



IDENTIFYING ADOLESCENTS' CHOICES OF COMMUNICATION CHANNELS TO FACILITATE INFORMED DECISION MAKING IN HARYANA, INDIA

VRIDDHI: SCALING UP RMNCH+A INTERVENTIONS, SUPPORTED BY USAID

Introduction

- ❖ Channel by which **communication message** is delivered should have a broad outreach and be valued by **target audience**.
- ❖ In the changing communication **milieu**, **traditional communication** channels may not give **optimal reach**.
- ❖ It is important to understand and adapt to the **adolescent preferences** and **choices of communication** channels.
- ❖ Hence a **formative research** was done as a precursor to **develop comprehensive** communication strategy.

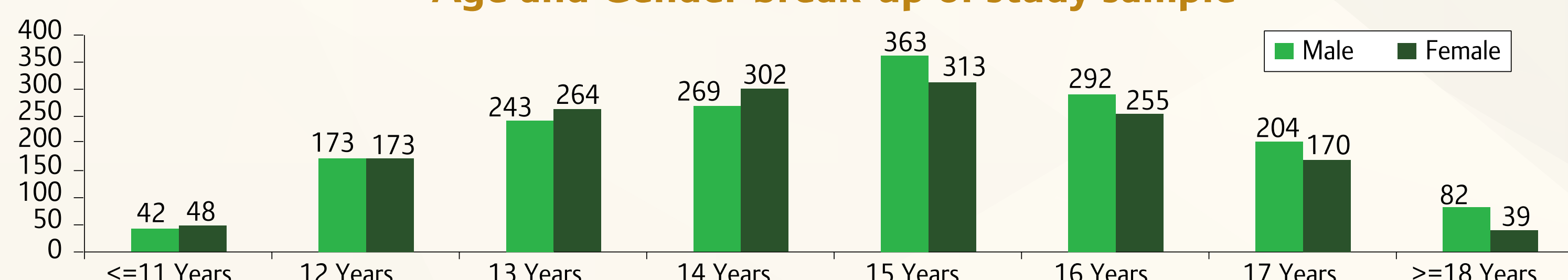
Research questions

- ❖ Who are the sources of information and influencers of **health related decisions** by school going adolescents?
- ❖ What are the **adolescent preferences** and choices related to mass media exposure?

Material and methods

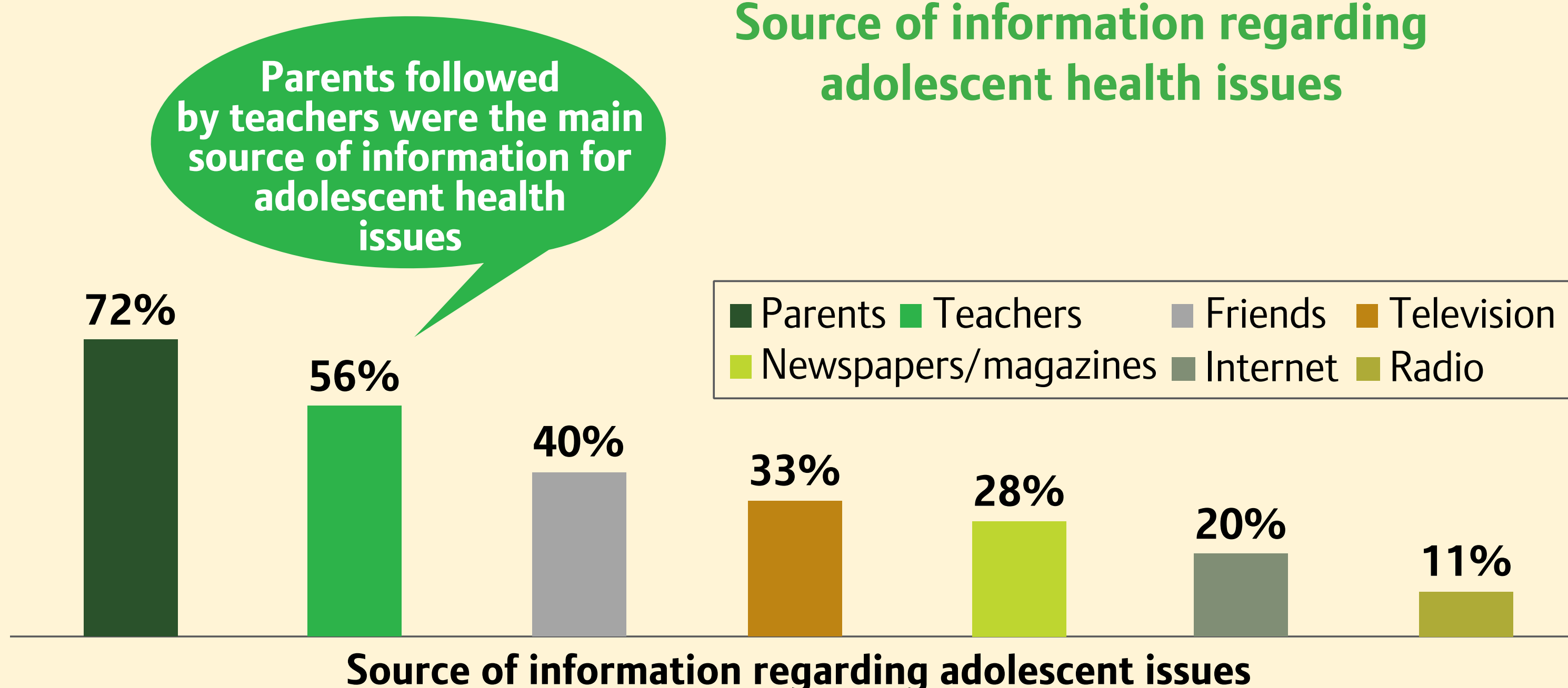
- ❖ **Study design:** Cross-sectional study.
- ❖ **Study area:** Haryana state in Northern India.
- ❖ **Sampling method:** Gender stratified multistage cluster sampling.
- ❖ **Study tool:** Self-administered questionnaire adapted from WHO Global School Health Survey 2013 with additional questions pertaining to media exposure, preferences and stakeholders who impact decision making.
- ❖ **Sample:** 3138 (1597 boys and 1541 girls) school going adolescents from 98 public schools studying in classes VII to XII.

Age and Gender break-up of study sample

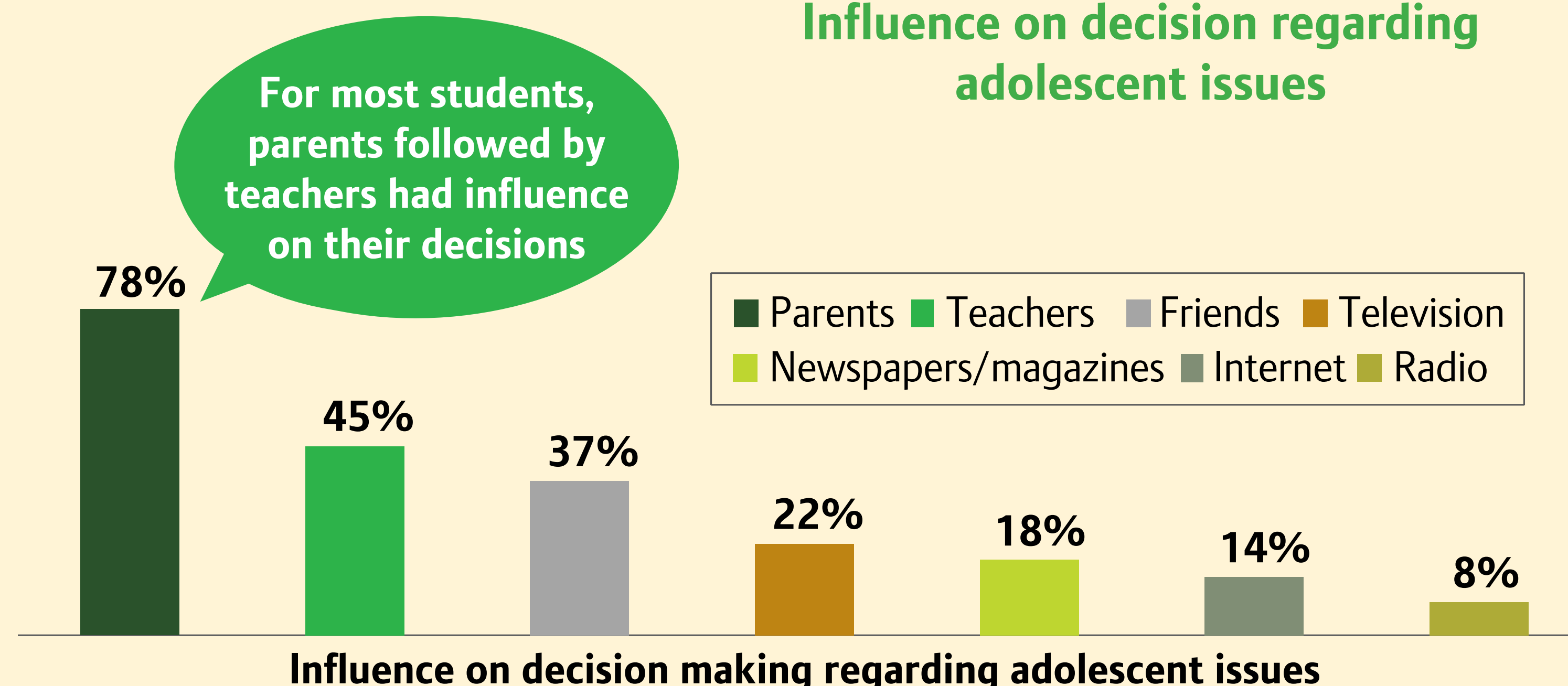


RESULTS

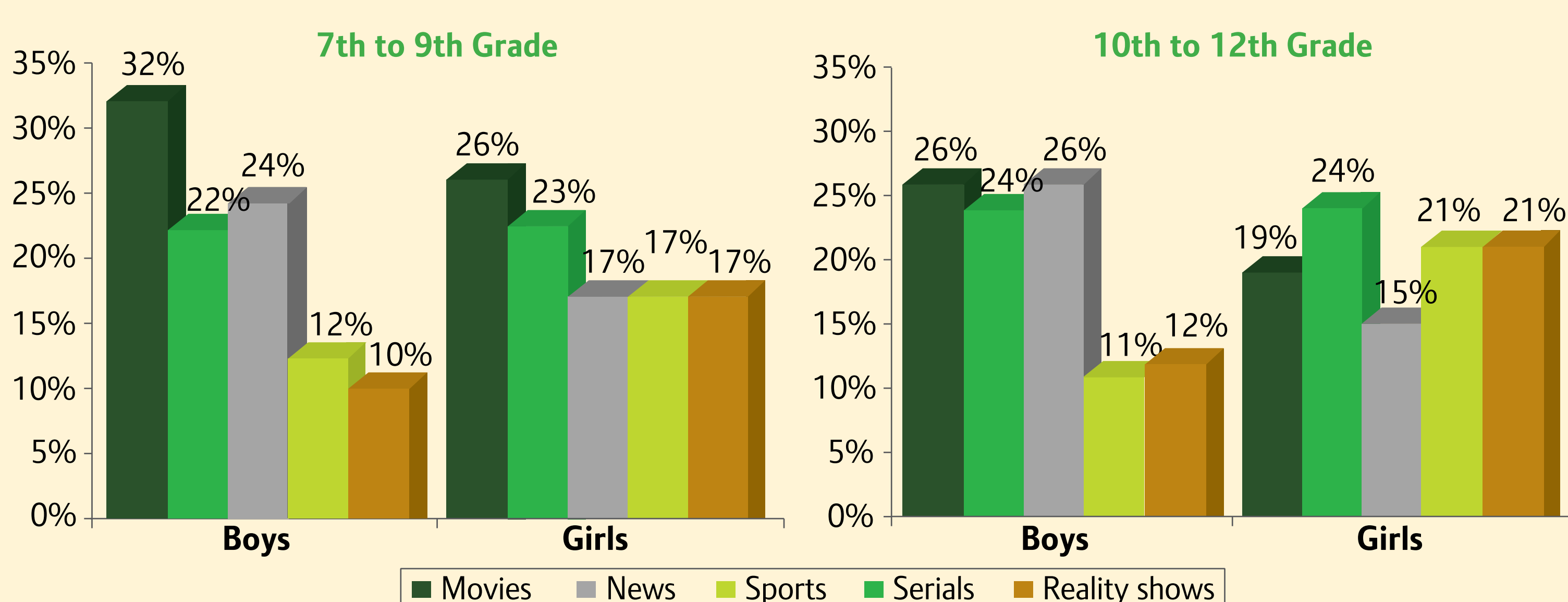
Source of information regarding adolescent health issues



Influence on decision regarding adolescent issues



Type of TV Programs watched most commonly



Use of social media sites



- | | | |
|--|---|---|
| <p>Boys</p> <ul style="list-style-type: none"> 51% from higher grades 26% from lower grades | <p>Girls</p> <ul style="list-style-type: none"> 18% from higher grades 22% from lower grades | <p>7% of girls from both lower and higher grades use social networking sites daily. For boys it increased from 11% in lower grades to 23% in higher grades.</p> |
|--|---|---|

Adolescents owning a personal mobile phone

- | | |
|--|---|
| <p>Boys</p> <ul style="list-style-type: none"> 44% from higher grades 19% from lower grades | <p>Girls</p> <ul style="list-style-type: none"> 13% from higher grades 12% from lower grades |
|--|---|



Reading newspaper almost everyday

- | | |
|--|---|
| <p>Boys</p> <ul style="list-style-type: none"> 53% from higher grades 50% from lower grades | <p>Girls</p> <ul style="list-style-type: none"> 51% from higher grades 54% from lower grades |
|--|---|



Only 12% adolescents reported never reading any newspaper or magazine.

Conclusions

- ❖ Parents are an important **stakeholder** in any communication strategy directed to adolescents, both in terms of being the source and also having impact on decision for **most of the students**.
- ❖ **Friends and teachers** consist of next important source and decision influencing factor.
- ❖ There is a large **gender differential** in use of social media sites between **girls** and **boys** of higher grades, being higher in boys than girls.
- ❖ There is also a large gender differential **among adolescents** in having a **personal mobile phone**.

Recommendations

- ❖ Traditionally parents have been the marginal peripheral stakeholders in **adolescent program designs**. They have not been optimally engaged in adolescent programs. Parents should be considered as an important stakeholder in any adolescent **communication strategy**.
- ❖ The gender differential in having a **personal mobile** phone needs to be factored when designing **mHealth interventions** for adolescents.
- ❖ Boys are more likely to use social media. Social media as a channel will be **helpful** in reaching out to boys in **late adolescence**.
- ❖ While television is popular, **mobile phone** and **internet** penetration is rising.

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