Health Information Gaps in Zambia – Evidence from the AudienceScapes National Survey

This report uses AudienceScapes data from a nationally representative survey of Zambia to focus on how people of different social groups in Zambia gather, share and assess information on key health issues. It showcases how the AudienceScapes survey data can be used by the development community to better target communications and information-sharing efforts.

Specifically, the report helps development organizations to identify gaps in access to health information for Zambian adults and efficient conduits to share such information with key demographic groups. (Note that the AudienceScapes research focuses on conduits of development information as opposed to the content of that information. We are not measuring the quality of information delivered to target groups.)

Methodology

The data presented in this report are based on a survey conducted in April-May 2010 among Zambian adults age 15 and above. Using the 2000 Zambian National Census as the sampling frame and a stratified random sampling design, a nationally representative probability sample of 2,000 respondents was selected. The estimated margin of error is +/-2.2 percent with a 95 percent confidence interval. The survey was administered through face-to-face personal interviews; the data are weighted by location (rural versus urban) and by age groups.

This analysis uses Chi-square tests to identify significant differences in access to and use of health information by various socioeconomic and demographic groups. Differences among those groups discussed in this report all refer to those of statistical significance (when p < 0.05, which suggests that the difference is unlikely to be caused by chance) if not noted otherwise.
The report is divided into six sections:

- **The General Health Landscape**: an overview of self-reported health status and level of access to health services, and variations by socioeconomic groups;
- **Health Information Gathering and Sharing**: general access to and use of health information, as seen through the prism of the rural-urban divide and the gender gap in Zambia;
- **Accessing Information About HIV/AIDS**, with a focus on young women;
- **Communicating Health Information About Malaria**, exploring the rural-urban divide and the gender gap;
- **Information Gathering On Family Planning And Maternal & Child Health (FP-MCH)**, with a focus on reproductive-age women;
- **A Profile Of Health “Opinion Leaders”** and their roles in health information communication.