

Radio Listeners Survey on Tuberculosis and TB/ HIV Co-infection in Nepal

Background: Radios remain as most accessible and effective medium for communicating information. In Nepal, most of the health related messages are commonly disseminated through radios. Therefore, it is essential to know about accessibility of radio, effectiveness of messages and listening habit of people to make more effective radio health programme in future.

Objective: to assess the health related radio programs listening habit and to find out listeners friendly radio program among radio listeners with focused to TB and TB/HIV co-infection.

Methods: A descriptive cross sectional study was done in Achham, Banke, Dhankuta, Dolakha, Kathmandu, Kaski, Kapilvastu, Morang, Surkhet, and Taplejung districts of Nepal by implementation of a semi structured household survey questionnaire. By using Probability Proportionate Sampling (PPS) method, 403 households were selected for survey.

Findings: Highest proportions of households from mountain region (85.2%) have radio set compare to hill (80%) and terai (71.3%) region. Highest proportion of people from mountain (88%) listen radio health programme than from hill (78.7%) and terai (73.0%). Majority of people from terai (64%) listen TB radio programme than hill (51%) and mountain 23%. On an average, 52% use to listen radio health programme related to TB and 47% to HIV/AIDS. Drama is most effective method in radio health programmes for majority of people followed by radio Jingles and songs. Nepalese language is understandable but messages disseminated in local languages such as Maithali, Tharu, Awadhi, Tamang etc are more effective.

Conclusion: A significant numbers of households have radio which is most accessible source to receive information to general people in Nepal. Therefore, dissemination of health related information in local languages from radio is most effective way of communicating health messages to general people.

