Health Communication preventing harmful consumption (Alcohol and Drugs) in the School Population of Sao Tome and Principe

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**Background**

Awareness of healthy lifestyles, education & health communication policy, extreme poverty cause health imperatives.

Major environmental challenges, including the safeguarding of protected species (turtles). There are no A&D consumption surveys or trend-driving studies in the PRESP.

For these reasons, the implementation of surveys to elucidate these aspects is mandatory. New WHO Africa charter points to rising consumptions.

**Aims**

1. To determine the frequency and distribution of A&D consumption in young school population.
2. To identify the characteristics associated with the consumption of A&D.
3. To pilot preventive interventions using public health communication methods such as edutainment.
4. To find promotion interventions using public health communication methods such as edutainment.

**Methods**

**Survey**

- Surveys of 2064 young and adults respondents (12% of the total target population - 16 924). Pilot-survey in the Liceu Nacional School of Sao Tome (secondary school) with a total of 1400 respondents (12% of total school population - 11 668).
- Participants in edutainment activities: 78 winners.

**Statistical analysis**: Upon completion, the PI’s were submitted for evaluation by survey to the teachers of the participating schools and to the students. Based on descriptive statistics and to evaluate the effectiveness of the preventive interventions undertaken, we used statistical methods to analyze the relationships between variables. The software employed in the statistical analysis was IBM SPSS version 21.

**Results**

**Alcohol consumption frequency**

- Male (38%), Female (62%).
- 15-18 years old (25%), 18-25 (46%), and over 25 (4%).
- Review children and teens (15%), technical (57%), and higher education (48%).
- Review social and family education (95%), anonymous cycle (10%).
- Young people of both sexes, corresponding to 1% of the population under study.

**Participant in edutainment activities**

- District of Cabo Verde (90%), and Lobata, considered problematic on A&D consumption and problematic capture of illegal species.

- The competition was held in accordance with the number of registrations.

- Schools: 8.
- Children total: 108; 78 winners.

**Survey of teachers and participants’ satisfaction**

- Gender: Male (63%), Female (37%).

**Geographical Distribution by District**: Cabo Verde (31%), Cabo (26%), Lobata (4%).

**Conclusions**

1. The prevalence of A&D consumption among the young school population is high, thus constituting a serious threat.
2. Preventively, the highest consumption rates recorded in the districts of Agostinho Neto and Lobata.

**Radio Press opinion**

- Gender: Male (66%), Female (34%).
- Age: <17 (34%), 17-25 (46%), >25 (20%).
- Telemarketing experience: 12 (0%), 2-5 years (22%), >5 years (66%).
- Education: 3 (0%), 4-5 years (25%), >6 years (75%).

**Children’s consumption**

- Children’s consumption: 3 (0%), 4-5 years (25%), >6 years (75%).

**Television and radio consumption**

- Gender: Male (47%), Female (53%).
- Age: <17 (34%), 17-25 (47%), >25 (19%).
- Frequency: daily (9%), at least twice per week (77%), at least once per week (8%).

**Awareness and prevention**

- Gender: Male (47%), Female (53%).
- Frequency: daily (9%), at least twice per week (76%), at least once per week (5%).

**Health Communication - edutainment - Preventive Interventions**

**Teachers’ opinion**

- Gender: Male (37%), Female (63%).
- Age: <17 (34%), 17-25 (47%), >25 (19%).
- Experience: 3 years (0%), 4-5 years (25%), >6 years (75%).

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