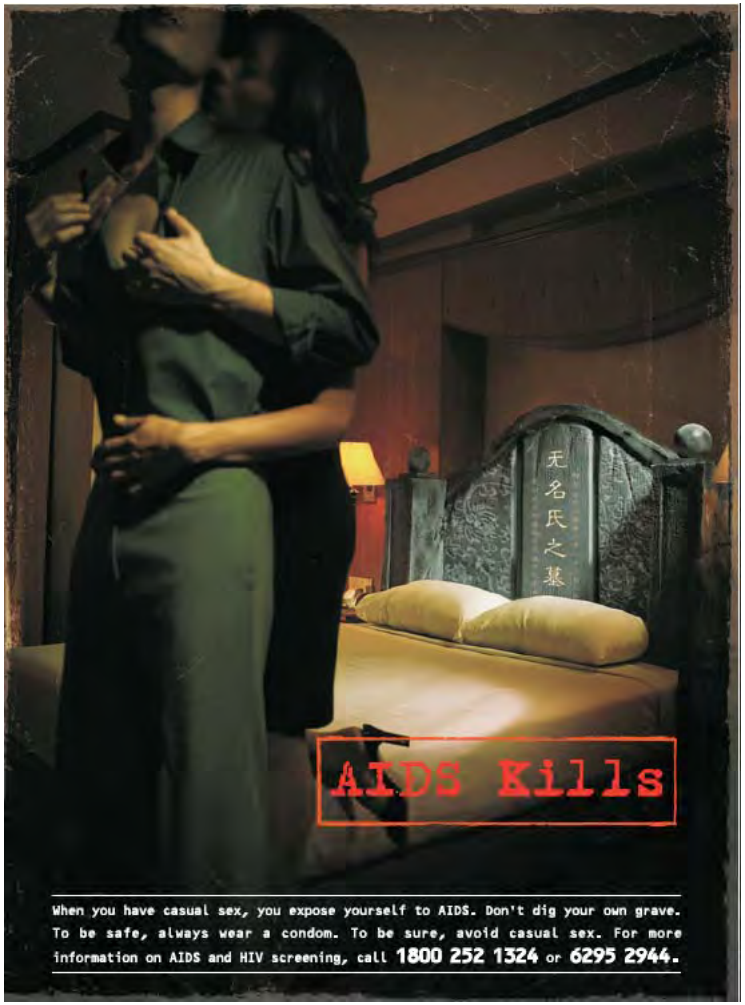
Popular Culture Formats in Health Communications

Vernon Vasu


无名氏之墓
AIDS Kills
When you have casual sex, you expose yourself to AIDS. Don't dig your own grave. To be safe, always wear a condom. To be sure, avoid casual sex. For more information on AIDS and HIV screening, call 1800 252 1324 or 6295 2944.

Stop Diabetes before it stops you.
You could lose your limbs, eyes, kidneys, and even life to Diabetes
Get yourself checked if you have any of these risk factors:
• Over 40
• Obese
• Family history of Diabetes
ACT NOW!
Ask your doctor for a health screening today.
Be aWare of Diabetes.

Do you know...
you are harming your child

Quitting is hard.
Not quitting, is harder.
QUITLINE
1800 438 2000
We won't tell you smoking is a harmful habit. After all, you already know that. We won't tell you quitting is hard. You know that too. But we think you need to know it gets much harder when you don't quit. Almost every smoker thinks about quitting – it's time you acted on it. Our Quit Advisers will provide you with practical tips and a listening ear.
Save your life, call 1800 438 2000
Health Promotion Board

BIGGER ISN'T ALWAYS BETTER.
ESPECIALLY IF IT'S YOUR BMI.
The higher your BMI (Body Mass Index), the higher the amount of fat in your body. High levels of body fat increase your risk of getting diseases such as diabetes, heart disease and even certain cancers. The ideal BMI range is 18.5 to 22.9. If your BMI is 23 and above, take steps to lower it through regular physical activity and healthy eating.
Know your BMI. Know your risk.
Example:
BMI = WEIGHT (kg) / HEIGHT (m) x HEIGHT (m)
66.5kg / 1.7m x 1.7m
BMI of 23
The BMI may not reliably predict the health risk in pregnant women, people with muscular builds and the elderly. The BMI range also does not apply to youth below 18 years.
18.5 TO 22.9 LOW RISK
23 TO 27.4 MODERATE RISK
27.5 AND ABOVE HIGH RISK
If your BMI is 23 and above:
• Limit high-fat foods, such as pastries or deep-fried foods, to no more than twice a week.
• Choose plain water or reduced-sugar drinks over regular sweetened drinks.
• Include whole-grain food such as wholemeal bread and brown rice in your meals as they provide more bulk and help you feel full faster.
• Increase your physical activity. Even short 10-minute segments of aerobic activity such as brisk walking or jogging, 3 times a day, can help you lose weight.
For more information, call 1800 2231313 or visit www.knowyourbmi.sg
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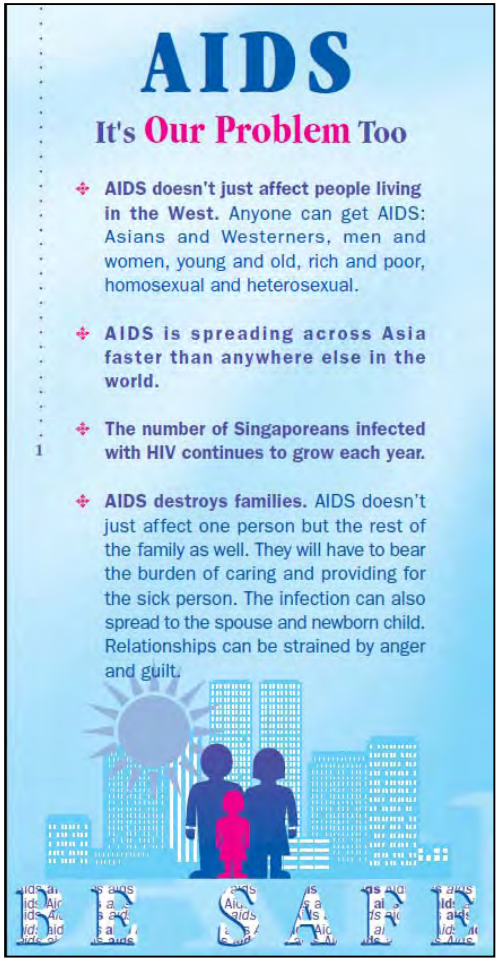
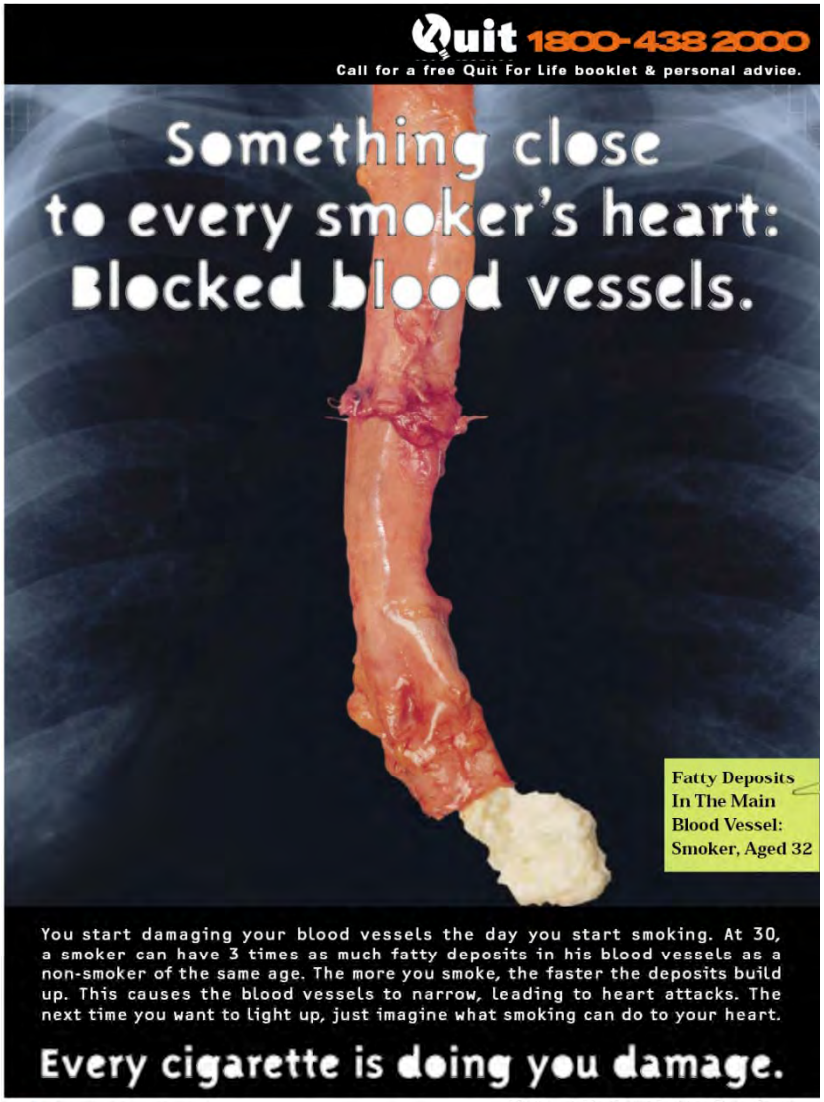
Health Promotion

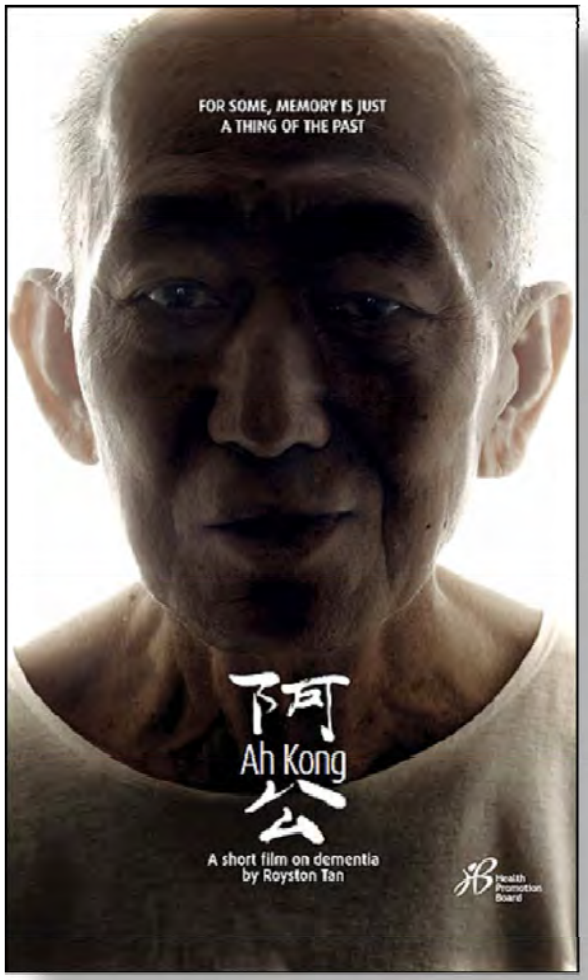

AIDS
It's Our Problem Too
AIDS doesn't just affect people living in the West. Anyone can get AIDS: Asians and Westerners, men and women, young and old, rich and poor, homosexual and heterosexual.
AIDS is spreading across Asia faster than anywhere else in the world.
The number of Singaporeans infected with HIV continues to grow each year.
AIDS destroys families. AIDS doesn't just affect one person but the rest of the family as well. They will have to bear the burden of caring and providing for the sick person. The infection can also spread to the spouse and newborn child. Relationships can be strained by anger and guilt.
BE SAFE

Bleeding In The Brain: Smoker, Aged 38
Quit 1800-438 2000
Call for a free Quit For Life booklet & personal advice.
Get this in your head: Smoking can lead to a stroke.
This is the damage done to a brain by a minor stroke. Every time you inhale tobacco smoke, thousands of chemicals enter your bloodstream. Some of them create blood clots. A stroke occurs when a blood vessel in your brain becomes blocked or when a blood vessel bursts and bleeds into the brain. The next time you want to light up, think about what you may be doing to your brain.
Every cigarette is doing you damage.
Material adapted from the Australian National Tobacco Campaign
National Health Education Department
Ministry of Health, Singapore
Visit the Ministry of Health website at www.gov.sg/moh


Quit 1800-438 2000
Call for a free Quit For Life booklet & personal advice.
Something close to every smoker's heart: Blocked blood vessels.
Fatty Deposits In The Main Blood Vessel: Smoker, Aged 32
You start damaging your blood vessels the day you start smoking. At 30, a smoker can have 3 times as much fatty deposits in his blood vessels as a non-smoker of the same age. The more you smoke, the faster the deposits build up. This causes the blood vessels to narrow, leading to heart attacks. The next time you want to light up, just imagine what smoking can do to your heart.
Every cigarette is doing you damage.
Material adapted from the Australian National Tobacco Campaign
National Health Education Department
Ministry of Health, Singapore
Visit the Ministry of Health website at www.gov.sg/moh

Ah Kong

- A short film by local director Royston Tan
- Dementia depicted through the relationship between a grandfather and grandson
- Evokes emotions and empathy
- Subtle treatment to “de-mystify” dementia and people affected by it



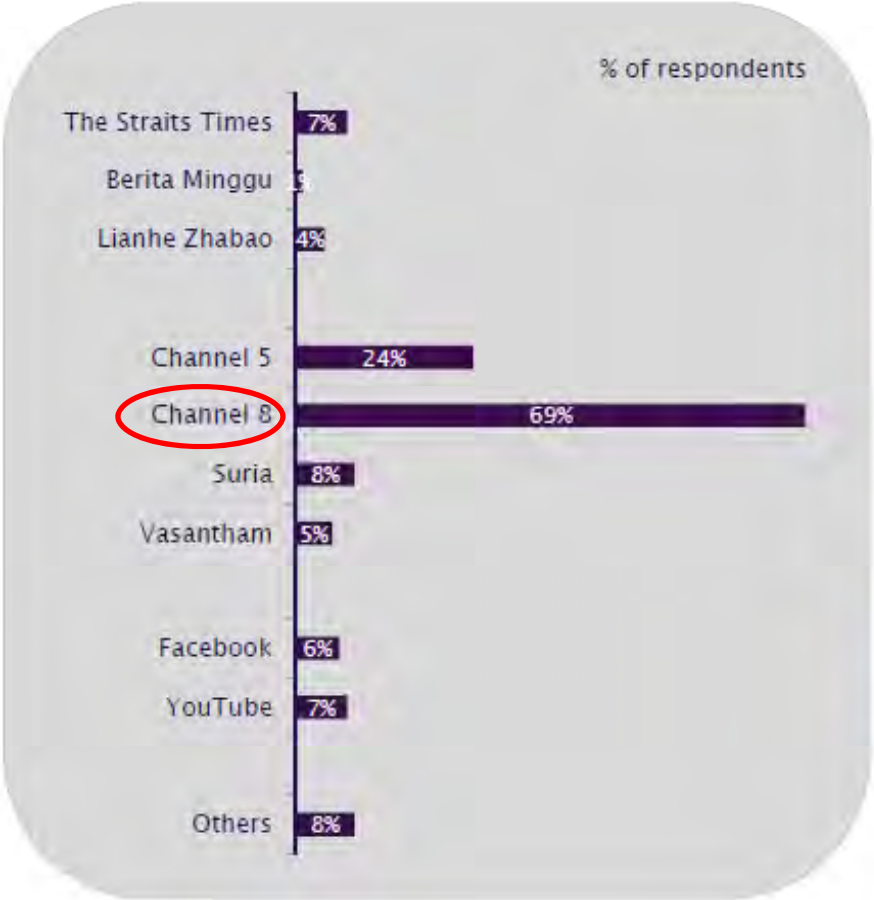
Ah Kong

Play film

Youtube Link
http://www.youtube.com/watch?v=6DKnqp9KVvI

Unaided Message recall

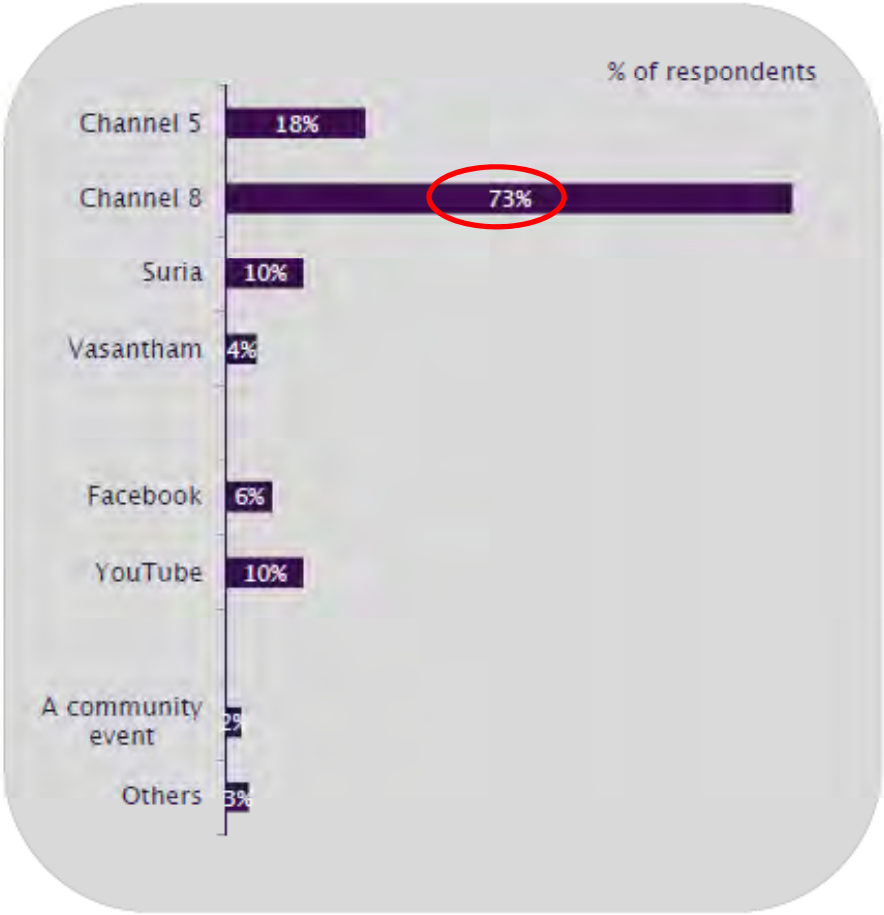
- **69% recall seeing/hearing dementia related activities over last 3 months (225 respondents in total)**
- Respondents aged 41 - 45 had higher recall
- Source of awareness – Most cited Channel 8



Aided Message recall

- When shown Ah Kong,
  - **73%** reported to have watch the film
  - **48%** recalled any messages from the short film
  - Source of awareness: majority cited Channel 8

"*Dementia patients may remember the past but easily forget the present*" is the most recalled message from the film



Lose To Win

- Reality TV show
- Ran for two seasons
- Focused on participants and their journey to losing weight

Lose To Win

- Results
  - Viewers associated it with entertainment and fun, yet highlights useful knowledge on healthy living and weight management
  - Nutrition education, daily calorie intake and BMI measurement well-received

Lose To Win

Showreel clip

http://hpb.gov.sg/digitools/channelvitem.aspx?id=6386

Lose to Win 2009:Summary of results

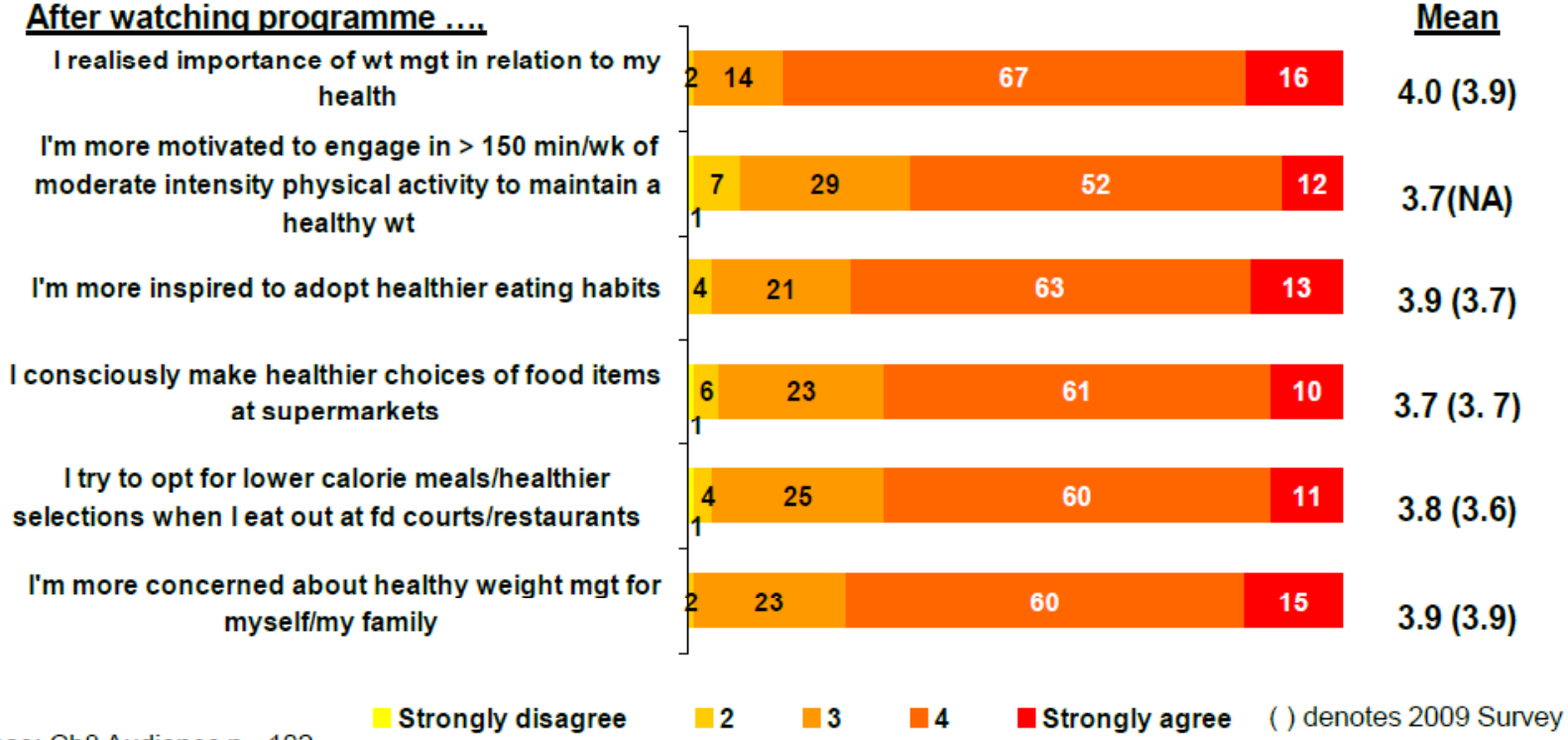
- **251 (88%)** out of 285 Completed the 12-week programme
- Significant reduction in body weight (by **3.58 kg**) and BMI (by 1.32 kgm^{-2})
- Maximum body weight was **18.1 kg** and BMI loss was 5.8 kgm^{-2}
- Most participants **(82.5%)** lost body weight
- Maximum proportion (43.5%) losing between 0.1 and 4.9%,
- Around 20% of the participants moved down a BMI category (Asian classification: 18.3%, International classification: 23.5%)
- Majority had improvement in Fitness Index

Lose To Win

Behaviour after watching Ch8 LTW2

Ch8 viewers found series 2 useful in reminding them to manage their weight, with similar score as LTW series 1.

[Unit:



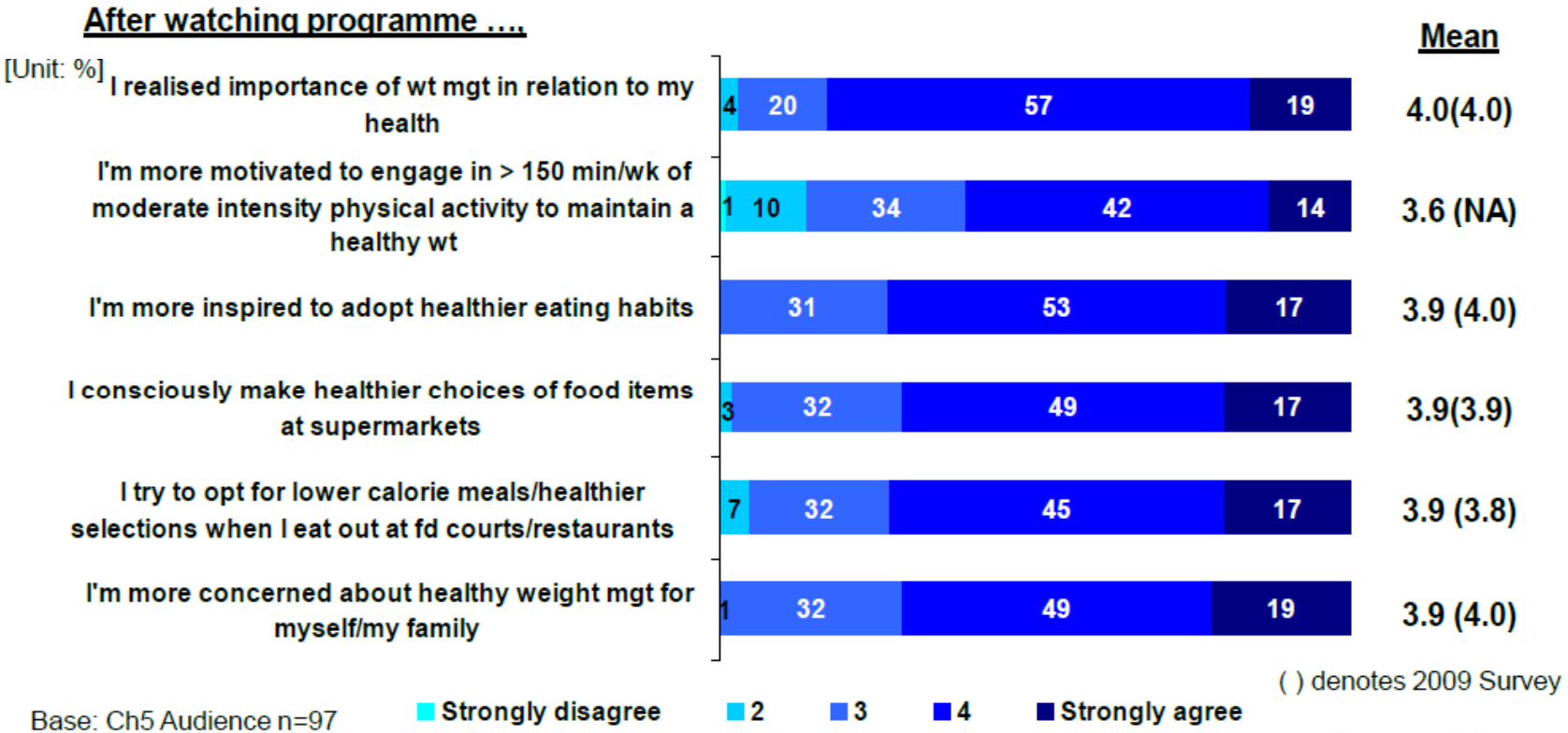
Base: Ch8 Audience n= 102

D1: On a scale of 1 to 5, where 1 represents Strongly Disagree and 5 represents Strongly Agree, please rate to what extent do you agree or disagree with the following statements.

Lose To Win

Behaviour after watching Ch5 LTW2

Ch5 viewers benefited from the programme which reminded them to manage their weight to stay healthy as well as inspired them to adopt healthier eating habits.



Base: Ch5 Audience n=97

D1: On a scale of 1 to 5, where 1 represents Strongly Disagree and 5 represents Strongly Agree, please rate to what extent do you agree or disagree with the following statements.

Love Cuts

- Feature film jointly produced by HPB and Clover Films
- Depicts celebrity Zoe Tay as a mother battling cancer
- Shows relationships with family and friends

Love Cuts

TVC

http://www.youtube.com/watch?v=Mli5QEACIxQ

Trailer

http://youtu.be/k4pNQW9VHNU

30% Increase in Mammograms

- More than **1 million** viewed TVC, radio & print ads
- More than **25,000** watched Love Cuts
- **30% increase** in calls to HealthLine
- On-ground activities reached **3000 people**

Conclusion

- Popular culture formats – new apertures in increasingly noisy media environment
- Engagement in non-didactic manner
- Audiences co-constructs health risks and issues
- More resonance and greater impetus for behaviour change

15th World Conference on Tobacco or Health
Singapore, 21-24 March 2012 | wctoh2012.org