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Program of Resources, Information and Support for Mothers

PRISM

PRISM Communities' Local Paper Audit

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P R I S M

Aims

During the period Dec 1998-Feb 2001, to investigate coverage in local papers in all 16 PRISM municipalities of:

- mothers
- maternal health issues specifically
- 'PRISM'-type strategies to improve maternal health
- (potentially relevant) general health issues
- community events and activities for mothers
- council policy/action relevant to improving environments for mothers
- 'mother-friendly' business or service activity or support for mothers

Method: (1) sampling

- Not possible to audit all papers over the three years: Dec 98-Feb 2001 (n= 9613 issues)
- Random selection of one week in each of three periods:
  - Early = Feb/Mar/Apr 1999
  - Mid = Jun/Jul/Aug 2000
  - Late = Sep/Oct/Nov 2001
- Plus the week prior to Mother's Day in each of 1999, 2000 and 2001
- Six sample weeks: two in each time period, weeks beginning:
  - 19 Apr and 3 May 1999
  - 26 Jun and 5 May 2000
  - 17 Sep and 7 May 2001

Method: (2) coding

- Coding schedule developed for abstracting data:
  - Content:
    - Mentioned/featured mothers
    - Women's health topic
    - General health topic with potential relevance (incontinence, backache, problems with sex, exhaustion, depression)
    - Maternal health topic (physical/emotional recovery after birth, incontinence, backache, problems with sex, exhaustion, depression)
    - 'PRISM'-type strategies to improve maternal health
    - Services for mothers
    - Parenting issues related to under 5s
    - Policy issues for mothers (and changes in environments)
    - Business activities for mothers
- 10% cross-coding undertaken: problems identified

Sample of papers audited in period Dec98-Feb2002

33
local papers published

Intervention Areas		Comparison Areas
20		**13**
	9613 issues published	
4881		**4732**
	342 issues of local papers in six-week sample period	
29	**57/week**	**28**
	316 issues available & audited	
161		**155**
	79 issues had nothing relevant to code	
41		**38**
	237 issues had items to code	
119		**118**

Questions guiding the analysis (1)

Did the PRISM intervention make an impact on the number of articles/items in local papers that:

- mentioned mothers?
- dealt with a potentially relevant general health issue (eg backache) and related it to mothers?
- dealt with a women's health issue and related it to mothers?
- dealt specifically with maternal health issues?

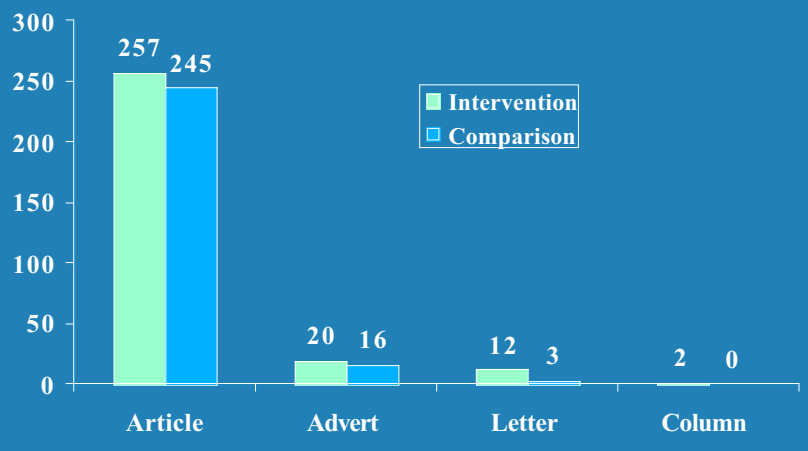
Questions guiding the analysis (2)

Did the PRISM intervention make an impact on:

- the type of information/advice included in articles about mothers (eg mentioned 'PRISM' type strategies to promote maternal health)?
- the Mother's Day messages in local business advertising in the week leading up to Mothers' Day?

Did the impact of PRISM change over time?

Item types



Item content results

[316 issues audited: 161 (I) and 155 (C)]

- 383 items on mothers
  - 196 (I) vs 187 (C): mean no.per issue = 1.2 (I) vs 1.2 (C)
- 241 on 'parenting issues'
  - 141 (I) vs 100 (C): mean no.per issue = .87 (I) vs .65 (C)
- 79 on services for mothers
  - 44 (I) vs 35 (C): mean no.per issues = .27 (I) vs .26 (C)

Item content

- 30 on business activity
  - 18 (I) vs 12 (C): mean no. per issue = .11 (I) vs .08 (C)
- 11 on changes to physical environments
  - 6 (I) vs 5 (C): mean no. per issue = .04 (I) vs .03 (C)
- 4 on health professional activities re mothers
  - 4(I) vs 0 (C): mean no.per issue = .03 (I) vs 0 (C)
- 3 on council policy issues (2 vs 1)
  - 2 (I) vs 1(C): mean no. per issue = .01 (I) vs .006 (C)

Women's health

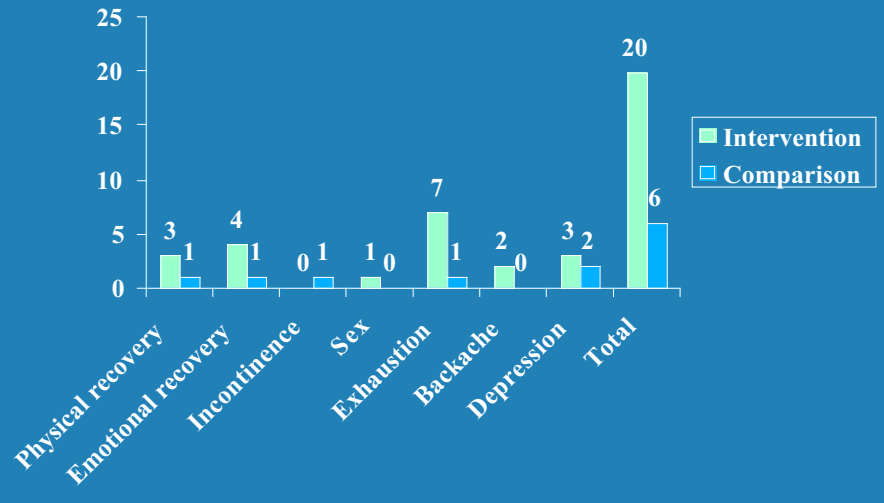
- 71 items coded: 31 (I) vs 40 (C)
  - Mean no.per issues = .19 (I) vs .26 (C)
- 11 of these related the health issue to mothers: 8 (I) vs 3 (C)
- 2 of the 8 (I) items also mentioned 'PRISM'-type strategies for mothers, none of the 3 (C) items did so

General health issues

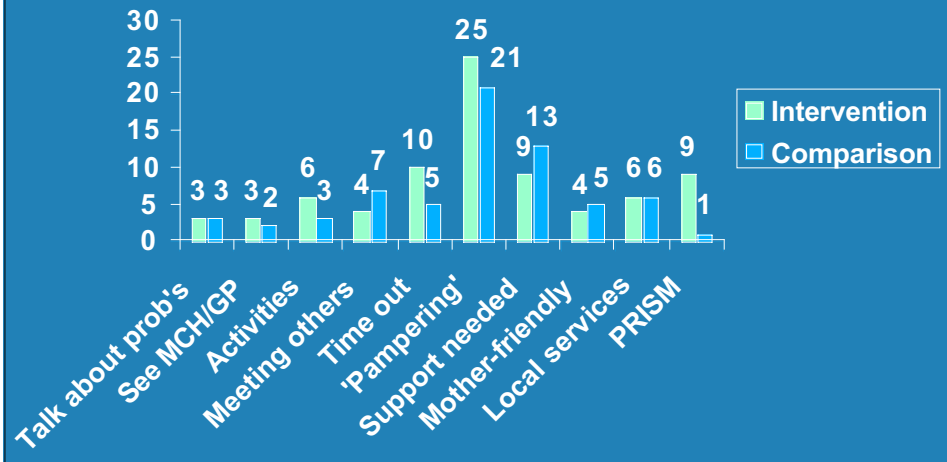
[exhaustion; incontinence; sex; backache; depression]

- Only 7 items coded (4 Int, 3 Comp)
- Only one of these related the issue to mothers (Int-area)
- Topic was exhaustion/sleeping problems

Maternal health issues



'PRISM'-type strategies



92 items mentioned one or more 'PRISM'-type strategies: 50 (I) 42 (C)

Mother's Day advertisements

	Intervention	Comparison
Number of issues audited	83	74
Number of ads coded	965	895
Mean no.of ads per issue	11.6	12.1

'Messages' in Mother's Day ads

	Intervention- 83 issues Mean/issue (n)	Comparison- 74 issues Mean/issue (n)
Ads without message	6.08 (511)	5.60 (414)
Ads with positive affirmation of mothers	2.29 (190)	2.78 (206)
Ads with 'PRISM'-type message (eg time out)	.81 (67)	.78 (58)
Ads offering discounts/ free gifts	3.86 (320)	4.07 (301)

Impact of PRISM over time: number of issues audited

	Intervention	Comparison
Early	51	48
Mid	56	54
Late	54	53
TOTAL	161	155

Impact of PRISM over time: outcomes

- Sensible analysis of changes over time mostly precluded by small numbers of items coded for different content areas
- Few discernible differences
- Two examples:

- Mean no. of items about mothers per issue:

	Intervention	Comparison
Early	1.65	1.23
Mid	1.08	1.17
Late	1.02	1.23

Impact of PRISM over time

- Mean no. of items per issue with specific 'PRISM'-type maternal health strategies:

	Intervention	Comparison
Early	.35 (18)	.19 (9)
Mid	.36 (20)	.44 (24)
Late	.22 (12)	.17 (9)

Conclusions

- No shifts in coverage of mothers discerned between intervention and comparison areas
- Coverage of maternal health issues, was very minimal in local papers generally: very small increase seen in coverage in PRISM intervention areas
- No impact of PRISM on Mother's Day advertising by local businesses