Popular Culture Formats in Health Communications

Vernon Vasu
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 232 1324 or 0295 2344.

Stop Diabetes before it stops you.
You can only hope to treat, ease, control, and slow the onset of Diabetes.
Get yourself examined if you are over 150 pounds overweight
* Over 40
* Family history of Diabetes

ACT NOW!
Ask your doctor about screening tests.

Do you know...
you are harming your child
Quitting is hard. Not quitting, is harder.

BIGGER ISN'T ALWAYS BETTER. ESPECIALLY IF IT'S YOUR BMI.

The higher your BMI (Body Mass Index), the higher your risk of developing chronic diseases such as diabetes, heart disease, and certain types of cancers. The ideal BMI range is 18.5 to 23. If your BMI is 23 and above, you have steps to lower it through regular physical activity and healthy eating.

Know your BMI, know your risk.

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

For more information, call 1800 229153 or visit www.knowyourrisk.sg
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.

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.
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=6DKngp9KVvl
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 watched 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

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.

<table>
<thead>
<tr>
<th>After watching programme</th>
<th>Strongly disagree</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Strongly agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>I realised importance of wt mgt in relation to my health</td>
<td>2</td>
<td>14</td>
<td>67</td>
<td>16</td>
<td>4.0 (3.9)</td>
<td></td>
</tr>
<tr>
<td>I'm more motivated to engage in &gt; 150 min/wk of moderate intensity physical activity to maintain a healthy wt</td>
<td>7</td>
<td>29</td>
<td>52</td>
<td>12</td>
<td>3.7(NA)</td>
<td></td>
</tr>
<tr>
<td>I'm more inspired to adopt healthier eating habits</td>
<td>4</td>
<td>21</td>
<td>63</td>
<td>13</td>
<td>3.9 (3.7)</td>
<td></td>
</tr>
<tr>
<td>I consciously make healthier choices of food items at supermarkets</td>
<td>6</td>
<td>23</td>
<td>61</td>
<td>10</td>
<td>3.7 (3.7)</td>
<td></td>
</tr>
<tr>
<td>I try to opt for lower calorie meals/healthier selections when I eat out at fd courts/restaurants</td>
<td>4</td>
<td>25</td>
<td>60</td>
<td>11</td>
<td>3.8 (3.6)</td>
<td></td>
</tr>
<tr>
<td>I'm more concerned about healthy weight mgt for myself/my family</td>
<td>2</td>
<td>23</td>
<td>60</td>
<td>15</td>
<td>3.9 (3.9)</td>
<td></td>
</tr>
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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.

After watching programme ....
[Unit: %]

- I realised importance of wt mgmt in relation to my health
- I'm more motivated to engage in > 150 min/wk of moderate intensity physical activity to maintain a healthy wt
- I'm more inspired to adopt healthier eating habits
- I consciously make healthier choices of food items at supermarkets
- I try to opt for lower calorie meals/healthier selections when I eat out at restaurants
- I'm more concerned about healthy weight mgmt for myself/my family

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<th>Mean</th>
</tr>
</thead>
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<tr>
<td>I realised importance of wt mgmt in relation to my health</td>
<td>4.0 (4.0)</td>
</tr>
<tr>
<td>I'm more motivated to engage in &gt; 150 min/wk of moderate intensity physical activity to maintain a healthy wt</td>
<td>3.6 (NA)</td>
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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