

ABSTRACT

Objective: Health communication is a key component in addressing disease prevention messages. Print mass media alongside health communication has the potential to shape a society's attitudes, beliefs and behaviours. The objective of this research is to assess three lifestyle pamphlets and determine if communication of message was effective and behaviour change motivated.

Methods: A convenient sample of sixty-four participants from east Trinidad partook in the pilot study during February 2009. A pamphlet administered with a questionnaire-included demographics, attitudes, confidence before and after and willingness to change after reading the pamphlet. A content analysis of considering accuracy, reliability, evidence-base, coverage, tone, repetition, availability and understandability was conducted.

Results: Most participants found the overall presentation just average. However, more than 64% felt that the pamphlets were unattractive. A paired T-test was used to analyze the before and after effect of confidence to change. Results show 50% of participants' experienced negative confidence after reading the pamphlet. Findings indicate significant relations between the particular pamphlet read and changes that were pledged. The most common pledge was the addition of physical activity into one's routine.

Conclusion Transference of knowledge was successful. However, majority of participants were worse off after reading the pamphlet in confidence and in motivation to make healthier lifestyle changes. Implications from this study surround the plausibility that nutrition lifestyle pamphlets are not effective in motivating lifestyle behaviour changes. This study suggests that portrayals of prevention of lifestyle diseases pamphlets need to be revisited including a behavioral skills component to become effective.