

# Promoting Rational Drug Use in the Community

## **Mass Media**

Mass media

Promoting Rational Drug Use in the Community

# Objectives of module

- Appreciate different kinds of mass media and how they can be used
- Critically assess advantages and disadvantages of using mass media to promote rational drug use
- Understand how to develop mass media strategies to promote rational drug use

# Six basic questions



# Types of mass media

- Radio
- TV
- Newspapers and large circulation magazines
- Billboards
- People
- Internet



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# Promoting Rational Drug Use in the Community

## Pretoria, South Africa 2004

[Home Page](#) Welcome to the Home page for PRDUC course held in Pretoria, South Africa September 2004

[Course Materials](#) This home page includes [materials](#) used in the course, including [session notes](#), [trainers notes](#), [visual aids](#) and [resource materials](#). In addition materials produced during the course such as [data collection instruments](#), [analysis tables](#) and [data matrices](#) are also provided. [Photographs](#) taken by participants are included though these may take time to download.

[Visual Aids](#)

[Resource Materials](#) [Click here for the background information on the fieldwork.](#)

[Data Collection and Analysis Instruments](#) An important part of the course is the production of [proposals](#). On this site you will see different iterations of these proposals with the comments of reviewers provided.

[Photographs](#) [Click here for Course Participants.](#)

[Proposals](#) [Click here for Course Trainers.](#)

[Proposals](#) [Click here for course photograph](#)

[Proposals](#) Click here for the course flyer.

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# Advantages of mass media

- Reaches many people quickly
- Low cost per person reached

Can be used to:

- Tell people about new ideas and services
- Agenda-setting and advocacy
- Create a favourable climate of opinion



# Disadvantages of mass media

- Difficult to make specific to local community
- Fixed message
- Can be easily misunderstood
- Access often difficult
- Lacks feedback F to F

## **MM is less appropriate for:**

- Changing behaviours rooted in culture or reinforced by social norms
- Developing skills of informed decision making
- Promoting empowerment
- Learning practical skills

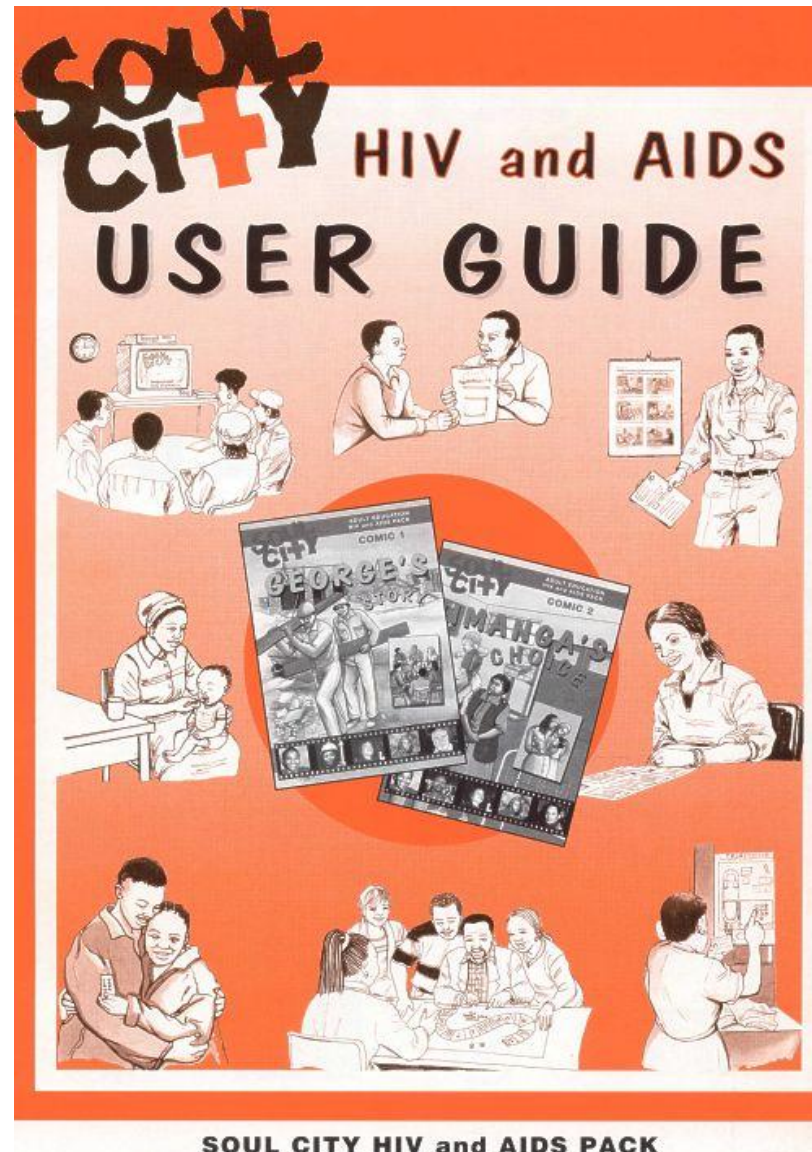
# Type of mass media opportunities

- news and features
- magazine programmes
- drama
- documentaries
- quizzes
- chat shows
- announcements
- jingles
- advertising



# Soul City

An integrated communication programme that uses radio, TV drama, print, face to face, training, policy advocacy, networking.



# How can we use mass media?

- What's the objective of the media campaign?
- Who is the audience?
- What's the content? (key message?)
- How can we evaluate it?



What mass media do people have access to?  
What do they read/listen to?  
What are their favourite programmes?  
When do they listen/watch programmes?  
Who are credible sources on the mass media?

# Activity 1: convincing the media editor

- Decide which mass media you want to use, and how
- Decide what key point from your research you want to use as the main message for your media activity
- Decide how to sell that idea to the editor/producer
- Prepare a 5-minute presentation that will convince the editor to work with you on this

# Summary

- Health issues can be introduced in a range of different mass media and in different ways
- Combining different types of mass media and mass media with other communication approaches is likely to be more effective
- Identifying which media are used by which audiences is important
- Be clear about what you want to evaluate and how you will do it