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

**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 messages 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 (185%).
- 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.
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.