Perceived Effects of KOACI.COM Health Campaign Targeting Mother-Child with HIV/AIDS in Côte d’Ivoire

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Abstract

Through a variety of media, many health care practitioners and health sectors have employed mass media to disseminate public health information to the general public and to raise awareness of HIV/AIDS, because media representations are deemed able to impact public perceptions and opinions, advocate behavior change, and influence policy and campaign strategies¹. The aims of this study are the access to health information, and able to reach the public through online newspaper services. The analysis of HIV/AIDS awareness campaign through the daily online newspaper, targeting mother-child within the Ivorian people. Koaci.com, a online newspaper created since 2008 and based in Abidjan, which gathers every day on its supports (web, mobile, and application) nearly 100,000 readers per day, it achieved the highest score at the time; all press focal points with a superb trophy. The national AIDS Indicator Survey (AIS) find out that the HIV/AIDS epidemic in Côte d’Ivoire has changed in gender, age, and geographic distribution. Female HIV prevalence declined from 6.4% to 4.6%, still much higher than male HIV prevalence, which remained almost unchanged at 2.7%. Prevalence dropped dramatically among women ages 30-34 (from 14.9% to 6.8%) and women are the HIV-positive partner in about 50% of serodiscordant couples now, down from about 67% in 2005. Geographically, HIV prevalence remains highest in Abidjan and in the Southwest, but other higher-prevalence zones have shifted to the Center-North and the West, where civil and ethnic conflict-displaced populations, disrupted social networks, and increased rates of gender-based violence (GBV).

Keywords: Health information, online newspaper, awareness campaigns, mother-child, HIV/AIDS.

Introduction

This study about HIV/AIDS prevention the Mother-Child with the stated goal of improvement of effective health information and awareness campaigns. The aspiration of women and girls to have a child and become a mother even though many of them lack awareness and information about sexual health expose them to risk. Therefore, to enable women’s access to health care. National control programs against HIV; improved health care of people living with HIV with antiviral therapy; the free testing in some medical centers, along with NGOs and civil society are as well involved in the eradication of this epidemic. In Côte d’Ivoire, sensitization programs were put in place in different areas via the media, including awareness campaigns, advertisements programs¹.

The health status of the infant and child mortality rates remain high, at 88 deaths per 1,000 live births. Infectious diseases, primarily malaria, gastrointestinal ailments, respiratory infections, measles and tetanus, account for most of the illness and death among children². According to the national AIDS Indicator Survey that the HIV/AIDS epidemic in Côte d’Ivoire has changed in gender, age, and geographic distribution. However, HIV prevalence among Female HIV declined from 6.4% to 4.6%, but still much higher than male HIV prevalence, which remained almost unchanged at 2.7%, while, prevalence dropped dramatically among women ages 30-34 (from 14.9% to 6.8%) and increased significantly among older

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men (from 5.9% to 7.8% among ages 40-49, reaching 9% among ages 50-59)\(^3,4\). Table 1 illustrates the HIV/AIDS as the first most important cause of death in Côte d’Ivoire.

**Table 1. Top 10 Causes of Death in Côte d’Ivoire**

<table>
<thead>
<tr>
<th>No.</th>
<th>Disease</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>HIV</td>
<td>13%</td>
</tr>
<tr>
<td>2.</td>
<td>Lower Respiratory Infection</td>
<td>11%</td>
</tr>
<tr>
<td>3.</td>
<td>Malaria</td>
<td>6%</td>
</tr>
<tr>
<td>4.</td>
<td>Diarrheal Diseases</td>
<td>5%</td>
</tr>
<tr>
<td>5.</td>
<td>Stroke</td>
<td>5%</td>
</tr>
<tr>
<td>6.</td>
<td>Preterm Birth Complications</td>
<td>4%</td>
</tr>
<tr>
<td>7.</td>
<td>Meningitis</td>
<td>4%</td>
</tr>
<tr>
<td>8.</td>
<td>Ischemic Heart Disease</td>
<td>4%</td>
</tr>
<tr>
<td>9.</td>
<td>Birth Asphyxia &amp; Trauma</td>
<td>4%</td>
</tr>
<tr>
<td>10.</td>
<td>Protein Energy Malnutrition</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source:5

**Health Information campaigns:** Information, education, and training are important components of Prevention of Mother-to-Child Transmission of HIV (PMTCT) efforts. However, the health workers in the field should receive formal PMTCT training that would allow them to take care of pregnant women\(^6,7\). The information and condom distribution campaigns show that the level of awareness about HIV and its transmission modes is rising over time; such approach suffers from a number of limitations. While information campaigns were focused on the urban areas, were of temporary nature and seldom targeted the high-risk groups. The distribution of condom, because of the resistance of religious groups and difficulty to persuade people to use them and, indeed, sexual behaviour does not appear to change easily in response to public information campaigns\(^8,9\).

**Objective of the Study:** The aim of this study is awareness campaigns in relation to child and women health issues, particular, HIV/AIDS, the specific aims as follow:

a. To provide a review of the effectiveness of online media to increase Prevention of Mother to Child Transmission of people living with HIV

b. To determine the effectiveness of social marketing in the view of online media to enhance HIV/AIDS message delivery

**Research Questions:** The study was guided by the following research questions:

a. What are the health programmes and health awareness campaign covered by the online newspaper?

b. How do social marketing and online newspapers impact community and health awareness campaigns?

c. Could health coverage of HIV preventive and awareness message impact the people?

**Literature Review**

**Health System and HIV Prevention:** In early 2012, the government of Côte d’Ivoire shifted toward a program of “targeted free services” for pregnant women, children, and medical emergencies. Given that HIV/AIDS services are fully integrated into the public health system\(^10\). To increase the provision and quality of health services at all levels of the health system. The government has adopted the country’s performance-based financing program as a key strategy for reducing maternal and infant mortality among the most vulnerable populations.

Regarding HIV counseling and testing, regularly, women seeking prenatal care at participating health center receive general health education, including information about HIV and major prevention messages. All women obtain specific posttest counseling, which is more time-consuming than was pretest counseling, given the need to effectively shape information for women according to serostatus. Addressing infant feeding choices for mothers is important since one third to one-half of all mother-to-child transmissions occur postnatal through breastfeeding\(^11\). In Côte d’Ivoire, the national HIV testing and counseling and antiretroviral treatment programs have continued to grow, with monthly ART enrollment increasing to 2,500 in May 2010 and stabilizing at 2,000 by October 2011\(^12\).

**Media intervention:** Media health campaigns are undertaken to disseminate information about. They can be standalone interventions or be integrated into complex social marketing programmes\(^13\). The programs in which mass media is part of a multifaceted intervention approach are more likely to be successful than mass media alone and that one-off or episodic behaviors are more amenable to mass media effects than habitual. In fact, health communication campaigns are almost always implemented in conjunction with other
interventions. However, the successful intervention is one that combines several methods, such as the theory of planned behavior, seeing that HIV/AIDS infection is a perceived social norm.

Although Côte d’Ivoire’s significant progress in mobilizing HIV/AIDS interventions, the level of unmet need for treatment is high and appears to be related to the large number of people who do not know their HIV status and are unable or unwilling to access public services. However, the media can help inform people to act on their healthcare.

Role of Online Newspaper: Media in general provide social movements an opportunity to shape public “collective minds” about specific political or social problems, in this study the role of online newspaper in shaping health information and coverage, such as Koaci.com created in 2008, is an independent pan-African online newspaper based in Abidjan. The following news articles reported by Koaci.com in fighting against parental and child death, as well as coverage of HIV/AIDS, the Ministry of Health and Public Hygiene launched mobile clinics and emergency medical services throughout the national territory. Taking into account the fight against maternal and infant mortality, HIV testing and to assist people in the event of disasters.

To mark, the World AIDS Day, the government announced, “Zero mother-to-child transmission, zero child deaths”, “To increase the mobilization of individuals and communities in order to improve the access of women of childbearing age to HIV prevention services and to satisfy access to prevention and treatment services for all HIV infections.” the world leaders had pledged to eradicate AIDS by 2030. In this perspective, Côte d’Ivoire has adopted a strategic 2016-2020 plan for the fight against AIDS, focused on achieving the objectives 90-90-90, with a rate of disease regression in the country. However, there is a continuing decline in the HIV prevalence rate from 4.7% in 2005 to 3.7% in 2012.

Hypothesis of the study: The hypotheses are formulated based on the reality that health communication campaigns are almost always implemented in conjunction with other interventions. Therefore, the study suggests that:

H1. Online newspaper is positively effective in providing health programmes and health awareness campaigns

H2. Media health coverage has positive effect to reach the people and disseminate the preventive and awareness message, particular the remote area

H3. Social marketing along with mass media intervention will likely affect social norm and improve health promotion and awareness.

Conceptual framework

Social and Behavior Change Communication: To strengthen the effectiveness of HIV prevention, social marketing, and media awareness campaign is essential. Social marketing is commonly used as an approach to reach vulnerable populations with health products and services. Social marketing ranges from tangible products, to services (voluntary counseling and testing for HIV) and practices, to intangible products (such as knowledge of ways HIV is transmitted). The strengths of the social marketing approach is gaining access to these vulnerable sections of the population, which the Agence Ivoirienne de Marketing Social managed with proficiency and great dedication focusing on promoting the use of condoms for HIV prevention. The programme also offers pills and hormonal injections through health facilities and pharmacies. However, a large market share of social marketing products is a positive sign of their acceptance.

Research Methodology

Data collection and Procedures: The research designed used the content analysis, which is described as: “A technique for gathering and analyzing the content of text, therefore, Ivorian online newspaper’s health awareness and campaigns, which took place from January 2016 to December 2016, a few keywords had been determined that appear in the headlines, such as “HIV/AIDS and “Mother and Child” awareness campaigns.

An initial set of 34 available articles was examined and content analysed. The coding instrument to carry out the quantitative content analysis, which was developed for analysis of 95 items of online newspaper.

Figure 1. Logo of online newspaper: Koaci.com
**Inter-Coder Reliability:** Inter-coder reliability is deployed as a component of content analysis, a standard method of summarizing the substance of a set of mediated messages. Two independent coders were used to test the coding instrument. The inter-coder reliability testing was calculated by using Holsti Test Format as follow:

\[ \frac{2M}{N1 + N2} = \frac{2 \times 480}{1140} = 0.84 = 84\% \]

**Data analysis:** Data was analyzed using Statistical Package of Social Sciences (SPSS); and Chi-Square analysis to answer the hypothesis.

**Results and Findings:** The study used 34 articles on health programs coverage and awareness campaigns provided by online newspaper; KOAC1.COM. While the Budd’s attention score frequency and percentage of health coverage in 2016, it appeared that more articles published in November with (21.1%), while in December with (18.2%), August and October with (12.1%).

The results in table 2, 3 and 4 show the range of frequency distribution, health programme and health campaigns, vulnerable of people affected by the health issue and social and behavior change communication campaigns, respectively reported by the online newspaper articles were content analyzed, using (Yes) and (No) agreement between the researcher and two coders.

**Table 2: Health programme and health campaigns**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Global HIV program</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Phar. products</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Mass Vacc.</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>4</td>
</tr>
</tbody>
</table>

**Table 3: Vulnerable of people affected by the health issue**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Mother and child</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Socio-economic</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Groups in high risk</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>16</td>
<td>2</td>
</tr>
</tbody>
</table>

**Table 4: Social and behavior change communication campaigns**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Intervention for community</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Impact-on-condom-use</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>World HIV/AIDS Day</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Public health week event</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>21</td>
<td>3</td>
</tr>
</tbody>
</table>

Chi-square test with online newspapers’ health coverage and social marketing, the following research question and hypothesis:

**Research Question:** How do social marketing and communications impact community and health awareness campaigns?

**Hypothesis 3:** Social marketing along with mass media intervention will likely affect social norm and improve health promotion and awareness. Measure of relationship and analysis of hypothesis, the \( \chi^2 = 2.400 \), df =1, sig. = 0.05 showed that there is an association between online newspaper’s health coverage and social and behavior change in interventions for community activity.

**Table 5: Chi-square test for online newspaper and social marketing**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>2.400</td>
<td>1</td>
<td>.121</td>
</tr>
</tbody>
</table>

a. 4 cells (100.0%) have expected count less than 5. The minimum expected count is .33.

**Conclusion**

Côte d’Ivoire’s progress in mobilizing HIV/AIDS interventions, it appears to be related to the large number of people who is not aware about their HIV status. As the women still much higher than male HIV prevalence in the area of Abidjan, capital city of Cote d’Ivoire.

In the analysis of the health programs and awareness campaigns, however, the aggressive public outreach campaigns and education interventions to target people in high-risk, in particular treatment services, are essential at this stage of the epidemic, as online media has the power to change peoples’ attitudes and beliefs, therefore, the online newspaper can be a key part of preventative actions to disseminate health information among the vulnerable group, as an effective messaging
to reach and educate the public health issues, such as prevention and awareness campaigns of mother-to-child transmission.

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Source of Funding: Self

Ethical Clearance: IJRIZE Journal Reviewer Committee

References


