

Table 3 Top ten priority health issues, main target groups and education media recommended by the health officials group (n = 52)

Health issue & suggested target groups	No.	%	Recommended education medium	No.	%
<i>Personal hygiene, sanitation & environmental health (n = 29; 55.8%)</i>					
General public	19	65.5	Television	16	55.1
			Radio	13	44.8
Youth	12	41.4	Television	7	24.1
			Youth/sport clubs	6	20.7
<i>Immunization (n = 23; 44.2%)</i>					
Parents/patrons	11	47.8	Television	7	30.4
			Booklets/leaflets	6	26.1
Schoolchildren	11	47.8	Television & school curricula	8	34.8
<i>Healthy food & proper nutrition (n = 20; 38.5%)</i>					
All public groups	13	65.0	Television	12	60.0
			Radio	10	50.0
Schoolchildren/students	10	50.0	School curricula	7	35.0
			Teachers	4	20.0
<i>Child health (n = 19; 36.5%)</i>					
Parents/mothers	19	100	Television	18	94.7
			Radio	12	63.2
Schoolchildren	7	36.8	School curricula	4	21.1
			Television	3	15.8
<i>Maternal health (n = 19; 36.5%)</i>					
Female youth	9	47.4	Television & booklets/leaflets	5	26.3
Mothers	7	36.8	Television & radio	7	36.8
<i>HIV/AIDS control (n = 17; 32.7%)</i>					
Youth	14	82.4	Television	12	70.6
			Radio & youth/sports clubs	9	52.9
Adult students	7	41.2	School curricula	7	41.2
			Television	6	35.3
All public groups	7	41.2	Television	7	41.2
			Radio	5	5.9
<i>Accident prevention (n = 17; 32.7%)</i>					
Youth	9	52.9	Television & lectures/seminars	5	29.4
All public groups	7	41.2	Television	5	29.4
			Radio	3	17.7

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