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Case Study Targeting Men Under 30 in Urban Zambia With Information About HIV/AIDS



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Case Study: Targeting Men Under 30 in Urban Zambia With Information About HIV/AIDS

- UN estimates a 15.2% adult HIV prevalence rate (15-49) in Zambia
- Although there are many groups at-risk for HIV/AIDS, one program might focus on communicating with young urban men (15-29).
- For this, we first need to understand this target group- their economic status, employment, education, and then, observe how this group gets information.
- Our research can ***identify how to deliver targeted health messages to this group.***
- This group (N= 268) is relatively well-off in terms of household income, educational opportunities, and healthcare access.

Case Study: Men Under 30 in Urban Zambia

Economic Status

- **16% said their households are poor enough that they do not have enough money even for buying food.**
- Another 23% say they have enough money for food, but buying clothes is difficult.
- **Household access to ICTs is higher than average: 91%** have a radio at home, 80% have a mobile phone at home, 83% have a TV, and 14% have a computer, 19% have internet access.

Employment

- Two thirds (67%) of this group was unemployed
- Of young urban men who were not working, 69% are students and 21% are temporarily unemployed and looking for work.
- 33% said they worked part- or full-time, with 20% of those working in construction, sales/retail and education. Another 13% said they worked in the service industry. Only 5% were farmers and 7% worked in the government.

What is this target group like?

Education and Language

- This group was very well educated- 57% had completed secondary and 30% had completed a post secondary education. Only 4% had NEVER received a formal education.
- **A large share (93%) speak and understand English, and 26% said it is the language they speak most often. In fact, 78% said they can read English easily as well.**
- 79% speak Bemba, and 40% said it is the language they speak most often. Another key Zambian language Nyanja, is spoken by 58% and 21% speak it most often.

Household Decision Making

- A majority (72%) said they have the final say on their own health care, but only 27% had the final say on health care decisions for their family.
- For family health care, 27% said they make joint decisions.
- **For using birth control, 26% said they make this decision themselves, while 20% say it is a joint decision.** Interestingly, 18% of young urban men say that their mother makes this decision while 17% said they did not know who made this decision.

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Current Knowledge of HIV/AIDS

- Half of this group had received information about HIV/AIDS on the previous day; in fact 74% said they had received information in the last week.
- Less than 1% had never received information about HIV/AIDS before .
- 72% are satisfied with the information currently available to them about HIV/AIDS

Key Information Sources

- This group gets HIV/AIDS related messaging in a wide variety of ways. Based on the responses of the percent of young urban men who received HIV/AIDS information, the key sources were: Radio (79%), Television (75%), Medical Doctors (64%), Friends/Family (58%), Posters/Bulletins/Brochures (40%), Newspapers/magazines (34%), Colleagues (29%) and Elders (18%)
- Less than 10% of the target group received malaria information from: the Internet and SMS alerts.

How Does This Group Get Information

Word of Mouth

- 47% said they had discussed health issues with friends, family, neighbors, or other people in the last year.
- Those who had discussed health issues spoke about them with friends and family most often (51% do so very often), followed by colleagues and then medical doctors (29% discussed health issues with colleagues and doctors “very often”)

Trust in Information Sources

- Of their key sources...
 - 78% say radio and television are very trustworthy on health issues
 - 72% say doctors are very trustworthy,
 - 66% say newspapers are very trustworthy,
 - 44% say Posters/Bulletins/Brochures are very trustworthy , and
 - 36% say friends and family are very trustworthy

Case Study Conclusions

What Research Can Do For You: *Identify how to deliver targeted health messages*

Target: Provide HIV/AIDS related education to Urban Men Under 30 in Zambia

Design a strategy for an audience with **advanced education** and **excellent English comprehension**. Local languages- Bemba and Nyanja can be used too

Make use of the widespread use of **radio and television** for information

Encourage more trust and discussion with medical doctors – link HIV info with healthcare itself

Use more new media- few receive messages about HIV/AIDS via SMS or online even though a large number have regular access to these sources

Since many are students or highly educated, **use them as trainers or influencers in their families**