InterMedia and do not necessarily reflect the positions or policies of the Bill & Melinda Gates Foundation.*