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Id: 11936

Title: Addressing the Issue of Health Resistance - A Communication Model

Session Type: Individual submission

Authors:

Name: Olaf H. Werder

Email: olaf.werder (at) sydney.edu.au

Country: AU (Australia)

Affiliation: The University of SydneyAustralia

Abstract: Research on health resistance (Crossley, 2002) has contributed two fundamental reasons for the deliberate disregard or dismissal of health messages by seemingly reasonable people: (1) a different definition or interpretation of health and health maintenance and (2) a suspicion of authority-driven science, medicine and government-funded communication. While these arguments ought not to be misinterpreted as a rejection of the proven usefulness of the dissemination and education of medical science findings, they ask the question whether we ought to rethink our strict adherence to a particular vision of human health and life.

To modify behaviour it is important to know where the public is coming from, which is why the key challenge lies in bridging the gap between health solutions and finding ways to disseminate it in a manner that allows individuals to co-create the proper route for adoption. In short, research into health resistance aims for a more comprehensive understanding of drivers and barriers of motivation in public health communication.

Presumably the most interesting aspect of these findings is the stimulus or trigger for resisting (including avoiding or ignoring) behaviour. Resistance or reactance is typically not a rigid predisposition, nor does it exclusively seem to be the superior influence of an opposite socio-cultural environment. Mostly the adverse reaction occurs in the context of a particular dialogical or discursive situation.

Judgements by health campaign audiences of what is 'right' or 'wrong', 'healthy' or 'unhealthy' influence not only their own behaviour but also their attitudes towards those who are not engaging in the same health behaviours by following the messages advocated in these campaigns. As Stevenson & Burke (1992) pointed out, "the problems in the field of health promotion discourse result from a contradictory conceptualisation of health, community empowerment and the role of the state as policy maker and enabler of community action."

What seems most fruitful for health communication here is not so much a "better" campaign but a deeper understanding of the quality, types and confidence in counterarguments when they occur during reactance responses. Understanding the types of resistance strategies people make use of will improve the effectiveness of health messages. Hereby, the connection between communication, representation and identity is useful and intricately related to health resistance. Our identities, the ways we see and represent ourselves shape how we communicate, what we communicate about, how we communicate with others and how we communicate about others. Borrowing from Social Representations Theory (SRT), we argue that social representation is only possible through the communication of emergent and relational identities, shifting claims to difference and claims to commonalities.

Borrowing the Shannon/Weaver communication model as a baseline, this pa-per concludes with

an adapted model that incorporates influences on the sender (en-coding process), the receiver (decoding process), and the feedback/response flow that may improve our understanding of health resistance toward health communication. Details and initial pilot tests will be discussed.

Id: 12053

Title: Sharing HIV and sexual health stories in the media: Findings from a pilot training program in Australia.

Session Type: Individual submission

Authors:

Name: Trevor Cullen

Email: t.cullen (at) ecu.edu.au

Country: AU (Australia)

Affiliation: Edith Cowan University, Perth, Western Australia WA 6050

Abstract: HIV cases throughout Australia are at a 20-year high. Only South Australia has not experienced an increase. Research shows that if effectively used, the media can lessen fear and stigma which are the biggest obstacles to seeking information and treatment. But the reality is that with the 24/7 news cycle, journalists are more reactive than proactive in terms of newsgathering, and often rely on receiving news and information on health and HIV in pre-packaged media releases or videos. Also, journalists are seldom experts in the field they report on and depend on people and experts to share their stories. While the media have a significant role to play by informing the public and holding governments to account, a more immediate problem is - HIV fatigue - how can journalists report effectively on a disease that has been around for more than 30 years. Is it possible to challenge this situation?

This paper shares the findings a pilot project in Western Australia that tried to fill these gaps by empowering people who live with HIV or who work for HIV organisations, to be proactive and share their own stories and experiences with the media. Entitled, Beyond the Red Ribbon: Improving HIV awareness through media education programs, the project was run by the journalism department at Edith Cowan University in collaboration with WA AIDS Council (WAAC). More than 40 participants completed several media education and training sessions in 2014 and 2015 on how to communicate personal HIV and other sexual health stories in the media. The paper evaluates their initial feedback and outcomes. This framework of community and media engagement that underpins the media training program has broader applicability for other health promotion and diseases such as diabetes, heart disease and obesity.

Id: 12155

Title: Quilts and Candlelight: Marginalization, Memory, and the Stigmatization of HIV+ Long Term Survivors in Canadian ASO's.

Session Type: Individual submission

Authors:

Name: James Alexander Forbes

Email: forbes.james.a (at) gmail.com

Country: CA (Canada)

Affiliation: York University

Abstract: Canadian Aids Service Organizations (ASO) have long been at the forefront of the fight against HIV/AIDS. Cities such as Toronto and Montreal have a history of providing support and services to those infected with, and affected by HIV. A high point in that trajectory was the hosting of the 2006 World AIDS Conference in Toronto. However, since that time, the sector has seen declining funding from both public and private sources, rising infection rates in some demographics (PHAC 2013), and a loss of momentum in HIV/AIDS activism. What has remained constant is the vigils, memorials, and other markers that remember those who have died. These events are deeply tied to the central fundraising and communication efforts of Canadian ASO's, which include an annual national AIDS Walk. They also form a part of institutional practice and communication materials, where moments of silence are incorporated into many programs and services. Memorials and memorializing are also central to legacy giving and planning in the development department. The overall effect is that loss of community, pain, and difficult memories are woven into both internal and external communications practices, despite the outwardly cheery rhetoric of cures and resilience.

Lee Edleman articulates this loss as fundamental to queer ontology in *No Future: Queer Theory and the Death Drive* (2004). José Esteban Muñoz offers a positive counter to this position in *Cruising Utopia* (2009). From this dual theoretical perspective, the paper advances two main arguments concerning the ASO sector in Canada: first, that institutional memorializing has the tendency to erase the presence and potential of the living, and second, that it is the erasure caused by HIV/AIDS crisis that creates institutional structure in Canadian ASO's. It proposes that the demographic most clientised by health services (Long Term Survivors) tend also paradoxically to be the most marginalized in current practice and communication. As such, it works with queer theory (Ahmed 2006, Berlant 2005, Sedgwick 2003), and uses a Foucauldian lens to analyze questions of power, marginalization, and queer ontology raised by Edelman and Muñoz (Edelman 2004, Foucault 1980, 2010, Muñoz 2009). Methodologically, it employs these theoretical approaches to derive a positive articulation of the Long Term Survivor which seeks to normalize and legitimize these subjects. It also uses discourse analysis methodology to uncover and illuminate the ways in which negative ontologizing "infects" the visual and textual materials produced by ASO's and governments in Canada. Finally, it seeks to offer remediation to the clientization and medicalization of the HIV+ body by reorienting the focus away from memory and loss and towards dreams and plans of a vital future. This work is intended to build on the

positive reclamation of queer theory started by Muñoz, and provide an alternative template for community leadership which begins to imagine the ASO primarily as a place which celebrates and embraces the living, rather than one that memorializes the dead.

Id: 12188

Title: Efficacy of Radio in Creating Cognizance about HIV/AIDS in Delhi Slums, IN

Session Type: Individual submission

Authors:

Name: Neeraj Khattri

Email: neerajkhattri007 (at) gmail.com

Country: IN (India)

Affiliation: School of Media Studies, Jaipur National University

Abstract: Efficacy of Radio in Creating Cognizance about HIV/AIDS in Delhi Slums, IN

Dr. Neeraj Khattri

Associate Professor and HOD

School of Media Studies

Jaipur National University, Jaipur, Rajasthan, IN

neerajkhattri007 (at) gmail.com

neerajkhattri101 (at) gmail.com

HIV/AIDS is Health, Social, Cultural, Economic and Political issue. Its remedy lies not only in medicine but also Cultural discussions, awareness initiatives, schemes and proper discourse in these areas through Mass Media. This paper examines the Radio habit of the people living in the Delhi slums. This study also tries to find out the efficacy of Radio in generating awareness about HIV/AIDS among Delhi slum dwellers. The Radio habits of the people living in slum area are identified by Interview Schedule. The efficacy of Radio in creating awareness about HIV/AIDS is worked out by the Survey. The effectiveness has been worked out on the basis of awareness, knowledge, reach, access and use by the respondent. The data related to various aspects of the study were collected personally from the respondents with the help of well-developed interview schedule. Data processing was done with the help of statistical tools and some manual calculations.

It is proved through this research study that Radio is the most popular and efficient medium among slum dweller to create awareness about HIV/AIDS. It is recommended through this paper that the measures should be taken to improve the Socio-economic, cultural, media and education status of slum dwellers. Workshops and training programmes should broadcast on Radio to inculcate the Media habit and improve personal hygiene. With this the Government agencies like NACO and Delhi State AIDS Control Society should produce more programs related to HIV/AIDS for Radio. And finally the Radio Journalist and Producer should be highly skilled to produce the HIV/AIDS related programs and news with due sensitivity.

Keywords:- HIV/AIDS, Efficacy, Media Habit, Socio-economic status, Survey, Slum.

Id: 12209

Title: Health Communication and memory construction: How mental health protection elements are present in the news coverage during a disaster' The case of the Chilean 2010 earthquake.

Session Type: Individual submission

Authors:

Name: Soledad Puente

Email: spuente (at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile, Faculty of Communication

Name: Humberto Marín

Email: hmarin (at) med.puc.cl

Country: CL (Chile)

Affiliation: CIGIDEN

Name: Pamela Alvarez

Email: palvarez (at) unab.cl

Country: CL (Chile)

Affiliation: Universidad Andrés Bello, School of Ingeneering

Name: Pablo M. Flores

Email: pgflores (at) uc.cl

Country:

Affiliation: Pontificia Universidad Católica de Chile, Faculty of Communication

Abstract: After a potentially traumatic event occurs, such as a natural disaster, the media, particularly television, are faced with playing a double role. On the one hand, they are called to supervise authority (Donohue, Tichenor & Olien 1995, Schultz, 1998; McNair, 2000) in terms of how it manages the disaster (Lowrey et al, 2007; Houston, Pfefferbaum y Rosenholtz, 2012), while on the other hand they support the affected population in returning to normal by providing adequate information during the first hours after the disaster (Barnes, 2008; CNTV, 2010; Hight y Smyth, 2003). Thus, the media, without expressly seeking it, will fulfill a role of protecting mental health, facilitating the spontaneous recovery of the population and reducing the probability that people affected will develop an associated mental condition, such as post-traumatic stress disorder (PTSD), depression, etc. (Hobfoll et al, 2007). For this the ways the memory of what's happening plays a role on their recovery of the population affected by a disaster.

In 2007, a group of experts on mental health proposed five elements that would protect and promote the spontaneous recovery of the population exposed to potentially traumatic events. (Hobfoll et al, 2007).

The underlying question of this research is how are Hobfoll's five elements (a sense of safety; calming; a sense of self- and community efficacy; connectedness; and hope) present in the news

coverage after a disaster? Hence, if the elements are considered in the news this would promote the spontaneous recovery of the affected people, reducing their probability of developing a mental disorder, especially through the information provided by the media and the ways to remember the tragedy.

This paper presents the first results of an exploratory analysis on the capacity of the media, particularly television (four main public access Chilean television networks), of including the five elements in their news stories. An interdisciplinary team developed a classification methodology according to the elements proposed, allowing the team to conduct an exploratory analysis of the 1,169 news stories aired during the first 72 hours of broadcast, after the earthquake on February 27, 2010 (8.8 Richter).

The study also analyzed how several stories linked to the five elements began appearing throughout the first 24 hours after the earthquake. Figure 1 depicts how the “sense of safety” element strongly stands out over the rest.

As a preliminary conclusion, there is an open debate on the potential role of journalism in times of emergency and on whether or not the media should take on the responsibility of helping affected people in returning to a normal situation as part of their function. This is due to the fact that the information delivered is a protecting factor for the population, not only the data. It is also important the type and ways the stories are told in order to help the people exposed to a catastrophe rebuild their lives.

Id: 12321

Title: Who to Trust? Sourcing Complementary and Alternative Medicine: 1995-2005

Session Type: Individual submission

Authors:

Name: Barbara Ann Rowlands

Email: b.a.rowlands (at) city.ac.uk

Country: GB (United Kingdom)

Affiliation: Department of Journalism, City University London

Abstract: Who to Trust? Sourcing Complementary and Alternative Medicine: 1995-2005

Barbara Rowlands

Abstract

This paper, which forms part of the author's PhD by Prior Publication, focuses on the difficulties around gathering credible information from secondary and primary sources for publication of articles and books on complementary and alternative medicine (CAM). It is based on the work of the author's previous and concurrent experience as a medical journalist and the methodological challenges arising from sourcing material on complementary and alternative medicine and framing it at a specific time – 1995-2005 – for audiences of national newspapers and two books – *The Which? Guide to Complementary Medicine* and *Alternative Answers to Asthma & Allergies*.

It undertakes an examination of journalistic challenges around secondary sources (peer reviewed journals, information from public relations companies) and primary sources (CAM therapists, medical clinicians, academics, researchers, sceptics and case histories/anecdotal evidence) with reference to the academic literature in the field of sourcing.

Credibility was the main challenge. The paper examines five groups of sources: the “sceptics” – academics and/or physicians who were conducting research or had an academic interest in the field; the “dispassionate observers” – academics, researchers, such as toxicologists and healthcare professionals whose patients were treated with CAM therapies; the “believers” – heads of CAM organisations and the practitioners they recommended; “witnesses” – those people who had experienced a particular therapy or therapies and who journalists refer to as “case histories” and a fifth hybrid category – the “sceptical believers”.

Belief imbued most of these sources and consequently distorted information. Unregulated, untrained in medicine and unused to criticism, the therapists believed what they practised, even if it had little or no scientific legitimacy. Case histories (anecdotal evidence) sometimes proselytised about their treatments or exaggerated to please both journalist and practitioner. A desire to “entertain” (whether on the part of the journalist or interviewee) often creates a conflict between “satisfying the goal of accuracy and the goal of entertainment. The desire to entertain can sometimes be the stronger of the two, putting the truth in jeopardy” (Gilovich, 1993).

Dunwoody and Ryan (1987) talk of the “visceral nature of credibility decisions” and there was an element of truth in the choice of sources the author made.

Yet truth was not always what editors required. The author demonstrates that a “perfect storm” – sociologically, culturally and economically – created a narrative that suited the new consumer-

driven cult of the empowered individual, which in turn led to most sectors of the print media becoming impervious to any real investigation of the subject.

Associate Professor of Journalism
Department of Journalism
City University London
Tel: +44 (0)20 7040 0141
Mobile: +44 (0)7970 737919

Id: 12336

Title: Media Framing of Polio and Vaccination Campaigns in Pakistan

Session Type: Individual submission

Authors:

Name: Sayyed Fawad Shah

Email: fawad.jmc (at) gmail.com

Country:

Affiliation: University of New Mexico

Abstract: The World Health Organization (2014) reported that in 2014 alone Pakistan broke all the previous records of the number of new polio cases in one year with 220 cases recorded. Vaccination campaigns are being promoted by Pakistani government officials, military, and other international organizations to address the situation. Billions of dollars are going into these campaigns. But these campaigns have been controversial (WHO, 2014). On the one hand, the government is trying to make people believe through extensive media campaigns, advertising, and bill boards, that polio is a threat to the healthy future of their children. It emphasizes that it is important both for the health of their kids and for the ‘bright’ future of Pakistan that these children are vaccinated. On the other side, some parents are refusing to vaccinate their children and claim that the campaign is a part of a US and Zionist conspiracy to render Muslims infertile and staunch their population growth. (Shah, 2015). In this context, the role of media in informing public about different aspects of the vaccination campaigns become important. This paper offers a critique of newspaper coverage of the polio vaccination campaigns in Pakistan between 2011 and 2013. The purpose of this paper is to examine coverage of this issue to explore how the discourse of the Pakistani news media on polio has constructed knowledge about this issue and played a hegemonic role in the public health arena. Two research questions guide this study: what are the dominant frames in the English-language press coverage of the anti-polio campaigns held in Pakistan between 2011 and 2013? and how do news framing relate to the national debate on polio vaccination? In order to answer these questions, 120 news stories from four Pakistani English-language newspapers were selected and examined through the framing analysis method offered by Pan and Kosicki (1993). Based on Gramsci’s (1971) theory of hegemony, this study argues that newspapers played a hegemonic role in the distribution of information regarding polio vaccination. The study found that newspapers reinforced the frames sponsored by the dominant classes, whereas totally ignoring the views of those who were opposed to vaccination campaigns.

Id: 12717

Title: What's Cooking' ' Exploring the connect and the disconnect in media portrayal and public perceptions on food safety associated health risks in India

Session Type: Individual submission

Authors:

Name: SubbaRao M Gavaravarapu

Email: gmsubbarao (at) yahoo.com

Country: IN (India)

Affiliation: Extension and Training DivisionNational Institute of NutritionIndia

Name: Sudershan R Vemula

Email: vemulasr (at) yahoo.com

Country: IN (India)

Affiliation: National Institute of Nutrition (Indian Council of Medical Research)

Abstract: Media are crucial sources of information about health benefits or risks of foods, especially when there is a safety issue. Food scares are usually accompanied by continuous media coverage on ill-effects of foods on consumer health and lead to a decline in demand for the product in question, often concomitant with a level of panic that 'scientists' would argue is not appropriate, given the real risks.

In India, food risk communication is gaining traction as a major public health measure, especially in the post-economic-liberalization era, as there have been many technological advances and changes in food production, processing, storage, transportation and distribution. 'New risks' as Beck (1999) suggests in risk society theory, are constructed as manufactured risks emerging out of technological advances of late modernity and may present unknown harmful effects on the public health. Therefore, there is always a concern about risks from new foods. Given this context, we attempted to explore the connect and the disconnect in media portrayal, public perceptions and juxtapose these with scientific views on the risks.

For this, we draw from qualitative analyses of select cases of food risks/scares propagated by media like bird flu, artificial ripening of fruits, hormonal injections to vegetables and milch cattle, pesticide residues in colas and Genetically Modified (GM) foods. In addition, we report from our cross-sectional quantitative study among rural and urban women (n=120) who were interviewed using a pre-tested, pre-coded questionnaire to examine risk perceptions about some common foods.

Our findings suggest that perceived risks of the consumers often do not match with the actual risks of the product. On the other hand, media sensationalize news, are biased against positive news stories and focus on negative ones. This is true especially in cases of pesticide residues in foods, hormonal injections to cattle and food adulteration. The study on food risk perceptions indicated that significantly higher ($P<0.05$) number of urban women perceived infestation and

adulteration as major risks in cereals and pulses than their rural counterparts (87% vs 73%). Adulteration in certain foods is an accepted reality and people do not seem to be concerned too much about health risks. However, media coverage about new adulterants definitely shapes new risk perceptions. A majority (>70%) perceived pesticide residues as risks in vegetables and fruits. These seemed to have come from news media. About 83% perceived swarming of flies and mosquitoes as health risk in non-vegetarian foods, which neither match the scientific view nor are covered by media. Surprisingly, despite extensive media debate on GM foods, most respondents were not aware of these at all.

These examples underline the disconnect between media portrayal and public perceptions. It would be wrong to blame media for disproportionate public responses to food/health scares, although their influence is important and sometimes against the real risks posed by scientists. It is important for all parties to work together to communicate with the public for improving the baseline of knowledge that will allow them to assess information critically.

Id: 12769

Title: Communicating MERS Information: The Importance of Time in Crisis Management

Session Type: Individual submission

Authors:

Name: KIM SO YOUN

Email: annflyoon (at) gmail.com

Country: KR (Korea, Republic Of)

Affiliation: Sungkyunkwan University

Name: KIM Jihyung

Email: redlipjh (at) gmail.com

Country: KR (Korea, Republic Of)

Affiliation: Sungkyunkwan University

Name: Park Hyun Soon

Email: serenity (at) skku.edu

Country: KR (Korea, Republic Of)

Affiliation: Sungkyunkwan University

Abstract: The purpose of this study is to analyze the failure of MERS crisis management and suggest how to supervise when risk happened in public health. The study focuses on situational crisis communication theory(SCCT) and issue life cycle of the pandemic happened in Korea, Middle East Respiratory Syndrome (MERS).

MERS, which the first Korea laboratory-confirmed case happened on May 20th 2015, got the worst evaluation of managing risks from the public. It was “the largest outbreak of MERS outside the Middle East” as World Health Organization announced (WHO, 2015). This paper aims to point out what was the problem during pandemic happened and when is the right time to prevent the risks before another pandemic happens in the future.

Since pandemic can easily spread out these days, it is important for the government to prepare for the risks. Previous studies about pandemic are mostly based on guidelines of WHO which is published in 2005. However we defined MERS situation not only as pandemic but also as crisis, we decided to apply SCCT by Coombs & Holladay (2002) to this situation.

By using the issue life cycle based on Hainsworth (1990), the study defines to show the direction to government. Not just justifying the issue life cycle of MERS, this paper considers the cycle as four points; 1) defined each section of life cycle based on SCCT, 2) the message propriety, 3) communications between stakeholders, 4) the rightness of message timing.

In this paper, we determined the issue cycle starts on the day when the first case happened until December 23rd 2015 (Ministry of Health and Welfare, 2015). The study attempted the issue cycle based on an amount of news. To measure the amount of news, we will focus on the news uploaded on portal site. We made a rule to search topic as ‘MERS’ in Korean to collect every data we need. Every document is from the top site Korean uses the most, NAVER based on the data from Nielsen Korea Click (2015).

By analyzing the result of issue cycle, we defined the strategy of response should be different by the stages of issue cycle based on SCCT. We found there was a problem of the response strategy. Government had enough time to focus on communication between stakeholders like doctors, trippers, and other organizations at potential stage when they had low responsibility of crisis; however, there was a miss communications between stakeholders which made the situation worse. Moreover, the message timing was too late that people already gone to panic because of the death of patient and the miss communications between stakeholders. As a result, the response timing was late compare to growing speed of government responsibility. This study can help building the risk communication strategies to the government. Moreover, we hope the paper became guidance for government to know when is the right time to send a message to the public, and encourage people to prevent from disease.

Id: 12793

Title: Interrogating state episteme on health communication: a critical study of family planning communication in India from 1950-1970

Session Type: Individual submission

Authors:

Name: Suresh K Shanmughan

Email: sureshkshanmughan (at) gmail.com

Country: IN (India)

Affiliation: Department of Communication, S. N School of Arts and Communication, University of Hyderabad

Abstract: This paper aims to critically analyze how the evaluation of family planning communication inscribed certain evaluation practices that led to the production of knowledge in the domain of Communication for Development (C4D). The paper argues that the large state-initiated Family Planning programme in India was not only founded on and furthered the whole idea of population control, but also instilled ideas for the development of modern institutions and practices. This becomes particularly evident when one examines the evaluation of health communication practices that the state generated and institutionalized.

At a macro level, family planning communication activities in India during 1950-1970 resulted in the development of epistemic infrastructures, epistemic practices, and sites of practice that have come to be of significance in the governing of the citizen-subject. During the 1950s, in the process of state-building by post-colonial ruling elites in India, the modern state performed a diverse range of activities in various domains in order to affirm its role. Health was one of the central domains in this process. The modern State has set the idea of health as one of the tools of state formation, and also as an indicator for determining the quality of life in society. The emerging institutions of public health utilized communication activities for spreading the idea of health as envisaged by the nation-state. This has paved way for extensive family planning communication in the country for about two decades, beginning from the 1950s.

This paper suggests that communication was seen as a mediating factor between the state and society as well as a process that aided the reorganization of patterns of life under the state. The evaluation of health communication produced and propagated notions of scientific rationality and the internalization of such rationality by citizens.

Id: 12972

Title: Processed meat or else: news framing of colorectal cancer in Hong Kong

Session Type: Individual submission

Authors:

Name: Zhuowen DONG

Email: samantha_dong (at) cuhk.edu.hk

Country: HK (Hong Kong)

Affiliation: The Chinese University of Hong Kong

Abstract: Colorectal cancer is one of the fastest growing health challenges and attracts an increasing amount of media coverage. Some of them attribute colorectal cancer to individual unhealthy lifestyle, for example, consumption of processed meat, while others incorporate more references to the roles played by the government, food industry and the social environment.

Previous health communication research implied that the news framing of health problems has significant implications for subsequent individual and social action to address the problem. However, limited research has focused on the specific case of colorectal cancer.

Objectives: This study examines the manner in which colorectal cancer has been framed in newspapers in Hong Kong and maps the evolution of this health issue in recent years. It aims to explore if news media frame colorectal cancer along the lines that will create effective individual and systemic responses.

Theoretical framework: As Entman (1993) argued, frames define problems, diagnose causes, make moral judgments and suggest remedies. News framing has been investigated in health communication research. For example, Lawrence (2004) introduced the notion of “individualizing” versus “systemic” frames to analyze public debate about obesity. Individualizing frames often limit the causes to individuals who are afflicted with the problem, while systemic frames assign responsibility to government, business, and larger social forces. Kim and Willis (2007) analyzed the news framing of personal and societal responsibility for obesity.

The current study investigates individual versus systemic framing of news regarding the cause and prevention of colorectal cancer in Hong Kong.

Methodology: A content analysis will be conducted of local newspaper articles with the keyword “colorectal cancer” collected from the WiseNews database, from January 1, 2012 to January 1, 2016—a significant period during which colorectal cancer became the first leading cause of cancer deaths in Hong Kong for the first time, the government-support Colorectal Cancer Screening Pilot Programme was under debate, and the World Health Organization classified processed meat as carcinogenic to humans (Group 1), based on sufficient evidence in humans that the consumption of processed meat causes colorectal cancer. Unrelated items and duplicates

will be eliminated.

Each article is coded for the individual versus systemic framing of cause and prevention of colorectal cancer.

Regarding cause, individual frames are categorized into genetic conditions, an unhealthy diet, sedentary or health risk behavior, and not getting colorectal cancer screening. Systemic causes are categorized into marketing of unhealthy food in the food industry, lack of government support, inadequate health promotion, and poverty/socioeconomic class.

Regarding prevention, individual frames include a healthy diet, physical activities, and getting cancer screening. Systemic preventions are categorized into regulations of the food industry, government support, medical innovation, and health promotion.

Implications: Preliminary findings suggest that colorectal cancer is more often attributed to individual causes. Prevention is more often framed as the responsibility of the individual, rather than of the larger social, economic, and governmental forces. Further analysis would help media practitioners to frame colorectal cancer in a way to motivate behavioral or systemic change more effectively.

Id: 12977

Title: Drug Addiction and Social Control: the hegemonic meanings of drug addiction in media and drug rehabilitation service in Hong Kong

Session Type: Individual submission

Authors:

Name: Wai Sing Tsen

Email: tsensing (at) gmail.com

Country: HK (Hong Kong)

Affiliation: Division of Communication, College of International Education, Hong Kong Baptist University

Abstract: For over 50 years, the major conception of drug addiction in Hong Kong comes from representations of heroin addiction in media. But in recent 10 years, the trend of drug addiction among youth in Hong Kong has changed from heroin to ‘recreational drugs’ like ketamine and ecstasy. Despite the discrimination between the traditional hard drugs and new party drugs, the media present drug addiction as equivalent to irrationality and immorality. However, for many youth drug users, the moral and disease conception of drug addiction is not applicable in narrating their drug-taking experiences. The discrepancy between conventional drug discourses and the live experience of youth drug users produces disorders among addicts, drug rehabilitation and preventive education.

This study aims at figure out the existing meanings of drug addiction and the corresponding disorders in mass media and drug rehabilitation. A historical analysis on the government anti-drug policy was conducted to figure out the relationship between anti-drug policy, gospel drug rehabilitation and conventional drug discourses. A textual analysis on 100 government anti-drug advertisements and discourse analysis on 26 local TV news documentaries about drug addiction in last 30 years were also conducted to examine the mediated drug discourses. Besides, ethnographic researches in local drug rehabilitation centers have been conducted to reveal how social workers and drug addicts consume the current drug discourses.

Many concepts of drug addiction and drug addicts can be considered socio-cultural constructions of particular set of historical and social contexts (Keane, 2002; Spooner, 2005). Foucault (1970) sees such construction in terms of discourses. Following the suggestion of Willig (2001) on the analysis of discourses, this study pays attention to the iterative process of distinguishing between different drug discourses through studying the discursive formation of ‘drug addict’ as the core subject in relevant to other related subjects (e.g. social workers, relatives). It is found that a ‘go through’ narrative is commonly found in anti-drug advertisements and news documentaries, which centers on ex-addicts and drug rehabilitation practitioners to tell the recovery story. The ‘go through’ narrative is also prominent among drug users and social workers in drug rehabilitation and it constitutes to a “Prodigal Son Returns Home” discourse that encapsulates the medical, moral and legal drug discourses on the subject positions of drug addicts, addicts under rehabilitation and ex-addicts. Youth drug addicts adopt

the 'prodigal son' identity to various extents, but their agency is restricted under the discursive components of the "Prodigal Son Returns Home" discourse and can be formulated by four discursive strategies, which include: "Indifference", "Adoption", "Adaptation", and "Affirmation".

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Id: 13084

Title: Speaking the unspeakable: Digital publicness of bereavement. A study of suicide survivors' usage of digital resources in their grief work.

Session Type: Individual submission

Authors:

Name: Michael Uv Westerlund

Email: westerlund (at) ims.su.se

Country: SE (Sweden)

Affiliation: Stockholm University

Abstract: Suicide is one of the major causes of death in the world, leading to approximately 700.000 deaths per year. In 2020, the number of deaths is expected to reach 1.5 million. Every suicide is estimated to affect 6 to 14 relatives and close friends.

Grief reactions and bereavement should not primarily be regarded as a pathological condition, but rather as a psychological and existential liminal state triggered by an over-whelming and disruptive loss in life. The loss often leads to a questioning of fundamental issues of life and meaning, which involves a transformation and an adjustment where the survivors are trying to adapt to new conditions and to a life without the deceased. However, certain losses can be experienced so catastrophic that people find it virtually impossible to cope with it. Besides the death of a child, homicide and clearly unpredicted deaths, suicide is often stated as such a disastrous event, where relatives and friends often groping for answers and explanations of why the suicide occurred. Some aspects of grief appear to be especially poignant after a suicide, such as guilt, shame, shock, anger and rejection, which in some cases can lead to what is often referred to as complicated or traumatic grief. This overpowering grief response also causes an increased risk that survivors themselves will end up in a serious suicide process.

Digital communication on the Internet has radically changed the possibilities for people to manage and communicate different types of grief and mourning. The ability to communicate virtually around the clock, to receive and to provide emphatic support, to share experiences and to discuss taboo and stigmatized issues are key factors as to why suicide survivors join digital grief groups. Participation in digital grief forums also makes it possible to maintain bonds to the deceased. However, these new patterns of mourning and remembering also raises concerns that it may entail a reluctance to “let go” of the deceased; that the digital resources do not let memories fade with time.

The objective of this study is to examine suicide survivors' usage of digital recourses in their grief work, and how they value these resources strengths and weaknesses in comparison with other types of help and support. The study also investigate if there are any differences in the survivors usage, activity and valuation of the digital resources depending on age, gender, education, religiosity, relation to the deceased, time elapsed after the death, support from family and friends and perceived health/ill-health. A survey addressed to individuals who lost a relative or friend in suicide has been made available on a Swedish suicide survivors website and Facebook group site. The survey responses (approximately 300-400) will be coded and analyzed in April and May 2016.

The study will contribute to a better understanding of the way digital resources has come to change the conditions for individuals' grief processes after a traumatic experience of a close relative's suicide. This can also be of importance for future planning of postvention and suicide prevention.

Id: 13147

Title: Public Health Communication Skills: assessing needs and training professionals

Session Type: Individual submission

Authors:

Name: Ana Duarte Melo

Email: anamelos (at) ics.uminho.pt

Country: PT (Portugal)

Affiliation: Universidade do Minho

Name: Teresa Ruão

Email: truaos (at) ics.uminho.pt

Country: PT (Portugal)

Affiliation: University of Minho

Name: Sara Balonas

Email: sarabalonas (at) ics.uminho.pt

Country: PT (Portugal)

Affiliation: University of Minho

Abstract: The valorisation of Communication in Public Health has been consolidating as an increasing trend. In recent years, both the academy — with the emergence of health communication as a specific field of knowledge and research — and international public health policies — namely directives issued by the World Health Organisation (WHO) — produced significant evidence of the growing interest in this topic.

The evolution of the concept of public health moving towards a broader notion of the social impact of its action has been incorporating communication as an adding value tool to the implementation of public health programs. In 2013 the European branch of WHO defined ten essential public health operations (EPHOs), including one dedicated to information, communication and social mobilisation for health, advocating a strategic and systematic approach to public health communication. This disposition was recently reaffirmed by the publishing of a Self-assessment tool for the evaluation of essential public health operations in the WHO European Region (2015).

Moreover health communication knowledge, grounded on best practices (Kreps, 1998) has widely referred the importance the role of citizens participation in the health communication process (Kreps, 1996; Maiback et al, 2004; Kreps & Maiback, 2008), thus acknowledging the efficiency potential of communication in promoting health and wellbeing through communicational relations within the community. This evidence has set ground for the idea that all citizens are public health agents tuned to the contemporary concepts of public health.

As a result of these paradigmatic shifts and the contemporary media ecology, practise and uses, public health professionals seem to face multiplying communicational interactions in their everyday routine that embed epistemological, operational and efficiency challenges.

These challenges are at the core of this specific research that aims to contribute to enlightening

its specificities. Through the perspective of PH professionals (medical practitioners, nurses and environmental technicians), we will share results, difficulties and recommendations of an innovative research-action training project in communication skills, resulting from a partnership between the Public Health Department of ARSN – North Regional Health Administration, Portuguese Ministry of Health, the Communication Sciences Department of the ICS – Social Sciences Institute and CECS – Communication and Society Research Centre of University of Minho, in Portugal. It was designed and implemented (phase 1 - 2012-2014; Phase 2 -2015-onward), aiming to empower practitioners and assessing their communication needs perception. Results indicate diverse communication challenges to be faced by public health professionals related to organisational and interpersonal sphere and to media training skills as well. Aiming to contribute to produce supporting data for better public policies and to provide inspiration to stimulate further academic studies for better public health and social change, the project is grounded on several structuring axes, namely the increasing use of strategic communication techniques as effective performance tools and as socially inclusive skills matching the understanding of Public Health focused on disease prevention, prolonging life and health promotion through the organized efforts of society.

Id: 13159

Title: New media influence on sexual health of the youth: A comparative case study of South Africa, Zambia and Zimbabwe (2015-2016).

Session Type: Individual submission

Authors:

Name: Brian Pindayi

Email: brianpindayi (at) gmail.com

Country: ZM (Zambia)

Affiliation: Rusangu University

Abstract: This study seeks to ascertain how young people make sexual decisions and whether these decisions are in any way influenced by new media. By assessing predictors of young people's sexual choices this research may assist health practitioners, researchers, policy makers and NGO's (Non-governmental Organisations) to understand why there continues to be new infections of HIV/AIDS and STI's despite the prevalence of awareness messages for the past two decades in South Africa, Zambia and Zimbabwe. The research questions are: What factors do the youth consider when making sexual choices? What sources of information do the youth regard as important when making sexual choices? How do new media affect sexual choices of the youths? Apart from an online survey, a thousand questionnaires will be distributed in each country (South Africa, Zambia and Zimbabwe) to ascertain the factors that influence the youth's sexual choices and whether new media is in any way acknowledged as having an influence. By evaluating the predictors of sexual choices among the youth: this research will shed light on what the youth consider as being important when making sexual choices and whether these factors are consistent with the assumptions of the symbolic interactions theory that human beings make decisions on how to interact with others based on meaning (how symbols such as new media messages are interpreted), language (how people describe objects and other persons) and thinking (how people make sexual decisions). Drawing on assumptions from the social cognitive theory this research will assess whether causal links can be established between new media messages and sexual choices. By examining the factors that influence sexual choices in three countries, this research will add light on the extent to which specific contexts or cultures influence sexual decisions.

Id: 13186

Title: Damned or Revamped: HIV/AIDS portrayal in Egyptian Movies

Session Type: Individual submission

Authors:

Name: Mennat Allah Ehab
Email: menna_ehab (at) live.com
Country: EG (Egypt)
Affiliation: Cairo University

Name: Mona Elswah
Email: mona.abdelsttar (at) yahoo.com
Country: EG (Egypt)
Affiliation: Cairo University

Name: Nermine Mourad Aboulez
Email: nermineabulez (at) yahoo.com
Country: EG (Egypt)
Affiliation: Cairo University

Name: Zahraa Badr
Email: zahraa.badr.badr (at) gmail.com
Country: EG (Egypt)
Affiliation: Cairo University

Abstract: Since its instigation in 1927, Egyptian cinema has been always described as “Hollywood of the East”. It is considered the most flourishing among its peers in the Arab region and North Africa. Motion pictures are double edged weapons; on one hand they can be used to raise people awareness about diseases and epidemics by creating vivid dramatic contexts in which these issues are tackled. On the other hand, they can stigmatize certain groups of people by creating negative stereotypes. Therefore, examining the ways diseases and epidemics are portrayed in movies is pivotal for the development of health communication. Since the first HIV/AIDS cases reported in 1981, the disease has been on the rise. (CDC, 2001). HIV/AIDS is the sixth leading cause of death globally with more than one and a half million death cases (WHO, 2012). HIV/AIDS has been on the rise in Egypt since 1990, according to the UNICEF, with a 268% increase in detected cases. Due to the nature of HIV/AIDS as a sexually transmitted disease, it's considered a taboo in Egypt. It's not frequently spoken about. Moreover, some of the patients refrain from admitting themselves to healthcare institutions for treatment fearing they might be accused of committing illegitimate sexual relationships. In Egypt, a conservative Muslim-based country, Cinema and motion pictures play a significant role in tackling taboos that otherwise fall into a spiral of silence. They have the potential of raising awareness and creating a safer environment in which HIV/AIDS patients could reach out and seek help without being condemned by their society.

Therefore, this study will analyze the image of HIV/AIDS in Egyptian movies throughout four decades and since the instigation of this disease globally. The study will explore the development of HIV/AIDS patients' portrayal in Egyptian movies, in an attempt to examine whether the stereotype has been broken throughout the decades and presumably, with the evolution of disease awareness.

Id: 13259

Title: The SAS/CSP Project: Designing a linguistically and culturally specific sexual assault program for South Asian immigrant women in New Jersey, USA

Session Type: Individual submission

Authors:

Name: Satarupa Dasgupta

Email: satarupadasgupta (at) gmail.com

Country: US (United States)

Affiliation: New York University

Abstract: The objective of the study is to create linguistically and culturally specific sexual assault services for South Asian immigrant women in the state of New Jersey, United States of America (USA). The study is funded by the Sexual Assault Services/Culturally Specific Project (SAS/CSP) grant from the Office of Violence against Women (OVW) of the United States Department of Justice.

According to Census 2010, South Asians are the second largest Asian population in the USA. The percent change in the South Asian population between 2000 and 2010 is 52.8. The numbers tend not to reflect the substantial undocumented South Asian population and guest workers on nonimmigrant work visas in USA. The South Asian population in the state of New Jersey in USA is highly diverse in religion, education, socio-economic status, language spoken, as well as visa status. Women comprise 46% of the South Asian American immigrant population in New Jersey.

It is extremely difficult to gather reliable information on sexual assault in the South Asian community in USA. Public discourse on sex or sexuality remains a taboo topic in South Asian cultures. Thus, sexual violence against women and girls is considered shameful and private and therefore, concealed by families and the community. There is an extensive network of agencies that provide sexual assault crisis services, counseling, advocacy, emergency shelter, and other essential services to sexual assault survivors in New Jersey and in all over USA. Yet, South Asian women who are victims of violence and sexual assault remain an underserved population due to cultural and language barriers and the lack of familiarity with the living circumstances of the community.

The aim of the study is to design sexual assault services that will meet the needs of the South Asian immigrant women. The services would be framed by the specific cultural nuances that contextualize South Asian women's risks and responses to sexual violence. Four most common environments where South Asian women may experience sexual violence are: marriage, family, work/education place, and dating situation. These contexts might look the same as in other communities, but the specific cultural nuances vary widely.

The proposed project will design both core and comprehensive services that encompass crisis intervention, advocacy, information and referral and support groups. It aims to create culturally sensitive and linguistically accessible advocacy and comprehensive direct services to South Asian women who are survivors of sexual assault. Another objective of the project is to enhance education and outreach in South Asian communities in New Jersey in order to increase

awareness of sexual violence and about resources available to survivors, and simultaneously eliminate stigma of sexual assault. The direct services will be provided to the victims of sexual assault by a not for profit organization that works with South Asian victims of violence in New Jersey.

Id: 13279

Title: Making mental health news: an analysis of the views and experiences of journalists, mental health consumers, advocates and professionals

Session Type: Individual submission

Authors:

Name: Kate Holland

Email: kate.holland (at) canberra.edu.au

Country: AU (Australia)

Affiliation: University of Canberra

Abstract: The importance of media in contributing to community understandings and policy debates in relation to mental health issues is widely recognised in scholarly literature and among people with lived experience of mental distress and those working in the mental health field. But relatively little is known about the ways in which people interpret media portrayals of mental health issues, the processes by which mental health news is produced by journalists and the media-oriented practices of mental health organisations, advocates and researchers. The aims of this study are: a) to identify the roles and meanings ascribed to media reporting of mental health issues by social actors with varying knowledge and experience of mental health issues; b) to examine the ways in which mental health organisations, advocates and researchers seek to attract and influence media coverage; and c) to identify the factors that shape journalists' reporting on mental health issues.

To address these objectives the paper draws upon a series of semi-structured interviews and focus groups made up of people with lived experience of mental illness, people working in advocacy organisations, mental health researchers/professionals, journalists and general community members. A total of 82 people have participated in the project to date. A qualitative thematic analysis of the interviews draws upon concepts of biocommunicability and mediatisation to examine tensions between the desire for stories that convey the complexities of lived experiences and contested knowledge within the mental health field, and the demands of journalism practice and media logic. The paper will examine how mental health advocates and journalists seek to accommodate these demands. Attention will also be given to participants' views about the media's role in reinforcing and challenging stigma and discrimination. The analysis will be complemented by findings from the media analysis component of the study, with particular attention to how participants evaluated specific media content they were asked to respond to in the interviews.

The implications of the findings are considered in relation to previous research into media representations of mental health issues as well as scholarly critiques of anti-stigma interventions directed at the media. It is argued that knowledge of how social actors respond to media portrayals and of the practices of journalists and sources of news are useful for contextualising the findings of research into media depictions of mental health issues and for informing mediated mental health campaigns.

Id: 13289

Title: Transitions in the HIV prevention landscape: Drawing on past lessons to advance future HIV prevention technology options for women in KwaZulu-Natal, South Africa

Session Type: Individual submission

Authors:

Name: Eliza Melissa Govender

Email: govendere1 (at) ukzn.ac.za

Country: ZA (South Africa)

Affiliation: CAPRISA, The Center for AIDS Programme of Research in South Africa, University of KwaZulu-Natal, Durban.

Abstract: Women in South Africa are particularly more at risk of HIV infection due the gender imbalances, poverty, multiple and concurrent partnerships and cultural ideologies that escalate male dominance. Looking back, several HIV prevention options have been offered to women with the historical Abstain, Be Faithful and Condom use strategy (ABC), however to date this has showed limited impact on HIV prevention globally. Looking ahead, the next few decades of HIV prevention will require a revisited and nuanced approach that incorporates the advancement of bio-medical interventions with social and behavioral change communication. Whilst commemorating the successes of some HIV risk reduction, the next decade will need to explore specific bio-medical advancements with pre-exposure prophylaxis (PrEP) which have shown some positive results in reducing HIV. Several PrEP options have undergone trial in the last 10 years, with various PrEP prevention technologies currently being tested, women will soon have a plethora of HIV prevention options in the form of these innovative technologies. However, adherence is the key determinant of the success of HIV prevention technologies, making social and behavioral change communication critical to advance HIV prevention product uptake and consistent adherence.

This study conducted 12 community dialogues in the 3 of the ten highest HIV prevalence districts in KwaZulu-Natal, questioning the type of preventative methods women are willing to use, with a specific focus on understanding their lifestyles and how/if these HIV prevention products which are currently under clinical trial, can be integrated into their existing lifestyles. Community dialogues was used as a methodological data collection tool, to advance the dialogue on perceptions of men and women towards product uptake, and the importance of integrating a social and cultural-centered approach in the promotion of HIV prevention technologies. Critical to understand is the inter-personal and contextual factors that shape adherence and use of a microbicide product both in clinical and real life settings.

The findings suggest that several cultural influences need to be considered for advancement of HIV prevention, these include notions of secrecy, notions of protection and notion of empowerment among women. The data confirms the need to understand the social and cultural contexts in which behavior change decisions and motivations are embedded. The study also highlights the importance of community dialogues as a methodological tool to enable social and behavioral scientists, clinician's and epidemiologists to better understand women's preferences in terms of female initiated prevention technologies. Overall the study demonstrated the need to

integrate social and behavioral research with bio-medical interventions, to understand the changing landscapes of women sexual choices and practices, and how this can influence the HIV preventive options they are willing to consider. The next decade of HIV communication will require us as communication scholars to remember, adapt and innovate the past lessons of behavioral and social change communication in order to effectively advance bio-medical innovation for HIV prevention.

Id: 13346

Title: Gender as a gateway to acceptance and up-take of microbicides- Preliminary findings of a microbicide perception study amongst men and women across urban and rural settings in Durban and Nelspruit, South Africa.

Session Type: Individual submission

Authors:

Name: Londeka Shereen Mbewe

Email: londekaowami (at) gmail.com

Country: ZA (South Africa)

Affiliation: The Centre for Communication, Media and Society

Abstract: Female-centred prevention methods have gained an increasing momentum in the field of HIV prevention and management. Various socio-cultural structures promote women's susceptibility to infection while also restricting women's ability to protect themselves against infection. Gender-roles is a key contributor to the high infections amongst women in Sub-Saharan Africa settings. This phenomena, highly supported by other social structures results in relationship norms that tend to emphasise men's dominance over women over sexual decision-making matters. Prevention technologies such as microbicides are developed with consideration of these gender norms and promotes agency for women over their health, offering a variety of dosing strategies for various contexts as well as the possibility of covert use. Studies however, indicate some shortcomings in terms of product use and adherence in real-life settings due to gender-related issues.

This paper discusses findings from a microbicide perception study amongst men and women across urban and rural settings in Nelspruit and Durban, South Africa. This study in question employed a qualitative approach, using focus group discussions as a data collection method. The data was collected through a total of 12 focus group discussions in four study settings, urban and rural. Three focus groups of 8-10 participants were conducted in each area, a female group, males group and a mixed group with an equal number of males and females. The research examined the community level, employing the Social Ecological Model of Communication and Health Behaviour (SEMCHB), as well as community-based theories, Culture-centred Approach (CCA) and Communication for Participatory Development Communication (CFPD). The data was analysed using thematic analysis.

The key findings to be discussed in this paper focus on gender roles in heterosexual relationships, as having the greatest potential to impede women's acceptance and adherence to microbicides. Other key findings include power imbalances in heterosexual relationships, characterised by male dominance, as well as relationship norms which are also recognised as having a major contribution to women's lack of agency, and thus vulnerable to HIV infection. The paper discusses how gender can be employed to promote women's acceptance and adherence to microbicides, and why it is considered an effective tool.

Id: 13471

Title: Immigrants' health and health communication in Korea

Session Type: Individual submission

Authors:

Name: Charles(Euichul) Jung

Email: clerk88 (at) hotmail.com

Country: KR (Korea, Republic Of)

Affiliation: Sangji University

Abstract: Migration creates uncertainties, anxieties, stresses and tensions as immigrants face diverse issues of social isolation, discrimination and disparity. Immigrants are marginalized because of prevailing stereotypes and cultural insensitivities against them and also encounter considerable barriers in dealing with socioeconomic inequalities, including health disparities, which result in their poor health. This kind of conditions may bring about structural barriers for immigrants' healthcare opportunities. In addition, more communication problems take place in cross-cultural medical encounters(Michaelsen, Krasnik, Nielsen, Norredam, & Torres, 2004). Considering these situations, the health of immigrants should be given special attention regarding restricted medical access and health communication. This research examines immigrants' health information seeking processes as well as their access to and use of health care services. This work focuses on immigrants' health perceptions, ways of getting health information and social support and their experiences of having medical services. Based on critical health communication perspectives combined with a participatory method, semi-structured individual interviews were conducted with 15 immigrants living in Korea. Korea is undergoing a significant transition from a so called 'single race country' to a 'multicultural society'. Korea is now considered a multicultural society with more than 1.8 million immigrants from different countries and immigrants make up around 4% of the nation's population; immigrants in Korea are mainly composed of immigrant workers and international marriage immigrants as well as their kids. Immigration creates various inequalities, including health disparity, due to language and cultural differences, separations from their social networks, different types of discrimination as well as weak socioeconomic status. This research pays attention to health disparity issues by analyzing immigrants' own voices and experiences based on in-depth interviews. It is noted that communication takes place within a broader socio-cultural context and that health and healthcare are socially and culturally constructed. Health communication aims to encourage people to participate in health-promoting behaviors by effectively sharing necessary health information. This research takes a critical health communication approach, which focuses on the dynamics of health, power, cultures and social activities, to interrogate how they get health information and social support. Also, this work aims to understand what difficulties immigrants face and how they deal with them focusing on their access to and use of health care service in Korea. By bringing forth immigrants' own voices and experience, it can contribute to immigrants' health promotion and their overall empowerment in Korean society. By taking a participatory interview method to collect live voices from immigrants, this work explores how diverse contexts including socioeconomic status,

communication problems, and social support, influence immigrants' health in different ways.

Id: 13494

Title: Anti Smoking Advertisements: Attempting Health Communication using Shock. How Effective'

Session Type: Individual submission

Authors:

Name: Padmini 9650264474 Jain

Email: hipadmini (at) gmail.com

Country: IN (India)

Affiliation: School of Journalism and New Media Studies INGOU New Delhi

Name: Manish 8750596899 Jain

Email: manishjain0099 (at) yahoo.com

Country: IN (India)

Affiliation: Independent Media Professional.

Abstract: India imposed ban on public smoking and has been trying to bring down the habit by charging huge excise duties on cigarettes. The government is using communication and media for creating awareness about the health hazards of smoking. Shock advertisements with gory imagers and scary consequences stare you in the face from the hoardings and in the cinemas halls. These ads are so repulsive at times that you choose to escape watching them. But are they horrifying enough to make our youth refrain from smoking? A lot of public money goes in designing and running the anti smoking communication campaigns but are these effective? Are they serving the purpose? Do people think of them before taking a puff from the cigarette in hand?

This study attempts to test the impact of the anti smoking ads in India by evaluating their reception by the youth. The shock appeals that are most popular amongst the advertisers working on anti-smoking campaigns are fear and disgust. Indian anti-smoking advertisements often use images and innuendos of death and disease to attract attention and make a mark on people

The hypotheses of this study rest upon the theory of the Cognitive Dissonance and the Selective Processes. These theories try to explain the manner in which people deal with the plethora of information around them and the processes through which they consume, retain and understand media messages. Unless the minute differences in the reception of these advertisements by different groups of people are not acknowledged, the ads cannot be fine-tuned enough to strike an effective cord with the people.

Objectives

To Understand:

- how are anti-smoking advertisements, which are commonly labelled as 'shocking', received in terms of utility and efficacy?
- the reception of 'shocking' anti-smoking advertisements in the context of communication

theories like cognitive dissonance and the selective processes.

- how the factors like age, sex and habitual characteristics of people impact their reception of advertisements.

Methodology

Triangulation Research Design will be followed. Owing to the lack of secondary researches on the impact and effectiveness of anti smoking campaigns in India, an exploratory method to explore the plausible quest areas will be used. Focus Group Discussions with males and females in the age group of 18 to 24 will be conducted to gauge their attitudes and thoughts over these ads. It will involve the showing of popular anti smoking advertisements (both print and video) being run by various government and other agencies. A survey using online questionnaires will follow to gain more perspective into the campaigns' effectiveness. The respondents for the focus group interviews will be chosen on the basis of their age, gender and smoking habits. The survey will use snowball sampling.

The results will be analysed in the light of whether the anti smoking communications hit the target audience because of their emotional appeal or the shock technique. This paper seeks to evaluate the communication strategy of promoting anti smoking opinions and behavior among the youth by the Indian government.

Id: 13754

Title: Self-efficacy for Food Choice and Healthy Eating in Preventing Adolescent Obesity

Session Type: Panel Submission

Authors:

Name: Nancy Muturi

Email: nmuturi (at) ksu.edu

Country: US (United States)

Affiliation: Kansas State University

Name: Tandalayo Kidd

Email: martan (at) ksu.edu

Country: US (United States)

Affiliation: Kansas State University

Name: Kendra Kattelmann

Email: kendra.kattelmann (at) sdstate.edu

Country: US (United States)

Affiliation: South Dakota State University

Name: Koushik Adhikari

Email: koushik7 (at) uga.edu

Country: US (United States)

Affiliation: University of Georgia

Name: Susan Zies

Email: zies.1 (at) osu.edu

Country:

Affiliation: Ohio State University

Name: Tazrin Khan

Email: tjkhana (at) ksu.edu

Country: US (United States)

Affiliation: Kansas State University

Name: Erika Lindshield Lindshield

Email: elbono (at) ksu.edu

Country: US (United States)

Affiliation: Kansas State University

Abstract: Background: Childhood obesity in the United States has increased over the past two decades where about one-third of all children and adolescents were overweight or obese by 2012 (Comstock et al, 2016). There is evidence that childhood and adolescent obesity not only

increases the risk of adult obesity, but also accelerates the process of some obesity-related diseases (Ogden et al, 2014). Although raising awareness about nutrition and obesity-related health risks is necessary, health communication also aims to address barriers and enhance the skills for adopting and maintaining healthier lifestyles. Self-efficacy or the ability to perform specific behaviors in the presence of challenging situations (Bandura, 1977) plays a critical role in effective behavior change. Limited understanding, however, exists in self-efficacy for dietary decisions among adolescents, especially in vulnerable population.

Goal: The current study examines the determinants of self-efficacy for food choice and healthier eating among adolescents in low-income, ethnic minority communities that are disproportionately affected. Based on the Social Cognitive Theory, the study addresses the triadic relationships between adolescents' dietary behaviors and choices, environmental factors, and psychological factors that may contribute to childhood obesity.

Methods: Data were gathered from adolescents (N=410) in low-income communities across the three US states - Kansas, Ohio, and South Dakota. The sample was predominantly Hispanic, Black and Native American respectively with an age range of 11-15 years. About 57 percent were female, 43 percent were male, and were evenly distributed across grade levels 6th, 7th, and 8th. Statistical analysis included descriptives, t-test, ANOVA and multiple regression using SPSS.

Results: Results show significant differences in adolescents' efficacy for healthy eating based on the grade level ($p < .05$). Geographical location had no effect on their efficacy for healthy eating, efficacy for food choice, healthy food availability, and perceived barriers in food choice but it did in their perceptions on healthy behaviors and perceived control ($p < .001$). Gender differences were only observed in adolescents perceptions of peers' healthy behaviors ($p < .01$) but ethnicity had a significant role in perceived barriers for food choice, perceptions of health food availability and in perceived control. Factors that affect self-efficacy for healthy eating after controlling for demographics include grade level, geographical region/state, efficacy for food choice, healthy food availability and perceptions of healthy behavior all played a significant role ($p < .05$). Significant factors that affect efficacy for healthy food choices included adolescents perceived control and their perceptions of healthy behavior. Adolescents' level of self-efficacy was higher in selecting choosing fruits compared to vegetables. They also had low efficacy in selecting low-fat foods.

Conclusion: Health communication seeks to improve health outcomes specifically among those vulnerable to diseases and illnesses. Scholars have also advocated for knowledge transition and knowledge sharing in nutrition education and communication (Gavaravarapu, 2013). In preventing adolescent obesity, dietary knowledge must be accompanied by self-efficacy for food choice and healthier eating. Healthy food environment may be a crucial programmatic component in low-income ethnic communities that must be addressed in addition to focusing on the benefits of healthy behaviors and lifestyles such as being physically active.

References (deleted due to word limitation)

Id: 13770

Title: The activist dimension of rare disease organisations. A study of identity framing in patient organisations' collective action.

Session Type: Individual submission

Authors:

Name: Stefania Vicari

Email: sv32 (at) le.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leicester

Abstract: With the aim of exploring the way rare disease organisations frame their activist dimension in the public arena, this work analyses the narratives provided on the websites of 30 such organisations. Contemporary social movement and communication literatures highlight that websites are usually the most visible public face (Bennett and Segerberg, 2013, p. 60, 115, Stein 2009) and a central organisational device (Della Porta and Mosca 2009, Vicari 2014) for activist groups. Work specifically focused on patient organisations shows that their websites seem to offer varied pathways for users' public engagement and play a strong information filtering role (Vicari, forthcoming). However, what remains largely unexplored is the way patient organisations construct their public face online by drawing upon their own history and areas of action. In other words, while insight has been provided into the digital devices used in patient organisation websites to engage different publics, attention is still to be drawn to processes of meaning construction – in particular ways “collective action frames” – developed on those very websites. Collective action frames have been defined as “action-oriented sets of beliefs and meanings that inspire and legitimate the activities and campaigns of a social movement organization” (Benford and Snow, 2000: 614), and as such provide a general understanding of how and why social action should occur and a motivational drive for activists and interested publics.

The relevance of an exploration of framing patterns in patient organisation websites is also signalled by the fact that the Internet is increasingly becoming a port of call for individuals seeking health information, and patient organisation websites are a most likely top entry in specific health-related online searches. Fox shows that in the US 80% of Internet users go online to search for health information (2006) and rare disease patients are more likely than others to look for peers online, given the general lack of information and knowledge relevant to their disease (2011). Hence, given the high relevance of online sources for rare disease patients and their families, websites represent an extremely important public face for rare disease organisations. This study applies a thematic textual analysis informed by frame theory to discuss 1) the degree to which traditional areas of patient advocacy, namely, service provision, scientific advancement, public opinion and policymaking, emerge as central to rare disease organisations' identity building and 2) how these organisations relate themselves to different relevant actors. Findings show that information-based service provision and contribution to scientific research are central processes – and identity framing elements – across rare disease organisations while public campaigning and lobbying may highly vary. Finally, the paper advances a typology of

rare disease organisations on the basis of their online identity framing.

Id: 13787

Title: The Portrayal of Athletes with Disability in News: The Reflections from Thailand

Session Type: Individual submission

Authors:

Name: Parichart Sthapitanonda

Email: sparicha (at) yahoo.com

Country: TH (Thailand)

Affiliation: Chulalongkorn University

Name: Chayanit Vivatthanavanich

Email: aroundtheworld_f (at) hotmail.com

Country: TH (Thailand)

Affiliation: Chulalongkorn University

Abstract: Sport journalists are responsible for reporting sport news toward their audiences. The Olympic is one of the prime time for “sport” as both global and local news. The success of Olympics and news of Olympics, together with the public attention in following Olympic game, has led to attempts of promoting ‘Paralympics’ - the sport for athletes with disability in to publics’ eyes. It is very interesting to see whether the Paralympic can make “a big difference”? For example, to what extent Paralympics can open up a chance for people with disability- especially the Paralympians- to gain recognition, and to change their life? To what extent Paralympics can make people gain more understanding about people with disability? Thailand is a country in Southeast Asia. A number of nongovernmental organizations seek to cooperate with the governmental agencies to make changes of the disability in a more equal way. Their major activities include working with various stakeholders including news media in order to educate publics about the disability and to call for the better policy for the disability. When it comes to the topic of Paralympics, it is challenging to learn how their media partners have framed the news about Paralympics and Paralympians? And how do the Paralympians think about the ways they were portrayed in the news media. We, therefore, decide to select Thailand as the place to understand the media phenomena. We apply the mixed methods with content analysis and depth interviews as an approach of our study. The results indicate that Thai journalists were interested in reporting Paralympics as “sport news”. It covered the related topics include the life of Paralympians, the sport events, the sponsors, and the reaction of the local publics on those who won in the games. For the winners, news covered them as a big hero, who can overcome a number of obstacles and finally, succeed in their life. English newspapers may seek more requests in advocating changes on policies of disability. The Paralympians, on the other hand, accepted that the covers of news make dramatically changes on their life. It gave them more options, and called for the personal supports. However, it failed to make the collective changes on the opportunity in lives of the disability. This study lead to the recommendations for those who work closely with journalists in educating the publics about the disables. Especially, they need to actively work with Paralympians,

Paraplymian Association and journalists in educating public about roles and rights of people with disability in the future.

Id: 13815

Title: Responsibility and Negligence: the role of mass media in public health communication --- A case study on Chinese media's news coverage on 'doctor-patient relationship'

Session Type: Individual submission

Authors:

Name: Yu Wang

Email: wangyu126 (at) cuc.edu.cn

Country: CN (China)

Affiliation: Communication University of China

Name: Lutong Sun

Email: sunlutong519 (at) 163.com

Country: CN (China)

Affiliation: Communication University of China; visiting academic at Nottingham Trent University

Abstract: In January 2016, a pregnant woman died in the Peking University Third Hospital, and the bereaved family then had dispute with the hospital condemning hospital's not-timely rescue and improper method with involvement of the police and local health department. The incident pushed the severe conflict between patients and doctors to the storm center attracting massive media focus. The tension between doctors and patients has become a severe problem in China. The media often plays key roles in supporting and amplifying powerful outbreak narratives and associated public fears (Leach et al, 2010: 374). To be specifically, the news coverage of mass media on doctor-patient relationship influences public's interpretation and communication of doctor-patient relationship.

The paper chooses news coverage of doctor-patient relationship from several influential online mass media including Sina News, Tencent News and Phoenix News from 2013 to 2015, and analyze them with the use of theories of risk communication and health communication, in order to research on mass media's influence on public's health risk perception and interpretation.

1. Does media's coverage on doctor-patient reach an expression balance among various interest-related groups? Is the group of doctor absent or even demonized while reporting? Is the conflict of interest the major media agenda implicated in doctor-patient reporting?

Whether media's coverage apply an obvious tendentious stance which intensifies the interest conflict between doctor and patient? The paper attempts to find the explanation through the analysis of concrete variables including information source, report theme, principal subject of report.

2. Does mass media amplify the social risk of doctor-patient relationship? Or, is mass media the social attribution aggravating the risk of doctor-patient contradictions?

The social amplification of risk framework (SARF) shows that through the effect of some 'social stations of amplification', risk signals become stronger or weaker which leads to ripple effects affecting related groups, industries and the even the society. As a social station of amplification, whether mass media's performance on doctor-patient reporting is the deliberate amplification of

doctor-patient contradiction? Nevertheless, the interest demands of groups relating to doctor-patient relation are different --- the government and hospitals wish to resolve medical disputes peacefully while patients and the public want their health rights to be protected. Thus, can mass media be regarded as the social attribution of doctor-patient medical disputes due to its preference on one side's interest appeal? The SARS (social attribution of social amplification) model (Duckett and Busby, 2013) can probably interpret the questions.

3. What is the interactive relationship among social characters like doctors, patients, government and institutions in news coverage of doctor-patient? Is this the consequence of media's responsibility or media's negligence?

The communication of public health risks is in a more complex fashion, as the product of an interaction between four sets of actors: social and political institutions, media organizations, the public, and decision-making (Bennett, 2010: 230). How does the media landscape of doctor-patient relationship affect public's understanding and behavior of health communication? These questions are meaningful for the settlement and treatment of social conflicts arose by the doctor-patient tensions.

Id: 13883

Title: Media Change as an Impetus on Health Communication: Dynamics of Interaction Contexts of Cancer Diagnosis and Treatment

Session Type: Individual submission

Authors:

Name: Christine Linke

Email: linke.christine.dr (at) gmail.com

Country: DE (Germany)

Affiliation: University of Rostock

Abstract: The change of communication media, especially the advent of internet information and social media, has immensely altered the contexts of interaction for cancer patients during their diagnosis as well as their therapy. Hereby online communication spaces can be considered as source of self-empowerment, self-efficiency and regaining control as well as space of risk-management (e.g. Bauerle Bass et al. 2006, Chiu/Hsieh 2012, Thomson et al. 2012). A pioneer study on prostate cancer for example had shown that access to information and social support online has been influencing how patients experienced their illness (Broom 2005). The change of media communication and the hereby won emancipation of patience from medical specialists have led to tremendous challenges regarding doctor-patient-interaction and –relationship (e.g. Bylund et al. 2010).

The contribution presents theoretical and methodic conceptions as well as findings of a multi-methodic-study, which is part of an interdisciplinary project including perspectives of oncology, oncological pediatric, clinical psychology and therapy as well as communication and media studies. The analysis is focusing on an interdisciplinary research fundus on cancer patients' communication needs and patterns. A different part of the project has been presented at last years' IAMCR conference. This year's contribution is in contrast concretely focusing on the change of media communication repertoires and is carving out the immensely altering context of interaction for cancer patients. It hereby highlights the dimension of memory, commemoration and communication and is furthermore enabling a reflecting perspective on health communication over a period of time.

Media Communication as well as interpersonal interaction in face-to-face-settings is a complex and challenging momentum in cancer treatment. There are different groups of people concerned and the patients' journey along the course of the disease is connected to different themes and pattern of communication (Thorne et al. 2009). The concept of media communication repertoires is adapted for the context of cancer communication as it enables a research perspective that is including a broad range of new digital (e.g. social media, apps) but also traditional media (e.g. television, print) an individual is actually using in relation with each other (Hasebrink / Domeyer 2012) and is appropriated dynamically embedded in peoples' everyday life (Haddon 2003).

Id: 13919

Title: Framing family planning campaign messages in Uganda. A retrospective analysis of poster messages disseminated between 2000 and 2015

Session Type: Individual submission

Authors:

Name: Marjorie Kyomuhendo

Email: marjkyom (at) gmail.com

Country: UG (Uganda)

Affiliation: Makerere University, Department of Journalism and Communication

Abstract: Background: Previous studies have revealed how mass media campaigns may influence a change in health-related attitudes and behaviors with regard to family planning utilization. Features campaign messages project particular frames

Aim: Using the framing theory, this paper traces how the framing of family planning campaign messages in Uganda has evolved over the past 15 years. It specifically examines given messages to establish the; (a) types of frames and appeals accorded to family planning ,(b) target audience, (c) gender dimensions and (d) sources.

Methods: A purposive search was conducted for mass media campaigns on family planning disseminated in Uganda between 2000 and 2015. Four family planning campaigns were selected from which 15 poster messages were derived for a framing analysis. The units of analysis comprised images and text in each of the posters. The messages were analyzed for type of frames, appeals, target audience, gender dimensions and source.

Findings: All messages promoted family planning products and services. Gain frames were dominant and depicted the benefits of using family planning. Most of the messages targeted women, couples and men respectively. The appeals in messages targeting men focused on economic well-being and sexual prowess, those targeting couples used a happy and healthy family appeal, while messages for women concentrated on their good health, less stress and career development.

Conclusion: The focus of messages has not changed over the years since the messages analyzed bore similar characteristics. . Messages should address issues that discourage people from utilizing family planning instead of focusing on promoting only family planning products and services. More messages should be framed to target men and couples as well since family planning decisions are not only a reserve for women.

Id: 13923

Title: Bienestando.cl: Design of a communication system for elderly people for health prevention in Chile

Session Type: Individual submission

Authors:

Name: Rayen Condeza

Email: rcondeza (at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Catolica de Chile Faculty of Communication (PUC)

Name: Sergio Godoy

Email: sgodoye (at) uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Catolica

Abstract: Chile is confronting a growing number of senior population. In 2025, the percentage of older adults will surpass those under 15. This new reality challenges the way Chilean society has faced so far the aging process, as well as the socially constructed meanings of age that circulate in the media and in everyday life around the elderly. Moreover, to integrate them to society is not enough to rescue or to recognize their memories, or the value of their experience. Indeed, older people today claim to be considered active. They are aware about loneliness and about the roles assigned to older people. In this context, health prevention and communication aimed at these people becomes a key vector for their social integration, their social participation and their full life during this period of life. A historical ally for health prevention, not always exploited enough at least in our country is communication. In this context, a team from three faculties of the Pontificia Universidad Católica de Chile (Communication-Applied communication; Medicine-Public Health and Social Sciences-Sociology) designed a system of communication in health prevention for older adults (experimental phase). It is a web platform called Bienestando.cl (English translation Wellbeing.cl). Older adults can access this Web site by creating a profile and receive preventive health education, in the format of news, testimony and mini documentary, as well as to consult a team of preventive health of the university. The project was funded by the Chilean National Commission of Science (2014-2015). A number of 147 seniors participated in the pilot phase of using the prototype, previously asking them about their health knowledge; uses of media and technologies, practices of sociability and perceptions of well-being (pre test and focus group). After the use of the platform (three months, free use), they declared interact with a greater number of people as well as a higher frequency of activities, such as meeting with relatives and participate in organizations. The perception of social isolation also decreases and their self perception of health improves. In the presentation these results will expand. These results will expand in the paper. We will also explain the editorial focus (communication and education in health prevention) and the topics covered during the 12 weeks of experimentation, based on the needs expressed by the research participants. Currently the team is preparing the application to the National Commission of Science to the second phase of the

project, which aims to deliver content to a larger population nationwide. That implies to explore other media platforms and traditional media, in addition to internet. This is because that while the health communication project aims to some extent promote the digital inclusion of the elderly Chileans, the generational and economic digital divide in Chile is still very large.

Id: 13938

Title: FRAMING HEALTHCARE CHALLENGES AND INSTITUTIONS IN NIGERIAN FILMS

Session Type: Individual submission

Authors:

Name: sunday olayinka alawode

Email: alawode_yinka (at) yahoo.com

Country: NG (Nigeria)

Affiliation: LAGOS STATE UNIVERSITY

Name: STEPHEN SONAYON FATONJI

Email: fatonjistephen (at) yahoo.com

Country: NG (Nigeria)

Affiliation: LAGOS STATE UNIVERSITY

Abstract: FRAMING HEALTHCARE CHALLENGES AND INSTITUTIONS IN NIGERIAN FILMS

ABSTRACT

Health worldwide is wealth because it is the wellbeing of individuals, communities, and nations (populations). Health, seen as absence of illness, is described as the idea of a complete state of physical, mental, and social well-being. Health is also seen as the condition of a person's body or mind, or the state of being physically and mentally healthy and the work of providing medical services. Similarly, healthcare is described as the service of providing medical care, the cost implication especially for subsets of the population (like the elderly) as well as workers or professionals in the area also referred to as caregivers. Healthcare in this context could refer to prevention, treatment (cure), and the management of illness or the preservation of mental and physical well-being through the services offered by the medical, nursing, and allied health professions. Healthcare challenges in this context could refer to all situations that may hinder the service provision in the traditional or conventional parlance focusing on nutritional issues, maternal and child health, population and environment issues, malaria, cancer, Lassa fever, hepatitis, Ebola, STDs, HIV/AIDS, Zika virus among others, as well as the funding, insurance, research, regulations/policies with the institutions of society assigned the responsibility of oversight function. The crux of this study is health communication which implies creating awareness and understanding of interrelatedness of health, economic, social and environmental issues by bringing them to the attention of the public for their total wellbeing through media platforms and effective use of human and material resources. Nigerian films, called Nollywood as an instance of health communication platform, have been internationally acclaimed by UNESCO as the second most prolific film industry after Bollywood. It is largely an entertainment phenomenon with just over twenty years' active history but with global reach and impact. This study adopts a content analysis design in investigating the frames in which healthcare, caregivers, diseases and health institutions are portrayed, as well as prominence given

them in Nigerian films. Thirty films were selected through systematic sampling with a random start for the study and 2010-2015 as periodization for the study. Disc A of Part I or any available Part was used completely while the unit of analysis was the context of health portrayal. Content categories include film genre, type of healthcare issue or challenge, healthcare framing, health institution, caregiver portrayal, caregiver attitude, gender of patient, gender of caregiver, resolution of healthcare challenge, and focus of healthcare among others. Based on Framing Analysis and Gatekeeping theory, the findings of the study have implications for the images of the healthcare industry and patronage, the nation, as well as the film industry.

Key words: Framing, Healthcare, Challenges, Institutions, Nigerian films

Word Count: 433

Id: 14008

Title: Brazilian health communication campaigns about zika: continuities and ruptures

Session Type: Individual submission

Authors:

Name: Raquel Paiva Araujo Soares

Email: paivaraquel (at) hotmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal do Rio de Janeiro

Abstract: In this paper, we present the history of Brazilian public health policies in combating diseases transmitted by the mosquito *Aedes aegypti* (yellow fever, dengue fever, chikungunya and zika). We analyze the continuities and changes in the communication model adopted by the campaigns, as well the new appeal to healthy lifestyle in relation with the neoliberal governmentality. There is a process that individualize the responsibility of being healthy or not. So, the structural causes of the spread of the disease are often silenced. In general, the campaigns continue emphasizing individual preventive measures (to avoid accumulation of garbage, to do not let standing water, to use insecticide etc.) than to the social conditions of worsening health situation (the lack of infrastructure, sanitation, access to education and information, quality of housing, social equalities). Thus, we observed that zika epidemic in Brazil has been approached by the public policies of communication within the traditional model of campaign to prevent and combat diseases. Thus, firstly, there is the belief that the communication process takes place in a horizontal transference process in which knowledge exits from one pole to the other. From this perspective, the campaign takes the situational contexts, cognitive, economic, social and cultural rights of the people as barriers to a process of individual awareness of the duty of prevention. Moreover, the campaigns are not permanent, but they follow the disease cycle. In the case of zika, the campaign took place between the accumulation of combat experience dengue and new disease transmitted by the same mosquito, on which there was not much knowledge yet.

Id: 14023

Title: Negotiating risk and uncertainty: Women's talk about alcohol in pregnancy

Session Type: Individual submission

Authors:

Name: Kerry McCallum

Email: kerry.mccallum (at) canberra.edu.au

Country: AU (Australia)

Affiliation: University of Canberra

Name: Kate Holland

Email: kate.holland (at) canberra.edu.au

Country: AU (Australia)

Affiliation: University of Canberra

Abstract: Health guidelines in many countries advise women that not drinking alcohol during pregnancy is the safest option for their babies. This advice is based on a lack of evidence about what is a safe amount of alcohol and increasing concern about Fetal Alcohol Spectrum Disorders. While we have some knowledge of factors informing women's views and practices in relation to alcohol consumption during pregnancy we know little about how women interpret and respond to the abstinence public health advice in Australia and its bearing, if any, on their own practices. This study examines women's experiences of alcohol consumption during pregnancy and their views of the abstinence advice. We locate our study within the body of thinking that views pronouncements about risks during pregnancy as bound up with social and cultural values and ideas about what it means to be a 'good' or 'bad' mother, as much as they are about science. We completed qualitative interviews and focus group discussions in Canberra, Australia, with women who were either pregnant, had recently had a child or who had young children, or who were planning for pregnancy. Women variously described receiving reassurance after drinking in early pregnancy; opting to abstain as the safest option in the face of uncertainty; and having an occasional drink if they felt like it. In response to the abstinence advice we found that some women understood it as a responsible message, even if they had not necessarily adhered to it, while others criticised it as an example of policing pregnant women. Overall, women accepted that it was possible to drink responsibly during pregnancy and defended this view through strategies of normalising the occasional drink, emphasising a woman's right to make her own decisions, and associating low level consumption with low risk.

Id: 14026

Title: Nutritional literacy media-based intervention: the Nutriscience project

Session Type: Individual submission

Authors:

Name: Nuno Moutinho

Email: moutinho (at) fep.up.pt

Country: PT (Portugal)

Affiliation: University of Porto

Name: Paulo Fontes

Email: paulo.j.fontes (at) gmail.com

Country: PT (Portugal)

Affiliation: University of Porto

Name: César Rodrigues

Email: csarrodriques (at) gmail.com

Country: PT (Portugal)

Affiliation: University of Porto

Abstract: Non-communicable diseases (NCD) are the main cause of mortality worldwide, having accounted for two thirds of all deaths in 2010. The most common NCD – cardiovascular (CV) diseases, cancer, chronic respiratory diseases and diabetes – share four main lifestyle risk factors (harmful use of alcohol, unhealthy diet, tobacco use, and insufficient physical activity), and frequent metabolic/physiologic changes (high blood pressure, high fasting blood glucose, high blood lipids, and overweight/obesity). Human diet is becoming more energy-dense; processed foods frequently high in fat, sugar and sodium tend to be more easily available with increasing urbanization and globalization. At the same time, the consumption of high fiber content foods such as legumes, other vegetables, and fruit are decreasing, and whole grains are shifting to refined grains and being replaced by processed products in contrast with the recommendations for the prevention of CV diseases and cancer. Low fruit and vegetables intake was responsible for approximately 6.7 million deaths worldwide in 2010, compared to 5.1 million in 1990. The majority of Portuguese children (78.6%) did not meet the WHO population goal of at least 400g daily. High sodium intake was responsible for an estimated 3.1 million deaths worldwide in 2010, compared to 2.2 million in 1990, and is strongly associated with high blood pressure. One recent study suggests that 93% of the Portuguese children consume salt above the value recommended by the WHO. Recently WHO recommended that ideally free sugar should contribute to less than 5% of total energy intake. According to a sample of Portuguese population, 65% of children reported to consume sugary foods every day. Given this context, insufficient consumption of fruits and vegetables and excessive sugar and salt intake are major concerns for public health recommendations in Portugal. Recent evidence shows a positive association between nutritional literacy and healthy eating. Traditional nutrition education strategies for childhood obesity prevention have shown weak effect.

We aim to present Nutriscience project developed to evaluate the impact of a digital media intervention in healthy eating learning process. This project is financed by the EEA Grants Program, with the additional support of the National Health Service (Ministry of Health), The Central Administration of the Health System (ACSS) and Public Health Initiatives. Nutriscience is a follow-up evaluation study including children (4-10 years), who attend 34 kindergartens and after school programs from national schools' network, their families, and school educators. This project consists in a media-based intervention, using an on-line interactive platform, and focus on fruit and vegetables, sugar and salt. This tool acts as a social network where educational materials, games, and nutritional challenges are proposed in a gamification approach. A nutrition Massive Online Open Course is developed for educators, and a national healthy culinary contest is promoted on a TV channel. In order to measure the impact of the Nutriscience project, a parental self-reported questionnaire assessing sociodemographics and nutritional literacy (knowledge, attitudes, skills) is administered (baseline and end of the intervention), based on the Nutrition Literacy Assessment Instrument (NLAI), published by the Centers for Disease Control and Prevention.

