

# Global Communication & Marketing

## China: Pilot Information and Communication Technology (ICT) Test 2006-2007

- Objectives**
- ICT research and implementation
  - Risk Communication technical assistance
  - Emergency Communication response
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- Background**  
(cited reference)
- Challenges and threats to the health of the public from emerging infectious diseases (e.g. avian influenza, pandemic influenza, SARS) are growing globally
  - Global disease detection, surveillance, and response are critical to prevent and stem the spread of disease
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- Activities**
- Training in monitoring and evaluation of HIV/AIDS interventions in China provinces
  - Developed plan to use training of public health workers to test multiple communication channels
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- Message Medium**
- Face-to-face meetings with 80 participants in Xiangfan City, Hubei Province
  - Netconferencing across 7 provinces with 200-300 participants
  - Satellite training at 3 provincial military hospitals with 175 participants
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- New Technology**
- Netconferencing and Satellite training
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- Partners**
- China Centers for Disease Control, National Institute for Health Education
  - Global Fund 3
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- Evaluation Methods**
- Donald Kirkpatrick's (1994) Four levels of Evaluation
    - Audience reaction, Knowledge gained, Behavior change, and Program impact
  - Return on Investment analysis will compare cost effectiveness in conjunction with program impact of the different modes of information delivery

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- Preliminary Evaluation Results**
- 613 questionnaires were collected and analyzed to evaluate satellite vs. net and traditional training. The majority of audience members liked distance based information delivery as much or more than traditional face to face models
  - Early cost comparisons indicate a significant cost savings for distance based delivery verses traditional face to face models.
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- Expected Outcomes**
- Net and Satellite trainings will prove to be a successful and cost effective way to communicate in real-time with a large audience.
  - Net and Satellite trainings will set a precedent for rapid health communication in the event of a public health emergency.
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- Cited References**
- Global Health Council (n.d.). Retrieved June 11, 2007 from [http://www.globalhealth.org/view\\_top.php3?id=228](http://www.globalhealth.org/view_top.php3?id=228)
  - Staff Connections World Bank Intranet. (n.d.). Retrieved June 11, 2007 from <http://go.worldbank.org/05CTCA8OH0>

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