Whole Person and Community Health and Wellness

AHSRA Conference 2017
Adventist World Radio: Audience Recommendations and Reported Benefits

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Background and Purpose
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Methodology – Audience Survey

- Sample countries: India and Russia
- Sample venues: Market place and SDA churches
- Target sample for each country: 1000 respondents
- India: Two cities (n=970)
- Russia: Seven cities (n=1034)
# Findings – Audience Survey

<table>
<thead>
<tr>
<th></th>
<th>Chennai Market N=239</th>
<th>Chennai Church N=243</th>
<th>Tiravaranthapatan Market N=246</th>
<th>Tiravaranthapatan Church N=239</th>
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<tbody>
<tr>
<td><strong>EVER HEARD OF</strong></td>
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<td></td>
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<tr>
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<td>42.0%</td>
<td>5.7%</td>
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<td>58.0%</td>
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<td><strong>EVER LISTENED TO</strong></td>
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<td></td>
<td></td>
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<tr>
<td>N=7</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Yes</td>
<td>0.0%</td>
<td>15.8%</td>
<td>100%</td>
<td>100%</td>
</tr>
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<td>No</td>
<td>100%</td>
<td>84.2%</td>
<td>0%</td>
<td>0%</td>
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</table>
Methodology – Focus Group Study

- Sample language groups:
  - Indonesian (data collected in Jakarta, Indonesia)
  - Mandarin (data collected in Hong Kong)
  - Swahili (data collected in Morogoro, Tanzania)
  - Hindi (data collected in Pune, India)
  - Vietnamese (data collected in Ho Chi Minh City, Vietnam)
  - Russian (data collected in Moscow, Russia)
  - Arabic (data collected in Beirut, Lebanon)
  - Hausa (data collected in Numan, Nigeria)
  - Malagasy (data collected in Antananarivo, Madagascar)
Methodology – Focus Group Study
Research Questions

1. Overall, how satisfied are AWR listeners with the current programming?
2. How are AWR listeners tuning into AWR programming?
3. How is AWR programming relevant to and impacting the lives of listeners?
4. How do AWR listeners evaluate the quality of the programming?
5. What current programming improvements do AWR listeners suggest?
6. What are AWR listeners’ suggestions for new programming going forward?
7. What suggestions do AWR listeners have to enhance AWR’s ministry and impact?
AWR’s Relevance and Impact

How is AWR programming relevant to and impacting the lives of listeners?
Holistic Impact

1) Spiritual enrichment
2) Emotional growth
3) Physical health improvement
4) Social or relationship enhancement
Summary quote from participant
Spiritual

1. Discovering the gospel message and joining the SDA church
2. Becoming more motivated to worship and study the Bible
3. Being better able to discern true and false Bible teachings
Physical

Dietary consumption

Positive health behaviors
Emotional

• Peace of mind
• Sense of hope
• Dealing positively with emotions
Social

• General education on relationships
• Education on marriage relationships
• Information on appropriate parenting approaches
What current programming improvements do AWR listeners suggest?

1) Strengthening the host’s speaking style;
2) Adjusting the pace and style of programming;
3) Gaining easier access to programming;
4) Increasing audience interaction; and
5) Increasing the variety and types of musical selections
What current programming improvements do AWR listeners suggest?

• Strengthening the host’s speaking style
What current programming improvements do AWR listeners suggest?

- Adjusting the pace and style of programming
What current programming improvements do AWR listeners suggest?

- Gaining easier access to programming
What current programming improvements do AWR listeners suggest?

• Increasing audience interaction
What current programming improvements do AWR listeners suggest?

- Increasing the variety and types of musical selections
Conclusions and Recommendations

- AWR has real impact on lives
  - Emotionally
  - Physically
  - Spiritually
  - Socially

- Suggestions for improvement include:
  - A need to improve speaker quality, expertise, and contextualization
  - Easier access to the programs
  - More variety of music
Conclusions and Recommendations

• Increase the use of the Internet in program broadcasting to increase audience access to programming

• Be aware of issues surrounding expertise, contextualization, and interactivity

• Engage in relationship building between local radio teams and listeners
Whole Person and Community Health and Wellness

AHSRA Conference 2017
“AWR programs help people to live happy, healthier lives. Ultimately that leads them to accept Jesus as their Savior and Chief Physician. By believing and loving him, they have hope and peace, thus less stress when encountering daily challenges. The whole person becomes complete; spiritually, physically, and mentally” (Tanzania FG2).
Emotional

• Peace of mind
“Personally, it strengthens me every day. Sometimes, I feel bored, or stressed, but when the Holy Spirit touches me after hearing the program, it helps me go through the day” (Indonesia FG2)

• Sense of hope
“..by listening to this messages through radio, it gives us like, a kind of hope. Like it is not the end” (India FG1)

• Dealing positively with emotions
“It has changed my character. I used to get angry easily, but listening to AWR helped me get rid of that bad character flaw” (Madagascar FG1).
Physical

• Dietary consumption

“They are talking more about being vegetarian... and how we can heal our bodies instead of taking medicine. We can also eat the right foods such as vegetables and other stuff” (Lebanon FG1)

• Positive health behaviors

“I was suffering from high blood pressure and I went to the doctor and he said, ‘You’re developing diabetes.’ And then when I listened to the radio, it gave us some tips. And then I started walking about 5 kilometers, having some water, and drinking some juices and all, it made difference” (India FG1)
Spiritual

• Discovering the gospel message and joining the SDA church
  “When I heard the Voice of Hope, it changed my life, of course. I began to seek God and I began to be in contact with Voice of Hope.” (Russia FG2)

• Becoming more motivated to worship and study the Bible
  “Before, I knew little about the Bible. I didn’t want to read it. But now I understand more and I have more motivation to read it myself” (Vietnam FG1)

• Being better able to discern true and false Bible teachings
  “I am interested in the truth as given by the presenter. It helps me to differentiate between true and false teachings from the Biblical point of view” (Tanzania FG1)
Holistic Impact

1) Spiritual enrichment
2) Emotional growth
3) Physical health improvement
4) Social or relationship enhancement
With a goal to broadcast in all the major languages of the world, AWR leadership needs a clearer understanding of AWR listeners:

- How do listeners tune into programming?
- What do they like and not like?
- What suggestions do listeners offer for improving current programming?
- What would listeners like to hear by way of new programming?
Social

• General education on relationships
  “The programs help me improve my relationship with others. AWR is my successful educator” (Madagascar FG2)

• Education on marriage relationships
  “The big thing we get for our family is that it helps me to live in harmony with my wife as well as my neighbors” (Tanzania FG1)

• Information on appropriate parenting approaches
  “Sometimes it happens that the parents are very strict to children like spanking, but through AWR I have learned that we must be humble to children, give them instructions to them nicely” (Indonesia FG1)
Methodology – Focus Group Study

• Participant selection & participation
  • Focus group coordinator
  • 4 to 8 participants
  • Two hour conversations

• Analysis:
  • Focused coding on the research questions
  • Identified themes and subthemes
Research Questions

1. Overall, how satisfied are AWR listeners with the current programming?
   a. Very satisfied
2. How are AWR listeners tuning into AWR programming?

<table>
<thead>
<tr>
<th>Type of Media</th>
<th>N (%)</th>
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<tbody>
<tr>
<td>Internet</td>
<td>45 (33%)</td>
</tr>
<tr>
<td>Shortwave/AM</td>
<td>30 (22%)</td>
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<tr>
<td>FM</td>
<td>30 (22%)</td>
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<tr>
<td>Podcast</td>
<td>23 (17%)</td>
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<tr>
<td>CD/Other</td>
<td>8 (6%)</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>136</strong></td>
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