

COMMUNICATION



FOR CHILD SURVIVAL

COMMUNICATION FOR CHILD SURVIVAL

prepared by

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June 1988
Washington, D.C.

Communication for Child Survival, HEALTHCOM

a project conducted by the

Academy for Educational Development

with

The Annenberg School of Communications, University of Pennsylvania

Applied Communication Technology

Porter/Novelli

PATH/PIACT

for the

**UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT
BUREAU FOR SCIENCE AND TECHNOLOGY
OFFICE OF HEALTH AND OFFICE OF EDUCATION**

Library of Congress Cataloging-in-Publication Data

Communication for Child Survival.

"A project conducted by the Academy for Educational Development ... [et al.] for the United States Agency for International Development, Bureau for Science and Technology, Office of Health and Office of Education."
"June 1988."

Bibliography: p.

1. Health education—Developing countries. 2. Health promotion—Developing countries. 3. Children—Care—Study and teaching—Developing countries. 4. Infants—Mortality—Prevention—Developing countries
I. Rasmuson, Mark R., 1947- . II. Academy for Educational Development. III. United States. Agency for International Development. Bureau for Science and Technology. Office of Health. IV. United States. Agency for International Development. Bureau for Science and Technology. Office of Education.

RA441.5.C66 1988 362.1'09172'4 88-19323
ISBN 0-89492-065-0

The three drawings reproduced on the cover of this publication are the work of Elizabeth Wolf. Credits for the photographs reproduced in this manual go to: Elizabeth Mills Booth (page 2); Robert Clay (page 77); División de Educación para la Salud, Ministerio de Salud Pública de Honduras (pages 13, 14, 18, 21, 25, 27, 36, 41, 51, 58, 62, 67, 72, 78); Maria García Farr (pages 5, 61, 65, 125); Steve Fitzgerald (pages 7, 30); A.S. Kochar (page 10); Pak Nawawi (page 10); Reynaldo Pareja: (pages 50, 52, 66); Mark R. Rasmuson (pages 53, 68, 75, 94, 135); William A. Smith (pages 29, 69);

CONTENTS

ACKNOWLEDGMENTS	viii
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PART I: OVERVIEW OF PUBLIC HEALTH COMMUNICATION

INTRODUCTION	2
CHAPTER 1: THE EVOLUTION OF PUBLIC HEALTH COMMUNICATION	5
The Past—Piecemeal Approaches	6
The Elements of Change	6
What is Public Health Communication?	7
CHAPTER 2: THE CONCEPTUAL FRAMEWORK—SOCIAL MARKETING, BEHAVIOR ANALYSIS, AND ANTHROPOLOGY	9
Social Marketing: The Organizing Principle	10
Behavior Analysis: Selecting Messages and Improving Instruction	12
Anthropology: Behavior in Context	15
A Winning Combination	16

PART II: A METHODOLOGY FOR PUBLIC HEALTH COMMUNICATION

OVERVIEW: THE ANATOMY OF COMMUNICATION	18
CHAPTER 3: HEALTH PROBLEM ANALYSIS	21
Epidemiological Analysis	22
Behavior Analysis	23
Supplement: Behavior Profile— Honduras Diarrheal Disease Control Program	24
CHAPTER 4: DEVELOPMENTAL RESEARCH	27
The Research Agenda	28
Collecting Data	30
Setting Program Objectives	31
Supplement: Developmental Research Techniques	32

CHAPTER 5: STRATEGY DEVELOPMENT	39
Audience Segmentation	40
Product Strategy	41
Behavior Strategy	43
Distribution and Training Strategy	45
Messages and Creative Strategy	45
Media Channel Strategy	48
Institutional Delivery	48
Supplement: Using Mass Media	50
CHAPTER 6: TESTING STRATEGIES AND MATERIALS	53
Product Testing	54
Market Testing	55
Behavior Trials	55
Materials Pretesting	55
Management of Pretesting	56
CHAPTER 7: WRITING THE OPERATIONAL PLAN	57
Supplement: The Gambia Operational Plan	59
CHAPTER 8: INTERVENTION	61
Production	62
Distribution	62
Training	64
Supplement: Designing Effective Learning Strategies	67
CHAPTER 9: MONITORING AND EVALUATION	69
Monitoring	70
Midcourse Corrections	70
Evaluation	72
Difficult Choices	77
Supplement: Sample Plan for Program Monitoring	78

CHAPTER 10: MANAGEMENT AND INSTITUTIONALIZATION	81
Management by Cooperation	82
Key Skills Required	82
The Ministry of Health Activities	83
Other Management Models	84
Institutionalization	85
How to Measure Success	87

LIST OF FIGURES

Figure 2-1: Social Marketing	12
Overview: The Anatomy of Communication	19
Figure 3-1: Diarrheal Disease Transmission and Control	22
Figure 3-2: Maternal Response Model	23
Figure 5-1: Behavior Evaluation Criteria	44
Figure 5-2: Message Phasing in the Honduras ORT Program—1981-1983	46
Figure 5-3: Delivery System of the Honduras ORT Program	49

ANNEX A: CASE STUDIES

ORT Communication Campaign: Egypt	90
Marketing Iodized Salt: Pakistan	91
Mass Media and Health Practices: Honduras	92
The Happy Baby Lottery: The Gambia	94
Man is Health: Tanzania	95
Nutrition Advertising Campaign: Tunisia	96

ANNEX B: SAMPLE MATERIALS

Product Designs	100
Product Instructions and Records	103
Educational Materials	106
Promotional Efforts	118
Logos, Signs, and Slogans	126
Motivational Materials	131
Interactive Media	134

ANNEX C: SELECTED BIBLIOGRAPHY

Suggested Methodology References	140
MMHP and HEALTHCOM Project Documents	143

ACKNOWLEDGMENTS

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This manual was supported by the U. S. Agency for International Development (A.I.D.) through the Communication for Child Survival, or HEALTHCOM Project, Contract No. DPE-1018-C-00-5063-00. The contents of this manual do not necessarily reflect the views or policies of A.I.D.

In 1978 the Agency for International Development initiated the Mass Media and Health Practices (MMHP) Project (#931-1018) to apply state-of-the-art knowledge about communication and social marketing to selected child survival practices. The Academy for Educational Development was competitively contracted by A.I.D. to implement this project. From 1978 to 1985, MMHP, working with professionals in developing countries, devised a methodology for conducting public health education, which is referred to in this manual as public health communication. The original country programs emphasized the promotion of oral rehydration therapy (ORT). In 1985 A.I.D. expanded the project under the name Communication for Child Survival, or HEALTHCOM. The project's mandate was broadened to include up to 21 countries and a range of child survival technologies, in addition to ORT. HEALTHCOM's primary purpose today is to increase our understanding of how best to use modern communication, social marketing, and behavior analysis to improve existing child care practices, and thereby reduce infant mortality.

Four subcontractors are working with the Academy on the HEALTHCOM Project: The Annenberg School of Communications of the University of Pennsylvania, Applied Communication Technology (ACT), Porter/Novelli, and PATH/PIACT.

The Academy would like to express its appreciation to many people who have contributed to the development of the HEALTHCOM methodology over the last ten years. First among those to be acknowledged are the staffs of the many ministries, USAID missions, and numerous public and private organizations which the project has been privi-

leged to serve over the past decade. The work described here is the result of their dedication, tenacity, and creativity in addressing the problems of child survival through health communication.

Within A.I.D. two individuals deserve special recognition: Dr. Anthony Meyer (Office of Education) who initiated and fought many battles to sustain A.I.D.'s commitment to health communication, and Robert Clay (Office of Health) who has been an articulate supporter and guide to the program for over five years. Anne Tinker (Office of Health) and Clifford Block (Office of Education) also deserve special thanks. A number of the project's key technical advisers have given valuable assistance: Robert Northrup, Paul Touchette, Robert Black, Dennis R. Foote, Robert Hornik, and William Novelli.

The authors gratefully acknowledge the contributions of the HEALTHCOM and MMHP field advisers to the development of the project's methodology: Ecuador—Reynaldo Pareja; The Gambia—Mark R. Rasmuson; Guatemala—José Romero; Haiti—Robert deWolfe; Honduras—Patricio Barriga, Elizabeth Mills Booth, José Ignacio Mata, Reynaldo Pareja, and Oscar Vigano; Indonesia—John Davies and Terry Louis; Lesotho—Edward F. Douglass; Malawi—Deborah Helitzer-Allen; Mexico—Jorge Eduardo Ferrer and Martha Lopez de Montero; Nigeria—Anthony Agboola; Paraguay—José María Espínola; Philippines—José Rafael Hernández; Swaziland—Dale Huntington.

Special appreciation is due our colleagues on whom we depend for technical support and guidance: Technologies for Primary Health Care (PRITECH); Resources for Child Health (REACH); Supply, Production, and Promotion of ORT (SUPPORT); and the Combatting Communicable Childhood Diseases Project (CCCD) of the Centers for Disease Control.

HEALTHCOM has benefited from its collaboration with many international donor organizations and with other A.I.D. projects. Among these are the World Health Organization (WHO), the Pan American Health Organization (PAHO), the United Nations Children's Fund (UNICEF), the Dietary Management of Diarrhea Project (DMD), Primary Health Care Operations Research (PRICOR), Social Marketing for Health (SOMARC), and the Population Communication Services Project at The Johns Hopkins University.

Special thanks also go to the translators of this document: Manuel Muñoz (Spanish edition) and Catherine Utz (French edition).