

Reaching adolescents through the media & through mobile phones

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Key statement 1

- ❑ Adolescents and young people are attuned to mass media for information and cues on how to behave.
- ❑ Hence, mass media is an important means of reaching them with messages about their health, including sexual and reproductive health.

Key statement 2

- A systematic review by WHO showed that mass media interventions (radio, television and print) which combined with supporting media (posters, booklets/pamphlets, videos and theatre performances) are effective in improving knowledge, self efficacy in contraceptive use, influencing some social norms, increasing interpersonal communication & increasing condom use.

Source: WHO. Preventing HIV/AIDS in young people. Evidence from developing countries. What works. WHO. Geneva. 2007.

Key statement 3

- ❑ In both high and low income countries, a section of radio, television and print media targets adolescents and young people.
- ❑ Targeted mass media represents a powerful means of understanding what adolescents and young people are concerned about and to reach them with messages tailored to their needs and preferences.

Key statement 4

- ❑ Adolescents and young people everywhere are turning away from 'traditional' mass media to 'new' media for information and entertainment.
- ❑ New media use electronic means to enable users to access content. New media includes video recordings, audio recordings, CD Roms and online content.

Key statement 5

- ❑ In just a few years, social media has radically transformed how people link up and communicate with each other.
- ❑ It is a powerful tool to reach and engage adolescents and young people.
- ❑ It is also associated with negative outcomes – including cyber-bullying, sexual predation and drawing impressionable young people into fundamentalist groups.

Key statement 6

- ❑ Mobile phone subscriptions are surging worldwide; including in the poorest countries of the world.
- ❑ They represent a powerful way of reaching adolescents and young people with tailored content.
- ❑ They provide the means to reach them with information that they desperately need, when lack of comfort and capacity are important barriers to communication between adults (family members, teachers, health workers and others) and adolescents and young people.
- ❑ m4RH is an exciting initiative which uses this technology to reach adolescents and young people with contraceptive information (www.fhi360.org/m4RH)