
BBC WORLD SERVICE TRUST

Brazil Leprosy Campaign Evaluation

Executive Summary

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BBC WORLD SERVICE TRUST

**Data for this evaluation were gathered by
Instituto ETHOS de Pesquisa Aplicada Ltda
Curitiba, Parana State, Brazil**

BBC WORLD SERVICE TRUST BRAZIL LEPROSY AWARENESS CAMPAIGN

The World Health Organization commissioned the BBC World Service Trust to conduct a national radio and television leprosy awareness campaign in Brazil, in partnership with the Brazilian Ministry of Health, MORHAN, Pastoral da Crianca and Brazil's major broadcasters. The month-long campaign consisted of three TV spots and ten radio spots. It ran from 29 January until 27 February 2003. Globo, SBT, Bandeirantes and Rede TV!, in addition to ten other national television partners, reported broadcasting the campaign TV spots more than 7000 times nationally. In addition, over 2800 radio stations across Brazil were given the campaign spots.

The value of the TV airtime donated to the campaign is estimated at more than \$R 38 million (USD 13.1 million / GBP 8 million)¹.

The purpose of the campaign was to raise awareness about leprosy (called *hanseniose* in Brazil), its symptoms and treatment. The campaign emphasised three key messages:

- How to recognize leprosy symptoms.
- Leprosy can be treated and cured.
- A person on treatment is not contagious, and can continue to have a normal life while being treated.

Closing voiceovers added:

- Treatment is free at a Public Health Center.
- Call Telehansen for more information, with the Telehansen number.

¹ This is a conservative estimate, calculated using data provided by RedeTV!, SBT and Globo. Rede TV! and SBT provided the BBC WST with the actual monetary values of the campaign broadcasts while Globo provided aggregate numbers of cable and national affiliate broadcasts. Using standard advertisement 'insertion costs' for key time slots across the day, the value of the airtime donated by Globo was calculated.

This estimate does not take into account: 1) broadcasts by the other ten national television broadcast partners; or 2) the value of radio airtime donated by more than 2800 participating radio stations, some of whom have sustained broadcasts of campaign radio spots after the campaign's formal end in February.

METHODOLOGY

A survey of 1000 people was conducted to evaluate the campaign during March 2003².

Five sites were selected from the Brazilian Ministry of Health's list of priority areas for leprosy control. These five sites were distributed across all Brazilian regions: Ananindeua in the North; Contagem in the Southeast; Curitiba in the South; Goiania in Central West; and Recife in the Northeast. Thus, the sample represented the priority 'markets' for the leprosy messaging across Brazil.

Two hundred men and women, from all socio-economic groups, were interviewed in each site.

These evaluation findings are elaborated in additional documents available from the BBC World Service Trust.

² All audience research for the BBC World Service Trust leprosy awareness campaign was conducted by Instituto ETHOS de Pesquisa Aplicada Ltda, Curitiba, Para State, Brazil.

CAMPAIGN PENETRATION

The campaign had broad penetration across the five regions surveyed.

- The campaign reached 64% of the adults surveyed.
- The estimated national reach of the campaign is 73.6 – 84.7 million people³.

Exposure to the campaign varied in the five locations surveyed.

- In Ananindeua 80% of the target audience was exposed to the campaign, and in Contagem and Goiania the level was 71%. Even where campaign penetration was lower, in Recife (51%) and Curitiba (47%), the campaign reached virtually half its target audience.

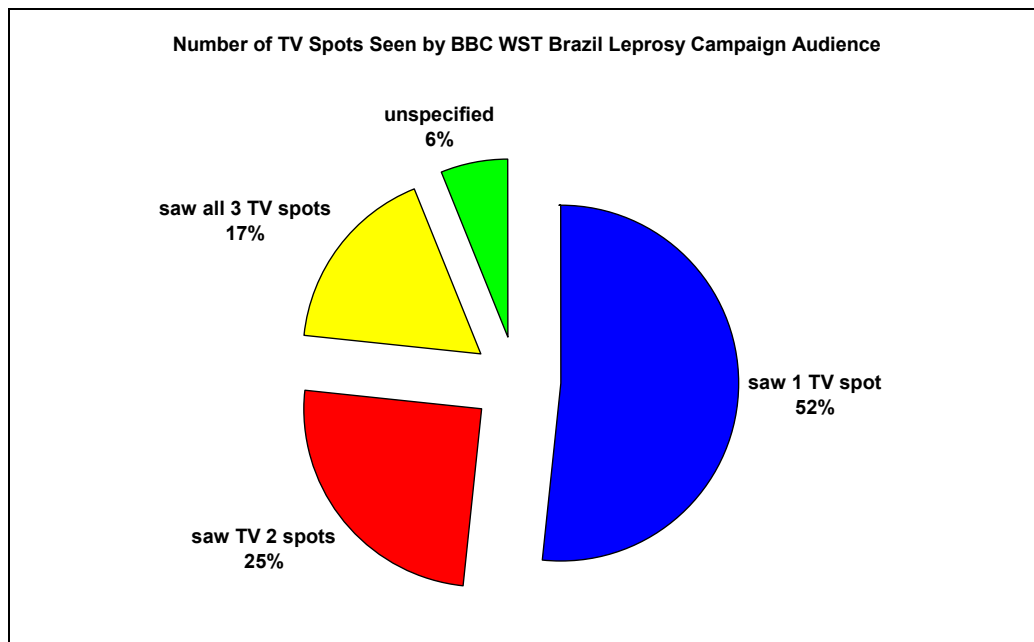


³ The estimate is calculated as follows: (63.4% of Brazil's population of 182 million is 20 or older = 115.4 million) * (63.8% of adults in general population exposed to the campaign) = 73.6 million. This can be considered a low estimate, as the campaign very likely reached younger people as well. Accounting for 17.3 million 15-19 year olds, campaign reach could be as much as 84.7 million people.

TELEVISION VERSUS RADIO

Television proved to be very successful in reaching the general public: 60% of the people surveyed remembered at least one TV spot. Radio was less successful, with only 4% of respondents recalling having heard information about *hanseniasis* on the radio. Three percent of the people surveyed recalled both radio and television.

- Of those exposed to the TV spots, close to one-fifth (17%) had seen all three.



Available data indicate that all three spots received equal airing. However, ‘On the Beach’ was the most widely recalled by those exposed to the campaign.

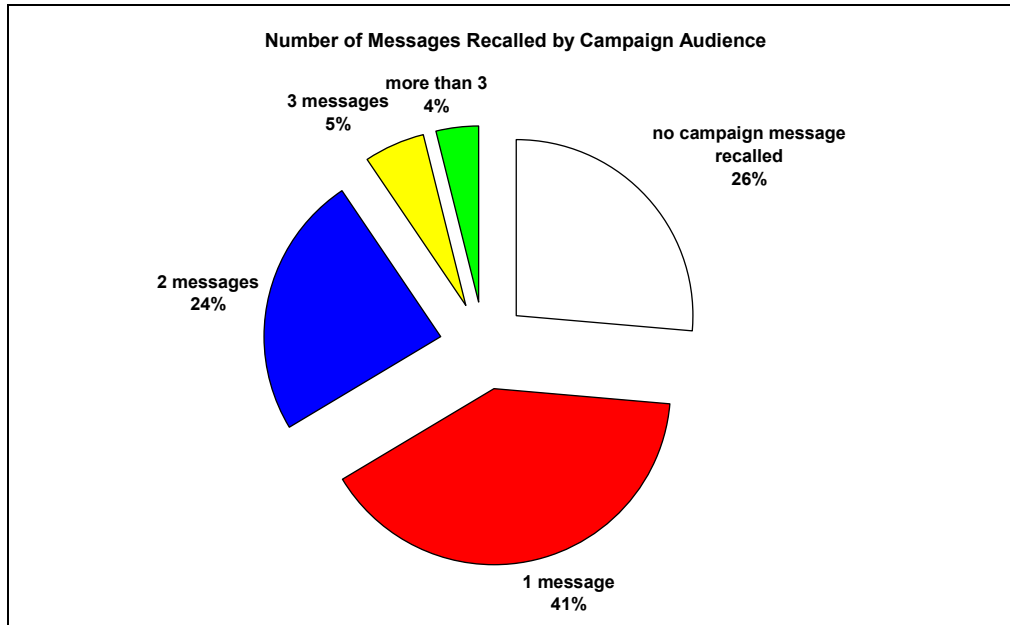
- ‘On the Beach’ was recalled by nearly two-thirds (61%).
- ‘Bank’ was next, being recognized by more than half (55%) of people exposed to the campaign.
- Over a third (39%) had seen ‘Candlelit Dinner.’



CAMPAIGN MESSAGES

The campaign successfully communicated its messaging brief.

- Nearly three-quarters (74%) of those exposed to the campaign recalled at least one of the campaign’s main messages.



The campaign’s key messages were the main messages recalled:

- **“Skin blemishes, lack of sensitivity, numbness may be a sign of leprosy”** was recalled by 41% of the people exposed to the campaign.
- **“A person with these blemishes/ skin signs should see a doctor”** was the message recalled by 44% of the people exposed to the campaign.
- **“Leprosy can be cured”** was heard by nearly one-fifth (17%).

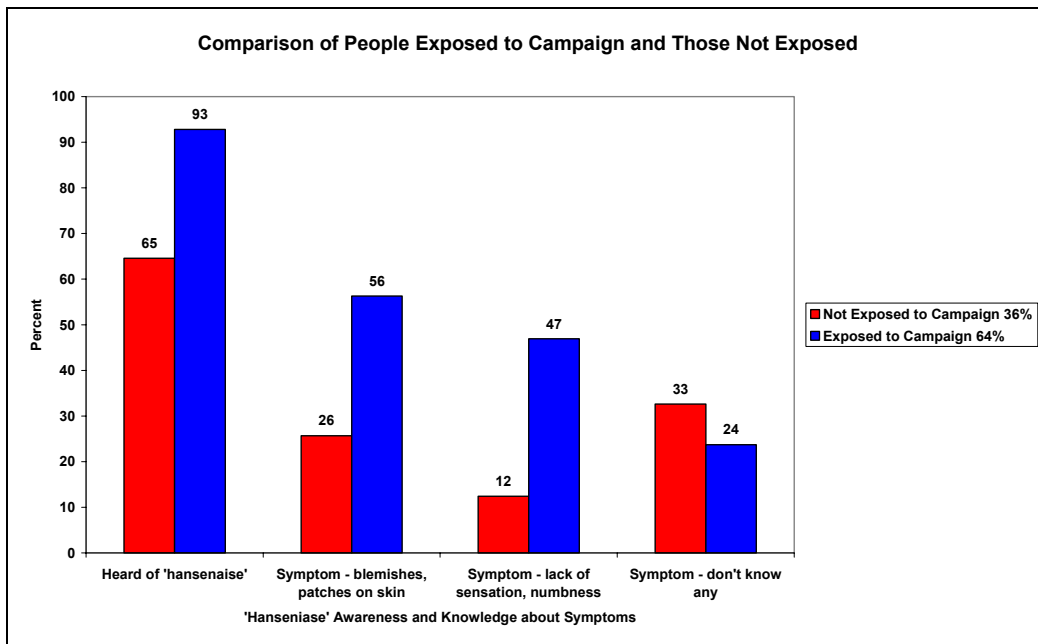
Secondary messages were recalled at lower levels:

- **“Hanseniasis is not uncommon”** (5.8%);
- **“Treatment is available at public health clinics”** (4.2%);
- **“A person being treated for hanseniasis can continue to have a normal life”** (4.1%);
- **“Treatment is available free”** (3.9%);
- **“Hanseniasis ceases to be contagious after first treatment”** (3.8%).

IMPACT ON AWARENESS OF LEPROSY AND ITS SYMPTOMS

The campaign had a significant and positive impact upon awareness of leprosy and its symptoms.

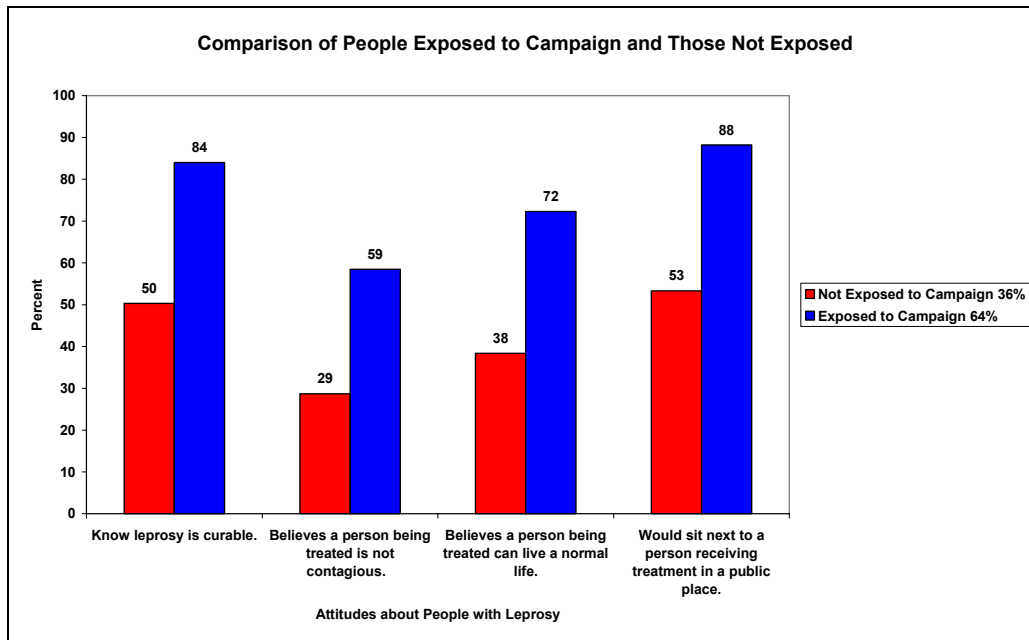
Levels of *hanseniasis* awareness and knowledge of specific symptoms are approximately 30% higher among those exposed to the campaign, compared to those not exposed.



IMPACT ON ATTITUDES

The campaign also had a positive effect on perceptions about leprosy treatment.

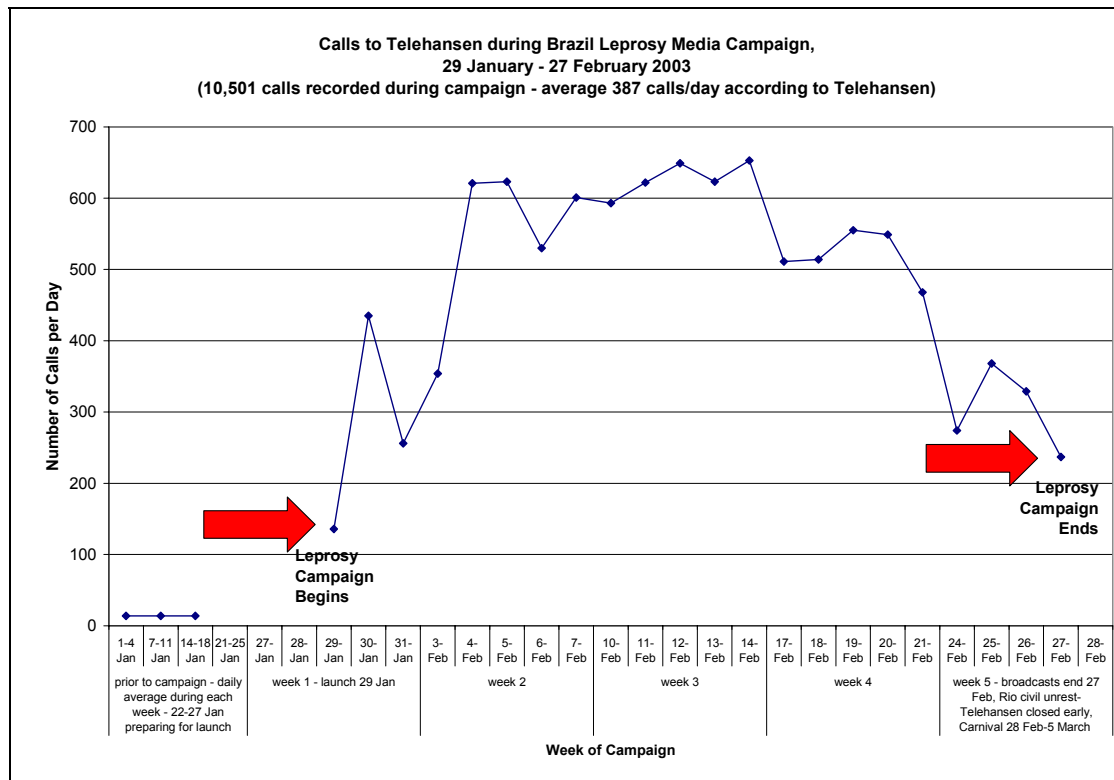
Correct beliefs regarding leprosy treatment and tolerance for people being treated are at approximately 30% higher levels among those exposed to the campaign, compared to those not exposed.



IMPACT ON INFORMATION-SEEKING

The campaign successfully promoted Morhan’s *Telehansen* information hotline.

- There were 10,501 calls to the *Telehansen* hotline during the month-long campaign.
- This represents an average of 387 calls per day during the campaign, an increase from an average of 14 calls per day in January prior to the campaign.



CONCLUSIONS

The evaluation shows that the leprosy awareness campaign had a significant and positive impact upon knowledge, attitudes and information-seeking about leprosy. It was particularly effective in promoting Morhan's *Telehansen* hotline.

Moreover, this campaign exemplifies the value of the partnership between Brazil's major television broadcasters, the Ministry of Health, Morhan, Pastoral da Crianca, the World Health Organization and the BBC World Service Trust to effectively deliver important health messages.

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