



# **METHODS AND MEDIA FOR COMMUNICATING HEALTH MESSAGES**

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# **METHODS AND MEDIA FOR COMMUNICATING HEALTH MESSAGES**

- ▶ Health communication has been defined as the study and use of methods to inform and influence individual and community decisions that enhance health.
- ▶ Communication methods are used to create and increase public awareness of a disease.



## The communication process

► The communication process includes four key elements which are as follows:-

1. Audience
2. Message
3. Source
4. Channel



# Audience

- ▶ Understanding the audience for which a message is intended is critical to the communication process.
- ▶ The message should be clear.
- ▶ An audience can be segmented based on demographics (age, sex), behaviour (outdoor activities, hand washing) and psychographic characteristics (values, attitudes).



## Message

Effective health communication messages should be:-

- ▶ Clear and simple.
- ▶ Positive.
- ▶ Emotional and rational.
- ▶ Motivational.
- ▶ Alleviating fear.



# Source

- ▶ The source influences the effectiveness of the message.
- ▶ Source may include scientists, physician, community activist, public health information.



# Channel

- ▶ The channel or means by which the message is sent.
- ▶ It is as important as the message.
- ▶ It may include mass media, telephone hot lines, internet etc.

## Using the mass media

It includes:-

- ▶ Television
- ▶ Radio
- ▶ Newspapers/Magazines
- ▶ Outdoor Media



# Television

- ▶ Reaches the most and broadcast range of people.
- ▶ Covers issues in short segments.
- ▶ Conveys human interest and personal stories well.



# Radio

- ▶ Stations have more narrowly defined listeners such as drivers and can target more discretely.
- ▶ Can be cheaper to work with than television.
- ▶ Call in shows offer opportunities for two-way exchange.
- ▶ Covers issues in very short segments.



# Newspapers/Magazines

- ▶ Offer space to explain in more detail.
  - ▶ Can be re-read, encouraging discussion.
  - ▶ Less emotional media than radio and television.
  - ▶ Narrow target audience
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# Outdoor Media

- ▶ Include billboards, transit advertising
- ▶ Generally used for advertising
- ▶ Good for “at-a-glance” reminders
- ▶ Offer public service space



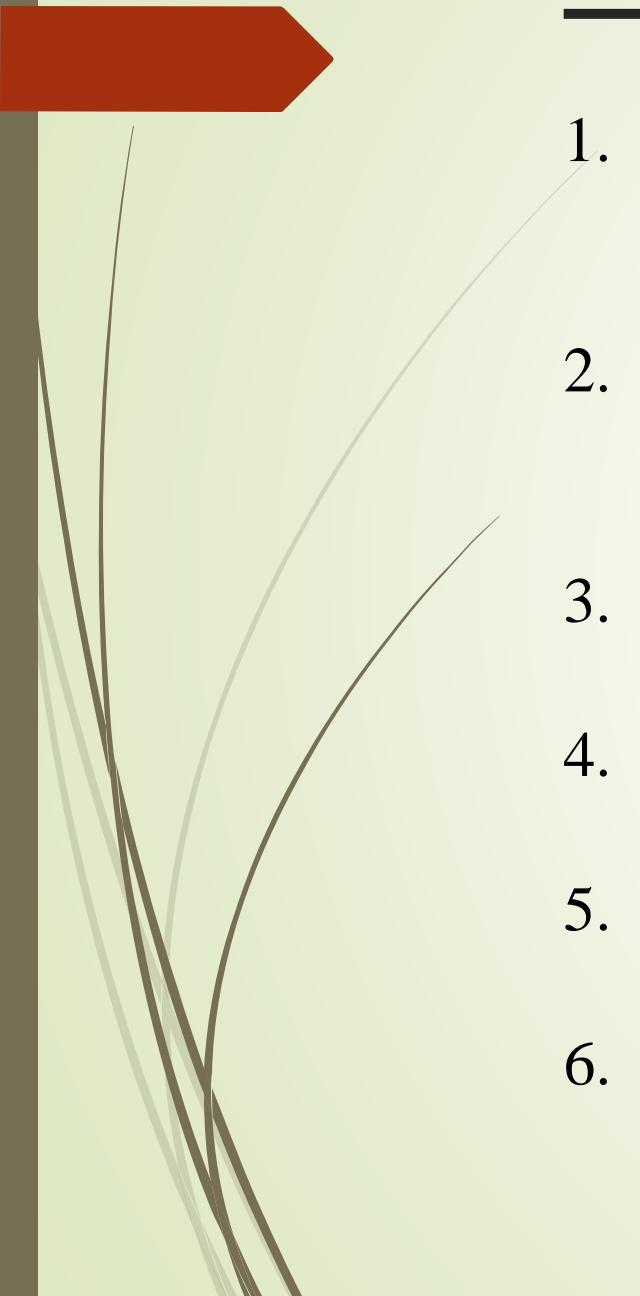
## Assess exposure in the media

- ▶ Quantity – how much coverage was received?
- ▶ Placement – where the coverage appeared in relation to the target audience's media habits.
- ▶ Content – whether it was likely to attract attention, favourable, accurate, incomplete, negative information.
- ▶ Feedback – whether target population responded in a tangible way.



## Ways to track media efforts

- ▶ Keep a log of media calls, track what was said.
- ▶ Clip and review print coverage.
- ▶ Include an audience prompt in messages and monitor who responds.



# Advantages of mass media

1. It educates people. Through television and radio programs, people get to learn about health matters, environmental conservation, and much more.
2. People get the latest news in a very short time. Distance is not a barrier. People get news daily through the media and this keeps them updated on the happenings around the world.
3. People get to bring out their hidden talents. Through media showcase their talents such as comedy, acting and singing.
4. Children's knowledge increases. Children can learn from quiz programs, animal programs and so on.
5. Radio is convenient as people do get short news and with a mobile phone one can access it.
6. Great in promoting mass consumer products. This can in turn increase sales of the product.

# Disadvantages of mass media

1. It leads to individualism. People spend too much time on the internet and watching television. As a result, socialization with friends, family and neighbors is affected.
2. Some media contents are not suitable for children. Limiting children's access to such content can be difficult.
3. Newspaper is geographically selective.
4. Increase in advertisements in television and radio is making them less attractive.
5. Internet as a form of media opens up possibilities of imposters, fraud and hacking.
6. Media can be addictive, e.g. some television programs and internet. This can lead to decrease in people's productivity.



## Assignment:-

- 1. At present situation, What health education you will convey to the community regarding Corona virus? Write down any 10 points.**



Thank You