Targeting Young Women in Rural Ghana with Messages about HIV/AIDS
Case Study: Targeting Young Women in Rural Ghana With Information About Diarrhea

- Children are most at risk for diarrhea, and so targeting women in Ghana under 30 (mothers or potential mothers) and getting information to them is key.
- 30% of Ghanaian women had never received any information about diarrhea, or received it more than 12 months ago.
- 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.
Case Study: Women Under 30 in Rural Ghana

**Economic Status**
- One quarter said their households are poor enough that they do not have enough money even for buying food.
- Another 30% say they have enough money for food, but buying clothes is difficult.
- Household access to ICTs is lower than average: 79% have a radio at home, 68% have a mobile phone at home, 49% have a TV, and less than 5% have a computer, internet, landline phone, or MP3 player.

**Employment**
- Nearly two thirds (63%) said they worked part- or full-time, with the vast majority of those working in sales/retail (38%), agriculture (37%), or service industries (15%).
- Of young rural women who were not working, 56% are students and 33% are temporarily unemployed and looking for work; only 8% said they were housewives.

**Education and Language**
- 63% had only a primary school education or less.
- 83% percent speak Akan (Twi), and 54% said it is the language they speak most often.
- A smaller share (55%) speak and understand English, and less than 1% said it is the language they speak most often.

**Household Decision Making**
- A majority (54%) said they have the final say on their own health care, but only 29% had the final say on health care decisions for their family.
- For family health care, 29% say a parent decides, 20% said they make joint decisions, and 17% say their husband decides.
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Current Exposure to Diarrhea Messages
- 68% got information about diarrhea within the last month
- 20% of all of the young rural women surveyed had gotten information about diarrhea the day before, 45% in the last week.
- Only 40% of the target population say they are satisfied with the information available to them about diarrhea—signifying additional need and desire for information.

Key Information Sources
- Based on the responses of the percent of young rural women who received diarrhea information, the key sources were: Radio (51%), Friends and Family (29%), Medical Doctors (28%), TV (20%)
- Less than 10% of the target group received diarrhea information from: the Internet, SMS alerts, Newspapers/magazines, posters/bulletins/brochures, colleagues at work or school, elders, or traditional healers
- The radio stations mentioned most often by members of this target group were: (1) Adom FM, (2) Peace FM, (3) Obuoba FM, (4) Nhyira, (5) Radio Savannah.

How Does This Group Get Information

Word of Mouth
- 72% say they’ve discussed health issues with friends, family, neighbors, or other people in the last year.
- They speak with friends and family most often, followed by colleagues at work/school, then doctors (only 27% discussed health issues with doctors often or very often).

Trust in Sources
- Of their key sources...
  - 80% say medical doctors are very trustworthy on health issues
  - 69% say radio is very trustworthy,
  - 62% say TV is very trustworthy,
  - 47% say friends and family are very trustworthy, and
  - 34% say colleagues at work/school are very trustworthy.
What Research Can Do For You: Identify how to deliver targeted health messages

**Target:** Provide Diarrhea Prevention Education to Rural Women Under 30 in Ghana

- Design a strategy for an audience with limited education and limited English comprehension
- Reinforce the messages through additional campaigns to other demographic groups, to capitalize on word-of-mouth
- Make use of the credibility of doctors as spokespersons, and the widespread use of radio for information
- Make better use of Mobile Phones and TV
  - Many women have household access but don’t receive diarrhea related information from these