

**SMALL GRANTS RESEARCH COMPETITION TO SUPPORT RATIFICATION,
IMPLEMENTATION AND/OR ENFORCEMENT OF THE FRAMEWORK CONVENTION ON
TOBACCO CONTROL (FCTC)**

INTERIM PROGRESS REPORT

COVER PAGE

PROJECT TITLE: Facilitating FCTC Implementation through Media Personnel Support

FILE #: 1000-024-133

RESEARCH INSTITUTION(S): Programme for Appropriate Technology in Health (PATH
Canada)

LOCATION OF STUDY: Hanoi, Vietnam

TOTAL BUDGET: 9,830 CAD

TIME PERIOD COVERED BY THIS REPORT: November 2005 – May 2006

PROJECT'S SCHEDULED COMPLETION DATE: November 15, 2006

DATE REPORT SUBMITTED TO RITC: May 15, 2006

REPORT PREPARED BY: Tran Thi Kieu Thanh Ha - Media Officer, PATH Canada, Vietnam.

Project's Overall Purpose

The overall objective of this project is to facilitate implementation of FCTC policies and programs through identification of ways in which to strengthen media support of tobacco control.

Achievement Towards Objectives

1. Set up a research team:

A team of two researchers was set up in November 2005, including a Media Officer from PATH Canada and a young researcher from the Faculty of Journalism of the University of Social Sciences and Humanities. The team contacted with students of the Faculty of Journalism for assistance in conducting the semi-structured survey. PATH Canada also signed a contract with a person from a press service to select pieces of news and articles relating to tobacco in newspapers to serve our media surveillance work.

2. Research design:

Study population and sampling:

For media surveillance: Twenty most important and most exposed newspapers was selected based on the information on the number of copies per issue given by the Faculty of Journalism and following the advice from the Deputy Head of the Press Department under the Communist Party's Central Committee on Culture and Ideology. TV, radios and news websites were not included as the surveillance of these types of media would be technically complicated and too costly for project.

For in-depth interviews and semi-structured survey: Initially, only the journalists from the newspapers selected for media surveillance were aimed. However, during the process of sampling, the research team noticed that TV, radio and websites also made an important effect to the public opinion. Interviewing with journalists from radio and television stations and websites would give more comprehensive overview of the knowledge and attitude of media personnel towards tobacco control and, then, to identify the ways to strengthen support to tobacco control from the media personnel in general, not limited to journalists from newspapers only.

As a result, twenty editors-in-chief, deputy editors-in-chief, chiefs of news rooms were contacted by the team to conduct the in-depth interviews. Sixty reporters including 20 health reporters, 20 economic reporters and 20 entertainment and social reporters were also invited for the interviews under the semi-structured survey. These journalists were from 40 important newspapers, radio stations, TV stations and news websites as suggested by the Faculty of Journalism.

Questionnaire design:

Questionnaires for the in-depth interviews and semi-structured survey were developed with consultancy from the technical advisor. The two questionnaires were tested and revised by mid-January 2006.

3. Data collection:

Media surveillance: A media surveillance database of tobacco relating articles was

developed, coded, classified as "pro", "anti" or "neutral", and categorised by topics in English, using the MS Access software. Update to the database has been being conducted on a daily basis and will be finished by August 2006.

In-depth interviews: The two researchers made in-depth interview with twenty leading journalists in Hanoi in February, 2006. These interviews were recorded into tapes.

Quantitative survey: Training was conducted for six students from the Faculty of Journalism of the University of Social Sciences and Humanities in early February 2006 to introduce the questionnaire and the guideline of conducting the interviews. The students then conducted the interviews to the selected reporters.

4. Data entry and analysis:

Data collected from the semi-structure survey were coded, entered to the computer and cleaned in March. Right after that, the data analysis was performed using the SPSS software. At the same time, the in-depth interviews were transcribed for a qualitative analysis.

A report on the findings of survey and in-depth interviews has been drafted and it is being revised.

Dissemination

As the report of the findings has just been finished, no dissemination activity was performed during the period. It is expected to take place in the next stage.

Capacity Building

The research was conducted by the media officer of PATH Canada and the researcher from the Journalism Faculty under frequent consultancy with tobacco control program manager of PATH Canada, where the technical advices and instructions had been provided. As a result, they have learnt and improved their skills in sampling; developing questionnaires; conducting interview; analysing data and writing report. The young researcher from the Faculty of Journalism of the University of Social Sciences and Humanities gained knowledge on the Framework Convention on Tobacco control (FCTC) and tobacco control work in Vietnam. Through the interviews under the research, the two researchers also developed close relations with many media personnel. This will be very helpful for their future work.

Involvement of Key Stakeholders

The Deputy head of the Press Department under the Communist Party's Central Committee on Culture and Ideology gave advice on current important newspapers, news websites in the country. The Faculty of Journalism of University of Social Sciences and Humanities provided the information on the number of copies per issue of newspaper. This helped the research team in identifying the most important and exposed newspapers for the research.

Contact with Other Researchers

The media officer of PATH Canada Vietnam attended Workshop "Research for Action on the FCTC" held in Ottawa in October 2005. The workshop gave her opportunities for meeting other researchers from the first and second small grant rounds to discuss about doing

collaborative work, and sharing and documenting information, good models, and success stories of implementing their projects. At the sub-workshop “*The “what”, “why” and “how” of Qualitative Research*”, the media officer received a lot of contributions to designing questionnaires for her research from other participants.

As the technical advisor to the project was the fund recipient of the first round, she provided helpful experience to the implementation of the project.

Project Management

The project has been implemented in line with the time schedule and is expected to be completed on time. There was no hindrance in terms of human resources or budget.

It should be noted that the media surveillance of tobacco relating articles and pieces of news started in August 2005, right after PATH Canada Vietnam received a notification of the grant from RITC. It was 2.5 months earlier than the signed commencement of the project. This is to ensure that by August 2006, the one-year media surveillance will be completed and ready for analysis in September 2006. No expense was charged to the project before signing. This work had been able to be carried out because PATH Canada Vietnam has a media officer working permanently on its programs including tobacco control and a strong network developed with media before the project implementation.

Work to be Done

The next stage of the project will be focused on daily updating to the media surveillance database, dissemination of the findings of in-depth interviews and semi-structure survey, analysing the database and preparing final technical and financial reports.

Regarding the dissemination plan, PATH Canada is expected to use the findings of in-depth interviews and semi-structured survey to develop appropriate training materials that meet the gaps in information and knowledge of media. These materials will be used for two training workshop for media personnel held in the two big cities of Hanoi and Ho Chi Minh city under a grant by the International Union Against Cancer funded by the American Cancer Society and Cancer Research UK.

The report with recommendation on how to strengthen media support for tobacco control to ensure successful implementation and enforcement of FCTC will be sent to the Faculty of Journalism (University of Social Sciences and Humanities), Press Department of the Communist Party Central Commission for Ideology and Culture, Vietnam Committee on Smoking and Health. A fact sheet on the findings of the project will also be disseminated to tobacco control advocates and media personnel.

Timeline for the future activities of the project is as followed:

	Activities	May	Jun	Jul	Aug	Se p	Oct	Nov 15
1.	Update to media surveillance database	X	X	X	X			
2.	Analysis the database					X		
3.	Develop training materials and organise media training workshops	X	X					
4.	Translate the finding report into English					X		

5.	Preparing technical and financial report						X	X
6.	Dissemination						X	X