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Appendix

Please see IEC Campaign Report-Statistical Report for relevant Graphs, Tables and Verbatim Responses.

1.0 Introduction

The Transport Board in collaboration with the HIV/AIDS Commission had initiated a health promotion campaign aimed at increasing awareness of communicable diseases and to promote healthy lifestyle among individuals. Busses which became known as “Health Buses” were transformed into clinics as they visited various communities with health officials on board and offered free testing for HIV and other diseases. In the process officials attempted to determine individuals knowledge about the various diseases and to establish relevant sources of knowledge on the diseases. The campaign was called the Information, Education and Communication Campaign. Other ministries within the government were also involved in the drive.

2.0 General Findings

2.1 Patronage of Polyclinics

Eight in every ten individuals patronized the local polyclinics with seventy-seven percent of these being males between the ages of 16 and 66. Females constituted 84% of those who patronize these government controlled facilities. About twenty percent (19.8%) of the participants used the facilities weeks ago whereas nearly equal percentages (4.6% and 39.6%) last used the facilities months and years ago respectively.

2.2 High Blood Pressure

Only 17% of the respondents indicated that they knew about high blood pressures. This amount constituted 10% of the males and 21.8% of the females. Eighteen percent of the males believed that they knew nothing about the disease whereas 11.5% of the females shared the same view. Nearly half of these respondents got their information about the disease from health care professionals, while 32.3% were informed via the media. About seven percent (6.9%) received their knowledge from educational institutions. This percentage represents those who were between the ages of fifteen and twenty-one.

2.3 Diabetes

The amount of females who knew a lot about diabetes exceeded the amount of males with the same level of knowledge by 380%. Only 9.8% of the males knew a lot about the disease whereas 30.8% of the females knew a lot. This is consistent with the amount of males who knew nothing. However, nearly equal percentages of both sexes (23.5% and 23.1%) knew something. The majority of those who knew something or knew a lot were forty-four years of age and over. Doctors and health care professionals and the media were the two major sources of information about the disease for respondents with the health care professionals and doctors being the dominant source.

2.4 Obesity

Only 14.6% of the participants knew a lot about obesity with 9.8% being males and 17.9% being females. One quarter of the respondents indicated that they knew nothing about the disease. Males appear to be a bit more informed about this disease than females. A smaller percentage of the participants received information from the media on this topic than with other diseases except in the case of heart disease.

2.5 Heart Disease

It would appear that individuals were not as informed about heart disease as with the other diseases as only 10% of the respondents indicated that they knew a lot and only 18.5% indicated that they knew something. Just over one quarter said that they knew nothing. Over 50% of those who knew little received their information from doctors and other health care professionals.

2.6 HIV/AIDS

Information on HIV/AIDS would appear to be more prevalent as more than one-third (37.7%) of the participants knew a lot about it compared to the other diseases where only between 10% and 22.3% of the respondents said that they knew a lot even though the sources of information were the same. This would seem to suggest that the communication strategy for the dissemination of information on HIV/AIDS has more reach and frequency.

2.7 IEC Awareness

Over one-third of the participants were aware of the IEC Awareness Campaign. This constituted 82.1% of the females and 47.1% of the males. Forty-three percent of the males were not aware where as only 17.9% of the females were not aware of the campaign. Nearly half of the participants felt that the campaign was excellent, 18.5% thought it was good and 15% believed it was average.

The concept of a “Health Bus” was favourably received by participants and received an overall mean group score of 94.1. Individual scores were: carry out health education 95.31, HIV counseling and testing 95.12 and making people more comfortable in dealing with ISS 91.74.

When asked to make suggestions for carrying out HIV/AIDS programmes respondents cited more community programmes, more programmes on the electronic media, and educational programmes in schools especially at the primary level.

3.0 Conclusion

It can be concluded from the findings that very few individuals know a lot about the various chronic diseases. In most cases less than one quarter of the participants knew a lot with about a third to a half knowing little. It would appear that information is not being effectively disseminated to the general public. The media and health care professionals were the major sources of information for the community. The social institutions seem to be reaching a limited amount of individuals and this seems to be endorsed by participants in their suggestions that more programmes need come through the community and schools. Perhaps these suppliers will need to re-examine their communications strategies especially in terms of reach and frequency. This is particularly so as the HIV/AIDS information flows from the same sources but seems to be reaching more individuals within the society.

Overall females seem to be more knowledgeable than males and seem to embrace more programmes than they do. This factor should also influence the formulation of any communication strategy. The fact that medical test and the internet scored low as sources of information would suggest that individuals were not proactive in their information gathering and this too will impact communication strategy formulation.