

**THE EFFICACY OF TELEVISION ADVERTISING
IN HEALTH COMMUNICATION I.E.C.
CAMPAIGNS – A CASE STUDY OF THE
'TUME-CHILL' CAMPAIGN //**

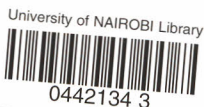
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Abstract

Information Education Communication (IEC) campaigns have been widely undertaken in the area of public health through the mass media including the radio, the dailies, television, leaflets and brochures, magazine posters and motivational talks. However establishing the effectiveness of such campaigns is difficult because the quality of IEC activities varies widely, because IEC activities rarely occur in a variation with the impact of IEC intervention being difficult to disaggregate from other programs element; because mass media campaigns differ widely among cultures that interpret messages in a wide variety of ways.

Personal communication has also been considerably used as IEC channel; Interpersonal communication is critical to the adoption and sustained practice of new behaviours. Face to face communication allows individuals to express their doubts and fears, receive feedback and reassurance and obtain vital information. Since sexuality and reproduction involves tense personal behaviours, personal contacts can help to address youths' individual concern and provide supportive environment.

Interpretation of communication events depends on individuals. In one sense of the word, then communication is synonymous with control: control of personal relationship, control of ones environment; hence communication is power, the more one knows about a phenomenon, the better it can be predicted and ones behaviour planned accordingly.

It is necessary to have a better understanding of the youth to influence their adoption and decision making process. This is possible only if their communication networks are understood and by increasing their awareness about existing phenomenon, through providing accurate information. The greatest challenge for the improvement of adoption of the message is changing the attitudes, to create new favourable attitudes. Special care should be given to developing positive image of the campaign.

While IEC Campaigns are often seen as a complex interaction between mass media and interpersonal influence, the principle goal of many campaigns is to increase discussion.

Communication research has shown that the mass media set the agenda for topics of discussion. Some believe, that the media influence opinion leaders who in turn through interpersonal communication persuade others to adopt opinion, attitude or practice. Thus increased sexuality behaviour discussion is an indirect effect of media campaign.

Increasing youth involvement in intervention information campaigns by creative initiatives that incorporate the unique circumstances of individuals, community and culture can be successful if the program combines accurate information, effective counseling and appropriate service delivery.

Looking at the behavioral effects of communication, rather than simply looking at the messages by themselves, contributes to acceptors, satisfaction with the campaign hence its effectiveness.