



THE ROLE AND INFLUENCE OF MASS MEDIA TOOLS ON WOMEN'S HEALTH PROMOTION

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Abstract

Instruction:

Media is very important for health education. The purpose of this research that women attending in a Centre of Public Education in Çorum who they have used their health and health-related media resources that are planned in order to determine what contributions by.

Methods-materials:

The research will be a descriptive cross-sectional study research model. As a data collection tool was created by scanning in this topic by researchers on literature information consists of 25 questions. Research findings will be evaluated by entering the SPSS 17.0 database. The analysis of the findings, the number of distributions, frequency distributions, and Chi-square statistical method will be used.

Keywords: Mass media tools, women, health promotion.

Introduction

The World Health Organization's health, not just the absence of disease and infirmity, physically, spiritually and socially defined as a state of complete well-being. (Fişek, 1982, p.15) This development falls within the scope of health to be sustainable well-being. Health promotion, in order to be moving in the direction of ensuring their optimal health status, aims to change their way of life. (Yardım and Gögen, 2009, p.29.)

Women's health, family and community from the psycho-social factors, individual health status of women, are affected by many factors such as fertility behavior. Education, employment, gender roles, number of children, the elderly and frequent delivery very early and those that come to mind first. (Women and media policy document, 2008, p.20).

Women and health issues can be grouped into two main headings. First, women's health issues and disease risks, and the other existing services for women and by women, access to health services is related to how much they can be used. Women's health issues, and in particular the risk of diseases affecting public health problem in women's health in general.

The life expectancy of women is longer compared to men, yet women undergo more illnesses and stress than men in most of the societies. It has been acknowledged that women experience problems related to reproduction. These problems might occur both in reproductive and menopause period. (Akin A, Mihçioğur S. , 2010).

It is a known fact that many women still work under negative conditions in Turkish society. Again, it is reality that women are exposed to violence more than men. In case of married woman's working, she excessively suffers from the stress caused by the working environment and being "the mother of the house" situation. Özbaş, S., Özkan, S. , 2010, p.541). The improvement of health term refers to several sectors concerning collaboration with health. Mass media is one of the most important ones. Mass media are the materials we use often and of certain roles in daily life. Mass media have significant effects on knowledge acquisition and transferring this knowledge into behaviour. Among the mass media, TV is an eye-catching and reachable one among other devices. (Güler Ç. , 2006, p.2). In recent studies, we observe that people lead TV-focused lives. The commercials are highly used since they have a highly convincing power on people. Being another mass media, the newspapers are known to be followed by a specific segment of the Turkish society. The fact that TV serves everything as 'ready-made' cause idleness among people, and consequently people do not read newspapers. (Yıldız, H., 2006, p.96.) In recent conferences held with a view to improve the health, the relationship between the health and mass media is questioned, and this leads to curiosity. (Güler, Ç., 2006, p.10).

Methods And Procedures

The purpose of this study is to find out how women follow the mass media and the effects of these media upon women's perceptions and to what extent they affect their behaviours about health in our society.

The current study took place between March 1st and 15th in Public Training Centre in Çorum city centre. A written consent was taken prior to this research. There are course related to computers, embroidery, music and marbling art in this centre. The sampling was not done on purpose, the women who already had been attending were included in the sampling. In this vein, 83 women were accessible. Interviews, prepared by benefitting from the literature, were held with the women and they were interviewed through face-to-face method. The reason why the women in the public training centre was assumed to reflect the profile to a great extent. The data were analysed through SPSS 17.0 and numbers, percentage, frequency, frequency distribution and chi-square statistical method were used in the statistical analysis.

Results

Table 3.1. The socio-demographical characteristics of the research group

Sex	Number	%
Female	83	100
Age group		
18-22	73	88
23-27	10	12
Marital status		
single	51	61,4
Married	32	38,6
Educational background		
Primary school	26	31,3
Secondary school	49	59,0
High school	8	9,7
Profession		
Housewife	29	34,9
Officer	2	2,4
Health personnel	23	27,7



Student	29	35,0
Income state		
Income more than outcome	7	8,4
Income and outcome equal	37	44,6
Outcome more than income	39	47,0

The sample comprises of only women. The women joining in the courses at Çorum Public Training Centre were determined to be in the young profile. The 61,4% of them are single women and 59,0 of them are secondary school graduates; 34,9% of them are housewives and 47% of these women's monthly income is lower than their expenses.

Table 3.2. The characteristics of life styles of the research group

	Number	%
Smoking		
Never smoking	62	74,7
Quitters	9	10,8
Still smoking	12	14,5
Doing exercise		
Once a week	7	8,4
3-4 times a week	14	16,9
Now and then	35	42,2
Never	27	32,5
The frequency of buying newspapers		
Every day	24	28,9
Weekends generally	7	8,4
Once a month	4	4,8
Now and then	36	43,4
Never	12	14,5
The often use of internet to get information at home		
Yes	76	91,6
No	7	7,2
The interest in books, booklets, brochures and public spots about health		
Always	13	15,7
Often	20	24,1
Sometimes	38	45,8
Rarely	8	9,6
Never	4	4,8
Mostly attracted media		
TV	49	59,0
Newspaper	7	8,4
Magazine	1	1,2
Internet	26	31,4

The 74,7% of the participants expressed that they never smoked, 42,2% rarely do exercise, 43,4% sometimes buy newspapers, 91,6 % use internet for getting information about health, 45,8 % are interested in books, booklets, brochures and public spots.

Table 3.3. Awareness of social responsibility projects

Awareness of social responsibility projects	Yes	%	No	%
Number	64	77,1	19	22,9

77,1% of them were reported to be informed about social responsibility projects.

Table 3.4. The responses of the participants about certain active social responsibility projects

Social Responsibility Projects	Yes	%	No	%
To be informed about 'Love your heart, get dressed in red' project	63	75,9	20	24,1
To be informed about Campaign against obesity' social responsibility project	58	69,9	25	30,1
To be informed about 'Smoke-free air zone' social responsibility project	69	83,1	14	16,9
To be informed about Campaign against diabetes' social responsibility project	20	24,1	63	75,9
To be informed about 'Breast cancer consciousness raising' social responsibility project	41	49,4	42	50,6
To be informed about 'Quitting smoking social responsibility project	68	81,9	15	18,1
To be informed about "HIV vaccine against cervical cancer' social responsibility project	17	20,5	66	79,5

83,1 % of the participants heard about 'smoke-free air zone' project before, 'quitting smoking' project followed it with 81,9%. 20,5 % of the women were informed about 'HIV vaccine against cervical cancer' as well.

Table 3.5. The effectiveness state of social responsibility projects

The effectiveness state of social responsibility these projects	Yes	%	No	%
	65	78,3	18	21,7

65% of the participants expressed that social responsibility projects are effective on health behaviours.



Table 3.6. Attractive health issues on media

Attractive health issues on media *	Number	%
Health politics	38	45,8
Illnesses and treatments	61	73,5
Medicines	33	39,8
Nutrition and diet	58	69,9
Health research	47	56,6
Maternal and infant health	28	33,7
Sexuality	17	20,5
Psychology	35	42,2
Mouth and dental health	38	45,8

(* Participants marked more than one options.)

73,5% of the women within the scope of this study followed the media about illnesses and treatments, 69,9% about nutrition and diet, 56,6% about health care professionals, 20,5% about sex-related issues. This might be due to sexuality's still being regarded as a taboo.

Table 3.7. The relationship between marital status and public spots

Married Number	Married %	Single Number	Single %	Significance
50	60,2	33	39,8	p:0,026 x ² :11,01

The relationship between marital status and public spots was examined and the this relationship was found statistically significant. (p<0,05).

Table 3.8. The relationship between the educational background of the participants and the decision who decides which channel will be watched home

Ilkokul Number	Primary School %	Secondary School Number	Secondary School %	Highschool Number	Highschool %	Significance
26	31,3	49	59,0	8	9,7	p:0,027 x ² :20,302

The relationship between the educational background of the participants and the decision who decides which channel will be watched home was scrutinized and it was found statistically significant. (p<0,05).

Table 3.9. The relationship between the professions of the participants and mostly preferred TV shows

Housewife Number	Housewife %	Officer Number	Officer %	Sağlık personeli Number	Health Personnel %	Student Number	Student %	Significance
29	34,9	2	2,4	23	27,7	29	35,0	p:0,002 x ² :39,591

The relationship between the professions of the participants and mostly watched TV shows was examined and the result was found statistically significant. (p<0,05).

Conclusion

As a result of this study, it was found that the participants used visual media sufficiently. However, the same situation is not true for printed media.

The relationship between marital status and public spots was examined and the this relationship was found statistically significant. (p<0,05).

The relationship between the educational background of the participants and the decision who decides which channel will be watched home was scrutinized and it was found statistically significant. (p<0,05).

Similarly, in a study by Koparan he found out the educational background of the participants has an effect on which channel will be watched home and the relationship between them is statistically significant (Koparan, N, 2007). The relationship between the professions of the participants and mostly watched TV shows was examined and the result was found statistically significant. (p<0,05).

In line with these findings, improvement in the women's educational level and educative programmes on mass media raising awareness about issues such as health are required.

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