

Title of the project **Audio Visual Materials As An Effective Tool To Influence IDU In Behavior Change**

Conducted by Center for Health Research, University of Indonesia

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Issue

Most of organizations working on Harm Reduction issues in Jakarta use printed Information, Education and Communication materials to promote behavior change. However, Audio-Visual (AV) known as an effective tool to deliver message to targeted audience.

Project

In 2007 CHR-UI, NGO working on Harm Reduction, started pilot project to produce short thematic AV materials which covered topics such as addiction, health awareness, substitution therapy, VCT, and others. The production used the participatory approach to incorporate concerns, needs, and sense of ownership from injecting drug users (IDUs). The materials were used in peer education and group discussion activities.

Results

Rate of participation in peer education and group discussion activities increased from 7.9% in 2006 to 39.5% in 2008. IDUs utilized basic health services increase from 16.5% (2006) to 34% (2008). IDUs using VCT service increased from 23.2% (2006) to 38.2% (2008). The evaluation process using focus group discussion indicated participants involved in peer education and group discussion were more active and enthusiastic during the sessions using AV materials.

Lesson Learn

Using AV materials improved the effectiveness of behavior change communication strategy for IDUs. Participation of target group in production process is essential to create a good quality and high acceptance product.