

AudienceScapes

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The Health Information Landscape Comparing Ghana, Kenya and Zambia



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Innovative research – launched in Africa, applicable worldwide
In-depth analysis on media use, information flows and communication habits in developing countries

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Sources Of Health Information

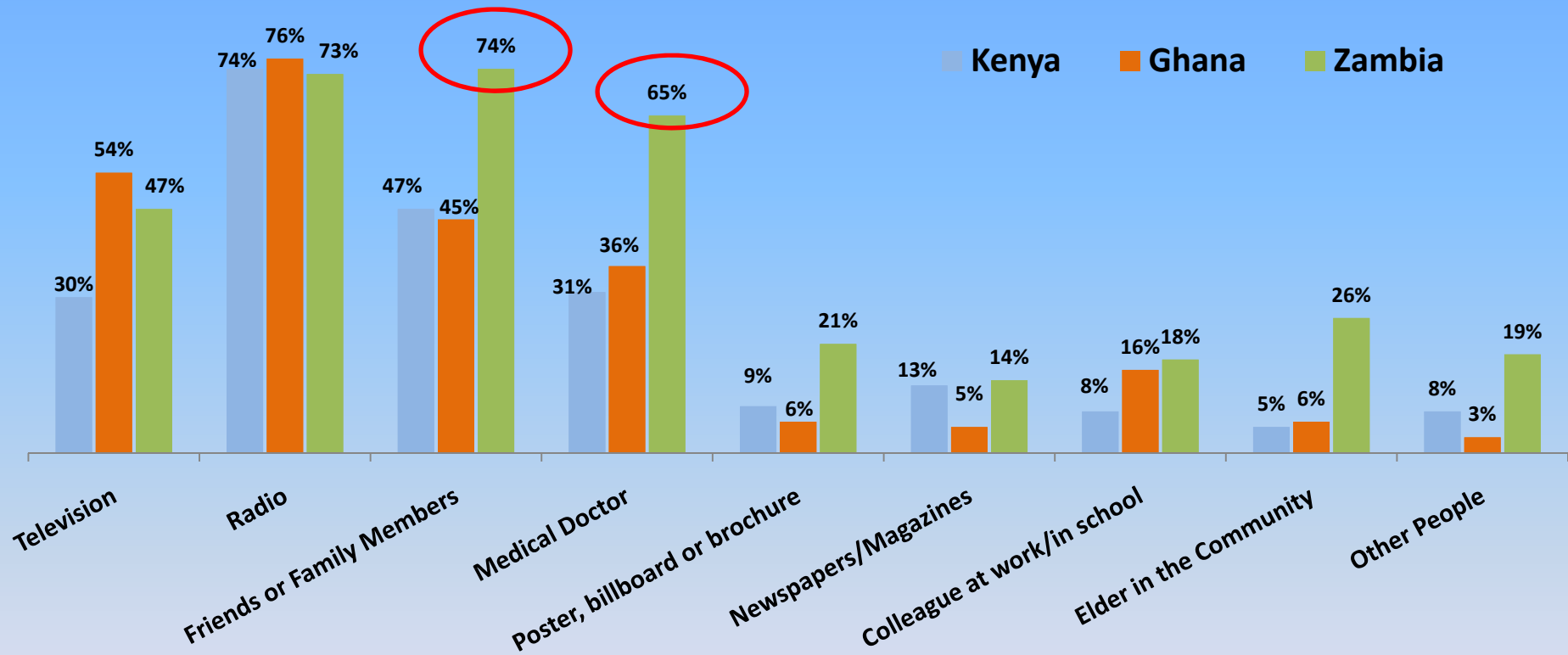
We asked our respondents from Kenya, Ghana and Zambia about typical sources of information regarding four health issues- Malaria, HIV/AIDS, Maternal and Infant Health and Diarrhea. Following are the typical sources of information

- Television
- Radio
- Poster, billboard or brochures
- Newspapers/Magazines
- Internet
- SMS
- Friends or Family Members
- Colleague at work/in school
- Medical Doctor
- Traditional Healer
- Elder in the Community
- Other People

THE FOLLOWING CHARTS SHOW WHICH SOURCES PEOPLE IN GHANA, KENYA AND ZAMBIA ARE USING TO GET INFORMATION ON THE HEALTH TOPICS LISTED IN THE PREVIOUS SLIDE.

Sources Of Information About Malaria

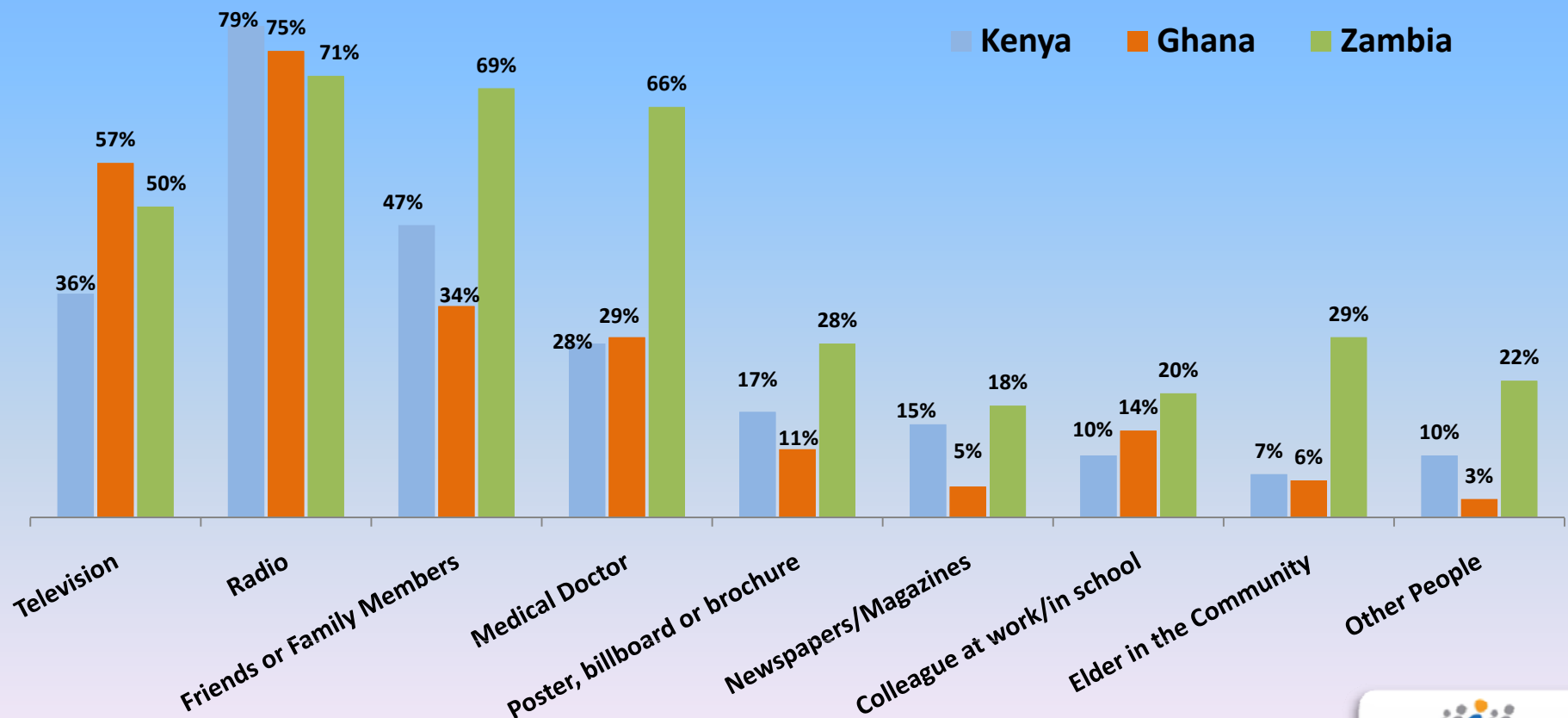
Share of respondents who said they typically use the following as a source of information about Malaria



Base: n = 2000 for Kenya, n = 2051 for Ghana, n = 2000 in Zambia, 15+, 2009 - 2010

Sources Of Information About HIV/AIDS

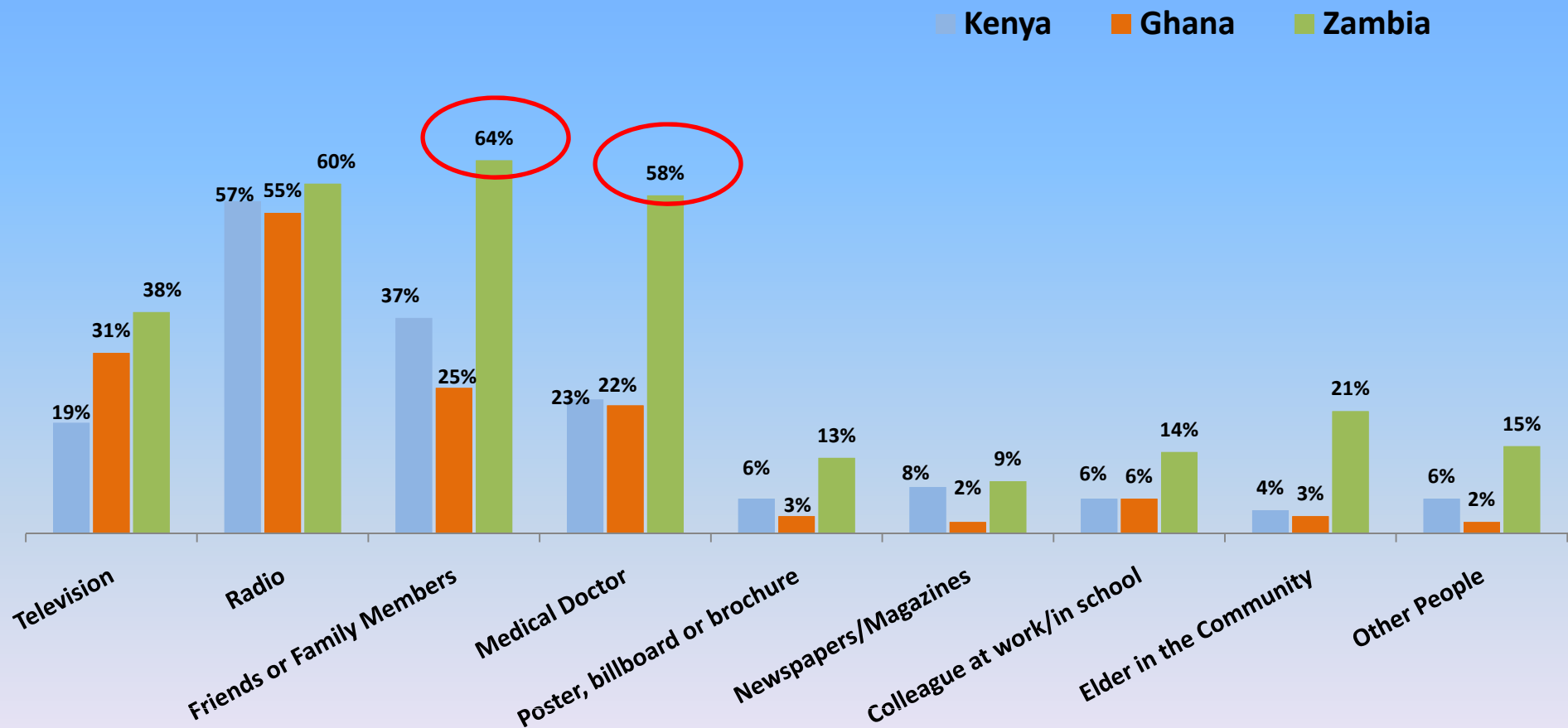
Share of respondents who said they typically use the following as a source of information about HIV/AIDS



Base: n = 2000 for Kenya, n = 2051 for Ghana, n = 2000 in Zambia, 15+, 2009 - 2010

Sources Of Information About Diarrhea

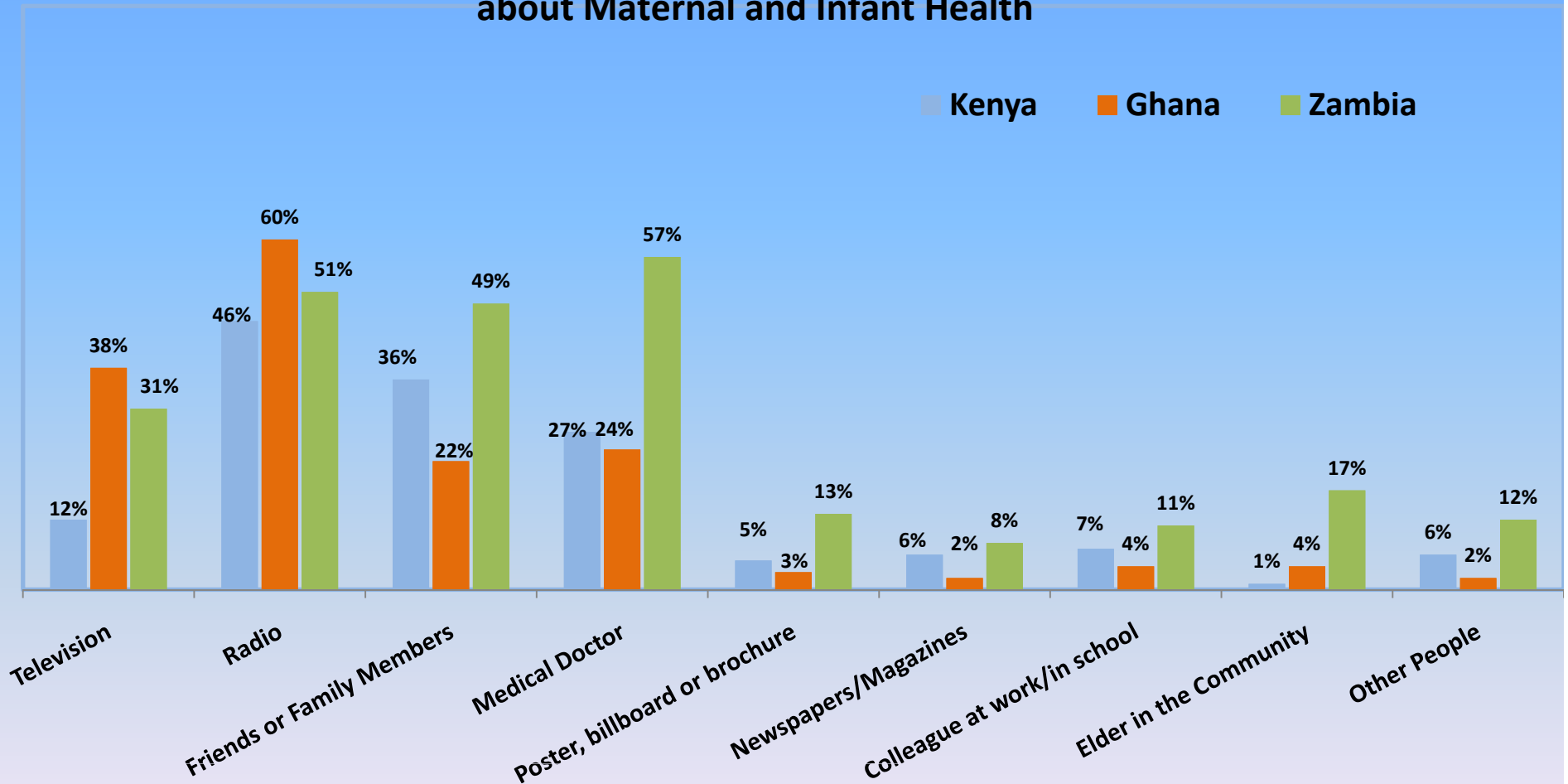
Share of respondents who said they typically use the following as a source of information about Diarrhea



Base: n = 2000 for Kenya, n = 2051 for Ghana, n = 2000 in Zambia, 15+, 2009 - 2010

Sources Of Information About Maternal and Infant Health

Share of respondents who said they typically use the following as a source of information about Maternal and Infant Health



Base: n = 2000 for Kenya, n = 2051 for Ghana, n = 2000 in Zambia, 15+, 2009 - 2010



**THE FOLLOWING SLIDE SUMMARIZES
RESPONDENTS' LEVEL OF TRUST IN
VARIOUS SOURCES OF HEALTH
INFORMATION.**

Trust in Sources of Information For Health Issues

Share of respondents who think the information about health issues provided by the following is “very trustworthy”



Base: n = 2000 for Kenya, n = 2051 for Ghana, n = 2000 in Zambia, 15+, 2009 - 2010



KEY INSIGHTS FROM THE AUDIENCESCAPES CHARTS

Insight

- **Radio is an important source of information for Malaria and HIV/AIDS-** Proportionately similar numbers trust radio as a source across all three countries.
- The proportion of people who rely on radio as a source of information is lower for Diarrhea and Infant and Maternal Health.

Insight

Proportionately **more people trust television than those who said they receive information from TV** regarding health issues across all three countries. This is especially true for Kenya.

Insight

Friends/family: More Zambians receive information about health issues from friends and family than Ghanaians and Kenyans (with the exception of information on Maternal and Infant Health). However, Zambians expressed a lower level of trust than Ghanaians and Kenyans in friends and family as health information sources.

Insight

Medical Doctors: More Zambians than Ghanaians and Kenyans receive health information from medical doctors. However, **trust in doctors as sources of health information are roughly equal in all three countries.**

Insight

- Most respondents do not get health information from the internet or through SMS, but people said they trust the information available through these sources.
- Posters are not a significant source of health information, except for HIV/AIDS, across all three countries.
- Zambians are most likely to find elders in the community an important source of health information. More Zambians also find elders trustworthy.
- Ghanaians are least likely among the respondents from all three countries to find newspapers trustworthy
- Traditional healers are not a significant source of information, and neither are they considered trustworthy by a large proportion of respondents.