The Health Information Landscape Comparing Ghana, Kenya and Zambia

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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

- **Television**: 54% (Kenya), 47% (Ghana), 30% (Zambia)
- **Radio**: 30% (Kenya), 21% (Ghana), 16% (Zambia)
- **Friends or Family Members**: 76% (Kenya), 73% (Ghana), 54% (Zambia)
- **Medical Doctor**: 65% (Kenya), 45% (Ghana), 9% (Zambia)
- **Poster, billboard or brochure**: 31% (Kenya), 26% (Ghana), 8% (Zambia)
- **Newspapers/Magazines**: 74% (Kenya), 47% (Ghana), 36% (Zambia)
- **Colleague at work/in school**: 9% (Kenya), 13% (Ghana), 8% (Zambia)
- **Elder in the Community**: 19% (Kenya), 14% (Ghana), 18% (Zambia)
- **Other People**: 6% (Kenya), 5% (Ghana), 5% (Zambia)

Sources Of Information About HIV/AIDS

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

- **Television**
  - Kenya: 36%
  - Ghana: 50%
  - Zambia: 57%

- **Radio**
  - Kenya: 79%
  - Ghana: 75%
  - Zambia: 71%

- **Friends or Family Members**
  - Kenya: 69%
  - Ghana: 64%
  - Zambia: 47%

- **Medical Doctor**
  - Kenya: 66%
  - Ghana: 29%
  - Zambia: 28%

- **Poster, billboard or brochure**
  - Kenya: 28%
  - Ghana: 11%
  - Zambia: 15%

- **Newspapers/Magazines**
  - Kenya: 17%
  - Ghana: 28%
  - Zambia: 18%

- **Colleague at work/in school**
  - Kenya: 15%
  - Ghana: 5%
  - Zambia: 10%

- **Elder in the Community**
  - Kenya: 7%
  - Ghana: 6%
  - Zambia: 7%

- **Other People**
  - Kenya: 10%
  - Ghana: 10%
  - Zambia: 3%

Sources Of Information About Diarrhea

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

- **Television**
  - Kenya: 19%
  - Ghana: 31%
  - Zambia: 38%

- **Radio**
  - Kenya: 57%
  - Ghana: 55%
  - Zambia: 60%

- **Friends or Family Members**
  - Kenya: 37%
  - Ghana: 25%
  - Zambia: 22%

- **Medical Doctor**
  - Kenya: 64%
  - Ghana: 58%
  - Zambia: 58%

- **Poster, billboard or brochure**
  - Kenya: 23%
  - Ghana: 22%
  - Zambia: 23%

- **Newspapers/Magazines**
  - Kenya: 6%
  - Ghana: 13%
  - Zambia: 15%

- **Colleague at work/in school**
  - Kenya: 8%
  - Ghana: 2%
  - Zambia: 9%

- **Elder in the Community**
  - Kenya: 6%
  - Ghana: 6%
  - Zambia: 6%

- **Other People**
  - Kenya: 6%
  - Ghana: 21%
  - Zambia: 15%

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

- Kenya
- Ghana
- Zambia

THE FOLLOWING SLIDE SUMMARIZES RESPONDENTS’ LEVEL OF TRUST IN VARIOUS SOURCES OF HEALTH INFORMATION.
Share of respondents who think the information about health issues provided by the following is “very trustworthy”

- Medical Doctor: 76% (Kenya), 78% (Ghana), 77% (Zambia)
- Radio: 71% (Kenya), 66% (Ghana), 62% (Zambia)
- Television: 72% (Kenya), 63% (Ghana), 62% (Zambia)
- Friends or Family Members: 51% (Kenya), 44% (Ghana), 45% (Zambia)
- Newspapers: 42% (Kenya), 32% (Ghana), 44% (Zambia)
- Poster, billboard or brochure: 32% (Kenya), 23% (Ghana), 26% (Zambia)
- Colleague at work/in school: 23% (Kenya), 21% (Ghana), 21% (Zambia)
- Elder in the Community: 26% (Kenya), 21% (Ghana), 21% (Zambia)
- Traditional Healer: 30% (Kenya), 31% (Ghana), 37% (Zambia)
- Internet: 9% (Kenya), 19% (Ghana), 12% (Zambia)
- SMS: 13% (Kenya), 18% (Ghana), 19% (Zambia)

KEY INSIGHTS FROM THE AUDIENCESCAPES CHARTS
• 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.
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.
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.
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.