



Assessing the Impacts of a Media-Based Health Promotion Campaign

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Evaluation Design Considerations

- Need to measure and characterize audience reach
- Need to generate “rich” indicators of message impact
- Need to generate insights to contribute to message design and program strategy
- Need for affordable evaluation
- Need for a rapid feedback loop into campaign implementation
- Need to educate funders

And Challenges...

- Broadcast audience research is oriented toward measuring audience by reliance on standard indicators designed for commercial markets
- Radio Bilingue's target population is not well-measured by standard audience research methodologies
- Radio Bilingue's target population is a diverse one, but standard demographic analyses fail to capture this diversity
- Funders' mental models of public health interventions are often based on the interactions of classroom instructors or clinic personnel with clients/patients

The Campaign's Target Population: Farmworkers and their Families

- 91% Mexican-born
- 95% limited-English
- 67% <8 years of schooling
- 75% w/ HH income <\$10,000/year
- ~ 14% indigenous-origin ethnic minorities w/in Mexican population
- 26% <3 years in the US
- ~60% without legal immigration status

Analyses of National Agricultural Worker Survey--1999, 2003

Why Standard Broadcast Audience Research Techniques Are Not Appropriate

- 20–30% of target population households do not have a telephone and not having phone is systematically related to socioeconomic disadvantage
- Commercial mailing lists have serious deficiencies for this disadvantaged population as sub-standard housing often does not have a postal address
- There is a high proportion of “complex households” with multiple families residing in a single household unit
- The population’s educational attainment makes household diaries an inappropriate mode for survey response
- There is widespread distrust of contacts by persons not known to a household member

Sampling Strategy for the Tri-Valley Tobacco/California Endowment Survey

- Use multiple sources of funding to maximize sample size to examine the station's ability to reach key sub-groups in the target population
- Adapt intercept interview techniques to the social environment of the target population-- the remate strategy
- Use a culturally competent teams of interviewers (with some diversity within the teams) to minimize refusals
- Interview both listeners and non-listeners to generate a comparison group to assess how programs skew

Survey Instrument Design Strategy

- Develop measures of market reach taking into account survey population sociolinguistic profile but assure comparability to standard audience indicators
- Include in the instrument multiple indicators of respondent characteristics, including non-standard ones (e.g. birthplace, length of time in US)
- Measure exposure to sample of campaign messages and elicit supplemental information regarding message impact on attitudes, aspirations, and beliefs
- Seek to assess secondary audience impact
- Include both closed and open-ended questions to minimize perceived burden while, at the same time, maximizing respondent engagement

Key Analyses and Findings: Radio Bilingue's Audience Reach

- Very high overall market penetration in target population--61% of the population are regular listeners (i.e. at least once/week)
- Listenership comparable to leading commercial stations in market (e.g. "Super Q", "La Buena")--very high for public radio
- Strongest penetration in audience segment of "long-term settlers"--limited-English, primary school dropouts, who are committed farmworkers
- Slightly less but, nonetheless, adequate audience among recently-arrived young, predominantly male migrant workers
- Somewhat lower listenership in the young bilingual Chicano/Chicana audience segment

Key Analyses and Findings: Listener Recall of Health Promotion Messages

- Survey respondents who are regular station listeners recall hearing 33–68% of sample messages—depending on type of message
- Two types of messages are generally remembered by more than two-thirds of listeners: “hot topics” on priority health topics (child-rearing, STD’s, dangers of alcohol and drug abuse)
- Messages on some specific health risks and/or health conditions (e.g. diabetes, pesticide exposure) do not achieve such high rates of recall but appear to be reaching sub-groups for whom they are relevant

Key Analyses and Findings: Secondary Audiences and Types of Impact

- Virtually all of the station's regular listeners who have heard a health-related message discuss at least some of the messages with someone else, usually someone in their immediate or extended family
- Messages are often “used” strategically by listeners as scaffolding to influence the attitudes of others (e.g. parents re diabetes, children re sexual behavior)
- Messages are also used by listeners to strengthen their own resolve to engage in healthy behaviors (e.g. to improve family nutrition, to not “sleep around”)

Key Analyses and Findings: Factors Affecting Message Impact

- Message recall and likelihood that messages will be discussed with others is strongly affected by discourse structure
- Message recall and acceptance is strongly affected by authenticity of “voice” and adequacy of Spanish
- Health message acceptance is very positively affected by Radio Bilingüe’s image as a community institution (most evidently the station’s ban on narcocorridos and sexually titillating dialogue found on commercial outlets)
- Health message acceptance is also very positively affected by Radio Bilingüe’s responsiveness to Latino listener diversity most evidently to Mixtecos (La Hora Mixteca) and other indigenous groups, to Tejano/as (Arriba el Norte)

Closing the Feedback Loop: From Evaluation to Enhancing Campaign Impact

- Based on analyses of survey data and followup focus groups, the evaluation team has built into the collaborative model, regular meetings with producers to jointly conduct textual analysis of specific spots and the factors which contribute to or detract from their effectiveness
- The survey findings regarding secondary dissemination of messages within social networks provide a foundation for a second phase of research which draws on network analysis and small-world theory to investigate and explore new strategies to increase message circulation beyond the boundaries of family networks
- The evaluation team has recommended that the station work to systematize team-based peer review of health messages and develop additional ways in which station identity can be used to enhance health campaign impact

Implications for the Field

- Health promotion campaigns targeted to low-income, limited-English Latino audiences will benefit from careful attention to the internal diversity within this target population and utilization of culturally appropriate evaluation research methodologies
- Further attention will need to be given to developing a sound underlying “theory of change” for health promotion campaigns since the current emphasis on media campaigns as a vehicle for informing disadvantaged populations has not always come to grips with the challenges of developing effective strategies to impact attitudes, aspirations, beliefs, and behavior
- The effectiveness of health promotion campaigns will be enhanced by serious efforts to develop strategies to avoid “message fatigue” when funder priorities are the primary factor driving communication strategy in a local or regional market
- Serious attention (and possibly targeted research) will be needed to examine the ways in which “agency outreach” to low-literate populations can be made more effective