



# Roles of Community Radio in Health Interventions

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# Intervention Targets (A KBAAB)

- Awareness – Attentiveness
- Knowledge
- Beliefs
- Attitudes
- Aspirations
- Behavior

# Intervention Voices

- Information (e.g. recitation of statistics)
- Exhortation (e.g. testimony)
- Persuasion (e.g. interactive dialogue)
- Counseling and Coaching (e.g. technical)

# Vehicles for Communication

- Print narrative (e.g. pamphlets, advertisements)
- Face-to-face (e.g. classes)
- Aural messages (e.g. radio spots & programs)
- Visual (e.g. signposts and images)
- Audio-Visual messages (e.g. TV spots & programs)
- Audio-Visual Interactive (e.g. Internet)

# What can one expect?

- What works best for which objectives?
- What works best for which audiences?
- What are the characteristics of each vehicle that are effective for each target outcome?
- What would strengthen and extend the impact?

# How much does an individual message vehicle have to accomplish?

Key Design Questions

- What is the cognitive load of the message?
- How does sequence and repetition factor for an audience segment?
- What's the cumulative impact of multiple messages and interventions?

# How does Radio fit in?

## Awareness, Knowledge, Beliefs

- It starts out Aural starting point, but can build on or in other media.
- It can create awareness–attentiveness.
- It can add to knowledge.
- It can persuade that there are alternate channels to achieve personal objectives within a culture – i.e. change belief structures.

# How does Radio fit in? Impacting Attitudes, Aspirations, and Behavior

- Radio can model personal interactions.
- It can model the dynamics through which aspirations are formed and changed.
- It can present role models who have changed their behavior.
- It can situate a campaign within a culturally relevant frame of reference.



# How does Radio Reach its Goals

- Proactively targeted different sub-populations or audience segments
- Designed to communicate effectively,
  - using a variety of voices, and
  - signaling its cultural relevance (e.g. age, gender, ethnic)
- Designed to spur communication and conversation within sub-populations or audience segments
- Designed to reinforce behavior and
- Designed to work with local organizations each of which plays a unique role.

# Challenges

- The direct and indirect targets are part of the audience
- People with a great deal of experience with an issue and those not at all knowledgeable are in the same audience
- Listening occurs in diverse circumstances with lots of distractors
- 15, 30, 60 second spots; 15 and 30 minute programs; People tuning in and tuning out

# How do you know if a Radio Campaign ‘Works’ – Impact on the individual

- Did the intended audience –
- hear the program?
- pay attention to the program?
- understand the program content?
- How did they understand the program content – i.e. what impact on KBAAB?
- Did they engage with the program?
- Did they apply it to their own and/or their families lives?
- Did it impact enough to impact others?

# Assessing the Nature of the Impact of a Radio Campaign?

- What sub-groups did it impact (or not impact) in specific areas, and why?
- How much did it impact their' KBAAB; and how much was it translated to others in their network?
- What does the 'impact' mean in their lives?
- How much and in what ways did it persist?