

NEED FOR RECEIVING HEALTH INFORMATION THROUGH COMMUNITY RADIO SPEAKERS IN HIEP AN WARD, THU DAU MOT CITY, BINH DUONG PROVINCE

Nguyen Thanh Binh⁽¹⁾, Nguyen Binh Phuong⁽¹⁾,
Truong Thanh Yen Chau⁽²⁾, Tran Minh Hoang⁽³⁾

(1) Thu Dau Mot University; (2) Thu Dau Mot City Health Center, Binh Duong Province;

(3) Department of Food Safety and Hygiene of Binh Duong Province

Corresponding author: phuongnb@tdmu.edu.vn

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Abstract

Loudspeakers are one of the state's means of communication used to propagate policies in recent times and have been very effective, contributing to propaganda and the development of legal policies. The issue of health communication has been effectively adopted through programs on health policy and health science. In order to have a scientific basis for surveying the role of loudspeakers in the new period in urban areas, creating a basis to advise industries, especially the health sector, on the satisfaction and effectiveness of loudspeakers. clear towards the people. With 7 in-depth interview samples in qualitative research conducted in Hiep An ward, Thu Dau Mot city, about the need to use and develop a quantitative assessment toolkit in the future. The results show that the rate of information reception is quite high, the age of reception increases gradually with age, the listening time per day fluctuates but still reaches a high rate, satisfaction with loudspeakers reaches a high level and the need to receive information from community loudspeakers in the future. Conclusion: Media reception from speakers is quite high, the received content is not proactive, so the incoming information does not meet the needs of today's low-tech and diverse media society. Therefore, there is a great need for a quantitative study with a more representative sample size to demonstrate the qualitative results that this study brings and at the same time, survey the content and effectiveness of health communication content from loudspeakers.

Keywords: community loudspeakers, demand, qualitative study, satisfaction

1. Introduction

Community loudspeakers are one of the classic communication materials that have been present since the 19th century in Europe. Currently, community loudspeakers are still present in most countries around the world and are still an official information channel of governments. For the Medical industry, the communication loudspeaker is also considered an official indirect communication channel, providing information and health policies for the government to the people. However, there has been a lot of controversy surrounding it. Should we keep the method of communication using community loudspeakers in Hanoi - a large city in the country? Some personal ideas said No, the others said Yes (Le Huong, 2021). However, they can't represent the entire population. That question is difficult to answer because we lack the scientific basics to issue appropriate decisions.

Thu Dau Mot is recognized as a first-class urban area and is on the way to developing into a smart city by 2030 (Prime Minister, 2017). In this locality, the density of community radio speakers is still maintained in each neighborhood, and the implementation of medical broadcasting has been maintained for many years (Binh Duong Provincial Center for Disease Control, 2021). Over the years, Binh Duong province has spent a lot of money on this type of media. However, how effective is it? Are people satisfied with the community loudspeaker and what is the need to use it in the future? These questions will be partly answered by this qualitative research and this is the first step to building a quantitative questionnaire for quantitative research then.

2. Methods

2.1 Research subjects

Community loudspeakers

2.2 Location and time of research

Hiep An Ward, Thu Dau Mot City, Binh Duong Province in August 2023.

2.3 Research design and methodology

Qualitative research.

2.4 Research sample size

The investigator collected during morning office hours 07 people who spent most of the day at home or worked from home. The social characteristics collected were as follows: 5 (71.5%) were female, the rest were male; 5 (71.5%) people are of working age (18 - under 60, male, 18 - under 55, female), the rest are outside of working age; 4 (57.2%) households currently have people under 18 years old, the rest do not; 3 (42.9%) are housewives and 2 (28.5%) are home traders, 2 (28.5%) are workers and 1 (14.3%) are casual workers. ; 4 (57.2%) people are at home all day, 2 (28.5%) are present outside of office hours, 1 (14.3%) is at no fixed time.

2.5 Sampling method

Purposely choosing 01 location to place community loudspeakers in the center of Hiep An ward. Applying the oil spill data collection method to conduct direct interviews with people living around the area where community media speakers are located, it is understood that these are the subjects most favorable to receiving information. medical news from this type of media.

2.6 Expected study variables

Information about community radio speakers such as broadcast hours, duration, broadcast topics, and medical information.

Satisfaction with health information broadcast on community radio speakers such as satisfaction with broadcast hours, amount of information, health information broadcast, and reasons for dissatisfaction.

The need to receive information from community loudspeakers in the future from community loudspeakers, reasons for desirability/undesirability, and comments on improving the effectiveness of community loudspeakers.

2.7 Method of collecting information

The research used a pre-prepared semi-structured questionnaire to directly interview selected subjects and record the interview.

2.8 Process and analyze data

Unpacking, identifying important information, classifying into each cluster of information, and compiling statistics on the number (n) and percentage (%) of people who agree as a premise to build a quantitative tool. The lack of comparison of research results is a limitation of the research because similar topics are quite rare and there is no standard quantitative tool set.

2.9 Research ethics

The research is non-invasive to the subject's body and completely safe for the subject's physical health. The purpose and content of the research were explained specifically so that subjects could understand and volunteer to provide recorded information. They could stop providing information whenever they wanted. The subject's identity is completely confidential. The research results are a scientific basis for medical facilities to research and apply this type of communication to suit people's practical needs, save costs, and promote effectiveness.

3. Results and discussion

3.1 Receiving information from community loudspeakers

BOX 1. Receiving information from community loudspeakers (n=7)

	Information	Features are extracted	n (%)
1	Listening to the radio broadcast Nam, 30 tuổi "Có, nghe rõ lắm" Nam, 59 tuổi "Nhiều, bữa nào cũng nghe" Nữ, 27 tuổi "Bữa nghe bữa không, tại em cũng ít có ở nhà lắm. Không có ở nhà"	Male, 30 years old "Yes, I heard it clearly" Male, 59 years old "A lot, I listen to it every meal" Female, 27 years old "Sometimes I hear nothing, because I'm rarely at home. Not at home"	Hear clearly 6 (85,7) Hear rarely 1 (14,3)
2	Broadcast time Nam, 30 tuổi "Khoảng 5 giờ mấy... buổi chiều có phát mà không để ý" Nữ, 35 tuổi "5 giờ 30 sáng, chiều cũng có" Nữ, 52 tuổi "Nhớ mãi mãi vậy, cứ mỗi lần giật mình là thấy 5 giờ rưỡi là nghe nói rồi..." Nam, 59 tuổi "Hình như tầm 5 giờ mấy 6 giờ. Không để ý giờ", "7 giờ có, 8 giờ có" Nữ, 27 tuổi "... 3 giờ chiều" Nữ, 52 tuổi "...Chiều thì cũng khoảng 4- 5 giờ gì đó..." Nữ, 52 tuổi "...có những lúc có công chuyện gì đó thì cũng nói bất thành lời" Nam, 59 tuổi "“Buổi chiều nhiều khi có khi không”"	Male, 30 years old "It's around 5 o'clock... it plays in the afternoon but I don't pay attention" Female, 35 years old "5:30 am., also in the afternoon" Female, 52 years old "Remember that, every time I startle I see it's 5:30 and I heard that..." Male, 59 years old "It seems like about 5 o'clock or 6 o'clock. Don't remember about the time", "Yes at 7 o'clock, yes at 8 o'clock" Female, 27 years old "... 3 pm." Female, 52 years old "...In the afternoon, it's about 4-5 o'clock or something..." Female, 52 years old "...there are times when I have to say something suddenly" Male, 59 years old "Sometimes in the afternoon, sometimes not"	5:00 2 (28,5) 5:30 2 (28,5) 6:00 3 (42,9) 7:00 8:00 15:00 1 (14,3) 16:00 1 (14,3) 17:00 Unexpected 2 (28,5)
3	Total broadcast time Nam, 30 tuổi "Phát nguyên ngày luôn... phát khoảng tiếng mấy hay hai tiếng gì đó, em cũng không nhớ rõ nữa. Em cũng không quan tâm tới nhiều" Nữ, 35 tuổi "Từ 5 giờ 30 tới 6 giờ" Nam, 59 tuổi "Cỡ cả tiếng đồng hồ...phát nhiều lắm", "buổi chiều không nhớ nổi đâu" Nữ, 52 tuổi "Không để ý đâu"	Male, 30 years old "It started every day... it started for about an hour or two, I don't remember clearly. I don't care much either." Female, 35 years old "From 5:30 to 6:00" Male, 59 years old "It was about an hour...it played a lot", "I can't remember in the afternoon" Female, 52 years old "I don't pay attention"	Broadcast all-day 4 (57,1) 30 minutes 1 (14,3) 60 minutes 1 (14,3) Don't know 1 (14,3)

4	Information that the subject hears			
	<i>Nam, 30 tuổi “...phòng chống dịch”</i>	<i>Male, 30 years old “...epidemic prevention”</i>	Epidemic prevention	1 (14,3)
	<i>Nữ, 35 tuổi “định danh điện tử mức 2”</i>	<i>Female, 35 years old “electronic identification level 2”</i>	Administrative procedures	7 (100)
	<i>Nữ, 27 tuổi “Làm số định danh căn cước”</i>	<i>Female, 27 years old “Get an identification number”</i>		
	<i>Nam, 59 tuổi “Thấy cái gì mà yêu cầu nhà nước phát cho mình nghe mình đi làm... Thí dụ vừa rồi, đi làm giấy gì đó”</i>	<i>Male, 59 years old “See something that makes me ask the government to give it to me so I can go to work... For example, just now, I went to get some paper done”</i>		
	<i>Nữ, 52 tuổi “nhiều lúc cũng có tin tức, thời sự này nọ”</i>	<i>Female, 52 years old “Sometimes there is news and current events”</i>	News	1 (14,3)
	<i>Nam, 30 tuổi “...chủ đề phát sóng quá nhiều...em muốn nổ cái đầu luôn”</i>	<i>Male, 30 years old “...too many topics on air...I want my head to explode”</i>	Diverse topics	1 (14,3)

Box 1 shows the radio hours, the radio time spans many unfixed time frames, and the radio topics are diverse. No other content arises.

Hearing the loudspeaker broadcast clearly: 85.7% can hear the community loudspeaker clearly, so the community loudspeaker has good quality. The rest said they did not listen often and did not hear anything. The radio time variable receives many different time frame values, especially in the morning with 5 time frames ranging from 5:00 am. to 8:00 am. In the afternoon there are 3 time frames from 3:00 pm. to 5:00 pm., plus There is also an unexpected broadcast time frame. Of the broadcast duration, 57.1% said it was broadcast all day, but the subjects were not sure, the rest responded with 30 minutes, 60 minutes and did not know. The information heard has diverse topics from administrative information (100%), and current events (14.3%) to epidemic prevention and control (14.3%).

3.2 Being interested in health information that community radio speakers bring to themselves and their families

BOX 2. Being interested in health information from community radio speakers (n=7)

	Information		Features are extracted	n (%)
1	Medical topics heard over loudspeakers			
	<i>Nam, 30 tuổi “COVID-19”</i>	<i>Male, 30 years old “COVID-19”</i>	COVID-19	1 (14,3)
	<i>Nam, 59 tuổi “Chích ngừa”</i>	<i>Male, 59 years old “Vaccinated”</i>	Vaccination	1 (14,3)
	<i>Nữ, 35 tuổi “Em cũng không có nghe, cũng không có nhớ. Mà em đi làm không à, sáng em ngủ tới 6h mấy rồi sửa soạn xong là 7h em đi làm rồi. Em không có ở nhà”</i>	<i>Female, 35 years old “I didn't hear it, and I don't remember it either. But do you have to go to work? In the morning, you sleep until 6 am. and then when you're done getting ready, you go to work at 7 am. I'm not at home”</i>	Not interested	4 (57,1)
	<i>Nam, 59 tuổi “Chú không nghe thông tin y tế gì hết đó”</i>	<i>Male, 59 years old “You haven't heard any medical information”</i>	No broadcast	1 (14,3)
2	Medical topics of interest			
	<i>Nữ, 27 tuổi “Y tế là khám bệnh mà...phòng ngừa bệnh Tay chân miệng, sốt xuất huyết... tại vì em có con nhỏ nên em quan tâm đến chủ đề đó”</i>	<i>Female, 27 years old “Health is medical examination...prevention of hand, foot and mouth disease, dengue fever...because I have young children so I'm interested in that topic”</i>	Infectious Diseases	1 (14,3)
	<i>Nam, 59 tuổi “Nghe vụ chích ngừa rồi tới làm cái gì đó, giấy tờ công dân.”</i>	<i>Male, 59 years old “Heard about the vaccination and then came to do something, citizenship papers.”</i>	Vaccination	1 (14,3)
	<i>Nam, 30 tuổi “Em cũng không quan tâm anh ơi...dịch riết quen rồi”</i>	<i>Male, 30 years old “I don't care, bro... I'm used to it”</i>	Not interested	5 (71,5)
	<i>Nữ, 35 tuổi “Em đi làm miết không quan tâm... Mẹ em thì bà hơi già rồi, chắc cũng không hiểu chuyện đó đâu chị”</i>	<i>Female, 35 years old “I work all the time and don't care... My mother is a bit old, she probably doesn't understand that”</i>		

Box 2 results show that the value "Not interested" was answered by 57.1% - 71.5% of the contents. No other content arises. 57.1% responded that they did not care about the medical information broadcast from the loudspeaker because they were busy at work, in addition, 14.3% of people did not hear the medical information broadcast from the loudspeaker. However, the health topics that have been remembered recently are COVID-19 and vaccination, and these are also topics of concern to families with young children, but the rate is not high (14.3%). Worth mentioning is that 71.5% are not interested in medical information transmitted by loudspeakers.

3.3 People's satisfaction with health information on community radio speakers

BOX 3. People's satisfaction with health information on community radio speakers (n=7)

	Information	Features are extracted	n (%)
1	Satisfied with the broadcast time		
	<i>Nam, 30 tuổi "Hơi sớm quá, con em ngủ nó bị giật mình... Buổi chiều thì không sao anh ơi. Buổi sáng thì nó sớm quá thôi"</i>	<i>Male, 30 years old "It's a bit too early. My child was startled when he was sleeping... In the afternoon, it's okay. It's too early in the morning."</i>	Unsatisfied 1 (14,3)
	<i>"Bình thường"</i>	<i>"Normally"</i>	Normally 6 (85,7)
2	Satisfied with the total broadcast time		
	<i>Nam, 30 tuổi "Phát gì mà phát nguyên ngày...em muốn nổ cái đầu luôn"</i>	<i>Male, 30 years old "What happened all day long...I want my head to explode"</i>	Unsatisfied 1 (14,3)
	<i>Nam, 59 tuổi "Hài lòng phát 1 tiếng đổ lại"</i>	<i>Male, 59 years old "Satisfaction gives 1 hour less than"</i>	Satisfied when playing for less than 1 hour 1 (14,3)
	<i>"Không ý kiến"</i>	<i>"Have no ideas"</i>	Have no ideas 5 (71,5)
3	Satisfied with medical information broadcast on loudspeakers		
	<i>Nam, 30 tuổi "Hài lòng chứ. Cái gì tốt thì ở phường mới nêu lên thôi."</i>	<i>Male, 30 years old "Satisfied. Only good things should be raised in the ward."</i>	Satisfied 1 (14,3)
	<i>Nữ, 35 tuổi "Như em, thì em thấy nó cũng okey. Vậy đó. Nhưng mà như người khác em cũng không biết sao. Em thì em vẫn bình thường à"</i>	<i>Female, 35 years old "Like me, I think it's ok. That's it. But like everyone else, I don't know why. Are you still normal?"</i>	Normally 1 (14,3)
	<i>"Không có ý kiến"</i>	<i>"Have no ideas"</i>	Have no ideas 5 (71,5)

The values of the variables revolve around 03 contents: satisfied, neutral/no opinion and dissatisfied. No other content arises. 14.3% are dissatisfied with the broadcasting time, especially in the morning because they have young children. The rest think that such broadcasting time is normal, some of these families also have young children. A minority of 14.3% are not satisfied with broadcasting all day long, 14.3% are satisfied with broadcasting for less than 1 hour, and the majority 71.5% have no opinion. Regarding the health information distributed, the majority of 71.5% have no opinion, meaning the government distributes it as it hears, the number who are satisfied and normal is 14.3%. The above results show that the results are lower than the research of Pyae Linn Aung and colleagues on the topic of health education through community-based programs on malaria care with 82.9% of people in rural areas of Myanmar still preferring to continue. continue to receive information about malaria from loudspeakers (Pyae, 2019). The loudspeaker culture, the culture of noise is an unacknowledged menace to society (Dominica News Online, 2014),(Sri Joydip Ashram Gyan Yoga Training and Research Centre, 2023). Thus, for the 03 variables in the context of satisfaction, at least three values are obtained: satisfied, normal, and dissatisfied.

3.4 The need to receive information from community loudspeakers in the future

BOX 4. The need to receive information from community loudspeakers in the future (n=7)

	Information	Features are extracted	n (%)
1	Desiring to receive medical information from loudspeakers <i>Nam, 30 tuổi "Có"</i> <i>"Không có ý kiến"</i>	<i>Male, 30 years old "Yes"</i> <i>"Have no ideas"</i>	Yes Have no ideas 1 (14,3) 6 (85,7)
2	Desired broadcast time <i>Nam, 30 tuổi "sáng 6 giờ là hợp lý... Tại lúc đó em cũng sắp xếp công việc nào là dậy rồi mua đồ ăn lo cho con đi học."</i> <i>Nam, 59 tuổi "Được. 7 - 8 giờ đó lại là được... Tại vì cái giờ đó nó trưa quá rồi, ta thức hết rồi. Thứ hai nữa, nhiều khi mình đi làm đi tới đi lui mình nghe mình mới biết cái gì gì đó, làm gì đó mấy ông phát lên cái mình hay"</i> <i>"Không có ý kiến"</i>	<i>Male, 30 years old "6 am. is reasonable...At that time, I also arrange my work, get up, buy food, and take care of my children to go to school."</i> <i>Male, 59 years old "Okay. 7 - 8 o'clock is fine... Because at that time it's past noon, and we're all awake. Second, sometimes when I go to work and go back and forth, I only know something when I listen to it. When I do something, they announce what I'm good at."</i> <i>"Have no ideas"</i>	6:00 7:00 before 8:00 before Depending on the State 1 (14,3) 1 (14,3) 5 (71,5)
3	Total broadcast time <i>Nam, 30 tuổi "...như bình thường là phù hợp..."</i> <i>Nam, 59 tuổi "Khoảng 1 giờ đó lại"</i>	<i>Male, 30 years old "...as usual is appropriate..."</i> <i>Male, 59 years old "About 1 hour"</i>	Depending on the State Under 1 hour 6 (85,7) 1 (14,3)
4	The radio topic should be focused <i>Nam, 30 tuổi "Không anh ơi. Em cũng chưa có nhu cầu gì hết anh"</i> <i>Nữ, 35 tuổi "...Em không có ý kiến... không quan tâm, phát sao em nghe vậy"</i> <i>Nam, 59 tuổi "Không biết, không quan tâm..."</i> <i>Nữ, 27 tuổi "Không cần"</i>	<i>Male, 30 years old "No, sir. I don't need anything yet."</i> <i>Female, 35 years old "...I have no opinion... I don't care, why do you listen to that?"</i> <i>Male, 59 years old "Don't know, don't care..."</i> <i>Female, 27 years old "No need"</i>	There is no need Have no ideas Not interested 1 (14,3) 1 (14,3) 4 (57,1)
5	Improve the quality of loudspeakers <i>Nam, 30 tuổi "Phát thanh có giờ có gác đừng có phát nguyên ngày như tháng mấy nay là được rồi"</i> <i>Nam, 59 tuổi "Rõ. Mấy đợt trước nghe rè rè, đợt sau như chỉnh lại thì nghe rõ"</i>	<i>Male, 30 years old "Broadcasting has its hours and hours, but not broadcasting all day like the past few months, that's fine"</i> <i>Male, 59 years old "Clear. The first few times it sounded muffled, but the next time you adjust it, you can hear it clearly."</i>	Not released all day Maintain speaker quality 1 (14,3) 1 (14,3)

Table 4 shows that 57.1% to 85.7% (6) of the people mainly entrust the State to be proactive in the content of needs for community labor. Overall, the majority of 85.7% of the subjects were not interested in community service. The desired broadcast time of 28.6% is at 6:00 am, or before 7:00 am or 8:00 am. because by that time everyone has woken up and family work has stabilized, however, 71.5 % entrust the state to arbitrarily open the topic according to the State's plan. 85.7% of radio broadcast time is entrusted to the state and think that the state broadcasting for such duration is appropriate, only 14.3% think that less than 1 hour is enough. To improve the quality of community loudspeakers in providing health information to the people, 14.3% said that it should not be broadcast all day, along with the need to maintain the quality of loudspeakers with regular maintenance.

3.5 Limitations of the study

Premise research with purposive sampling and qualitative interviews, so the results focus on extracting information but the aggregate results do not represent the population. The topic has few reference studies, so comparisons with other localities with the same topic are limited.

4. Conclusion

Loudspeakers in Hiep An Ward have a relatively high level of information reception, the content received has not received attention from the population and the demand for receiving opinions is not high and there is a mentality of leaving it to the Government. The timing and length of the broadcast are contents that are proposed to be adjusted to suit today's life. To make this information more representative, quantitative research must be conducted to analyze using appropriate algorithms.

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