

# Media for adolescent health

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Workshop on Social and Environmental Influences and  
Adolescent Risk Behavior

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# 3 media-based intervention strategies

Media campaigns/ Social marketing

Entertainment-education

Media education/ literacy

# 1. Media campaigns/ Social marketing

- Target (large) audiences
- Specific messages in appropriate media
- Clear goals (knowledge, attitudes, behavior)
- Specified period

➤ 4-8% behavior change

(Derzon & Lipsey, 2002; Snyder & Hamilton, 2002)

# Most effective when:

- guided by theory
- target audience is understood/ engaged
- multiple and/or saturated channels
- stimulate interpersonal communication
- sustain exposure
- environment supports desired outcome

Focus on high sensation-seekers

# Two-city safer sex media campaign

- 85% to 96% of target audience  
(high SS, impulsive decision-makers, 18-26 yrs old)
- saw one or more of 10 PSAs in the 21 mos.

## Treatment city:

- > condom use
  - > self-efficacy, intention to use condoms
- 13% estimated increase in safer sex acts

(Zimmerman, et al., 2007)

# What about new media?

## New media possibilities

- Texting for instant information
- Interactive web-based modules or DVDs in schools, waiting rooms
- Websites/ social networking sites establishing norms?

# Campaign Challenges

- Expensive
- Messages are art, not yet science
- Difficult to evaluate
- Some issues may “boomerang”

## **2. Entertainment - Education**

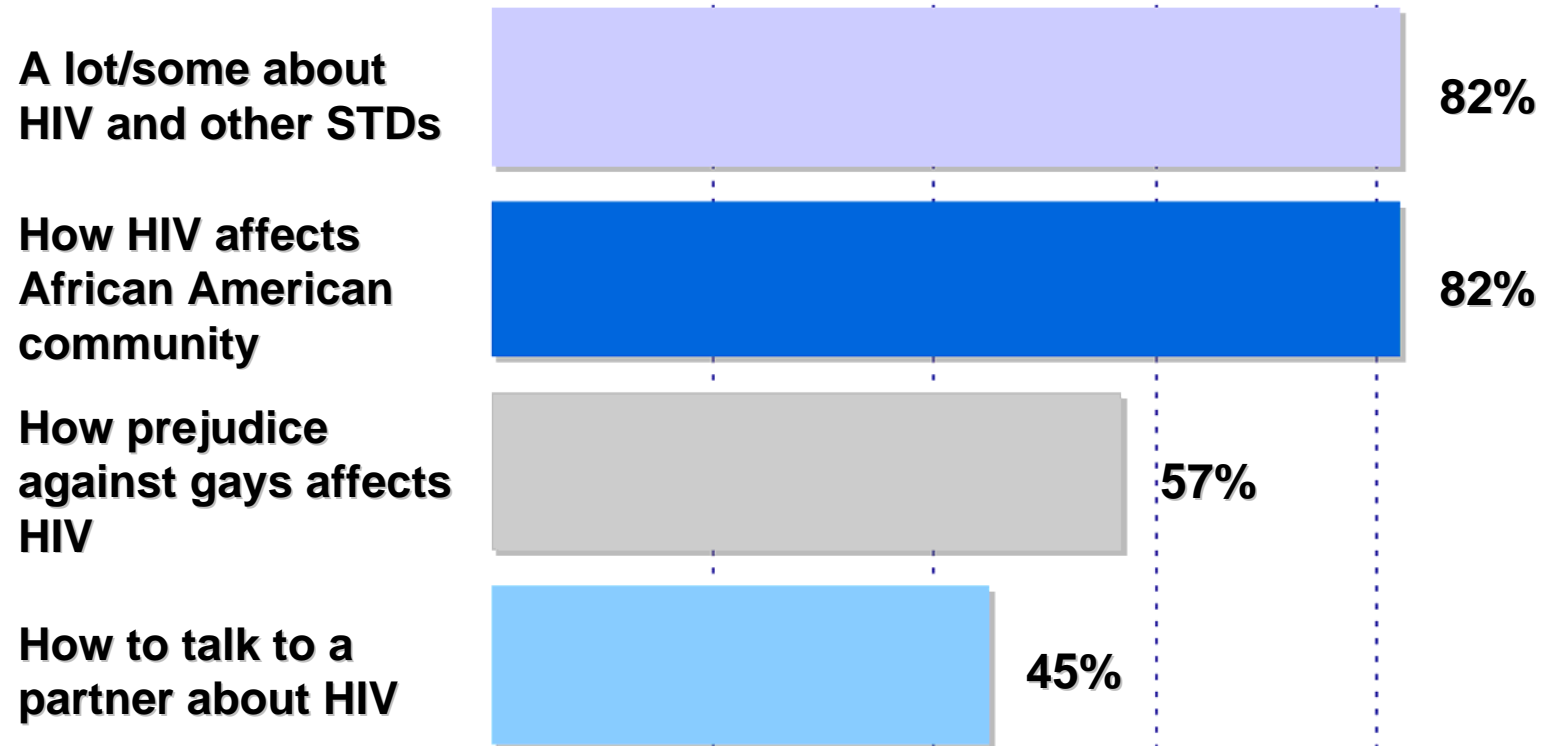
Incorporates an educational message  
into popular entertainment content

# Media celebrities as super peers?

Brown, J.D., Halpern, C.T., & L'Engle, K.L. (2005). Mass media as a sexual super peer for early maturing girls. *Journal of Adolescent Health, 35*(5), 420-427.

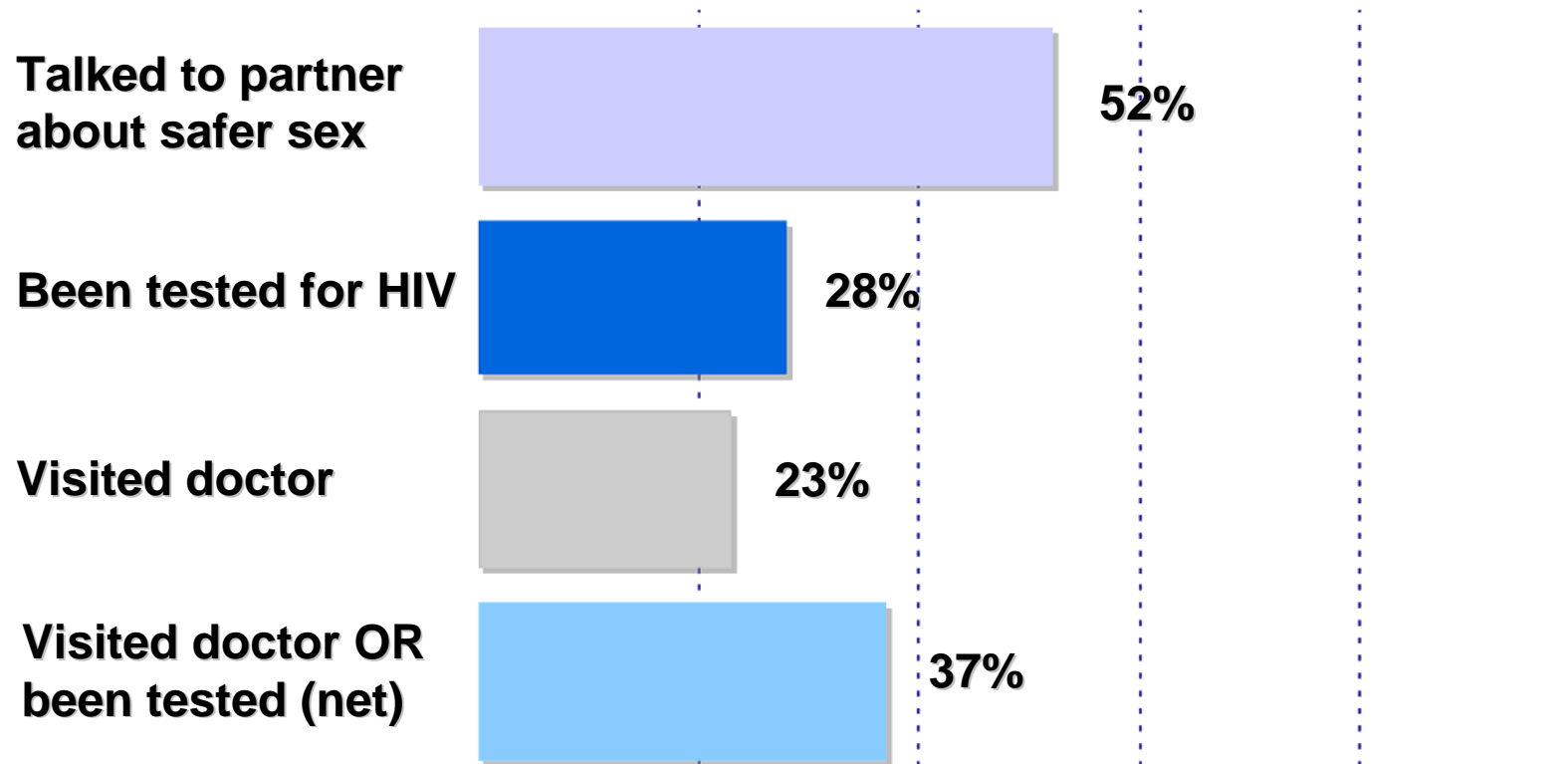
# Audience Evaluation

Among African Americans 18-24 who saw the programming, percent who said they learned...



# Audience Actions

Among African Americans 18-24 who saw the programming, percent who said they have... because of what they saw



# E-E Challenges

- Finding sympathetic media producers
- Maintaining control over message
- Sustaining message over time
- Evaluating effects

# 3. Media literacy

1. Analyze and adjust media diet
2. Understand, critique messages in relation to own values (*deconstruction*)
3. Engage the media (*critique, praise*)
4. Create own media (*Youth radio, Teen voices*)

# Media literacy challenges

- Not clear how effective in long run
- Schools too busy; not on EOG tests
- Teachers not trained, uneasy with media
- Need effective, quick lessons

# U.S. media literacy organizations

## **American Coalition for Media Education**

- [www.acmecoalition.org](http://www.acmecoalition.org)

## **National Association for Media Literacy Education (NAMLE)**

- [www.amlainfo.org](http://www.amlainfo.org)

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#### news

#### contact us

IHC **faculty** who represent a half dozen disciplines provide a deeply interdisciplinary perspective on the study of health communication. They conduct **research** on e-health, message tailoring, risk communication, health decision making, dissemination, media effects, psychological processes, usability of electronic medical information and health marketing.

For more information, contact us at: [ihc@unc.edu](mailto:ihc@unc.edu)

Sponsored by the School of Journalism and Mass Communication, the School of Public Health, the School of Information and Library Science and the Department of Psychology

### Featured Projects



Teens were interviewed in their bedrooms or in their homes media rooms as part of the Teen Media study that found that commercial mass media play an important role in adolescents sexual health. (Jane D. Brown, PI, School of Journalism and Mass Communication)



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