

## CORE POLICY # 5

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# Use National and Local Media to Expose Young People to Social Marketing Messages and Reduce Their Exposure to Negative Behaviors

Young people are particularly susceptible to messages delivered by the media. Interventions that capitalize on this knowledge and that deliver positive social marketing messages through radio, television, print, and other media have been shown to be effective in the following areas: (i) reducing sexually risky behavior through HIV prevention and positive reproductive health messages (particularly if combined with increased availability of condoms); (ii) reducing tobacco consumption; and (iii) reducing violent behavior, particularly against women.<sup>1</sup>

Social marketing campaigns aim to change negative behaviors into positive ones by influencing the knowledge and attitudes of young people. Social marketing and mass media techniques can reach a large number of young people, particularly at-risk youth, who are typically not enrolled in school and cannot take advantage of school-based programs. However, while the use of mass media can greatly increase young people's knowledge and awareness, there is no guarantee that it will change their behavior. To maximize its success, media messages need to direct young people to interventions that provide specific services to at-risk youth.

### How Do Mass Media and Social Marketing Prevent Risky Youth Behavior?

Social marketing is defined as the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences to improve their personal welfare and that of society as a whole.<sup>2</sup>

Social marketing campaigns use mass media, as well as specialized communication techniques such as behavior change communication (BCC)<sup>3</sup> and interpersonal communication (IPC).<sup>4</sup> All of these techniques can provide young people with the necessary knowledge and skills to protect themselves, increase their self-efficacy, and ultimately prevent them from engaging in risky behavior. The knowledge and skills that they acquire also increase their self-esteem and self-confidence, which reduces the chances of them engaging in risky behavior. As an example, condom social marketing (CSM) programs have been successful in increasing both condom use and knowledge of safe sex practices among their beneficiaries, thereby decreasing the likelihood of early and unwanted pregnancies and increasing the chances that young people will stay in school, increase their employability, and either enter the labor market or pursue tertiary education. Programs that have used a mix of media techniques have also been seen to have a significant positive effect on HIV knowledge and prevention skills among young people.

National mass media campaigns can also change negative social norms (in some societies) such as domestic violence and corporal punishment in school, as well as negative gender norms, which often contribute to gender-based and sexual violence. Changing these social norms can reduce risky behavior among young people because the negative behavior of their parents, families, and fellow community members can be risk factors for young people and predictors of whether or not they will engage in negative and risky behavior themselves. These campaigns can also be useful for teaching effective parenting skills to the families of young people and showing them how to serve as positive role models.

## Research Findings: Providing the Evidence Base

South Africa’s *loveLife* program is a national HIV prevention program for young people that includes a multimedia education and awareness campaign, a national adolescent-friendly clinic initiative, youth centers, community-level outreach, and a teen hotline. A national youth survey of the program showed that there was a strong correlation between exposure to *loveLife* and increased abstinence, deliberate delay in initiating sexual activity, and increased condom use. Participation in *loveLife* programs was also statistically associated with lower odds of being infected with HIV.<sup>5</sup> Studies of Population Services International’s (PSI) *100% Jenne* social marketing program in Cameroon showed that the program contributed to substantial increases in condom use, including consistent use with regular partners among young people of both sexes. Among males, it also contributed to increasing consistent use of condoms with casual partners. While condom use increased with both regular and casual partners, levels of use were higher with casual partners. However, the program had no effect on levels of sexual activity or on the number of sexual partners<sup>6</sup> (see figures). Findings from an evaluation of Paraguay’s *Con S de Sexo*, a radio program hosted by adolescent peer educators, suggest that the project increased knowledge of selected reproductive health issues among adolescents, increased the proportion of adolescents who subscribe to safe sex practices, and most likely contributed to the significant increase in the proportion of adolescents reporting having used a condom in their first sexual encounter.<sup>7</sup> An evaluation of an entertainment-education approach in Tanzania, a long running radio drama (*Twer Na Wakati*) that aired on Radio Tanzania, was conducted between 1993–97. The evaluation, in which part of the country did not receive the radio drama for the first two years of the program, showed that listeners in areas receiving the broadcast reported being more committed to using family planning methods and adopting sexual and reproductive health practices to prevent HIV infection. There was also a 153 percent increase in condom distribution in the areas that received the broadcasts (compared with a 16 percent increase in the control area) and a 33 percent increase in new clients at family planning clinics.<sup>8</sup>

### Cameroon: Changes in Attitudes and Behavior Among Young Men

Percent of unmarried men ages 15–24 who:

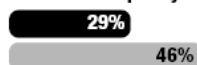
**Are confident they know correct condom use**



**Are not shy to buy condoms**



**Discussed STIs/AIDS with others in the past year**



**Have ever used condoms**



**Used a condom in last sex with regular partner**



Low exposure to PSI Program  
 High exposure to PSI Program\*

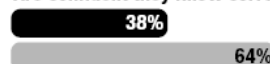
### Cameroon: Changes in Attitudes and Behavior Among Young Women

Percent of unmarried women ages 15–24 who:

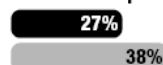
**Want to wait to have children**



**Are confident they know correct condom use**



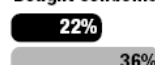
**Discussed STIs/AIDS with others in the past year**



**Are not shy to buy condoms in nearby shop**



**Bought condoms in the past year**



Low exposure to PSI Program  
 High exposure to PSI Program\*

Florida’s *Truth Campaign*, an anti-tobacco, youth-driven media campaign, was able to achieve a brand awareness of 92 percent (in other words, 92 percent of teens surveyed were aware of the existence of the campaign). It also led to a 15 percent rise in the number of adolescents who agreed with certain negative statements about smoking, a 19.4 percent decline in smoking among middle adolescents (14–16 years old for

girls and 15–17 years old for boys), and an 8 percent decline among late adolescents (16–18 years old for girls and 17–18 years old for boys).<sup>9</sup> A carefully designed and controlled study of a communication, information, and educational (CIE) strategy in Colombia carried out in three cities found significant changes in behavior (for example, a 10 percent reduction in the number of people hitting a child with a hard object) and changes in attitudes and norms (a 6 percent reduction in the acceptance of physical punishment as a way to educate children). A massive communication strategy supporting the CIE strategy was devised, and its messages were broadcast on national television.<sup>10</sup>

### Moving Forward: Factors for Success

- Messages should *provide a range of viable alternatives to negative behavior*.
- Information must be reinforced by *repeated exposure and continuous, sustained interventions* to increase the likelihood of changing behavior.
- Campaigns should take into account the *ability of the target group to absorb the messages*, given differences in education and skill levels.
- *Campaigns should target young adolescents*, because information about risky behavior has a stronger and more lasting impact if delivered earlier in life, before attitudes and beliefs are shaped.
- Media *messages must be linked to real issues related to families, schools, and young people’s lives*.
- *Market segmentation and message targeting* are crucial, because young people are a heterogeneous group.
- Mass media *interventions should be linked to counselors, youth centers, hotlines, and youth-friendly reproductive health services*.
- Behavior change communication *strategies should include personalized communication, emotionally compelling messages, and a role model component*, and should embed their messages in existing cultural norms and expectations.
- *Young people should be included in the design, production, and dissemination of the messages* to ensure that the messages resonate with young people, are transmitted in language that they use, and reflect the realities of their lives.

### Endnotes

1. World Bank. 2007. *The Promise of Youth: Policy for Youth at Risk in Latin America and the Caribbean*. Washington, D.C.: World Bank.
2. <http://www.social-marketing.com>.
3. BCC combines commercial marketing techniques to advertise products and services with messages that promote knowledge and reinforce healthy kinds of behavior (<http://www.aidsmark.org>).
4. IPC is a communication approach that takes place between a trained agent and a member or several members of a specific target population. The goal of IPC interactions is to change behavior by addressing the underlying causes of risk within the target population and to increase skills and self-efficacy among high-risk groups (<http://www.aidsmark.org>).
5. Kaiser Family Foundation, <http://www.kff.org/about/lovelife.cfm>.
6. Plautz, A. and D. Meekers. 2007. “Evaluation of the Reach and Impact of the 100% *Jeune* Youth Social Marketing Program in Cameroon: Findings from Three Cross-Sectional Surveys.” *Reproductive Health* 4(1), February.
7. Population Services International (PSI). 2002. “Adolescent Health Project Makes Waves in Paraguay.” *Social Marketing and Communications for Health Profile*, PSI, January.
8. Pan-American Health Organization (PAHO). 2005. “Youth: Choices and Change, Promoting Healthy Behaviors in Adolescents.” Scientific and Technical Publication No. 594. Pan-American Health Organization, Washington, D.C.
9. PAHO 2005.
10. Guerra, N., and R. Guerrero. 2006. “Most Effective Policies and Interventions in Youth Violence and Crime Prevention.” Draft prepared for the World Bank, Washington D.C., October.

<b>Key Implementation Considerations</b>	
<b>Anticipated Outcomes</b>	<ul style="list-style-type: none"> <li>• Increased knowledge about sexual and reproductive health issues</li> <li>• Reduction in early childbearing, HIV/AIDS, and STIs</li> <li>• Higher rates of contraceptive and condom use</li> <li>• Decrease in unwanted pregnancies</li> <li>• Reduction in alcohol, tobacco, and substance abuse</li> <li>• Reduction in violent and criminal behavior</li> </ul>
<b>Secondary Effects</b>	<ul style="list-style-type: none"> <li>• Increased confidence and self-esteem from acquired skills and knowledge</li> <li>• Increased self-efficacy</li> </ul>
<b>Responsible Agency/Actor</b>	Ministries of Education, Health, Social Development, or Communications
<b>Targeted Risk Group</b>	Types I, II, and III
<b>Targeted Age Group</b>	0–18, plus families and teachers
<b>Examples of Cost per Beneficiary</b>	Not available
<b>Necessary Initial Conditions</b>	<ul style="list-style-type: none"> <li>• Identification of the behavior and of the appropriate young people to be targeted</li> <li>• Link with other programs and resources to make sure the messages can be turned into action</li> <li>• Widespread access to media technology (radio, television, and so forth)</li> </ul>
<b>Specific Examples &amp; Levels of Effectiveness (Strong Evidence and Emerging Evidence)</b>	<ul style="list-style-type: none"> <li>• South Africa: <i>loveLife</i>—Emerging evidence</li> <li>• Cameroon: <i>100% Jenne</i>—Emerging evidence</li> <li>• Paraguay: <i>Con S de Sexo/ Arte y Parte</i>—Emerging evidence</li> <li>• United States (Florida): <i>Truth Campaign</i>—Strong evidence</li> </ul>
<b>Issues to Consider for Replication and Sustainability</b>	Social marketing and mass media campaigns cannot <i>guarantee</i> behavior change, particularly on their own. They need to be accompanied by community or group-based interventions, individual youth interventions, and access to products and services, to create long-lasting change.