



SURVEY RESEARCH

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Formats, partnerships, and content: optimising the components of an HIV and AIDS media campaign in Angola



The survey team in Lunda Norte

BBC World Service Trust HIV and AIDS radio project in Angola, funded by the British Government's Department for International Development

This report presents findings from a survey of 15-24 year olds across four regions of Angola; Luanda, Benguela, Cunene and Lunda Norte, carried out in 2006.

Introduction and project overview

In August 2005, the BBC World Service Trust, with funding from the British Government's Department for International Development, began broadcasting '*Mo Kamba*' ('My Mate'), a radio call-in and discussion programme dealing with a wide range of issues around HIV and AIDS. The programme is aimed at 15-24 year olds, with a stated aim of raising knowledge of transmission routes, methods of risk reduction, and encouraging greater discussion about sexual health across Angola.

Two different editions of *Mo Kamba*, each lasting 45 minutes, are broadcast live in prime time slots each week. The show features discussion, music, guest appearances, and live calls from listeners. *Mo Kamba* is broadcast at 18:00 on Radio Luanda (on Tuesdays) and 17:15 on Radio Nacional de Angola's (RNA) national Channel A on Fridays. A version of the programme is also produced and sent to all of Angola's provincial stations for broadcast.

In addition to *Mo Kamba*, the BBC World Service Trust has, since the 5th August 2005, produced 160 radio public service announcements (PSAs), containing educational messages around HIV and AIDS. These have been broadcast in five waves (four messaging variations in each wave), and in eight languages: Portuguese, Fiote, Kikongo, Tchokwé, Kimbundu, Umbundu, Kwanhama and Nyaneca-Humbe. The PSAs are carefully targeted to address specific audiences, and messages make use of drama, personal testimony, humour and music.

Between the 27th March and 5th May 2006, some eight months after *Mo Kamba* was first broadcast, the BBC World Service Trust carried out a survey of 15-24 year olds in four provinces across Angola (Luanda, Benguela, Cunene and Lunda Norte). The purpose of the survey was to establish:

- » The awareness, reach and appeal of *Mo Kamba*, and a selection of the PSAs¹, among the target audience for the project.
- » Levels of knowledge, attitudes held, and self-reported behaviour relating to issues directly relevant to risk reduction around HIV and AIDS.
- » Variations in knowledge, attitudes and self-reported behaviour across people with different levels of exposure to *Mo Kamba*.

This report outlines the key findings from the survey, and highlights the main learning points for the BBC World Service Trust projects targeted at young people in Angola.

Research methodology

The survey was designed to deliver a sample of young radio listeners², aged between 15-24, across four provinces in Angola. The four provinces were selected as they represented a split between key urban centres (Luanda, Benguela), and rural areas with relatively high prevalence rates of HIV and AIDS (Cunene and Lunda Norte). The sample was designed to deliver 500 young people from each region³.

A multi-stage random sample was used, with specific sites selected within each region, roughly approximate to the estimated urban/peri-urban/rural composition of sample areas. Once locations were identified, households were randomly selected, with one person meeting the sample criteria being selected from each household.

¹ Respondents were tested for their recall of the four PSAs broadcast as part of wave three. During peak periods, PSAs are aired across RNA's network over 200 times a day in total.

² 'Radio listeners' are those who reported listening to the radio in the past six months.

³ The final achieved sample was 1,883 15-24 year olds. Heavy rain in Cunene at the time of the survey made it difficult to reach outlying villages, and the sample from this region had to be cut short of the intended total.



	N	% of total sample
Males	930	49.4% (n=1883)
Females	953	50.6% (n=1883)
15-19yrs	927	49.2% (n=1884)
20-24yrs	957	50.8% (n=1884)
Luanda	484	28.0% (n=1728)
Benguela	501	29.0% (n=1728)
Cunene	252	14.6% (n=1728)
Lunda Norte	491	28.4% (n=1728)

Table 1: Composition of the sample by key demographic groups, and by region⁴

Key findings

Awareness, reach and frequency of listening to *Mo Kamba*

Radio is an effective medium for reaching the 15-24 year old target audience. Over two-thirds of young radio listeners (68%) reported that they listen to the radio at least once a week.

There is relatively high awareness of *Mo Kamba* among young people in Angola. Almost 36% of respondents who had listened to the radio in the last six months before the survey reported that they are aware of *Mo Kamba*.

Of these, 75% (27% of the total sample) reported listening to *Mo Kamba*, with 64% of these reporting that they are regular listeners⁵. This indicates that the programme has high appeal among young people.

There are, however, substantial variations in reach and listenership across the four regions surveyed. **Figure 1** shows that listenership is very high in the predominantly rural regions of Lunda Norte and Cunene, with 37% and 56% of respondents respectively reporting that they had ever listened to *Mo Kamba*. This compares with only 14% in Luanda, and 13% in Benguela.

Frequency of listening also varies across each region, with 76% of listeners in Cunene, and 67% of listeners in Lunda Norte reporting that they are regular listeners, compared with 57% in Luanda, and only 38% in Benguela.

The proportion of respondents who were both listeners to *Mo Kamba*, and who had heard at least one of the radio PSAs broadcast as part of wave three, was highest in Cunene, with 93% of *Mo Kamba* listeners reporting that they had also heard at least one of the PSAs. The proportion was lowest in Benguela, where only 46% of *Mo Kamba* listeners had also heard one of the PSAs.

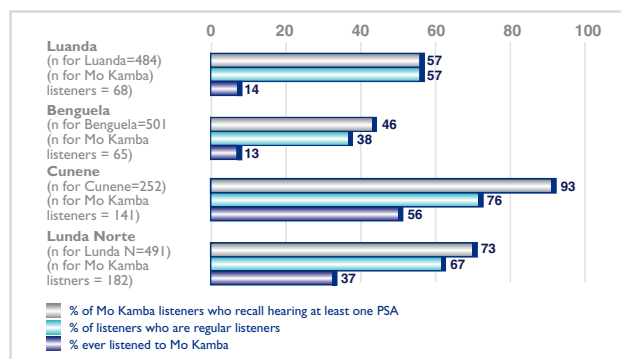


Figure 1: Listenership to *Mo Kamba*, and recall of PSAs

Two possible explanations for the large disparities in reach across the four regions are that:

- the urban centres of Luanda and Benguela are more crowded media markets, offering young people greater choice of stations to listen to; and
- Both in Cunene and Lunda Norte, *Mo Kamba* is aired on provincial FM stations, as well as on RNA. In Luanda and Benguela, where reach of *Mo Kamba* is at its lowest, the programme is only broadcast on RNA. Some FM stations in Luanda and Benguela did broadcast the PSAs, among them Radio Morena Commercial, the most popular station among 15-24 year olds in Benguela⁶.

Reach of radio public service announcements (PSAs)

Respondents were asked if they recalled hearing each of the four PSAs broadcast in the three months immediately prior to the survey.

Table 2 shows that there are substantial variations in the recall of each of the PSAs across the four locations.

	PSA1	PSA2	PSA3	PSA4
Luanda	37.2% (n=478)	35.7% (n=476)	29.5% (n=475)	42.4% (n=467)
Benguela	43.5% (n=467)	62.1% (n=467)	30.9% (n=466)	60.4% (n=391)
Cunene	33.3% (n=250)	72.8% (n=250)	26.9% (n=249)	47.8% (n=249)
Lunda Norte	30.6% (n=369)	47.6% (n=376)	29.4% (n=374)	47.2% (n=375)
Average for each PSA	36.2%	54.5%	29.2%	49.5%

Table 2: Proportion of respondents who heard each PSA, in each province

Despite having the lowest proportion of listeners to *Mo Kamba*, Benguela has a relatively high proportion of young people reporting having heard each PSA. The comparatively high reach of PSAs in Benguela is most likely to be a result of the local FM station in Benguela, *Radio Morena Commercial*, broadcasting the PSAs.

Across three of the four locations, respondents reported higher recall of PSA2 than the other three PSAs. PSA2 dealt with stigmatising attitudes towards people living with HIV and AIDS, using a conversation between young Angolans as the vehicle. The format used was unique in this wave, and feedback from formative audience research indicates that it had high appeal, with both the voices and the scenario resonating strongly with young Angolans⁷.

Exposure to *Mo Kamba* and knowledge around HIV and AIDS

Analysis was carried out to explore levels of knowledge of transmission routes, and risk reduction for HIV and AIDS.

Figure 2 compares responses by non-listeners, those who have ever listened but are not regular listeners, and regular listeners to *Mo Kamba*, when asked to name ways in which risks of HIV and AIDS could be reduced.

⁴ Variations in sample sub-totals result from missing values in the data set.

⁵ Regular listeners are those who reported listening to *Mo Kamba* either 'most weeks', or 'every week'.

⁶ For a detailed overview of the media landscape in Angola, see the BBC World Service Trust's report from the Africa Media Development Initiative (AMDI), at <http://www.bbc.co.uk/worldservice/trust/amdi>

⁷ Pre-testing of the next wave of PSAs revealed that the characters from this particular PSA remained prominent for the audience, with many recognising the same voices. As a result, future PSAs used the same characters as a 'serial', dramatising the development of their own knowledge, attitudes and behaviour.

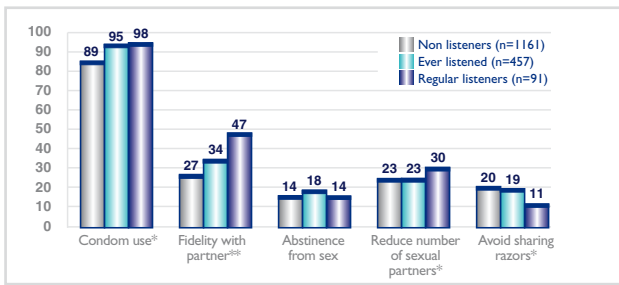


Figure 2: Knowledge of ways of reducing risk of HIV and AIDS, by non-listeners, listeners and regular listeners to *Mo Kamba*

* Differences between non-listeners and regular listeners are statistically significant at the $p < .05$ level. ** Differences between non-listeners, listeners, and regular listeners are statistically significant at the $p < .05$ level

Regular listeners to *Mo Kamba* were more likely than those who have ever listened to mention condom use, fidelity, and reducing the number of one's sexual partners, but were less likely to mention abstinence and sharing of razors. All five methods are ways in which the risk of the transmission of HIV and AIDS can be reduced.

Exposure to *Mo Kamba* and attitudes towards condom users, condom use and testing for HIV and AIDS

Analysis was carried out to explore the relationship between listening to *Mo Kamba* and attitudes towards condom use, and towards being tested for HIV and AIDS. Self-reported behaviour is explored separately in the following section.

On a range of indicators relating to motivations to use condoms, a greater proportion of listeners than non-listeners showed positive attitudes.

91% of listeners to *Mo Kamba*, compared with 80% of non-listeners disagreed with the statement that condoms are used by immoral people. 90% of listeners, compared with 81% of non-listeners, disagreed with the statement that buying condoms is shameful.

Figure 3 shows that listeners (including regular listeners) to *Mo Kamba* are more likely than non-listeners to:

- » cite condom use as a means of reducing risk of contracting HIV and AIDS;
- » report condom use as being a sign of respect for a partner; and
- » report that condoms are used by responsible people

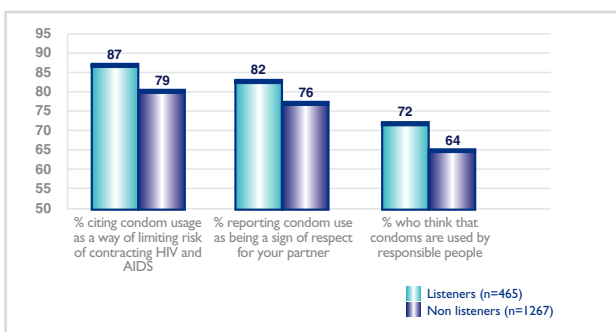


Figure 3: Attitudes towards condom use by listeners and non-listeners to *Mo Kamba*

* All differences between listeners and non-listeners are statistically significant at the $p < .05$ level

80% of respondents reported that they had not been tested for HIV and AIDS. These respondents were then asked about their willingness to be tested. 67% of listeners to *Mo Kamba*, compared with 60% of non-listeners, reported that they were willing to take a test for HIV and AIDS.

Exposure to *Mo Kamba*, condom ownership and condom use

Although the analysis established strong associations between listening to *Mo Kamba* and positive attitudes towards condom use and testing for HIV and AIDS, this, in itself, is not indicative of differences in behaviour. Further analysis was carried out to explore whether there was an association between listening to *Mo Kamba*, purchasing of condoms, and condom use.

Figure 4 shows that, across a range of indicators, listeners (including regular listeners) to *Mo Kamba* are more likely than non-listeners to display positive behaviour around condom use. Listeners to *Mo Kamba* are more likely to:

- » have ever bought a condom;
- » own a condom now
- » ever used a condom; and
- » to have used condom the last time that they had sex⁸

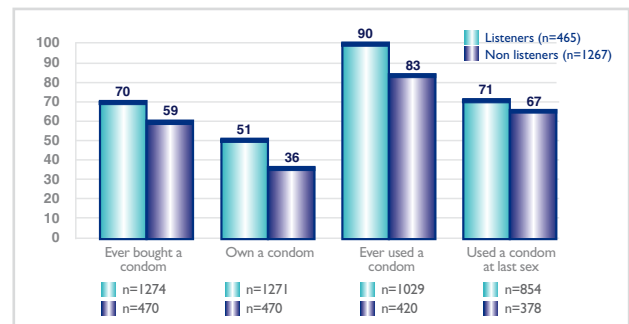


Figure 4: Condom ownership and condom use by listeners and non-listeners to *Mo Kamba*

* All differences between listeners and non-listeners are statistically significant at the $P < .05$ level

Figure 5 shows that the differences between listeners and non-listeners to *Mo Kamba* and indicators of condom use are particularly strong for young females. The gap between female listeners and non-listeners is larger than the gap between male listeners and non-listeners⁹.

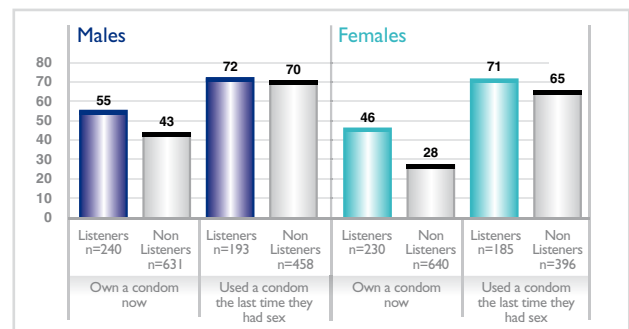


Figure 5: Comparison of condom ownership and condom use by male and female listeners and non-listeners

* Differences between listeners and non-listeners are statistically significant at the $p < .05$ level

Analysis revealed that there are also differences between regular and non-regular listeners to *Mo Kamba* and ownership of a condom, and the use of condoms the last time that respondents had sex. **Figure 6** shows that, for both indicators, regular listeners are more likely to own a condom, and to have used a condom the last time they had sex, than respondents who listen to *Mo Kamba* only once a month or less.

⁸ Self-reported condom use at last sex amongst all respondents is higher than suggested by similar surveys previously carried out in Angola with this age group. Although over-reporting cannot be ruled out, there is no indication that listeners to *Mo Kamba* are more likely to over-report than non-listeners. A further explanation could be that the sample for this survey is of young radio listeners, rather than young people per se. Additionally, since the end of armed conflict in 2002, there has been a scaling up of condom distribution throughout the country (see http://www.who.int/hiv/HIVCP_AGO.pdf).

⁹ Differences in condom ownership between both male and female listeners, compared to non-listeners, are statistically significant. Differences in condom use between male and female listeners, compared to non-listeners, are not statistically significant, but are approaching significance.

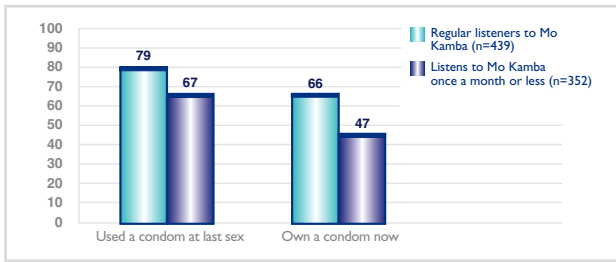


Figure 6: Condom use and frequency of listening to *Mo Kamba*
 * All differences between regular listeners and those who listen once a month or less are statistically significant at the p<.05 level

Analysis was also carried out to look at the extent to which respondents had used condoms in the three months prior to being surveyed.

Listeners are not only more likely than non-listeners to have used a condom the last time they had sex, but, on average, they use condoms more frequently.

66% of sexually active listeners to *Mo Kamba*, and 43% of sexually active non-listeners, reported having used a condom when having sex in the previous three months. Respondents who are sexually active and did not listen to *Mo Kamba*, reported using a condom an average of 2.5 times in the previous three months. Those who listened to *Mo Kamba* used a condom on average 3.5 times in the three months prior to survey.

Project and research learnings

Format

- » Formats which facilitate young people's interaction with programmes, allowing them to hear voices of their peers discuss sexual health issues, resonate strongly with young people in Angola. *Mo Kamba*, which presents the opportunity for young people to engage directly with key issues around HIV and AIDS, and sexual behaviour more generally, enjoys high reach among rural populations where prevalence of HIV and AIDS is highest in Angola.
- » PSA messaging which draws upon scenarios which are recognisable to young Angolans, have the highest recall among the audience. Future PSAs for this project have built on this appeal, producing PSAs which follow established 'characters' through a series of scenarios covering other aspects of the messaging strategy.

- » Multi-format campaigns serve three distinct purposes:
 - i) They are a mechanism for reinforcing key health messages across different outputs and allow the opportunity of cross promotion.
 - ii) They optimise the reach of messaging where audiences and media consumption patterns are fragmented and varied across the population. For example, the PSAs have higher reach among urban populations than the long format programme, *Mo Kamba*.
 - iii) Using multiple formats enables the audience to engage with the messaging in different ways, with *Mo Kamba* serving as the platform for discussing the social context of the key health messages covered in the PSAs.

Content

- » Listeners to *Mo Kamba* display differences in knowledge, attitudes and behaviour across a range of indicators, when compared with non-listeners. Listening to *Mo Kamba* is most strongly associated with ownership of condoms, and with the likelihood that respondents will cite fidelity to one partner as a means of preventing transmission of HIV and AIDS.
- » Frequency of exposure to *Mo Kamba* is associated with both condom ownership and condom use. There are significant differences between the self-reported behaviour of regular, and less regular, listeners.
- » Messaging around condoms appears to be particularly effective with young females. The differences in condom ownership and condom use between female listeners and non-listeners to *Mo Kamba*, are more pronounced than among young males¹⁰.

Partnerships

- » The geographical and social diversity of the Angolan audience makes it necessary to establish partnerships with a wide range of national and regional broadcasters to maximise the reach of programming. Region, age and gender are all variables which have an impact on patterns of radio consumption among young people. Building partnerships which optimise reach across diverse target groups is central to success.

Future HIV and AIDS work through radio in Angola should build upon the learnings from the research, developing content and formats that resonate with the target audiences, and building partnerships which optimise impact.

¹⁰ Although the numbers for urban females are relatively small, the proportion of female listeners to *Mo Kamba* reporting condom use is higher in rural areas than it is in urban areas.

About the BBC World Service Trust

The BBC World Service Trust is the independent, international charity set up by the BBC, which uses media to advance development.

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