



IMPACT RESEARCH

The Influence of HIV and AIDS Radio Public Service Announcements (PSAs): A Pan-Regional Experience



Survey research conducted in Nigeria by BBC World Service Trust Senior Research Executive

BBC World Service HIV and AIDS Initiative in Africa and the Caribbean, in partnership with the Kaiser Family Foundation and Viacom

This report examines exposure to HIV and AIDS Public Service Announcements (PSAs or spots) broadcast on the radio across Nigeria, Kenya and Tanzania.

Key questions explored in this report are:

- » What was the reach of PSAs broadcast on the BBC World Service across Nigeria, Kenya and Tanzania?
- » What were the levels of exposure to the PSAs, and to what extent does exposure vary across Nigeria, Kenya and Tanzania?
- » Is there an association between levels of exposure and changes in self-reported attitudes and knowledge around testing?
- » What are the key learning points for pan-regional media interventions of this kind?

These questions are indicative of the issues that the Research & Learning Group have been addressing and will continue to address.

Overview

The BBC World Service Trust with support from the Kaiser Family Foundation and Viacom launched an HIV and AIDS campaign on the BBC World Service airwaves. It was the first ever public education campaign addressing HIV and AIDS across the developing world to be aired on the BBC World Service.

Project design

The first wave of PSAs went on-air on World AIDS Day, 2003 and was completed in January 2004. Each PSA was broadcast on eight BBC World Service language streams (Caribbean English, English for Africa, French, Hausa, Kinyarwanda, Portuguese, Somali, and Swahili). The PSAs were modified slightly for each language stream. At the time that the first wave of PSAs were broadcast, Table 1 shows that the BBC World Service had an aggregate reach of over 40 million people across Nigeria, Kenya and Tanzania.

BBC World Service Audience 2003		
Nigeria	English	11,000,000
	Hausa	13,200,000
Kenya	English	3,300,000
	Swahili	4,900,000
Tanzania	English	910,000
	Swahili	9,500,000

Source: BBC World Service Marketing, Communications and Audiences

Table 1: Audience figures for BBC World Service across Nigeria, Kenya and Tanzania

The first wave of PSAs were informed by qualitative research in which each participating BBC World Service language team asked its listeners on air to respond to the question: "What is the most important issue concerning HIV and AIDS in your country, and why?" Over 1000 responses were received by email, text message and letter and analysed by the PSA producers to identify the range of common concerns across each country.

The most significant issues for listeners were clustered according to the following themes:

- » Abstinence & delay of sexual debut.
- » Fidelity.
- » Promotion of condom use and reducing embarrassment associated with purchasing and using condoms.
- » Risk perception & the benefits of testing.

The second wave of PSAs were aired in April and May 2004, and the final wave was on-air from December 2004 until February 2005.

A total of eight PSAs (two addressing each of the four themes) were created for each of the three waves and adapted for cultural sensitivity and linguistic differences across the eight language streams. In total, approximately one hundred and ninety two PSAs were generated for the campaign. The messages were typically broadcast three times a day during key listening times for the target audience: usually immediately after the main news bulletins.



Methodology

Two surveys were administered during the course of the project, one before the first wave of PSAs and the second after the third wave of PSAs.

In the month directly before the launch of the first wave, a survey using a stratified random sample of 1500 BBC World Service listeners was carried out in Nigeria, Kenya and Tanzania. In each country, respondents were selected from the five cities with the largest listenership to the BBC World Service, accounting for geographic distribution and population differences.

Two thirds of the sample within each country were male and one third female.

This established a baseline of audience knowledge, attitudes and behaviour relevant to the four themes of the project and informed the messaging strategies of the second wave.

At the time of the baseline survey (November 2003), HIV and AIDS prevalence rates varied across the three countries.

	Adults (15-49) with HIV/Aids 2001			
	% of Adult pop.	Women	Men	Total
Nigeria	5.8	1,700,000	1,500,000	3,200,000
Kenya	15	1,400,000	900,000	2,300,000
Tanzania	7.8	750,000	550,000	1,300,000

Source: UNAIDS

Table 2: HIV and AIDS prevalence rates in Nigeria, Kenya and Tanzania

A repeat survey of 1500 World Service listeners was carried out in Nigeria, Kenya and Tanzania, in April 2005, shortly after the third wave was completed, taking a matched sample of 500 respondents from each country.

The objectives of the second survey were to verify the reach of the PSAs, to understand the audience's comprehension of key messages in the third wave of PSAs, and to explore the extent to which exposure to the PSAs had an impact on the knowledge, attitudes and (self-reported) behaviour of the target audience.

Sample profile

The sample profile for each survey was as follows:

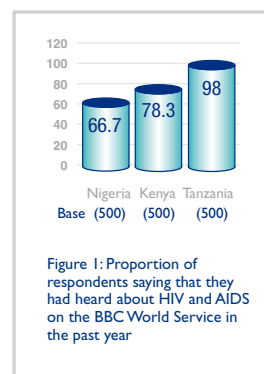
- » The average age of respondents was 24, with two-thirds male and one-third female.
- » 30% were Catholic or Christian, 32% were Protestant or Christian, and 31% were Muslim. The remainder were affiliated with a combination of traditional and other religious groups.
- » 32% had less than secondary education, 35% had completed secondary education and one in four had some degree of tertiary education.
- » 71% were single or never married and 26% were married or living together.

Key findings

Reach of HIV and AIDS messages on the BBC World Service

When surveyed at the end of the broadcast of the third wave of PSAs, the majority of respondents across all three countries said that they had heard about HIV and AIDS on the BBC World Service in the past year.

Figure 1 shows that the highest level was in Tanzania, the lowest in Nigeria.



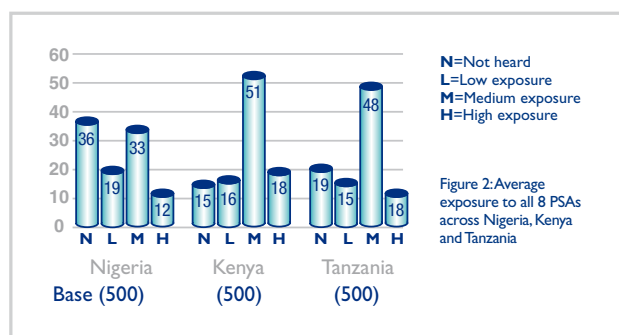
Exposure to HIV and AIDS PSAs

Respondents varied in their levels of exposure to the PSAs from 'heavy' to 'medium' to 'light' exposure. Respondents were classified as having heavy exposure if, when surveyed, they said that they had heard the PSAs 'very often' or 'many times'. They were classified as having medium exposure if they said they had heard the PSAs occasionally or a few times. They were classified as having light exposure if they said they had heard the PSAs only once.

Exposure level data was collected for each individual PSA in each country, and the proportion of respondents in each exposure level category (heavy, medium, or light) was calculated for each PSA.

Figure 2 shows the average proportion of respondents in each exposure level category for all 8 PSAs in Nigeria, Kenya and Tanzania.

Nigeria has the lowest proportion of respondents with heavy exposure, and the highest proportion of respondents who had not heard the spots or had only light exposure. Kenya and Tanzania have similar average exposure levels, with Tanzania having a slightly higher average proportion of respondents saying that they had not heard each PSA.



Levels of exposure to PSAs and the association with self-reported attitudes and knowledge

Figure 3 shows that over 80% of respondents across Nigeria, Kenya and Tanzania who had heard the PSAs said that it had changed their attitudes in some way, the greatest number being in Kenya, the lowest in Nigeria.

Figure 4 shows that the proportion of respondents at baseline and endline who were aware that being tested is the only way to be sure whether you have HIV and AIDS, varied across Nigeria, Kenya and Tanzania.

Kenya and Tanzania show relatively little change, whereas figures for Nigeria indicate a more substantial increase from baseline to endline in the proportion of respondents aware of the benefits of testing.

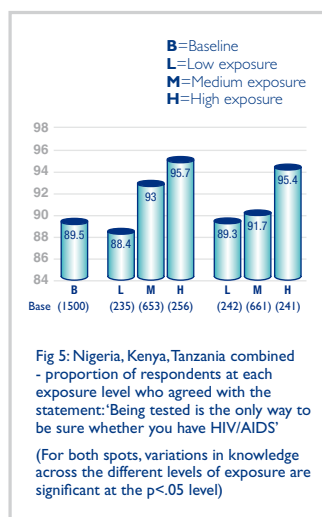
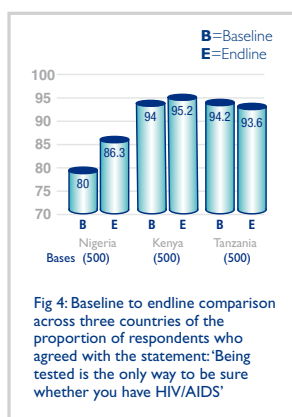
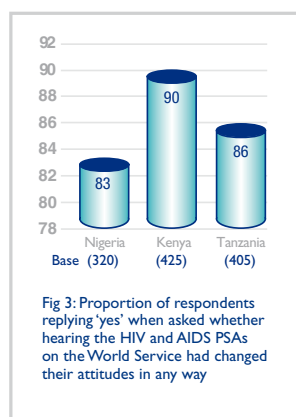


Figure 5 shows the proportion of respondents in the baseline survey who were aware that being tested is the only way to be sure whether you have HIV and AIDS. It also shows the same proportions from the endline survey. The proportion aware that testing is the only way to be sure you have HIV and AIDS is broken down by the levels of exposure of respondents to two PSAs promoting the benefits of being tested for HIV and AIDS.

In comparison to the baseline, endline figures for those with medium and high exposure show an increase in the proportion of respondents demonstrating knowledge of the benefits of testing. There is no increase for those with low exposure.

There is an association between levels of exposure and respondent's knowledge about testing for HIV and AIDS. No substantial differences in the confounding variables of gender and education were apparent across the different exposure levels, although there was a slightly higher proportion of 18-19 year olds in the low exposure group compared to high exposure groups.

Project and research learnings

- » Pan-regional interventions are likely to be dealing with very different audience needs. Subsequently, any understanding of the impact of PSAs needs to account for the fact that each country is likely to be starting from different bases. It is unlikely that PSAs will have uniform effects across participating countries.
- » The initial formative research in each country was valuable, and sensitised the producers to the barriers and facilitators to developing appropriate messaging strategies.
- » There are considerable challenges in developing a pan-regional radio campaign. Production of the PSAs had to account for:
 - Strict editorial policy requirements of the BBC World Service
 - Audience differences in language, religion, media consumption and cultural sensitivities around HIV and AIDS
 - Particular HIV and AIDS information needs taking different prevalence rates and health service provision into account, across the target countries and language groups.
- » This research has indicated the potential for PSAs to have an impact on self-reported attitudes and knowledge around HIV and AIDS. It has shown an association between levels of exposure to radio PSAs on HIV and AIDS, and the proportion of respondents self-reporting changes in attitudes and in knowledge around the benefits of testing.
- » There is some evidence that there may be a 'ceiling' on the ability of radio PSAs to have an impact where baseline knowledge is already high. Conversely, evidence indicates the potential for impact of radio PSAs where the intervention is targeting an issue with a relatively low baseline.



A broader question that warrants further investigation is the relationship between the extent of exposure required and the intensity of the barriers to be overcome in order to change one's behaviour. For example, the decision to wash one's hands is an individual decision, and may require less exposure to related spots than a decision requiring negotiation, such as the request to one's partners to use a condom.

Current work by the Research and Learning Group is addressing a range of qualitative and quantitative questions focused on capturing the exposure experience and the relationship between exposure and outcomes.

The qualitative questions include:

- » Should PSAs be thematically linked or branded?
- » What should be universally appealing and what should be culturally specific about the PSAs?
- » How should the identity of the voices and actors be determined, (taking account of differences in gender, social class, ethnicity, speech patterns etc)?

The quantitative questions include:

- » What is the optimal level of exposure to PSAs?
- » How is exposure to individual PSAs and combinations of PSAs best captured?
- » Are there benefits to having multiple themes for PSAs, over single themes?
- » What is the optimal duration of a wave and a campaign?
- » What is the optimal frequency of airing each PSA?
- » Aside from exposure to radio PSAs, how should other variables, that may be having an impact on self-reported attitudes and knowledge, be accounted for?

The results of these efforts to better understand the optimal use of PSAs and the related exposure experience will be shared in future issues of the Research and Learning Group's Dissemination Series.

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. Through its Media Development and Development Communications Groups, the Trust works around the world to:

- » Raise awareness of development issues among mass audiences and opinion-formers.
- » Influence attitudes, awareness and behaviour amongst poorer communities through a wide range of educational programming on poverty-related topics.
- » Build capacity in the media sector in developing and transitional countries.

This work is underpinned by formative, monitoring and impact research, which is managed by the Trust's *Research and Learning Group*. This Group is staffed by research professionals based in London and in project offices in the field. The *Research and Learning Group's Dissemination Series* aims to contribute to the fields of media development and development communications research through summaries of the *Research and Learning Group's* work.

As such, the target audience of the series includes research practitioners, technical advisors and project managers who commission and use such research. This is the first report in the series on impact research. The other three series will focus on formative research, innovative research and good practice.

We welcome feedback on these publications and invite readers to share their own experiences and learnings. Please visit our website (<http://www.bbc.co.uk/worldservice/trust/researchlearning/>) for more detailed research reports and further information about our projects and the work of the BBC World Service Trust.

Contact & Feedback

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