

Review Article

Investing in Women's Health in Pakistan- Role of Mass MediaAyesha¹, Rukiya Tariq², Amna Javed³, Muhammad Ikram⁴*Shaikh Zayed Hospital Lahore⁻¹⁻⁴***Abstract**

A variety of audiences are simultaneously targeted via the mass media platform (Internet, publications, TV shows, music videos, movies, and video games) in order to convey consistent messages and raise awareness of women's health. Based on the influence of mass media on women's health, the research used a scoping review that included all articles published in the MEDLINE, Web of Science, PubMed, and Google Scholar databases. Media encourages women to voice their opinions, perceptions, and resistance to social pressures as well as provide information on sexual and reproductive health, including contraception, planned and unplanned pregnancies, abortions, STDs, and HIV/AIDS. However, media also promotes socialization and the visualization of sexually explicit genres like operas, video games, and music videos.

Key words: women, health, hospitals, invest, mass media

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Introduction

Mass media platform (Internet, magazines, TV programs, music videos, movies and video games) targets diverse audiences concurrently to disseminate uniform messages, create awareness and knowledge on women's health, disease prevention and its management facilities through commercial advertisements and by community promotional health programs on mass media to popularize optimistic ideas that will not only empower women's

Behavior but also persuade their attitudes to improve quality of life.

The research article aims to highlight role of mass media in awareness about women's health and social media exploitation in Pakistan.

Methodology

The research adopted scoping review consisting of all studies published in MEDLINE, Web of Science, Pub med and Google scholar databases; based on role of

mass media in women health. The research scrutinized all unique publications relevant to our title; thus, reaped 27 eligible studies conducted in Pakistan; whereas, researches published in any other country except Pakistan were excluded (Figure 1).

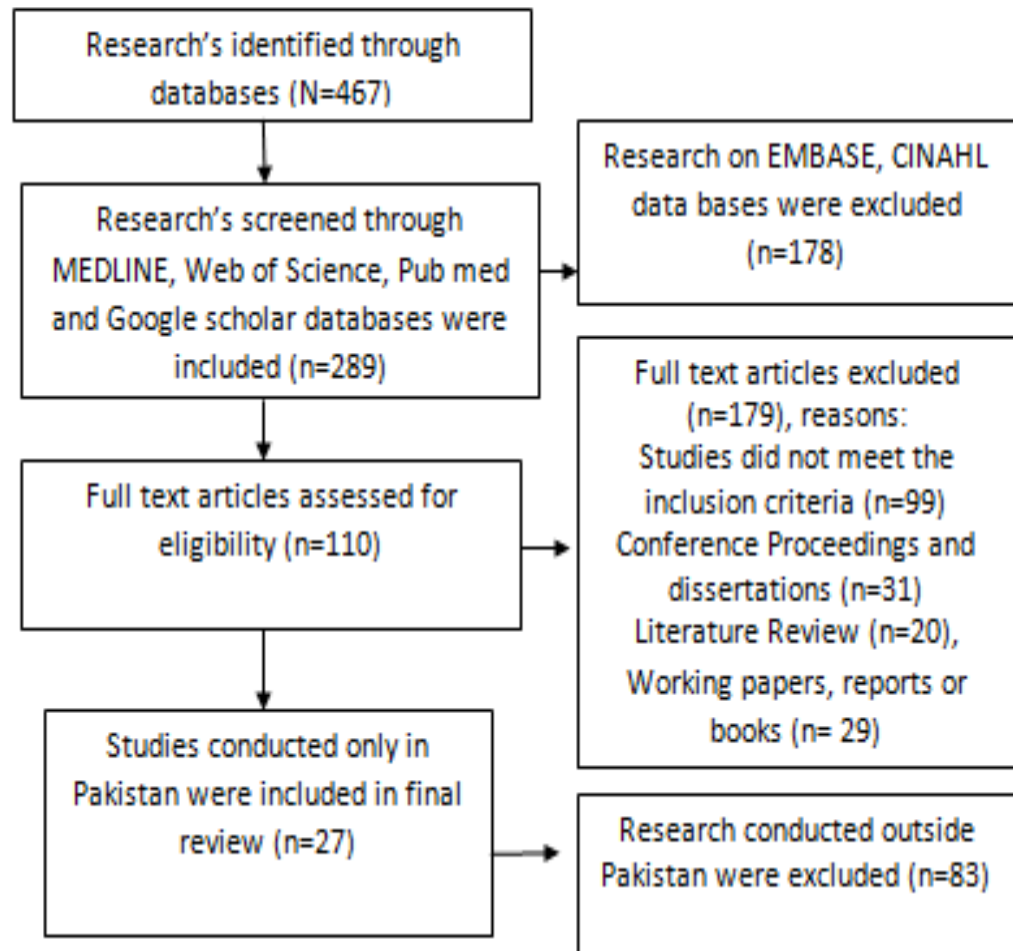


Figure 1: Flow diagram representing scoping review of the research and study selection process

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Author, year, country of study	Study population	Study design	Conclusion
Family planning			
Mustafa et al. (2008), Pakistan [1]	100 rural women between the ages 15-45	Cross-sectional observational study	81%, 64% and 53% women had awareness about family planning methods, got information from media and were using some method of contraception's respectively.
Khawaja et al. (2004), Pakistan [2]	204 married women between 26-40 years of age	Quantitative study	68% women had awareness about contraception and the main source of information was TV and relatives i.e. 26% and 24%.
Sexually Transmitted Diseases			
Aijaz et al. (2020), Pakistan [3]	413 young urban adults of 18 to 35 years of age	Descriptive Cross-sectional study	83% respondents had not heard about sexually transmitted diseases, 56.4% had knowledge about its transmission and complications, whereas 44% respondents got information about this disease from mass media.
Nasir et al. (2016), Pakistan [4]	50 Female Sex Workers (FSWs)	Convenient sampling	58% and 80% of the respondents had heard about HIV/AIDS and STDs respectively whereas, 74% FSWs had access to mass media ; but overall comprehensive knowledge towards HIV/AIDS transmission was low (34%).
Breast cancer and its screening			
Naqvi et al. (2018), Pakistan [5]	1,304 women aged above 18 years	Cross-sectional study	94.2%, 50.2%, 55.2% and 52.8% respondents had awareness about breast cancer, mammography, breast cancer screening techniques and know about its treatment respectively. 62% undergo physical breast self examination, whereas, 34.4% respondents seek information from internet and electronic media.
Sobani et al. (2012), Pakistan [6]	418 female attendants between the ages of 18 to 70 years	Cross sectional, questionnaire based study	35.4% women had heard about mammography as a screening tool for breast cancer and the main source of disseminating knowledge about breast cancer awareness is TV i.e. 27% and health care professionals i.e. 23% and 70 % respondents felt that media play a vital role in creating awareness about breast cancer.
Cervical cancer and its screening			
Riaz et al. (2020), Pakistan [7]	388 females aged between 17-65 years	Cross-sectional, questionnaire-based study	51.3%, 34.3% and 40.2% women had awareness about cervical cancer, its screening technique i.e. Pap smear test and HPV vaccination as prophylaxis respectively; but the overall practice of cervical screening and prevention was found very low i.e. 2.1% and 1.8% respectively. The study concluded the need for mass education through health care professionals and media that promotes early detection of lesions and prophylaxis against this deadly disease.
Khan et al. (2014), Pakistan [8]	873 women were interviewed	Cross-sectional, interview based survey	70.1, 8.5%, 7%, 5.2% and 4.3% had no awareness about cervical cancer, knew about cancer, knowledge that HPV as a causative agent, identified Pap smear test as diagnostic measure and were vaccinated against cervical cancer respectively. Low awareness of cervical cancer was found and a need for an active campaign by media was required to create awareness and introduce measures for its prevention.
Social exploitation			
Habiba et al. (2018), Pakistan [9]	323 youngsters between the age of 21-24	Cross-sectional study	56.6% participants said social networking sites promote online harassment, 68.9% and 72.3% websites promote deviance among youth and abusive languages respectively. The study findings revealed that children, young adults and women should be well aware with the consequences of negative use of social networking websites especially when it comes to photo sharing and personal information on internet.
Magsi et al. (2017), Pakistan [10]	120 female students	Qualitative study	Among all the internet users; 65% of the youth between 18 to 29 years of age and women were unsafe and liable to domestic violence, cyber harassment, bullying, stalking, blackmailing and extortions.

Fig 2: Out of 27 researches; 10 most important studies were discussed in Table

Conclusion

Media bids women to express their views, perceptions, resistance on societal constraints and source of information on reproductive and sexual health regarding contraception and planned/unplanned pregnancy, abortions, STD's and HIV/AIDS; but increase socialization, visualization of sexually leaning genres such as operas, video games and music videos and fictional metaphors as veracity generates inappropriate attitudes towards serotypes, new relationships goals, masturbation, extra- marital activities, cyber bullying, humiliation, harassment, peer relationships, pornography, violence, sexting, social rejection, domestic violence, physical torture or rape and depression among women. It is important to develop content, stories and messages that will engage community towards positive knowledge on individual's health and suggestions on how to handle social media exploitations. In this way we can improve the quality of women's life and empower women to combat health issues.

References

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