Evaluation of Exposure and Retention of Youth Power Mass Media Campaign among At-Risk Youth Age 15-25 in Nine Cities in Uzbekistan

Results from a TRaC-M Study (2nd wave)

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1. Introduction......................................................................................................................... 5

2. Methods............................................................................................................................... 7
   2.1. TRaC-M..................................................................................................................... 7
   2.2. Study Sample .......................................................................................................... 8
   2.3. Data Collection Instruments ................................................................................. 9
   2.4. Interviewer Training ........................................................................................... 9
   2.5. Data Collection and Management ...................................................................... 9
   2.6. Challenges Encountered..................................................................................... 10

3. Main findings ..................................................................................................................... 10
   3.1. Exposure to the “Memories” Television Spot ..................................................... 10
   3.2. Recall of Context and Main Message of the Announcements ......................... 11
   3.3. Recall of Youth Power and Target Group Identification with the Youth Power Brand ................................................................. 13
   3.4. Knowledge ........................................................................................................ 15

4. Conclusions and Recommendations ............................................................................. 15
1. Introduction

Between May 2006 and August 2006, PSI/Uzbekistan broadcast the second wave of a mass media campaign entitled “Memories” in nine cities across Uzbekistan. This campaign targeted youth aged 15-25 who are at-risk for heroin/opiate use and injecting drugs due largely to their living on major heroin trafficking routes in Central Asia from Afghanistan to Russia and Europe.

The campaign was developed based on several qualitative and quantitative studies that identified a lack of knowledge regarding the association between injecting drugs use and HIV infection among at-risk youth\(^1\). The principle objectives of the campaign were to:

1. Educate at-risk youth about the dangers of injecting drugs, particularly of HIV infection, and,
2. Encourage targeted youth to go to PSI Youth Power Centers for more information and support.

To meet these objectives, a 40-second television spot was developed with the theme of significant memories people have, and aspire to have, in their lives. Monumental events in our lives become our most precious memories. These moments, such as our first friend and first kiss, serve as landmarks in our lifelines. Memories also represent our behaviors during our lifetime. By showing good “memories” (first friend, first kiss, etc.), which we hope to keep with us forever, and a possible bad “memory” (i.e. a first injection leading to HIV infection) of an action we would regret, the TV spot gives the audience an opportunity to think about and avoid behaviors that may hurt their futures. By displaying positive “memories” of “firsts” that most people hope to have in their lives, next to the potential “memory” of a first injection that leads to HIV infection, the TV spot aims to trigger an emotional reaction among targeted youth, to encourage them to think about

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which “memories” they create in their lives. In this way, this unique TV spot delivers a message about the risks of injecting drugs within a positive framework of “memories” most people aspire to have. The spot thus overcomes the main weakness of many drug use prevention campaigns, which present overall negative and depressing messages that address drug risks that tend to be ignored by youth who are often fatigued by, and therefore ignore, negative messaging about drugs and other risky behaviors.

The “Memories” TV Spot is described in detail below, with the text in italics.

The TV spot begins with a voice over:

*What will you remember for all your life?*

*First friend.*

*First teacher.*

*First kiss.*

First injection. *Not many people would ever even think about doing it. But you must know that.*…

*…more than 70% of HIV infected people in your country got the deadly virus when injecting drugs.*

*No one thought that they could be infected with HIV, the virus that causes AIDS.*

*You still have time to think. There are more memories in the future.*

*First car.*

*First steps of your child.*

Think which memories you are choosing.

Come, we’ll talk.

Some images from the TV spot are shown below.
In total, five local television channels broadcast the television spot each day for a total of 2,832 showings during the three-month campaign between May 2006 and August 2006.

The goal of this report is to present the results of a rapid evaluation of this 2\textsuperscript{nd} wave of the campaign. This evaluation uses PSI research methodology called TRaC-M, or “Tracking Results Continuously – Monitoring”. TRaC-M was developed by the Research Department at PSI and uses LQAS\textsuperscript{2} sampling methodology to measure impact.

2. Methods

2.1. TRaC-M

TRaC-M is a new approach developed by PSI specifically for measuring the exposure and recall of messages diffused through behavior change communication (BCC) methods. Information regarding campaign exposure (coverage) is important and allows programmers to quickly decide if it is necessary to continue to broadcast an announcement or if an appropriate level of saturation has already been achieved. More traditional studies, like KAPB (Knowledge, Attitude, and Practices/Behavior) studies, are usually too lengthy and costly to provide such timely information to programmers. These studies are also better adapted for the more complex task of measuring behavior change.

\textsuperscript{2} Lot Quality Assurance Sampling
Often, the duration of campaigns is too short for exposure questions to be included on a KAPB survey or the campaign does not coincide with KAPB survey data collection period.

Therefore, PSI developed a simple methodology that uses LQAS to provide rapid feedback about the proportion of a target population reached by a campaign. This TRaC-M strategy substantially reduces the cost of study implementation and provides quick feedback to programmers about exposure and message retention. The methodology also allows programmers to make strategic decisions about how to best allocate airtime such that costs for purchasing air time can be significantly reduced while still maximizing target group coverage.

2.2. Study Sample

A sampling technique called lot quality assurance sampling (LQAS) was used to randomly select a sample of 19 at-risk youth aged 15-25 in each targeted city. The Mass Media Campaign 2nd wave covered nine cities: Tashkent, Samarkand, Andijan, Kokand, Ferghana, Margilan, Termez, Bukhara and Namangan in Uzbekistan through local television channels. The total sample size for this study was 171 at-risk youth aged 15-25 (19*9).

In order to identify study respondents, a two-stage sampling methodology was used. Hot zones were selected within each of the nine cities. Each hot zone was divided into “sites,” comprised of approximately 200 households each (note: in Margilan each site had only 75 households). All hot zone sites for a city were numbered in continuous order. Nineteen (19) sites were selected from each list using random numbers generated by Microsoft Excel.

A list of households was compiled for each selected site. The households were numbered continuously and one household had to be randomly selected. For each site, a reserve list

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3 The campaign was also aired in Tajikistan and Kyrgyzstan, but in this round of the campaign, the TRaC-M study was conducted only in Uzbekistan.
was compiled in the case where there were no persons aged 15-25 in the selected households from the primary list. In each selected household with inhabitants aged 15-25, one (1) person was interviewed. In the event of the absence of a potential respondent, the interviewer was required to come back twice, before replacing the household with one from the reserve list. If the selected person had recently been interviewed for a PSI Tracking Survey, and/or the TRaC-M 1st wave study, he/she was eliminated from the TRaC-M 2nd wave study.

2.3. Data Collection Instruments

The questionnaire for evaluating the Youth Power Mass Media Campaign was the principle data collection instrument used in this study. It contained questions about exposure to the campaign, intensity of exposure, recall of campaign context, and message retention.

2.4. Interviewer Training

Interviewers participated in a one-day training session, which was held in Tashkent on the 14th of September, 2006. The training consisted of:

- Explanation of the survey strategy and objectives;
- Sampling strategy and organization of field work;
- Presentation of television announcement broadcast during the campaign (Uzbek and Russian versions);
- Discussion of each questionnaire question;
- Rules and procedures of “face-to-face” interviews.

2.5. Data Collection and Management

Ten (10) interviewers and two (2) supervisors were responsible for data collection. In total, 171 at-risk youth aged 15-25 were interviewed for this study. Data was coded,
cleaned, and entered into datasets in DBF format. Later, it was analyzed using statistical software SPSS by PSI/CAR researchers.

2.6. Challenges Encountered

The main difficulty encountered by field workers was related to the sampling strategy, particularly in Margilan where the size of the hot zones was small; consequently, in that city, the size of sites within hot zones consisted of 75 households per site. But generally, there were no difficulties with access to households and during “face-to-face” interviews.

3. Main findings

3.1. Exposure to the “Memories” Television Spot

Table 1 presents the level of target group exposure to the “Memories” television spot for the 1st and 2nd waves. The percentages for each city were taken from an LQAS table. The table reveals the following major findings.

Table 1: Exposure to the Youth Power Mass Media Campaign (1st and 2nd waves)

<table>
<thead>
<tr>
<th>City</th>
<th>Sites surveyed</th>
<th>Exposure 1st wave</th>
<th>Exposure 2nd wave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tashkent</td>
<td>19</td>
<td>60% (9)</td>
<td>&gt;95% (17)</td>
</tr>
<tr>
<td>Samarkand</td>
<td>19</td>
<td>75% (12)</td>
<td>90% (15)</td>
</tr>
<tr>
<td>Andijan</td>
<td>19</td>
<td>85% (14)</td>
<td>85% (14)</td>
</tr>
<tr>
<td>Kokand</td>
<td>19</td>
<td>&gt;95% (17)</td>
<td>75% (12)</td>
</tr>
<tr>
<td>Fergana</td>
<td>19</td>
<td>70% (11)</td>
<td>&gt;95% (17)</td>
</tr>
<tr>
<td>Margilan</td>
<td>19</td>
<td>85% (14)</td>
<td>90% (15)</td>
</tr>
<tr>
<td>Termez</td>
<td>19</td>
<td>75% (12)</td>
<td>75% (12)</td>
</tr>
<tr>
<td>Bukhara</td>
<td>19</td>
<td>-</td>
<td>65% (10)</td>
</tr>
<tr>
<td>Namangan</td>
<td>19</td>
<td>-</td>
<td>70% (11)</td>
</tr>
</tbody>
</table>

Overall, according to LQAS minimum standards for coverage, the 2nd wave of the media campaign had quite strong results. Exposure was high overall, with some variation across cities. For example, Bukhara city had a reasonable coverage rate that was, however, one of the lowest comparatively (65%) while Fergana and Tashkent had extremely high coverage levels (more than 95%). If we compare the 2 waves (Graph 1)
we notice that there is improvement in exposure levels in Tashkent (>95% vs. 60%), Samarkand (90% vs. 75%), Ferghana (>95% vs. 75%), and Margilan (90% vs. 85%) while exposure remained at the same level in Andijan and Termez, and exposure decreased in Kokand (from >95% to 75%). These results indicate that the decision to use local channels only in the 2nd wave was wise considering that this media strategy resulted in strong exposure levels across the board at much reduced cost to the program.

Graph 1: Exposure to the Youth Power Mass Media Campaign 1st and 2nd waves

<table>
<thead>
<tr>
<th>City</th>
<th>1st Wave Exposure</th>
<th>2nd Wave Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tashkent</td>
<td>95%</td>
<td>75%</td>
</tr>
<tr>
<td>Samarkand</td>
<td>75%</td>
<td>85%</td>
</tr>
<tr>
<td>Andijan</td>
<td>85%</td>
<td>75%</td>
</tr>
<tr>
<td>Kokand</td>
<td>95%</td>
<td>70%</td>
</tr>
<tr>
<td>Ferghana</td>
<td>95%</td>
<td>85%</td>
</tr>
<tr>
<td>Margilan</td>
<td>85%</td>
<td>75%</td>
</tr>
<tr>
<td>Termez</td>
<td>75%</td>
<td>65%</td>
</tr>
<tr>
<td>Bukhara</td>
<td>65%</td>
<td>70%</td>
</tr>
</tbody>
</table>

3.2. Recall of Context and Main Message of the Announcements

This section explores the level of exposure to the television spot in addition to the correct recall of the context and of the main message.

Data about context and main message of the television announcement are presented in Table 2. According to the table, exposure and correct understanding of context were very similar in each of the nine cites. For instance, in Samarkand, where the exposure level
was 90%, recall of the correct context (i.e. target group recall of the main plot of the television spot) was 90%. In Kokand, where the exposure level was 75%, recall of correct context was 70%. However, in Tashkent and Andijan there was a significant differential between high exposure levels and relatively low levels of correct understanding of context. Overall, however, results indicate that most of the at-risk youth who were exposed to the spot could correctly describe the context of the television announcement.

### Table 2: Exposure to Youth Power Mass Media Campaign and Recall of Context and Main Message

<table>
<thead>
<tr>
<th>City</th>
<th>Sites Surveyed</th>
<th>Exposure</th>
<th>Recall of Context</th>
<th>Recall of Main Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tashkent</td>
<td>19</td>
<td>17 (&gt;95%)</td>
<td>8 (55%)</td>
<td>6 (45%)</td>
</tr>
<tr>
<td>Samarkand</td>
<td>19</td>
<td>15 (90%)</td>
<td>15 (90%)</td>
<td>8 (55%)</td>
</tr>
<tr>
<td>Andijan</td>
<td>19</td>
<td>14 (85%)</td>
<td>6 (45%)</td>
<td>1 (20%)</td>
</tr>
<tr>
<td>Kokand</td>
<td>19</td>
<td>12 (75%)</td>
<td>11 (70%)</td>
<td>5 (40%)</td>
</tr>
<tr>
<td>Ferghana</td>
<td>19</td>
<td>17 (&gt;95%)</td>
<td>17 (&gt;95%)</td>
<td>5 (40%)</td>
</tr>
<tr>
<td>Margilan</td>
<td>19</td>
<td>15 (90%)</td>
<td>10 (65%)</td>
<td>6 (45%)</td>
</tr>
<tr>
<td>Termez</td>
<td>19</td>
<td>12 (75%)</td>
<td>10 (65%)</td>
<td>3 (30%)</td>
</tr>
<tr>
<td>Bukhara</td>
<td>19</td>
<td>10 (65%)</td>
<td>9 (60%)</td>
<td>4 (35%)</td>
</tr>
<tr>
<td>Namangan</td>
<td>19</td>
<td>11 (70%)</td>
<td>7 (50%)</td>
<td>5 (40%)</td>
</tr>
</tbody>
</table>

Graph 2 also shows notable variations between cities in terms of recalling of the main message of the television spot. The highest level of recall of the main message was observed in Samarkand (55%) while Andijan had a very low level of recall (20%). In addition, there are notable improvements in terms of recalling of the main messages between the 1\textsuperscript{st} and 2\textsuperscript{nd} waves in all cities apart from Andijan (20% vs. 25%) and Termez (30% vs. 35).
3.3. Recall of Youth Power and Target Group Identification with the Youth Power Brand

Although the campaign did not have the goal of increasing awareness of the Youth Power brand, the PSI Research Team decided to include brand questions into the TRaC-M 2nd wave study. PSI “brands” its programs in order to enable the target group to better recall their exposure to program components. In the case, the “Youth Power” program consists of several components, all branded “Youth Power”, including Youth Power Centers, Youth Power peer education sessions focusing on drug demand reduction and HIV prevention, Youth Power edutainment events, and the mass media campaign itself. In annual TRaC surveys, the target group is asked a series of questions about their involvement in the Youth Power program. Asking these questions allows researchers to establish a direct link between target group’s involvement in the program and any positive (or negative) changes in knowledge, attitudes, and behaviors, as identified in the annual surveys.
Table 3 shows target group recall and identification of the slogan “Come with us” with the Youth Power brand (Graph 3). Generally, brand awareness was low in all nine cities (less than 20%).

**Table 3: Recall of Youth Power and Identity with Youth Power Brand**

<table>
<thead>
<tr>
<th>City</th>
<th>Sites Surveyed</th>
<th>Knows YP is providing info in announcement</th>
<th>Associate YP logo w/slogan</th>
<th>Knows YP is drop-in center</th>
<th>Identifies YP for “youth like me”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tashkent</td>
<td>19</td>
<td>1 (20%)</td>
<td>0 (&lt;20%)</td>
<td>3 (30%)</td>
<td>3 (30%)</td>
</tr>
<tr>
<td>Samarkand</td>
<td>19</td>
<td>1 (20%)</td>
<td>0 (&lt;20%)</td>
<td>2 (25%)</td>
<td>2 (25%)</td>
</tr>
<tr>
<td>Andijan</td>
<td>19</td>
<td>1 (20%)</td>
<td>0 (&lt;20%)</td>
<td>0 (&lt;20%)</td>
<td>2 (25%)</td>
</tr>
<tr>
<td>Kokand</td>
<td>19</td>
<td>2 (25%)</td>
<td>0 (&lt;20%)</td>
<td>3 (30%)</td>
<td>3 (30%)</td>
</tr>
<tr>
<td>Ferghana</td>
<td>19</td>
<td>2 (25%)</td>
<td>0 (&lt;20%)</td>
<td>1 (20%)</td>
<td>2 (25%)</td>
</tr>
<tr>
<td>Margilan</td>
<td>19</td>
<td>2 (25%)</td>
<td>0 (&lt;20%)</td>
<td>0 (&lt;20%)</td>
<td>0 (&lt;20%)</td>
</tr>
<tr>
<td>Termez</td>
<td>19</td>
<td>1 (20%)</td>
<td>0 (&lt;20%)</td>
<td>3 (30%)</td>
<td>1 (20%)</td>
</tr>
<tr>
<td>Bukhara</td>
<td>19</td>
<td>2 (25%)</td>
<td>1 (20%)</td>
<td>3 (30%)</td>
<td>3 (30%)</td>
</tr>
<tr>
<td>Namangan</td>
<td>19</td>
<td>0 (&lt;20%)</td>
<td>0 (&lt;20%)</td>
<td>0 (&lt;20%)</td>
<td>0 (&lt;20%)</td>
</tr>
</tbody>
</table>

**Graph 3: Recall of Youth Power and Identity with Youth Power Brand 1st and 2nd waves**

- TRaC-M 1st wave
- TRaC-M 2nd wave
3.4. Knowledge

Table 4 shows descriptive data for knowledge questions related to how HIV is transmitted (i.e. through sharing needles/syringes and injecting drug use). Knowledge levels are extremely high, but PSI recognizes that these high levels of knowledge are not necessarily a direct result of exposure to this TV campaign only.

Table 4: Knowledge

<table>
<thead>
<tr>
<th>City</th>
<th>Sites surveyed</th>
<th>Knows HIV spread via sharing needles/syringes</th>
<th>Knows possible to contract HIV by injecting heroin/opiates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tashkent</td>
<td>19</td>
<td>19 (&gt;95%)</td>
<td>17 (&gt;95%)</td>
</tr>
<tr>
<td>Samarkand</td>
<td>19</td>
<td>19 (&gt;95%)</td>
<td>19 (&gt;95%)</td>
</tr>
<tr>
<td>Andijan</td>
<td>19</td>
<td>19 (&gt;95%)</td>
<td>17 (&gt;95%)</td>
</tr>
<tr>
<td>Kokand</td>
<td>19</td>
<td>19 (&gt;95%)</td>
<td>19 (&gt;95%)</td>
</tr>
<tr>
<td>Ferghana</td>
<td>19</td>
<td>19 (&gt;95%)</td>
<td>18 (&gt;95%)</td>
</tr>
<tr>
<td>Margilan</td>
<td>19</td>
<td>19 (&gt;95%)</td>
<td>19 (&gt;95%)</td>
</tr>
<tr>
<td>Termez</td>
<td>19</td>
<td>18 (&gt;95%)</td>
<td>14 (85%)</td>
</tr>
<tr>
<td>Bukhara</td>
<td>19</td>
<td>19 (&gt;95%)</td>
<td>18 (&gt;95%)</td>
</tr>
<tr>
<td>Namangan</td>
<td>19</td>
<td>19 (&gt;95%)</td>
<td>18 (&gt;95%)</td>
</tr>
</tbody>
</table>

Knowledge levels were generally very high (90% and more). At-risk youth know that HIV infection spreads via sharing needles/syringes and it is possible to contract HIV infection by injecting heroin/opiates. There was no significant variation between cities.

4. Conclusions and Recommendations

This study permitted a rapid evaluation of the 2nd wave of the “Memories” mass media campaign targeting at-risk youth aged 15-25 in nine cities in Uzbekistan. Results of this study show that PSI has achieved its primary goal regarding exposure of the target group to the mass media campaign. The survey results prove the correctness of the decision, made jointly by the PSI / CAR Research and Media Departments following on the results of the first TRaC-M survey, to focus airing on less expensive local TV channels rather than more expensive national TV channels. The re-designed media strategy for the 2nd
wave of the campaign successfully maximized exposure and minimized cost. More detailed findings, recommendations, and actions taken are listed below:

EXPOSURE

Finding: Generally, the second wave of Youth Power Mass Media Campaign achieved strong exposure results in all target cities (more than 60%), but exposure levels in Bukhara were low relative to other sites.

Recommendation / Action Taken: PSI/Uzbekistan is developing a mass media plan for the third wave of the campaign (airing of TV spot from November – January 2006) that will boost exposure levels in that city particularly. PSI will continue to focus media placement on local channels to achieve this goal. This change in strategy allowed exposure levels to be increased while at the same time leading to significant savings in the cost of purchasing airtime due to reduced reliance on expensive and less effective national TV stations, an issue first identified in the initial TRaC-M report for the 1st wave of the media campaign.

RECALL OF MAIN MESSAGE

Finding: Recall of the main message varied from one city to another and had low levels overall (on average 40%), apart from Samarkand where it was about 55%. Despite this finding, the target group showed very high levels of knowledge regarding the link between injecting drugs and HIV, which was the main message of the TV announcement.

Recommendation / Action Taken: It is too late to redesign the television announcement to address this issue, but PSI peer education and outreach teams working in sites where the TV spot is being broadcast will reinforce the main message of the television spot in their interpersonal communication sessions with the target group. Program staff are also incorporating images and the main message from the television spot into other program educational activities to boost target group recall of the main message.
PSI has developed a complimentary radio spot and outdoor billboard campaign (using the same theme and message as the TV spot) that should boost target group recall of the main message of the campaign. The radio spot is already airing 4 times per day on three stations over a 3 month period in each target site. Two of these radio stations broadcast nationwide and one is focused only on Tashkent. The outdoor campaign will focus on communities where there is an existing Youth Power Center, such as Tashkent, Samarkand, and Termez.

**RECOGNITION OF AND IDENTIFICATION WITH YOUTH POWER BRAND**

**Finding:** The target population of at-risk youth aged 15-25 have generally low recognition of and identification with the Youth Power Brand.

**Recommendation / Action Taken:** These low levels of brand recognition are not surprising, since the television spot only briefly mentions the Youth Power brand and brand recognition was not a primary goal of the campaign. PSI / CAR is strengthening the branding of all components of the Youth Power program (peer education sessions, outreach contacts, information materials, events, and Youth Power Centers) using a mix of marketing tools to ensure the target group shows increased recognition and identity with the Youth Power brand in the coming period. Ensuring the target group recall the Youth Power brand will allow programmers to know the extent to which changes in knowledge, attitudes, and behaviors as identified in upcoming TRaC surveys can be attributed to Youth Power program activities.

**TV AIRING PLAN FOR THE 3RD WAVE OF THE TV SPOT**

**Finding:** In all target sites high exposure levels were found where PSI used less expensive local television channels to broadcast the “Memories” television spot.
Recommendation / Action Taken: The media strategy of 3rd wave will replicate the plan used for the 2nd wave, focusing on local channels to retain high levels of exposure in existing sites and, where possible, expanding placement to new sites not yet covered by the mass media campaign.