One Health
Media and Community Engagement for One Health
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Lecture - 23
Uses of Different Types of Media for Communication and
Impact of the Media on Public Attitudes to Disease

Hello and Welcome back again. In our previous session, we have talked about the principles of community engagement and the procedures of community engagement and the enablers for community engagement to promote One health. While that has been a very theoretical in approach, I am sure you have got an overview of how communities need to be engaged and what is the need for engaging with the communities.

But can we engage communities themselves with good communication and enhanced collaborations without the involvement of the media? No, media today are all pervasive and there are different kinds of media including the traditional print and television and new media which include social media and the electronic media and many others. So apart from this, there is a co-existence of folklore, folk media and also the traditional forms of interpersonal communication.

Therefore, in this session what we will try and see is how do we engage media to promote One health and in this we will also look at the uses of different media and communication methods and the impact of such media on public health and attitudes about any disease, can they bring about any such difference in the people's perceptions?

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Media Engagement – Why?

- An important ally in any public health situation.
- Can serve as a source of information and an advocate for desirable health behaviours
- Can help health workers expand their audience reach, as the fact that face-to-face channels of communication often require too many human resources

So therefore, in media engagement, we will see why we need to engage with media? There are three important things that have to happen for the stakeholders to achieve a healthy One health and One health for everyone including the people, the animals, the environment and others. Three important factors are coordinate, communicate and collaborate. For all these, media is very important for knowledge sharing, for information sharing and also for being a bridge between various stakeholder groups.

So why do we need to engage with media? It is very important ally in public health situation as I said. It helps in collaborations, coordination and also communication and can serve as a source of information and an advocate for desirable health behaviours. It can help health workers expand the audience reach because in cases of face-to-face communication health workers cannot reach out to all or the policymakers cannot reach out to all the people.

So through mass media by engaging with the media, there is a possibility that you can cross borders without actually yourself physically crossing the borders. The reach can be maximized through the media channels where it can also help in reducing the need for so much of human resource to actually go to the people, tell the messages that health related messages that you are desiring to take to them.

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Media Communication
Not a 'Sufficient Condition'
but a NECESSARY Condition

Communication is Not...

A simple exchange of information between a speaker and a listener...
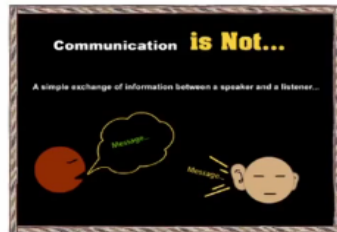
- It is often persuasive
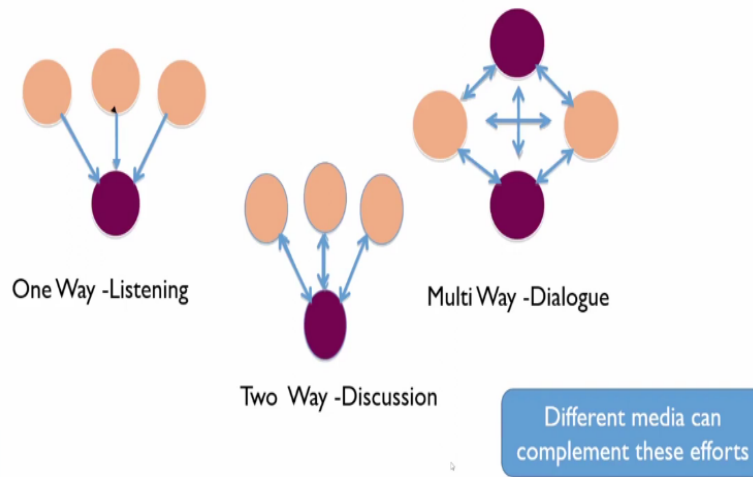- Fruitful only when transactional
- Response dependent

But does media and communication serve as a very sufficient condition to achieve One health? No, it may not be sufficient condition but it is definitely a necessary condition to achieve One health. When I say necessary condition, I say that it does not stop or it does not get enough success without the media being involved in the process. If the media is not involved there is no possibility of achieving success of One health.

But what does communication itself mean or what does use of media entail? Is it simple exchange of information or designing messages and putting it in the media? No, it is not. Engaging media as an equal stakeholder and also harnessing the potential of media to coordinate and collaborate with other stakeholder groups is what we will look at. Let us see some of these processes.

When we say communication and we will say media engagement, we should always think and know and understand that it is often persuasive. It is fruitful only when it is transactional, please look at the term transactional which means it is that information is given and the feedback is received. The completion of the feedback loop is most important and it is response dependent.

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Sharing Information

One Way -Listening

Two Way -Discussion

Multi Way -Dialogue

Different media can complement these efforts

So if you say information, any information that we have got how do we share information? In many ways. It is one way process of one person disseminating the message like I am doing now and all of you listening, this is one way process. The two-way discussion is when you have the audience also get back to the communicator along with the feedback or with the responses. But sometimes it so happens largely in a community setting, the multi-way dialogue happens.

People are talking to each other, talking with each other, people are conversing with each other and exchanging ideas and employing different media. So depending on what process of communication you are taking the choice of media is necessitated. So that is the very important aspect that one needs to understand. Therefore, different media can complement these efforts. So even in one-way learning if an individual is just speaking without the use of the media that can actually not hold the attention of the audience for unbound time.

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How can media help in promoting One Health?

- Behavior Change
- Reinforcement
- Change in social norms/ Community norms
- Empowering people
- Mustering Support

So how can media help in promoting One Health? Because one asks for behaviour change, sometimes while behaviour change is our fix every media usage or every message dissemination need not necessarily be oriented at behaviour change, rather behaviour changes the long-term aim of communication using media especially in the context of health. Oftentimes, we forget the fact that the same message needs to be reinforced and repetitively put.

If you take any advertisement related to a fast-moving consumer good, you can see this, how media or media across different platforms be it social media, be it television, be it paper, be it the billboards and holdings, how a similar message is given or disseminated using the reinforcement technique. So wherever you see with the jingle or maybe with one tagline or maybe with one visual, with maybe one colour you are able to associate a brand.

So that is how the reinforcement can actually prompt towards behaviour change. So media can also be used for reinforcement. There is a change in social norms that is sometimes required. For instance, the way people dispose off garbage and the Swachh Bharat Abhiyan also for personal hygiene and also for the environmental hygiene and also for improving the environment and then removing the plastic.

Removing the other harmful things for the environment needs a social norm. Media can also be the social norm change. So media can also be used in an effective tool to bring about the social

or community norm changes that are required for prompting an individual's behaviour. As I said an individual's behaviour is not just contingent upon one's own practices, but those practices are dependent on a lot of factors which are outside the health sector purview.

They belong to different sectors and they belong to the social, cultural and economic setting in which an individual is. And empowering people is very important giving them information as well as a power to act on that information is itself empowering and media can play a very important role. Oftentimes, we forget that we need to communicate even with the policymakers and the people who are in the positions of power who can devise policies.

Who can devise regulations which can indirectly prompt behaviour change among people. We often tend to forget to communicate with them, communicating with them is the most important form of advocacy which I will deal with in the later part of the lecture, but for advocacy, media is an important tool. Therefore, we need to engage with media for promoting One Health.

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The health communication is always a challenge because health messages often do not interest many because they are not entertaining. They always make living a bit complicated because they tell you what to do, what not to do, what care to take, how to prevent the disease. For instance, if you want to talk about Covid, in Covid-19 what has happened is it talked about washing hands or sanitizing hands, wearing masks, maintaining physical distancing.

And also not moving out of place and then not being part of crowded locales and things like that, that is how it makes a living very complicated for people. And then also it always talks about behaviour change which people do not like and some of the benefits are not immediate because preventive health care or the environmental related issues are not visible for people to see the change immediately.

So people think if the benefits are not coming to me immediately why I should be very much worried about it. So it may not give that important impetus for people's action because the benefits cannot be seen and felt right away. The audience sometimes feels it is not their cup of tea because they are not the decision makers. For instance, you want to promote non-usage of plastic in a school.

The child may know that using plastic is not good for their own health or maybe for the health of the environment or even for the health of the animals around them, but if the environment is not conducive, if they are not in a position to change it say if the parents pack their water only in a plastic bottle or maybe in a plastic box because of their economic condition or because of whatever condition they have and they do not have other alternatives.

The child may feel that even one knows the information the child may not be enable you to change one's behaviour. So health communication may be sometimes a challenge for people who already know, but they do not have an enabling environment to change their practice. In that case how can media be effectively used to prompt environment change or policy level change is very important.

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Stages in Behaviour Adoption

If you take a behaviour change approach, there are several stages in which a person changes one's behaviour especially related to health. Most often we assume that people are not aware and that we tend to pump in or bombard them with a lot of messages. So bombarding them with messages creates awareness, but is that awareness enough for our behaviour change? Often not. The awareness should change into knowledge.

And through that knowledge people should start contemplating on the uses, benefits and pitfalls of the behaviour that has been suggested to them and then once such contemplation starts people move, lesser people move towards intention of adopting a behaviour. The process of adopting a behaviour is called action, but if that particular practice is maintained for a long time only then it becomes a behaviour.

Therefore, people move through these steps for behaviour change according to the behaviour change theories. So from unaware to aware to knowledge to contemplation to intention to action to maintain. So it is very important to choose the medium that is most useful for the people that comes from segmenting audience into which category they fall into. In a given scenario in a community it is likely that there are people in different stages of behaviour adoption.

There are people who are unaware at some places, there are people who are contemplating to change behaviour, there are people who are actually practicing what you are suggesting but they

are not sustaining that practice. So your message and media should depend on what section of people you are trying to target and what is that you are trying to achieve in the cycle of in the pyramid of behaviour adoption, so this is where it is very important.

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Communication about health or nutrition for that matter is as I said happens in many ways. One to one, one to many, many to many, the mass media and the media and interpersonal communication, IPC is interpersonal communication. And in all today we have new media and this is how we are bombarded with messages from different sources; the television, the computer, the social media, the mobile phone, the networks that we have.

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Advocacy

Promoting an issue in order to influence policy-makers and encourage social change. Advocacy in public health plays a role in educating the public, swaying public opinion or influencing policy-makers

- WHO, 2007

Strategic use of mass media to advance social or public policy initiatives.

- Wallack et. al. 1993

In this, while to use media let us know about an important method of communicating health related issues, it is advocacy. It is not just enough to have enough knowledge and scientific rationale for prompting a behaviour change for promoting a good health in a community. What is advocacy? Advocacy is promoting an issue, especially advocacy happens with people of influence so that they create an enabling environment through right kind of policy or regulation.

That is the reason why advocacy is something that is always targeted at people with power or policy makers. So what is advocacy? Advocacy is promoting an issue in order to influence policymakers and encourage social change. It is not enough to know the numbers, it is not enough to have enough science to demonstrate that a particular behaviour will be very helpful for the people, for instance next the coming year is the year of millets.

We all know that millets are helpful, they are more nutritious than polished rice and wheat and more nutritious than refined floors and we want to promote millets. There is enough knowledge, there is also production, but is that enough? The policymaker needs to be told about it. As I told no less than the Prime minister when he talks about millets it becomes a national priority, it swings and sways the public opinion for influencing the policymaker.

And how is the science communicate, the Prime minister? Through the use of various media and various advocacy measures and the Prime minister is also in turn using the information related to

millets for promoting the year of millets in 2020. So it is a great advocacy approach that the government has taken. Similarly during Covid-19 process, the advocacy tool was such that the media, the stakeholders, the celebrities, the policymakers.

The honorable Prime minister himself have taken it on them to advocate for a particular cause and then they have taken different measures at different points of time and in all these places media played a very important role. The strategic use of mass media to advance social and public policy initiatives is what is advocacy.

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So, in a nutshell if you want to say what is advocacy, advocacy is nothing but a targeted action which is diverse that influences the decisionmakers, please note the point, advocacy influences the decisionmakers, not just enough to have signs and figures with you but the decisionmakers have to be influenced in a way, the voice is created for the voiceless and we need to work with the others, even working with the others is part of advocacy. Through communication with values and value because we want to bring about a positive change and we, you, as an advocate is very important.

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Why should one advocate?

- Scientific evidence is necessary but often not a sufficient condition to achieve a policy change

- Policy change cannot and *should not* be a technical fix alone - it has to be a public process with awareness building and public participation as essential components.

When should one advocate?

- Not as a **'once off'** activity at the end of the project cycle.
- To gain support for and commitment to the desired change you are advocating for

So why should one advocate? Advocating is very important because scientific evidence is necessary but is not often a sufficient condition to achieve policy change. Policy change cannot and should not be the technical fix alone, it has to be a public process with awareness building and public participation should be an essential component. And when should one advocate? Whenever possible, not as a once off. If you just make 100 messages, disseminate to the people.

Go to the parliament and talk about the importance of one health or importance of protecting the environment or importance of the millets one time, is it enough? It will not bring a change. It should be a continuous affair and the activity should not be seen as something that is done at the end of a scientific process as a project end cycle approach, but it should be much more than that. So why do we advocate? We advocate to gain support and commitment of the people who can change the scenario.

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A step-by-step approach to planning an advocacy campaign

Issue identification
Defining your advocacy goal & objectives
Conducting a stakeholder analysis
Identifying the target audience
Conceiving strategies & campaigns
Developing your message
Building support
Creating an action plan
Monitoring and Evaluation

So how do you identify an issue for planning an advocacy campaign in media? So first is you have to identify an issue, but for a particular health issue for instance they want to cater to consumption of red meat and its disadvantages. You need to know why people are consuming and if they are consuming, is it affordability, accessibility or availability that is prompting that consumption? What issue is to be targeted through communication is what you want to see.

And defining your advocacy and goal and objective is very important. So you need to conduct a stakeholder analysis as to who all are the stakeholders. For instance you want to promote consumption of millets, who could be your stakeholders? The farmers are your stakeholders, the manufacturers are your stakeholders, the householders are your stakeholders.

And similarly the cottage industry in India which produces a lot of these native sweets and snacks and other things through millets can also be your potential stakeholder. The highest policy makers are your stakeholders. Similarly, the medias are also your stakeholders. But whose behaviour you want to change? Do you want to change the cropping pattern and encourage agriculturist towards producing more millets or do you want to change the consumption pattern and influence the individuals to consume more millets?

So depending on the stakeholder, one needs to analyze what behaviour is amenable to media usage and advocacy. Thus, you will be able to look at the target audience and conceive the

strategies and campaigns for them and developing your messages and similarly build on thus gain the support that is required and create an action plan which should be always monitored and evaluated.

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Who are the stakeholders?

- Those involved in the decision-making process
- Those with power & authority
- Those with influence
- Those who have an interest or a stake
- Those who are affected/disadvantaged
- The individual champions

So who are the stakeholders in advocacy? Those who are involved in decision making process, those with power and authority, those with influence, those who have an interest or stake, those who are affected and disadvantaged, the individual champions. The same example if you take of promoting millets in the coming year of millets. Those who involved in decision making process are the highest authorities of the country.

It could be the agriculture minister, could be the secretaries, could be the state level ministers and others those with power and authority with them, those with influence could be the celebrities, the media, the influencers who can make the policymakers think about the importance of this, the activist groups and those who have interest or a stake, the farmers, the people and those who are affected and disadvantaged.

People who are not able to get nutritious food and probably within the same range and same amount if they are able to diversify their diets with adequate nutrient rich nutri cereals or millets probably they may get it, so those who are affected and disadvantaged and the individual champions.

Are all the stakeholders alike?

\ **Targets:** decision-makers or influential bodies who your campaign needs to influence so as to obtain their support.

\ **Allies:** potentially sympathetic elements who need to be sensitised & made supportive of your campaign.

\ **Partners:** members of your advocacy coalition whose interests need to be kept in mind.

\ **Opponents:** those with vested interests or bodies likely to oppose the issue & who need to be neutralised.

Are all stakeholders alike? No. If you take these stakeholders, there are different people are different. Sometimes you need to target some people, sometimes some people are your allies. For instance, if you are planning to change the individual behaviours about consumption of millets, your allies could be your celebrities who can endorse for millets, your allies could be your organizations which can create millet-based recipes for people.

Similarly, partners are the people who are doing similar work and who can form correlations with you. Opponents are the people who do not believe in millets, who say this all not required, so they are also some of the targets for our communication and through media we can utilize them. Let us just see how it works.

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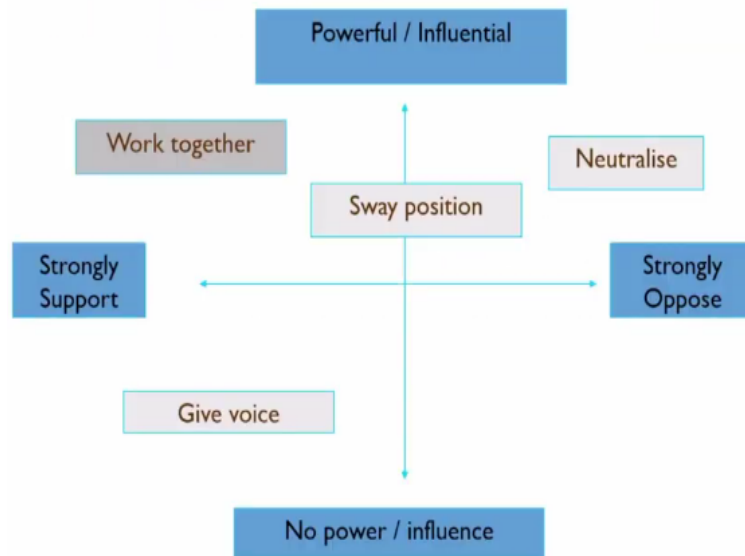
If you map all the powerful influential people who are there, people who are strongly supporting you, people who have no power or influence and people who are strongly opposing you a good advocacy through media and communication can change them like this. For instance, the powerful and influential people's opinion can be swayed and the strongly opposing people can be made neutralize.

So that they do not hamper your efforts and strongly supporting people and powerful people can be made to work together and for people who do not have voice you can create voice through good advocacy.

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What are various advocacy strategies

- Informing stakeholders
- Shaping public discourse
- Sensitizing organizations and fostering coalitions
- Influencing decision makers through an 'expert role'
- Influencing decision makers through a campaign or by social action.

So, what are the various advocacy strategies? Informing stakeholders is only one of them but shaping the public discourse, how it happens? Continuously if an event becomes reported in the media on a long-term basis it is likely to change the public discourse. It can become a national priority. We have seen off late in political scenario or in health scenario if same thing is talked about again and again in the media it becomes something that is very important public issue to be debated upon.

Sensitizing organizations and fostering coalitions, here also different media can be of great use. Influencing decision makers through an expert role is an important thing and also influencing decision makers through a campaign or by social action is very important.

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What's SM

The systematic application of marketing concepts and techniques to achieve specific behavioural goals relevant to improving health and/or reducing health inequalities

How's it different from

- Cause-related Marketing (funds for a cause)
- Societal Marketing (Socially responsible business Mktg., like recycling…)
- Pro-social Marketing (Profile for a social cause)

Now let us look at a concept called social marketing. Social marketing is nothing but systematic application of marketing concepts. For instance, if I want to sell a soap, what are the things that I talk about to sell the particular soap? For instance, a washing soap, there are different brands that you see. Somebody says their soap can wash whiter, somebody says this soap can leave a nice fragrance after washing.

Somebody says but eventually all the soaps do the same thing of removing dirt from the clothes or being able to help a person who is using the soap to wash the clothes safeguard their hands. So why each one is talking about a particular different aspect because they are trying to uniquely position their product, but to uniquely position their product they usually take care of the 4 P's. We look at the 4 P's what they are.

And how such a concept of an important positioning or marketing of a particular fast moving consumer product can be used in promoting health, can it be used? Yes, some of the studies in the past have demonstrated that the same marketing principles that are used to sell or market a particular product can be used in terms of health behaviours to promote or in a way market those health behaviours to the people.

So the systematic application of marketing concepts and techniques to achieve specific behavioural goals relevant to improving health or reducing health inequalities is called social

marketing. It is different from cause related marketing where you do a show or you buy a particular product, you raise funds for a particular cause, say somebody's education or maybe for an orphanage or something it is different from that.

It is also different from of societal marketing wherein we say no we do not use artificial colours, we use recycled paper and things like that you are societally conscious and you are marketing that, but it is not still called social marketing. Pro-social marketing is profile for social cause, this is also not social marketing, then what is social marketing?

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4 P's of Marketing of Commercial Marketing

▶ PRODUCT – What does the customer get?

▶ PRICE - How much will it cost? (in terms money, time , effort or emotion)

▶ PLACE – Where can the relevant behaviour happen/ where is the opportunity to reach the customer)

▶ PROMOTION – What package of incentives to promote

Social marketing uses 4 P's of marketing of commercial marketing, that is product, what does the consumer get from doing particular thing, particular behaviour. Price, how much one has to pay in terms of the time, in terms of money, in terms of resource, in terms of effort or in terms of emotion what the consumer has to pay to get the product you want to get. For instance, they want to promote vaccines. What is the product? The product is vaccine. What does it do?

It keeps the consumer away or the customer away from a particular disease. How much will it cost? If it costs very heavy then people may not be interested in terms of money or in terms of time. Like say in the Covid-19 vaccine, the vaccine has been administered in the nearest health centers, how much effort or time one needs to put in. And the place, where is it available? How relevant behaviour can happen? Where is it happening.

And then promotion, what package of incentives? For doing is what do you get? You get a certificate and you are able to travel across the borders and things like that. So if all these 4 P's are taken and promoted for actually targeting a health behaviour of a particular person or a community, it is called social marketing.

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More P's in SM

❦ PROPOSITION – How is it envisaged that we can help support costumer to move from current behaviour

❦ PARTNERSHIPS

❦ PURSE-STRINGS – engaging across sectors for financial as well as HR

❦ POLITICS – recognising and working on political constraints and drivers

❦ POLICY – helping link various policy agendas

❦ PEOPLE – Customer can be any one – public, professionals and politicians

Apart from the 4 P's we also need to look at the proposition, how it is envisaged that we can help support the consumer to move from the current behaviour to the desirable behaviour. Partnerships as I said, in advocacy there are several people who are doing similar efforts, how can we partner with them? How can we partner with like-minded organizations that is important. Purse-strings, what is the budget that we have got, that decides the kind of media that we can engage with, the human resource that we need.

And the politics, recognising and working on political constraints and drivers. Then policy, helping link various policy agendas, so there could be same policy agendas. Again going back to the example of promoting millets, if you say the policy agenda should have link, they should be linked with each other, the agriculture policy, the health policy, the nutrition policy; all these things are to be interlinked with each other.

So that the promotion of healthy consumption of nutri cereals evolves and sustains in a particular community. And finally, we need to take care of the people, the customer can be anyone, it could be public, it could be professionals and it could be politicians.

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Seeing the social context

- Traditionally in health communication, there has been a bias on focusing on lifestyle factors in policy, practice and interventions

- But the need to look at wider determinants is being focussed
    - Neighbourhood, economy, culture, transport... creating enabling environment

So seeing the social context is very important in social marketing. Traditionally in health communication there has been a bias on focusing on lifestyle factors in policy, practice and interventions. But the need to look at wider determinants is being focused on that is where we are talking about community engagement and also media engagement today.

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What's new about new media

- 'Archives' content
- Easy recall
- Highly Interactive
- On-demand access to content any time, anywhere, on any digital device
- "Democratization" of the creation, publishing, distribution and consumption of media content

So when we talk about media can we leave behind the new media? The new media means the social media, the web based media, technologies that we are witnessing these days, there are several of them. What are the advantages of media? They can archive the content. We can easily recall, they have an easy recall, you can play a YouTube video any number of times you want. You can go back to your message on a messaging platform any number of times.

And it is highly interactive you know because the person's engagement is direct and involved. Only when you want to see your mobile or you want to get onto the social media platform you do it and then your level of interaction is extremely high. It is on-demand access of content, it is unlike a movie or unlike a radio jingle or unlike a cassette player or unlike a newspaper or unlike a poster, you need not go to a place or look for a particular resource to get the information or engage with the content.

It is on-demand, you can just on your mobile device or on your iPad or on your tab or on your computer you can recall the message anytime. Most importantly democratization of creation. You and I can create, publish, distribute the information and the problem often arises here is the authenticity of the information. How one uses the media to propagate information and how can one make it authentic.

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New Media Resources

	Type	Description	Campaign Application
	Blog	Website maintained by an individual where the author can post regular entries	Opportunities for key issues in a campaign to be raised and discussed
Creating Content and implementing campaign	Social Networking	Website where users or organizations can create personal pages and interact with other users. Information posted include-personal information, blog, video, music	Opportunity to use viral marketing to connect individuals and members of their social network to campaign's cause

So as I said there are new media resources creating content and implementing a campaign. There are different types. For instance in a blog it is a website maintained by an individual where the author can post regular things. In campaign how is it applicable as a medium? Because it gives an opportunity for key issues in a campaign to be raised and discussed. So, it can start off as an advocacy too, where different bloggers talk about a particular issue from different points of view.

And then nobody needs to give a medium or a platform to you, if you have a blog you yourself can be an influencer. Similarly social networking, the websites where users and organizations can create personal pages and interact with other users. Information posted can include blogs, videos, images and music and then interactions, interviews all these can happen. How does it help in promoting One Health? It gives an opportunity to use viral marketing to connect individuals and members in a social network.

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		Description	Campaign Application
Creating Content and implementing campaign	Video Sharing	Websites where videos are shared. Viewers can view ads, share with contacts and comment on their content	Campaign ads can receive additional exposure: Users can view ads, share with contacts and comment on each their content
	E-newsletter	A newsletter sent by email: Tools available to create email newsletters and manage contacts	Campaigns can keep audience posted about developments in campaign and communicate key messages

And similarly creating content and implementing the campaign, how video sharing helps? Websites that share video like YouTube and others viewers can view ads, share with the contacts and then also comment on their content, it is a more democratic process. Campaign application is that the ads can receive additional exposure because as I said, one of the reasons why we use media is also reinforcement.

And video sharing can be a part of a reinforcement that can be an influencer itself. In E-newsletters they can keep the audience posted about the latest developments in a particular area through messages or simple messages through shared platforms.

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		Description	Campaign Application
Measuring campaign reach and process (Process Evaluation)	Keyword Alerts	A service which monitors mentions of keywords on the Web, including on news sites	Campaign planners can track mention of campaign issues or campaign name on the Web
	Website Analytics	A service which monitors visitors traffic to a website and behavior of website visitors	Campaign planners can track visitors to campaign websites, and associated blogs, videos and other material posted on the web

And then keyword alerts and most of the people do this with the keywords they optimize the search engines. The moment you are typing a particular keyword you are likely to see the information. So if you as an intelligent media user are trying to promote One Health related concept to a people, so you will optimize your search engines in such a way that your keywords or the keywords that you are using.

You keep getting the information or alerts out of that particular health related issue on a regular basis and that is how the google news and others work. You know the number of times you use a particular keyword to see the news, decides on what kind of news you are exposed to, so this is one important tool that can be used. Similarly, website analytics, this is a service which monitors how many visitors are visiting a particular website.

If so, what are the aspects of a particular website that they are interested in. So the campaign planners can track visitors as to what they are looking for, are they looking for blogs or videos or what kind of information are they looking at? And based on that the information can be delivered in that particular format using the social media.

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		Description	Campaign Application
Measuring campaign impact on beliefs, attitudes and behavior (Outcome Evaluation)	Survey Tools	A tool for conduction surveys of the users via web or email	Campaign planners can survey members of the target audience: The sponsoring organization needs to have its own sample of users and their emails
	Web based panels	A service which offers a probability based sample or convenience sample for research purposes	Campaign planners can survey members of the target audience: Company provides access to the samples

Similarly, survey tools are available, web based panels are available. And survey tools online survey tools like google forms and others can help the campaign planners to survey with the members and target audience and then find out what their needs are. Similarly web based panels are available. The campaign planners can survey members of the target audience and company provides access to various samples.

But at the same time, you can also think in terms of the other platforms that are there today wherein the virtual communities are formed within the social media networks. So these virtual communities these days through media have become a very influential partners. There are online influencers, there are also communities, virtual communities which create and set national level health agendas. So social media is one thing that can be used very effectively.

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BOON?

- Reach
- Speed
- Ease of use
- Flexibility
- Information at finger tips
- Knowledge translation
- Knowledge management
- Data storage and Mining
- Support the traditional methods
- Can be made to the need

BANE?

- Technological Constraints
- Can everybody keep pace
- Authenticity of information?
- Difficult to assess the impact
- Can it be used as a stand alone tool?
- Literacy level
- Entertainment or education?

There is a boon, there is also bane for social media. As I said, the reach, the speed, the ease of use, flexibility, information is at fingertips, knowledge translation is very easy. Management of knowledge is very easy, data storage is very easy. Mining is very easy, I mean you can get back recall the data at any point of time. And it supports the traditional methods because in addition to the traditional methods, the social media is used it is very supportive and it can be made to the need.

But at the same time, it has its own constraints. The technology is not available with everyone, technological constraints are there and people are not very familiar using all the social media. And as of now each particular social media platform can reach only to a particular segment of the people. Can everybody keep pace with the changes in the social media? That is one thing that we need to look at, but oftentimes what happens is in relation to health the authenticity of information is compromised.

A lot of people send out lot of messages without checking the authenticity of the information, whether the information related to health is coming from a credible source or not is something that needs to be looked at. It is very difficult to assess the impact of social media because their platforms are virtual and people and the communities are virtual, so you do not know exactly how the impact is because you cannot assess the behaviours through social media.

You can only access the information seeking behaviours, but you can't assess the health-related behaviours of people straight away. The literacy level is very important, both the literacy in terms of the reading and writing ability literacy as well as the literacy of the web applications or literacy of the e-tools that is very important. Sometimes what happens is even serious information can be on social media, can be seen as entertaining and not as education, so these are some of the compromises of social media.

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Rimal et al., 2003
SubbaRao M Gavaravarpu et al., 2015
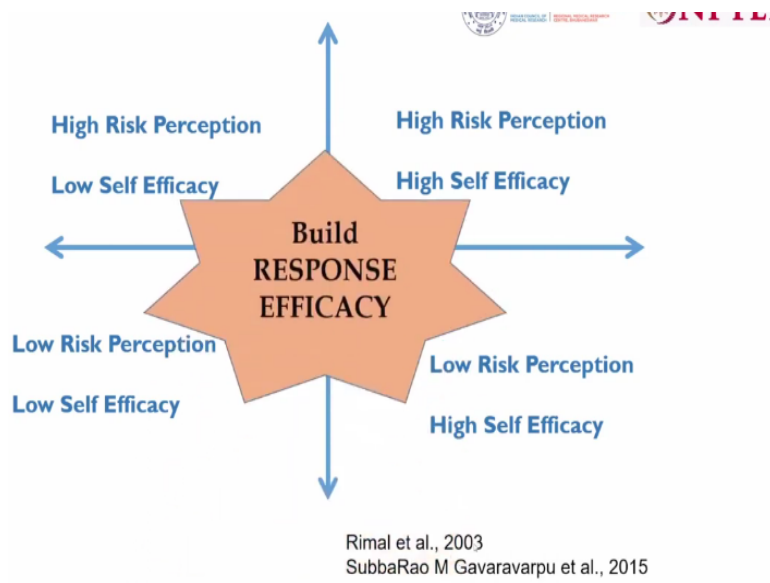
But however, in terms of risk communication as I said if media is effectively used, when there is a high risk perception about a disease among people but they have low self-efficacy in terms of their ability to do a particular behaviour that is suggested to them it is very low. The media can help to increase or enhance the self-efficacy so that the perception of risk is high and self-efficacy is also high, so people are likely to take the behaviour that we have suggested.

So in a context where there is low risk perception and also low self-efficacy that is people think nothing will happen to me with a particular health issue and people also think I can't do anything about it, then in that case media has a responsibility, through using media the One health advocates can actually talk about or increase the perception of risk that this particular health risk can happen to you, to your country, to your neighbourhood, to your children and also you are capable of doing the behaviour which is very useful.

So using appropriate media the communication has to look at low risk enhancing the risk perception, also self-efficacy. High risk perception and high self-efficacy is the most desirable scenario. When this is there, any information through media can easily trigger a good practice and sustain that practice into a behaviour. And low risk perception and high self-efficacy is also not desirable. People may want to do something good to safeguard their health.

But if they are thinking that nothing will happen to them, then using the media the health communication advocates have to actually enhance the perception of risk. That is how it works and that is how response efficacy can be built among the people.

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Just by way of an example, I will just tell you how health works in a scenario, if you see what works to get people to wash their hands in a home or an institution.

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What Works for Hand washing?

Strategy	Reviews	Effects
Education	11	not much
Reminders	7	modest but sustained
Performance audit	9	effective but only when being done
New soap/rub	2	modest with hand rub
Adjusted sinks	3	unclear
Multifaceted	11	big change in practice and outcomes

…Grol et al. Lancet. 1999.

This is a very old study but a very important review that they have looked at, just to make people wash hands thoroughly what works? Simply by giving education through media, 11 reviews have been found and then they said it is not impacting much. To continuously remind while giving the education can have little bit of information, it is a modest effect, the people are prompted but whether it is sustained or not we don't know.

Performance audit if it is done while you educate and then you remind, keep reminding people whether they are actually doing it or not, if you audit the performance it is effective, but only when the audit is being done. Once the external force withdraws, people are unlikely to continue the behaviour. Once you provide external enabling factor, like provide a soap or something like that for them, then people are likely to take the behaviour.

Modest is there with the hand rub or the soap availability, there is a little behaviour change of washing hands. People may be not interested to go to a sink and then wash, so people have tried to adjust the sinks also to the vicinity of the respondents and then they have seen whether that kind of an environment change will help, but it is unclear. But if education, reminders, performance audits, soap providing and adjusting the sink all are done together, big change in the practice.

So to create One Health, to create an awareness about one health it is not just to use media to bombard messages, but also it is important to remind them. It is also important to monitor and evaluate where we are going and to create enabling environment media can be used to advocate with the people who influence and then create who have influence and then who can create that enabling environment for the people and only multifaceted approach can prompt a big change.

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So finally, who will be our audience to use the media? Young or old, adolescents or middle aged, rich or poor, researchers or health professionals, policy makers or implementers, facilitators or opinion leaders; all these are important. But it depends on the issue at your hand in terms of One Health, what you want to promote, based on that you have to divide your audience into primary audience.

Secondary audience are the ones who can influence the primary audience or the primary audience sometimes can be influencers who can change the behaviour. Depends on what you want to do, do you want to achieve behaviour change, do you want to make a change agent, through a person you want to change the behaviour of another person or you want to get community engagement?

Depending on what is your aim, you have to choose and divide your audience into primary, secondary and tertiary audience and only then it will be of help. So therefore, oftentimes when it

comes to health communication, a lot of people tend to ask us as to what is the most useful medium and method.

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Innovative approach????

Innovation is not in the approach….

Innovation is in the right combination

For the right audience in the right context at right time

But when it comes to innovative approach using media and communication or in media engagement, is that an innovative approach? To conclude, I say after listening to all this and the example of handwashing., you are very clear that even to promote One Health using the media the innovation is not in the approach or in the medium, innovation is to arrive at the right combination of the right medium for the target audience that you are aiming at.

So for the right audience in the right context at the right time, what is the media you select and how well you engage with the media gives the impact of the outcomes of your media engagement efforts. So this brings us to the end of this lecture. Thank you very much. I hope you have enjoyed and learned a few important tips of engaging with the communities and engaging with the media for promoting One Health related behaviours. Thank you very much.