



ICASH-A001

AN EVALUATION OF VIDEO MATERIALS WITH A HEALTH-RELATED MESSAGE AVAILABLE IN INDONESIA

Ronald Mukisa¹, Doni Marisi Sinaga², Andrew Macnab^{1,2,*}

¹ Stellenbosch Institute of Advanced Study, Wallenberg Research Centre, 10 Marais Street, 7600 Stellenbosch, South Africa

² Yayasan Aliansi Cendekiawan Indonesia Thailand (Indonesian Scholars' Alliance), Semarang, Indonesia

³ University of British Columbia, Vancouver, Canada

*Corresponding author's e-mail: ajmacnab@gmail.com

ABSTRACT

Background: A core component of health promotion involves education. When we educate children and their parents about health, we need to use words that they can understand and ways to teach them that they find interesting. In schools in Uganda we have found that many children learn important facts from music videos recorded by celebrities that include a health message. This study looked at video material with a health message that is available on-line in Indonesia for those involved in health promotion to use to educate parents and children.

Methods: A google question was generated and the videos the respondents suggested were then viewed on YouTube to identify the health topics that they contained. From this search, the availability of other videos with similar or related messages was evaluated.

Results: Nine respondents suggested videos with a health message; 8 were female and 1 male, all had a bachelor's or master's degree. Four of the videos identified contained general health related messages, the remainder were specific to one of two areas, handwashing and hygiene (3) or tooth brushing and oral health (2). Importantly, when viewing these videos, a large number of related videos in various formats (message for adults/parents, message for children, educational material, songs, cartoons) were cross linked with the targeted video.

Conclusion: In Indonesia, a broad range of videos exist that can be used either to educate parents and children about the key health topics that these videos cover, or to act as a model for producing similar materials for newly identified health promotion issues. Engaging and educating parents and children is an important health promotion strategy and community empowerment approach to improving the determinants of health.

Key words: education, handwashing, health promotion, oral health, videos

INTRODUCTION:

Health promotion is a big part of the way we help to put health policies into practice. And for us as care givers, a big part of health promotion involves education.¹

But when we educate children about their health, it is important to use words that they can understand, and to teach them in ways that they find interesting.

Our aim with health education is to increase knowledge and help those being taught to develop behaviours that benefit their health and wellbeing. This is necessary because large numbers of children worldwide have day to day problems that are directly linked to them having poor health.²

The World Health Organization (WHO) is clear that health promotion is an important investment that can make a big difference. WHO says that to be effective health education must be relevant to everyday life, and teach knowledge and actions that make it possible for individuals to increase their control over things that determine their health.³ Encouraging children to adopt healthy lifestyle habits is the underlying objective. The way this benefits health policies, is that the knowledge, attitudes and behaviours we learn in childhood are known to influence what we do in adult life.

Put another way, the habits we develop during our early years are based on what we experience and what we learn. And, as many of the habits and behaviors we have as adults are ones we continue from adolescent life, whether or not our adult lifestyle will be beneficial or harmful to our health, depends on what we learn and decide is important to us when we are children.⁴

Because what children learn about health is so important, we have programs in schools in Uganda based on the WHO Health Promoting School model.³ These add health knowledge through in class curriculum, and teach health behaviors like hand washing and tooth brushing in practical sessions.⁵

But, through working in these schools in Uganda we have also found that many children know important facts about health and good social behavior from songs recorded by celebrities that have a health message.^{6,7}

An example is the song “Everyone” which begins with the words “No child is born to die, no mother should die giving life.” This music video was written and recorded by a group of celebrity musicians in Uganda.⁸ These celebrities came together to create a powerful message through their music because they saw that mothers and children were dying from causes that could be prevented. Their music video was made to promote awareness and call for action to generate change. It was clear when we spoke with pupils in our school programs that they like this song because of the celebrity and talent of the musicians. But obviously the message is also relevant and has power, because preventable maternal and infant death is a health challenge in Uganda.

The way the video combines the compelling words of the song (sample in Table 1), with the ‘trade mark’ musical styles of the performers, powerful images and text messages that contain health facts in sub-titles, is a model of how to make and deliver a health promotion video that has impact, and will appeal to a broad audience.



Table 1.

The chorus and a sample verse from ‘No child is born to die, no mother should die giving life.’⁸

Chorus

No child is born to die
And no mother should die giving life.
We need to come together
To make a difference
Everyone.

Verse 8

Back to the business,
We need staff and equipment when it comes to health
You all know my passion is endless
Women walking miles to find a place to child birth.
We’re all responsible no matter how your mind works
Too many kids dying that we have to save
Other my change this
But first it’s me I thought it couldn’t get worse but hey,
16 women died giving birth today.

Because young people all over the world like to listen to music, and because with the internet we can all watch music videos, we looked at what videos with health messages are available in Indonesia

METHODS:

We generated a Google question which asked people to identify videos they knew of that had a health message. We then viewed these videos on YouTube to see what health topics they contained. From this search, we also found links to other videos with similar messages.

RESULTS:

Nine replies suggested videos with health-related content. Table 2 summarizes the responses.

Four contained general health messages, the remainder were specific to one of two areas, handwashing and hygiene, or tooth brushing and oral health. The videos contained a mixture of content and presentation styles ranging from a ‘documentary’ approach or a factual video showing how to perform an action correctly (e.g. handwashing), to cartoons clearly aimed at children, and music videos.

The teaching videos were usually narrated by an adult, although some showed parents involving their children in a particular behavior or learning exercise. The cartoons were colourful and usually accompanied by music. Those classified as music videos were all performed by children.

When viewing and classifying the content of these videos, it became evident that a large number of related videos exist. Once again these are in various formats, with messages aimed mainly at adults and parents, messages intended for children, ‘formal’ educational material, songs recorded as music videos and cartoons.

Table 2. The demographics of respondents, titles of educational videos suggested, their topic area, viewing source, principal performer(s) and potential audience.

Age (range)	Gender	Title	Topic area(s)	Source	Format	Performer	Audience
35-40	F	Cerdik hidup sehat	Health Nutrition	YouTube	Video	Adult	Older children Adults
26-30	F	Aku anak Sehat	Health	YouTube	Music video	Children	Children
> 40	F	Aku anak Sehat	Health	YouTube	Music video	Children	Children
26-30	M	Belum pernah tau / dengar	Health	YouTube	video	Adults	Adults Parents
21-25	F	7 langkah CTPS	Handwashing	YouTube	video	Mother and child	Children Parents
35-40	F	5 langkah cara cuci tangan	Handwashing	YouTube	video	Adult	Adults Parents
26-30	F	Ayo gosok gigi	Tooth brushing	YouTube	video		Children
26-30	F	Senyum Sehat Senyum	Oral health	YouTube	video	Adults children	with Adults older children
21-25	F	7 cara untuk cuci tangan	Handwashing	YouTube	video	Adults	Adults older children

DISCUSSION

This was an informal study conducted with a convenience sample made up of those who responded. However, in viewing these videos on line we identified that many other videos with similar messages and content are available, and also that a broad range of videos on other health topics exist.

This indicates that useful health-based video materials are already available in Indonesia to aid in the education of parents and children. In particular, videos on important health issues such as the promotion of handwashing,^{9,10} and good oral health^{11,12} are plentiful.

Health promotion is valuable, as it provides knowledge and practical skills that make it possible for individuals to have a positive impact on their present and future health.^{1,4,13} The literature confirms that those who are knowledgeable and skilled can avoid many illnesses and injuries, and children who receive education that promotes health are more likely to choose a lifestyle, and have habits in later life, that make them healthier. For this reason, health promotion is an important way to put health policies into practice. It is also useful for governments as those with healthy lifestyles will have less dependence on government funded health care.^{4,14}

For these reasons, we present this analysis so people in Indonesia can see that many health promotion videos are already available that they can use. But also want to remind everyone that music videos with health messages recorded by celebrities are a very powerful way to promote health among young people.⁷

CONCLUSION

In Indonesia, a broad range of videos exist that contain health messages. These can be used either to educate parents and children about the key health topics that these videos cover, or to act as a model for producing similar materials for newly identified health promotion issues. Engaging and educating parents and children is an important health promotion strategy and community empowerment approach to improving the determinants of health.

REFERENCES

1. WHO. What is health promotion? (2017) www.who.int/features/qa/health-promotion/en/
2. Davidson G, Rustein S, Johnson K, Suliman E, Wagstaff A, Amouzou A. Socioeconomic differences in Health, Nutrition, and Population within developing countries. An overview. The World Bank. 2007.
3. World Health Organization. Nairobi call to action for closing the implementation gap in health promotion. WHO Geneva. 2009. healthpromotion@who.int (last accessed May 25 2019)
4. Scriven A. Promoting Health: A Practical Guide-E-Book: Ewles & Simnett. Elsevier Health Sciences. 2010.
5. Mukisa R, Macnab AJ, Stothers L. Health promotion in low- and middle-income countries: “Youth Champions” as agents for change. Proc ICASH 2 <http://publications.inschool.id/index.php/icash/article/view/117> 6-13 (2017).
6. Macnab AJ, Mukisa R. Priorities for African youth to engage in the DOHaD agenda. J DOHaD. 9(1):15-19 (2018).
7. Macnab AJ, Mukisa R. Celebrity endorsed music videos: innovation to foster youth health promotion. Health Promotion International. <https://doi.org/10.1093/heapro/day042> (2018).
8. All Stars (Bobi, Radio, Weasel, Chameleone, Navio, Miles, Renam Gravity. Everyone. 2014; <https://www.youtube.com/watch?v=pDS1KsAuTQY>
9. Luby SP, Agboatwalla M, Feikin DR, Painter J, Billhimer W, Altaf A, Hoekstra RM. Effect of handwashing on child health: a randomised controlled trial. The Lancet. 2005;366(9481):225-33.
10. Freeman MC, Stocks ME, Cumming O, Jeandron A, Higgins JP, Wolf J, Prüss-Ustün A, Bonjour S, Hunter PR, Fewtrell L, Curtis V. Systematic review: hygiene and health: systematic review of handwashing practices worldwide and update of health effects. Tropical Medicine & International Health. 2014;(8):906-16.
11. Macnab AJ, Mukisa R. Reducing the global burden of poor oral health through school-based programs. Int J Epidemiol. 2018. [dyy180](https://doi.org/10.1093/ije/dyy180), <https://doi.org/10.1093/ije/dyy180>
12. Macnab AJ. Children’s Oral Health: The opportunity for improvement using The WHO Health Promoting School Model. Advances in Public Health. vol. 2015. Article ID 651836, 6 pages, doi:10.1155/2015/651836
13. Macnab AJ, Mukisa R. The UN Sustainable Development Goals; using WHO ‘Health Promoting Schools’ to create change. Global Health Management Journal. 2017;1(1):23-27.
14. Kendall PRW, Mangham C, Young DW. An ounce of prevention. Paediatrics and Child Health, 2004;9(3):151-152.