



**Communication preferences
for HIV information among
young people in two
provinces in South Africa: A
multi-stage cluster-based
cross-sectional survey**

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- Health communication is a **social process** that affects multiple **psychosocial and behavioral factors** known to determine the **success of HIV programs** globally.
- an important arm in public health concerned with changing behaviour and having an impact on -:
 - disease prevention,
 - health promotion and,
 - quality of life
- Ensuring adequate access to health information is critical for decision making and problem solving

- HEAIDS HIV/AIDS program report (2014)
 - TV, radio and magazines main sources of information in >60% of study population
 - Social media platforms though popular, found to be least preferred sources for HIV information
 - Internet used mostly by staff>students
- HIV Prevalence, Incidence and Behaviour Survey, 2012 report
 - Most influential source for HIV info: TV > 50% of population, Radio 33%, print media 25%
 - Other forms (social media etc) identified by <10%

- mHealth (UNICEF; 2014 & Hampshire et al; 2015)
 - Knowledge levels declining amongst youth
 - Cellphone ownership and internet usage on the rise
 - Main sources of info: internet, friends Vs family, school
 - Cellphone used for social media, music downloads & search engines
 - Only 29% used phone to seek health related information
 - Age 16+years preferred TV & radio as top sources for health info
 - Most youth willing to use phone for health info if services were zero rated

This paper therefore seeks to assess-:

- Young people's (18 – 24 years old) media communication preferences for HIV messages in two provinces in South Africa (Eastern Cape & Mpumalanga) for effective HIV programming.

- A cross-sectional study
- Target population: Young people aged 18 – 24 years.
- Thembisile Hani & King Sabata Dalindyebo sub-districts
- Multistage cluster sampling technique was used to enroll participants into the study.
- A self-administered structured questionnaire
- All data collection was conducted electronically



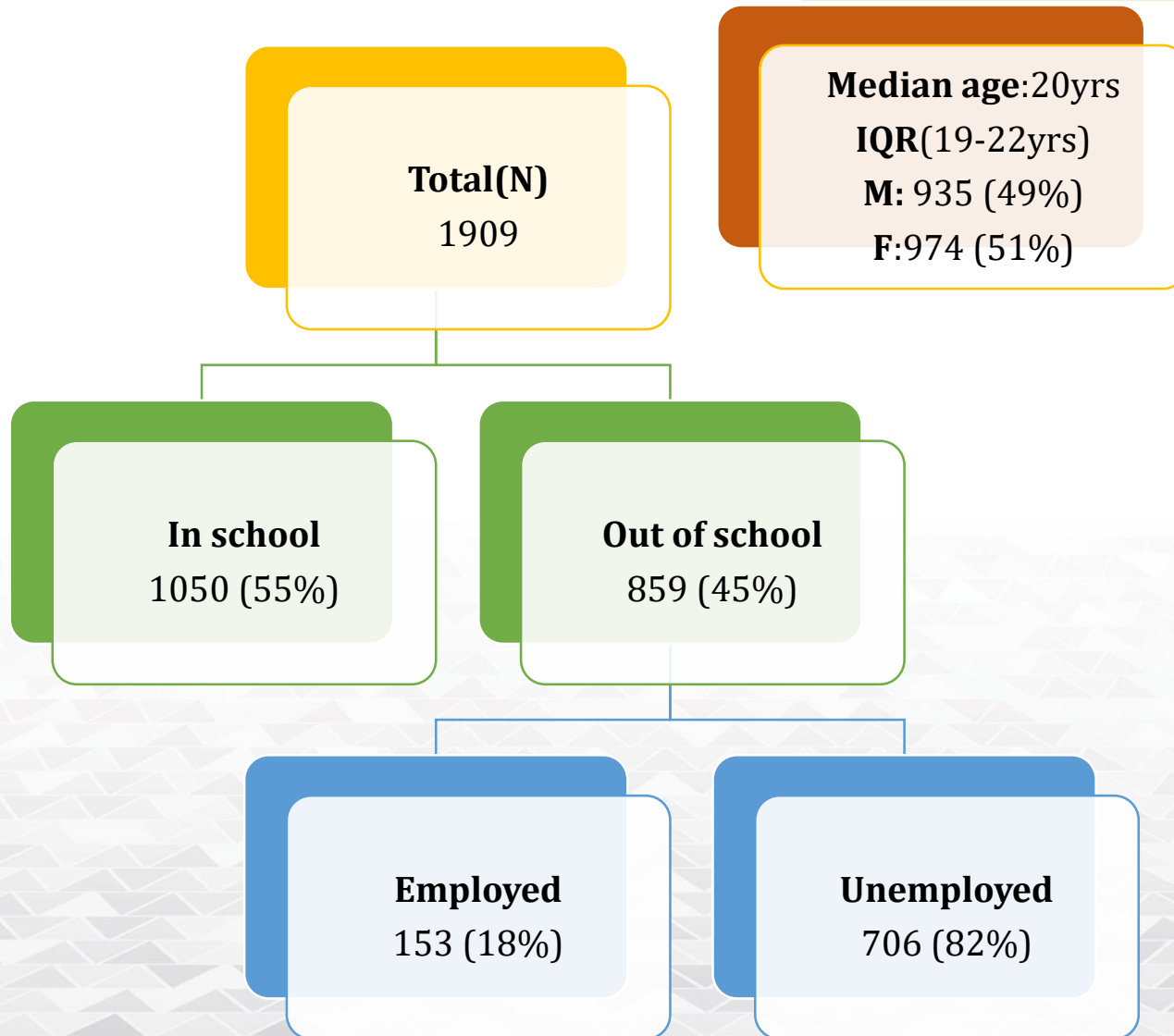
- STATA version 14
- Descriptive statistics: mean, standard deviation, median, inter-quartile range to summarize-:
 - participant characteristics &
 - different communication variables investigated.
- Tests of significance (ttests, chi-squared)
- A binary logistic regression model was developed to determine predictors of using traditional vs modern forms of mass media communication channels.
- All statistical investigations were two-tailed, P value=0.05, 95%CI.

Results

	Total		Males		Females		p-value
	n	% /median)	n	%	n	%	
Median age (years)	1909	20 (IQR 19-22)	935	20 (IQR19-22)	974	20 (IQR 19-22)	
Marital status:							
Single	1651	87.8	829	50.2	822	49.8	
Married/In a relationship	230	12.2	106	46.1	124	53.9	0.241
Occupation:							
Employed	153	7.9	97	63.1	56	36.9	
Unemployed	706	36.8	313	44.4	393	55.6	<0.0001
Student	1050	54.6	542	51.6	508	48.4	<0.0001
Highest level of education:							
No Matric	912	48.0	466	51.1	446	48.9	
Matric and beyond	989	52.0	476	48.1	513	51.9	0.196
Member of a club	779	41.7	400	51.6	379	48.7	0.215
Receives a social grant	306	16.3	115	37.6	191	62.4	<0.0001
Income source:							
Employer/Business	154	8.4	91	59.1	63	40.9	
Family/partner	1403	76.5	715	51.0	688	49.0	
Social Grant	278	15.1	100	36.0	178	64.0	<0.0001
Living in a substandard house	98	5.2	51	52.0	47	48.0	0.605
Possession of 5+ basic commodities	1167	59.8	607	52.0	560	48.0	<0.0001



Demographic Variables



Access to communication tools

Possession of basic household items / commodities	(n)	%
Electricity	1672	87.6
Radio	1291	67.6
Television	1507	78.9
Cellphone	1465	76.7
Refrigerator	1237	64.8
Bicycle	144	7.5
Motorbike	44	2.3
Car/Truck/Van	408	21.4
Livestock	286	15.0
Food garden	410	21.5



Frequency of use: Comm platforms

Daily

- Television (67.1%)
- WhatsApp (64.7%)
- Facebook (41.7%)
- Radio (38.9%)

Rarely

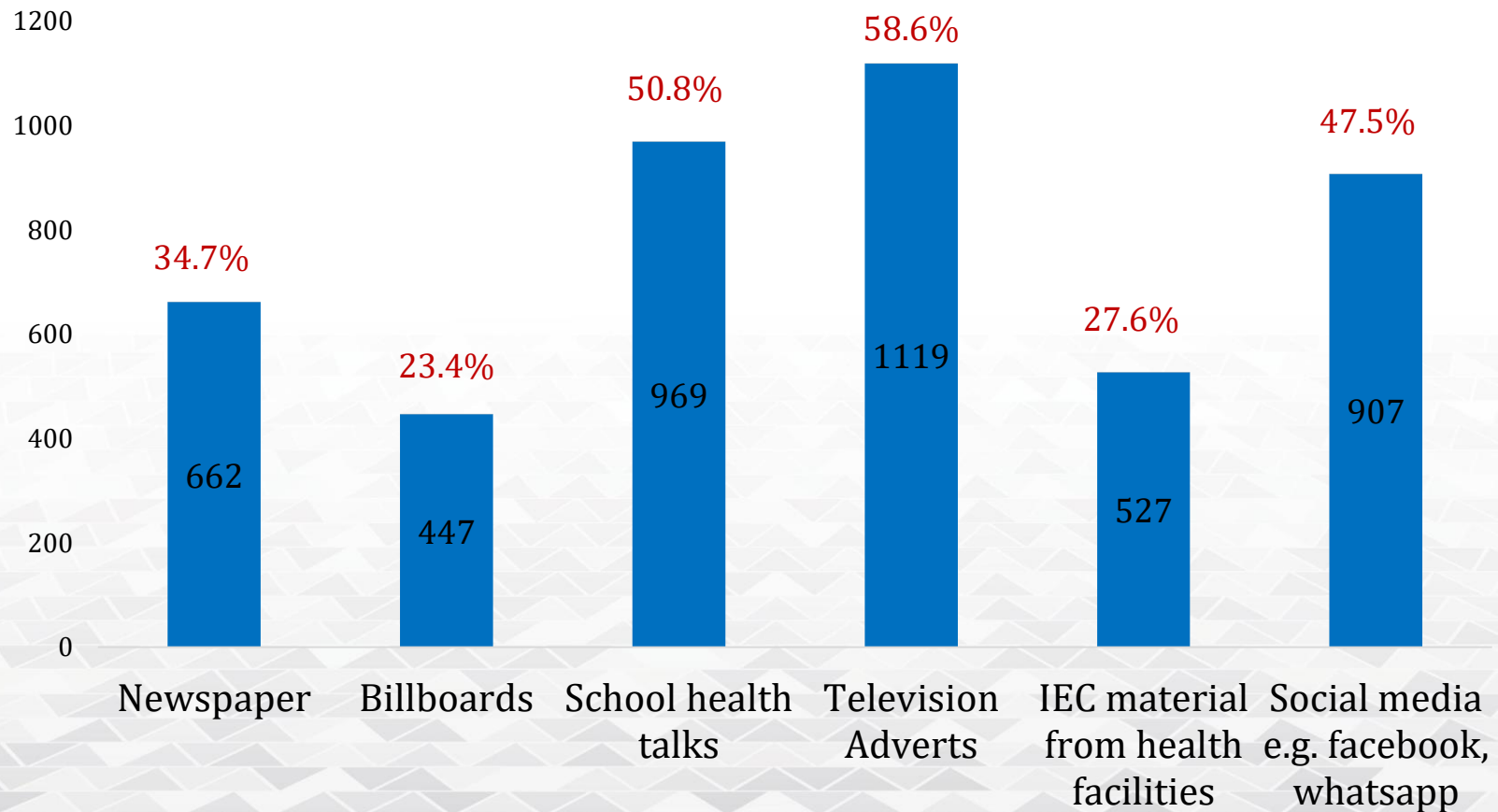
- Magazine (37.4%)
- Newspaper (37.0%)

Never

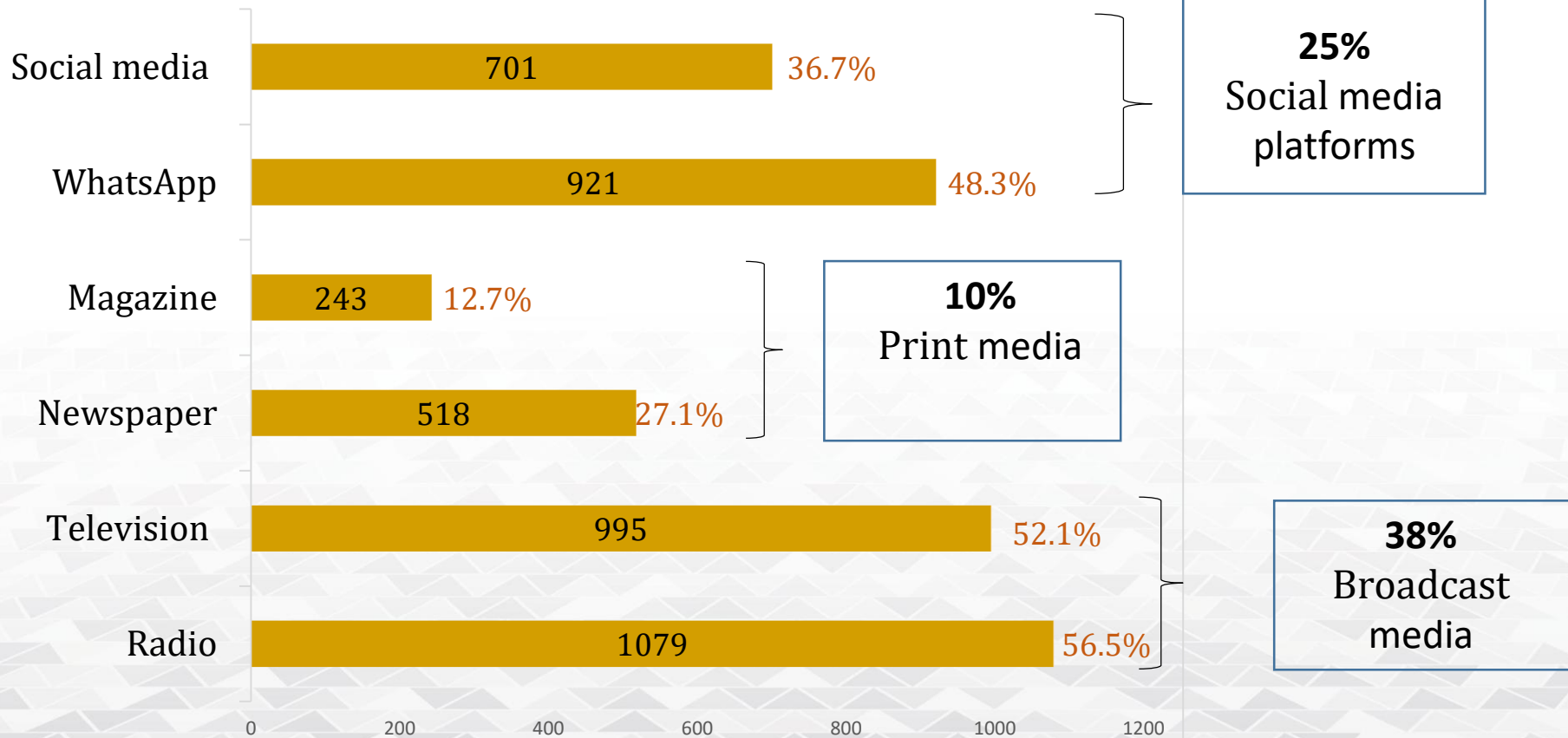
- Twitter (67.3%)
- Instagram (62.0%)
- Health related websites (60.5%)
- Internet based news sites (44.5%)

Communication of new HIV information

Best way to communicate new HIV information e.g. PrEP.



Preferred method of receiving HIV/AIDS information



Factors influencing choice of media platform

Factors	Adjusted OR	P-value	95% CI
High education level	0.74	0.0022	0.63 – 0.89
Living in standard housing	0.62	0.0014	0.56 – 0.78
High HIV knowledge	0.80	0.0287	0.72 – 0.89
Age	0.99	0.5358	0.89 – 1.02
Gender	1.09	0.7145	0.93 – 1.25

- Traditional media platforms (TV, radio, magazine & newspapers) Vs Modern media platforms (social networks e.g. Whatsapp, Twitter, Facebook)
- Factors associated with choosing modern forms of media communication platforms were:-
 - High education attainment
 - Living in standard housing
 - High HIV knowledge



- Traditional media platforms (TV, Radio) are still the-:
 - **main sources** of information and
 - **preferred** method of communication among youth
- Cellphone ownership and internet usage on the rise
- Limited usage of social media (facebook & whatsapp)
- Factors associated with use of modern media platforms were related to affluence
 - High education attainment, Living in standard housing, High HIV knowledge
- Social media usage potentially limited by lack of financial requirements to support frequent engagement
 - Health info can be accessed online if services were zero rated



- Using only social media to target youth with HIV messages can potentially miss many.
- It is thus critical to package HIV messages for all modes of communication to ensure reach to all young people regardless of socio-demographic background.

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The logo of the Foundation for Professional Development is a circular emblem. It features a central globe with a grid of latitude and longitude lines. The globe is surrounded by a ring of stylized, pointed shapes resembling sun rays or a gear. The words "FOUNDATION FOR PROFESSIONAL DEVELOPMENT" are inscribed around the perimeter of the circle. The background of the entire image is a dark, textured surface with vertical lines, possibly representing a wall or a book cover.

THANK YOU

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