



**There can be no real growth without healthy populations. No sustainable development without tackling disease and malnutrition. No international security without assisting crisis-ridden countries. And no hope for the spread of freedom, democracy and human dignity unless we treat health as a basic human right.”**

GRO BRUNDTLAND, DIRECTOR-GENERAL, WORLD HEALTH ORGANIZATION 1998-2003



# Media and Global Health From Information to Action



**P**UBLIC HEALTH is a crucial priority on the global development aid agenda. Nations trying to manage new epidemics amid existing disease and malnutrition burdens face challenges to their own development, which, in turn, have an impact on global development.

Internews believes local media is an under-utilized tool in public health strategies. Establishing, supporting, and enhancing local information platforms can contribute significantly to health-seeking behavior and community mobilization around health issues.

Internews' goal when it comes to global health is simple: to ensure free, easy access to quality health information so that individuals, communities, and governments can make informed decisions to protect, improve, and save lives.

A nurse prepares medication for a child at the MSF clinic in Dagahaley refugee camp in Dadaab, on the Somali border. A 2011 assessment led by Internews found that 63% of refugees in Dadaab need more information about health treatment and advice.

MEREDITH KOHUT  
INTERNEWS



**We need doctors and nurses to provide treatment, but when it comes to HIV prevention, more lives will be saved by journalists, clergy, teachers and politicians.”**

PETER PIOT, EXECUTIVE DIRECTOR, UNAIDS



**We cannot simply confront individual preventable illnesses in isolation. The world is interconnected, and that demands an integrated approach to global health.”**

US PRESIDENT BARAK OBAMA, REQUESTING FROM CONGRESS \$63 MILLION OVER 6 YEARS FOR THE GLOBAL HEALTH INITIATIVE, 2009

## GLOBAL HEALTH PRIORITIES & ACCESS TO INFORMATION

Global development assistance for health has grown 375% since 1990, reaching \$26.87 billion in 2010.<sup>1</sup> Yet progress towards the Millennium Development Goals has been uneven and most of are off-target to reach 2015 deadlines.

While funding for AIDS has fallen by ten percent,<sup>2</sup> the focus on non-communicable diseases, child survival and maternal health is experiencing a rapid

scale-up in resources and political attention. Each year, nearly two million people die of tuberculosis (TB) - a curable disease - and multi-drug resistant TB is rising. Healthcare professionals, policy makers, innovators, and implementers from throughout world are challenging mainstream ideas to take international public health to a new level, to accelerate health outcomes and significantly reduce mortality.

Focusing on the information ecology around people and their health needs is a critical component. Public health policy and health-related attitudes and behavior are greatly influenced by local media coverage. Internews evidence shows that media development interventions can contribute to policy changes and accountability and can mobilize communities towards better health outcomes. ***The media plays a vital role in communicating health information that can help save lives.***

<sup>1</sup> IHME, 2010, Financing Global Health 2010: Development Assistance and Country Spending in Economic Uncertainty' accessed June 10, 2011 at [http://www.healthme tricsevaluation.org/sites/default/files/policy\\_report/2010/FGH\\_2010\\_REPORT\\_FINAL\\_051111.pdf](http://www.healthme tricsevaluation.org/sites/default/files/policy_report/2010/FGH_2010_REPORT_FINAL_051111.pdf)

<sup>2</sup> UNAIDS and Kaiser Foundation (2011) Financing the Response to AIDS in Low- and Middle Income Countries: International Assistance from Donor Governments in 2010.



Since its widespread re-emergence in 2003 and 2004, avian influenza has spread from Asia to Europe and Africa and has become entrenched in poultry in some countries. Internews believes responsible and accurate media coverage has a critical role in informing people about risks and how to prevent human infection. HOREA SALAJAN/INTERNEWS

## FUNDAMENTALS

### Internews Health Journalism

- Engage editors and media managers.
- Establish strong relationships with Ministries of Health.
- Build connections with journalists who cover health.
- Address journalists by skill levels and media.
- Take a participatory approach to training.
- Limit the number of trainees in workshops.
- Create structured incentive programs.
- Provide media relations training for health agencies.
- Build and support Media Resource Centers, which feature studios and equipment, internet, contacts database, editorial support
- Integrate digital tools, social media, online and offline platforms
- Offer long-term mentoring

## INTERNEWS METHODOLOGY: BUILDING LOCAL MEDIA CAPACITY

Development investments in the media have traditionally relied on paid messaging and serialized dramas to convey health information. Social and Behavior Change Communication (SBCC) approaches use media as a conduit, rather than a partner, underwriting PSAs and other targeted health advertising. The visibility and impact of these approaches is short-lived and dependent on sponsorship. Furthermore, messages that are part of campaigns can risk alienating their target audiences.<sup>3</sup>

Little has been done within the public health framework to develop capacity of local media professionals to report on health in an informed and appropriate manner. However, mass media is a critical facilitator and amplifier for these health communication campaigns. Trained journalists in the news media will

continue to produce accurate and compelling content throughout their career; investing in journalists has lasting results. UNAIDS has found the media can play a role in stimulating and leading frank discussions with a diversity of views, challenging stigma, countering discrimination, and prompting policy action.<sup>4</sup> The investment in informed, accurate, engaging public information on radio, television and in print brings sustainable returns, far beyond that of messaging campaigns.

<sup>4</sup> UNAIDS (2005) Getting the Message Across: The Mass Media and the Response to AIDS



Ethiopian television crew filming during a site visit in Addis Ababa for a story about HIV and stigma.

DOLPHINE EMALI/INTERNEWS

<sup>3</sup> de Waal, A (2006) Aids and Power: Why There is No Political Crisis – Yet, London: Zed Books

## HEALTH SAVINGS

### Tamil Nadu, India

A cost analysis of Internews project outcomes in Tamil Nadu, India estimated the value of media coverage based on rates that a USAID-funded project paid for placing health messages in the same local media as journalists trained by Internews. The analysis assumed the trained journalists would otherwise not have produced HIV-related stories, and that SBCC programming and independent media output have similar accuracy of information and impact.

The cost of the Internews program in the first year was \$591,363. This amounts to more than \$8,000 per journalist trained. It would have cost \$1,947,818 to purchase that amount of air time and print space for a traditional SBCC intervention. Internews training and related activities had a return on investment of 328%.

TABLE 1

### Revenue savings from media coverage on HIV/AIDS generated by Local Voices trainees,

India April 2007-March 2008<sup>1</sup>

Medium	Amount	USD EQUIVALENT VALUE
Radio	4317 minutes	38,027
Television	352 minutes	1,684
Print	112,197 sq cm	1,908,107
<b>TOTAL</b>		<b>\$1,947,818</b>

<sup>1</sup> Analysis by Dr. Indrani Gupta, Professor, Institute of Economic Growth, New Delhi



Women in South Sudan take photographs on their cell phones during the Independence Day Celebration on July 9, 2011. Even in resource poor environments, the sharing of news and information through digital technologies is rapidly expanding. SAMUEL MURAYA/INTERNEWS

## INFORMATION INNOVATION: INTEGRATION OF TRADITIONAL AND NEW MEDIA

Even in some of the most remote and resource-poor environments, the information technology revolution is unfolding, leading to dramatic changes in the way people use, produce and share information. Internews is at the forefront of forging collaborations between local providers and local media to create vibrant, effective, integrated systems of two-way communication.

M-health initiatives, the use of mobile phones and other new technologies to improve public health systems and services, represent one of the most rapidly growing frontiers in innovation, particularly in the developing world.

In some contexts, traditional media remains the most effective mode of communication, from local language, community media to national, state-run radio and television services. Increasingly, a combination of new and old is the most effective mechanism to share health information.

To provide information people can act on, journalists must be able to identify good quality research, tell a good story, entertain, educate and engage their audiences. And in order for audiences to engage they

must have the tools, access and interest.

New media offers unprecedented opportunity for people, no matter where they are living, **to interact, engage and communicate** through their local media. With this in mind, Internews established The Internews Center for Innovation and Learning to identify, harness and integrate digital technologies to better meet the information needs of communities around the world.

This initiative is advancing Internews' global health strategy, for example by training community members to report on human trafficking through an SMS helpline in Ghana, supporting web-based platforms to link pregnant women in Belarus, and creating digital data initiatives for health journalists in Kenya.



**The speed of new players and new technology entering the field of development is rapidly changing. Internews has deep experience applying cutting-edge media tools and is extremely forward-thinking in sharing these solutions broadly."**

BOB BOORSTIN, DIRECTOR OF CORPORATE AND POLICY COMMUNICATIONS, GOOGLE

# INTERNEWS, MEDIA AND HEALTH: AROUND THE WORLD



You can protect yourself from cholera by following all the hygiene rules such as: not drinking water that is not treated, not relieving yourself in indiscriminate locations, keeping food protected from contamination by flies and insects, not eating food that is not fully cooked.”

RURAL MALE FOCUS GROUP, CAP-HAITIEN, HAITI, REPORTING WHAT HE LEARNED ON BY LISTENING TO THE INTERNEWS RADIO PROGRAM ENDK.

Internews research found 81% of Haitians surveyed said radio is the news source in which they have the most confidence. BENOIT CASSEGRAIN/ROSEMOND LORAMUS/INTERNEWS

## HAITI

### Innovative research and radio provides lifesaving health information

Internews' daily radio program *Enfomasyon Nou Dwe Konnen* (ENDK, or "News You Can Use") was launched in the days after a 7.0 magnitude earthquake struck Haiti in 2010, and today the program reaches up to 70% of the Haitian population through approximately 40 radio station partners. This humanitarian media program reports critical information including public health advisories, shelter, relief and rebuilding efforts and education. In producing ENDK, Internews relies on extensive research to ensure the programming provides the information people need, conducting interviews with more than 11,000 Haitians. In addition, the research team analyzes an average of 50-100 SMS texts sent to ENDK daily. The research shows that health information is by far the most frequently requested topic of information, and that the programming on ENDK has influenced positive health-seeking behavior: 100% of listeners in focus groups are able to identify specific pieces of information they

have integrated into their daily lives, such as how to prevent malaria by using a mosquito net and getting rid of standing water..

The cholera epidemic that hit Haiti after the earthquake meant communities needed rapid access to critical information to protect their lives. A communications campaign, developed by the Haitian health ministry with support from the World Health Organization, UNICEF and the coordination platform CDAC (Communicating with Disaster Affected Communities), consisted of specialized radio and television programs, SMS messages, billboards, and PSAs. Internews' innovative research team was hired to survey more than 1,800 people. The study indicated that most people who received information about cholera changed their behavior with regard to using treated drinking water and washing their hands regularly: in rural areas the percentage of people who started treating their water jumped from 25.8% before the communication campaign to 80.2% after.

As for where Haitians access information about cholera, radio topped the list with 88.3% of respondents saying they used radio most often. "The most important source for us is the radio, because the information is broadcast in Creole and it is very easy to understand," said a focus group participant from a camp in Leogane.

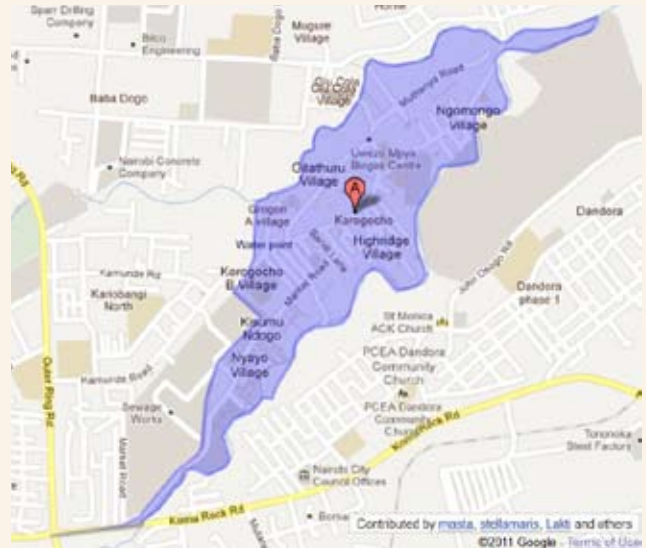
## KENYA

# Digital advances open access to health information for journalists

The pioneering **Voices in Health** project funded by USAID provides technical and resource support to the local broadcast, print and online health journalism community. Thematic areas include HIV, family planning, reproductive health, child survival, and related issues. This project hosts **The Write Spot**, a busy and vibrant media hub in Nairobi with production facilities, and online and interactive tools and multi-media resources for journalists to use, free of charge, regardless of their media affiliation or employer.

Internews Kenya has been refocusing its health work in a digital space in recognition of Kenya's position at the forefront of technical innovation in East Africa and in support of media trends towards digital production. The project offers an e-learning health journalism platform, designed to equip journalists with the tools for critical, analytical thinking and in-depth research to distinguish themselves as public health journalism specialists.

A further example of the blend of new and traditional media followed the Kenyan Government's Open Data initiative, a world-acclaimed platform for the release of official statistics to the public. A newly established Digital Journalism Center is providing resources and developing tools to enable journalists to access and filter this dense, raw information to identify trends in the health sphere. The Center has already attracted



Internews, in partnership with Google and local community health workers, has made the first detailed map of the slum of Korogocho in Nairobi, one of the largest by population in Africa. The project is designed to improve health care delivery but has also had the added effect of creating a sense of community.



investments and partnerships from the Population Reference Bureau, the World Bank and Nairobi's iHub, an ICT innovation center. Such combined expertise allows trainees access to digital advances which open the scope for identifying novel story ideas. These data driven interpretations are translated into human stories about the health concerns of Kenyans.



**There is a difference between the articles written by graduates of Internews and others. Those who have gone through Internews know how to handle stories; they know how to research and source stories. They know what language to use. Their stories are more relevant, contextualized, informed and ultimately meaningful to audiences and the country."**

DR. NICHOLAS MURAGURI, THE HEAD OF NATIONAL AIDS AND STIS CONTROL PROGRAM (NASCO), MINISTRY OF PUBLIC HEALTH AND SANITATION, KENYA

## Recognition

Dozens of Internews trainees in Kenya have won local and international journalism awards and fellowships. Most recently, Internews trainee Beryl Ooro won the HIV/AIDS reporting award in the prestigious CNN African Journalists Awards 2011.



**This is journalism at its best – which goes beyond the ordinary, to put the spotlight on an issue that has always been there, yet has not been told."**

JUDGES' CITATION, CNN HIV/AIDS REPORTING AWARD

## INTERNATIONAL

### Major global health initiative expands quality coverage of HIV

Internews launched **Local Voices**, a major global initiative funded by USAID and PEPFAR in 2003, which has grown into continuous media interventions in the health space. Initially designed to train journalists in developing countries to improve and expand their coverage of HIV and related issues, the project has evolved to include other health priorities including reproductive and sexual health and malaria.

Internews implemented Local Voices in Kenya, Ethiopia, Nigeria, Côte d'Ivoire and Tamil Nadu, India, while sister organization, Internews Europe, implemented a similar project, **Turnaround Time**, with support from the UK Department for International Development (DFID) in the Mekong region, designing training materials for HIV reporting in Thai, Vietnamese, Burmese and Khmer.

**“Covering the HIV/AIDS epidemic has proved challenging to journalists everywhere, and it’s especially difficult in developing countries that have cash-strapped media outlets, governments that exercise a heavy hand with the press, weak education systems, widespread corruption, shaky infrastructure, and little available information in local languages that is authoritative and current. ... It’s clear that both programs succeeded in teaching reporters how to cover HIV/AIDS more thoughtfully and with more sensitivity. ... At the very best, trainees improved their journalism skills across the board and came to see HIV/AIDS as a rich and complex topic that deserved close, careful attention.”**

TRAINING JOURNALISTS TO REPORT ON HIV/AIDS: EVALUATION OF A GLOBAL PROGRAM<sup>5</sup>

5 Cohen, J, Zivetz, L & Malan, M Training Journalists to Report on HIV/AIDS: Final



**The quality and quantity of stories has improved. Many new audience members have been attracted because of the changes. The programs have reduced discrimination; people are more open and better treated because of the coverage; people with HIV/AIDS are more accepted. We have seen tangible benefits.”**

EDITOR IN THE ETHIOPIAN MEDIA, LOCAL VOICES ETHIOPIA IMPACT ASSESSMENT, 2010



New media offers women in Europe and Central Asia new ways to communicate with and connect with others to talk about health. SVETLANA KIMAYEVA/INTERNEWS

## BELARUS

### NovaMama platform connects pregnant women to information, each other

Internews’ Social Innovation Camp (SICamp-Internews) held in Sarajevo in July 2011 brought together social innovators from the non-profit, media, commercial and public sector and talented software developers and designers from across Europe and Central Asia. The objective was to jumpstart online communities to build effective web-based solutions to real social problems. **NovaMama** was awarded a seed grant to develop their idea: the platform will serve as an online and offline community to help pregnant women and new mothers in Belarus connect with each other, learn about what to expect during pregnancy and afterward, and share advice and support. Belarussian women have very few opportunities to connect with people outside of their family and friend circles to talk about health issues—this platform will give them the opportunity to do so.





Journalists being trained by Internews on avian flu reporting interview a chicken vendor in Ha Tay province, southwest of Vietnam's capital Hanoi.

SONNY INBARAJ/INTERNEWS



Nabeela Aslam interviews a landless villager in Hyderabad, Pakistan for Meri Awaz Suno, a radio program produced by and focused on women, which frequently covered health topics.

INTERNEWS

## SOUTHEAST ASIA

### Journalists learn to report on Avian Flu

Now widespread in many regions of East and Southeast Asia, highly pathogenic bird flu (H5N1) is on the march globally. The spread of the H5N1 virus has prompted fears that a mutation could occur which could cause a potentially deadly influenza pandemic among humans. Internews recognized the importance of responsible health journalism in playing a significant role in informing the public of the risks of avian influenza (AI), and how to prevent human infection. As accurate and focused media coverage could limit the impact of pandemic influenza, Internews developed a journalism training program for Southeast Asia in 2006 to improve the technical skills needed to cover this complex story in a scientifically accurate way. The project, supported by UNICEF and the Government of Japan, provided access to accurate, up-to-date information in local languages and produced a trainer's manual on how to conduct trainings on avian flu reporting.

## PAKISTAN

### Health information amplified through convergence of old and new media tools

In July 2010, monsoon rains caused flash flooding in the northern provinces of Gilgit-Baltistan and Khyber Pakhtunkhwa. The situation quickly deteriorated and devastating floods made their way through the Indus River system to the provinces of Punjab, Sindh and Balochistan. The floods washed away entire villages, causing a level of destruction unprecedented in Pakistan. Nearly 18 million people were affected. In most areas, the water subsided after weeks and people returned to find their homes and farmland damaged, destroyed or completely gone.

Internews' Humanitarian Information Portal (HIP) covers two of the worst-hit provinces, Sindh and Punjab, working with local journalists to produce radio reports for the affected communities to ensure important information about aid and assistance. The informative programs cover health matters such as nutrition, malaria, hygiene and mother/child health, child safety and vulnerable communities. HIP and ensuing health information is provided online, over the radio, shared through listening groups, and accessed via mobile phones through call-in programs and SMS, providing critical health information to populations in need.

## SOUTH SUDAN

### Community radio helps individuals protect their health

Internews has supported the critical role of independent local media through its network of six FM radio stations. By linking the community radio stations with civil society organizations, local and international NGOs and other stakeholders, the stations produce creative, informative broadcasts, call-in shows and interactive programming on a range of development issues including health and education. Recent research<sup>6</sup> shows the Internews community radio network has been instrumental in



A reporter from Mayardit FM, one of five radio stations managed by Internews in Southern Sudan, interviews a woman who has fled the border region of Abyei south to Turalei. [SAMMY MURAYA/INTERNEWS](#)

improving health and sanitation in each of its sites. Almost 90 percent of listeners said Internews programming had promoted health-seeking behaviors which included taking their children for vaccinations, clearing rubbish from their village and water points, washing hands, and using potable water for drinking.

6 De Masi, S 2011, "Light in the Darkness": Internews Radio in southern Sudan and the Three Areas , Impact Assessment, Internews Network

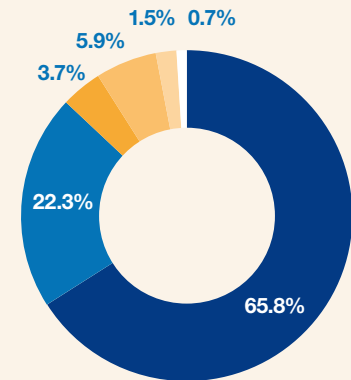
## MOBILIZING COMMUNITIES

In Twic County, Warrap State, South Sudan, between December 2010 and January 2011, a measles outbreak threatened the community. Irish NGO GOAL used Internews radio station Mayardit FM to mobilize parents in the community to take their children for vaccinations and received an overwhelming response. A similar response happened earlier in the year in Blue Nile State through Internews radio station in Kurmuk.

TABLE 2

**As a result of information I hear on the radio, I am better able to make decisions to protect my health and that of my family.**

(Sample: all Internews radio listeners, South Sudan)<sup>1</sup>



1 De Masi, S 2011, "Light in the Darkness": Internews Radio in southern Sudan and the Three Areas , Impact Assessment, Internews Network

- Strongly Agree
- Agree
- Neither
- Disagree
- Strongly disagree
- Don't know



**We used the radio to pass messages on the importance of sanitation and I can tell you that the community now has noticed that the water diseases have decreased because of the use of latrines, so this is a big impact brought by the radio station. If we didn't have the radio station people would never have changed their habits."**

NGO FOCUS GROUP, SOUTHERN KORDOFAN, SUDAN, JAN 2011

## MIDDLE EAST

### Investigations lead to improved health response

Internews has worked with local stations in cooperation with the Ministry of Health in West Bank and with the United Nations in Gaza on a range of public health issues. Internews helped develop a series of Public Service Announcements on a range of major medical issues in Palestine

and Gaza including nutrition to avoid anemia and diabetes, food safety and tips for supporting children suffering from trauma. Internews also supported the local media to produce PSAs and programs about H1N1 flu prevention, focusing on herbal treatments being sold as "swine flu vaccinations." These investigations involved the Ministry of Health and resulted in fines for those involved in the misleading advertising. Internews also supported the local media to investigate counterfeit and expired drugs, a collaboration that led to a nationwide investigation, confiscation of medicines, and arrests of those involved.

## Narrative storytelling and radio challenge health myths

Afghanistan has some of the lowest health indicators in the world, particularly for women. Internews' **Salam Watandar** (Hello Countryman) is a public broadcast service for independent and community radio stations, many of which Internews established or supported as part of a network of more than 40 stations. Internews provides equipment and training to local journalists, so they can produce independent radio content and has established a satellite distribution system for radio programming that reaches a majority of the population. **Jaan-e Joor** (Good Health) is a weekly health show that uses narrative storytelling to recount the story of an unwitting victim of traditional healing practices. The program seeks to expose dangerous medical myths and promote modern medicine and includes health news and information about major medical developments. Since its debut in January 2008, the show has won a large following among doctors and nurses around the country. **Hawa** (Eve) seeks to empower women and is broadcast in Pashtu and Dari, and includes interviews with successful women, reports from the provinces, information about basic health care and advice on a range of gender issues, such as services for victims of domestic violence. **Salam Watandar** has increased its focus on youth with **Generation Hope**, an interactive radio program which includes health issues of interest to Afghan youth.

## Connecting the environment with health issues

Environmental risk factors play a role in more than 80% of the diseases regularly reported by the World Health Organization. Environmental hazards are responsible for as much as a quarter of the total burden of disease world-wide, and more than one-third of the burden among children. At the top of the list are diarrhea, lower respiratory infections, various forms of unintentional injuries and malaria, but there are more than 80 diseases and injuries attributed to environmental hazards. Internews launched the Earth Journalism Network (EJN) in 2004 to empower journalists from developing countries to cover the environment more effectively. EJN has built and/or supports local networks of environmental journalists in roughly a dozen countries, including China, India, Indonesia, Vietnam, East Africa, Brazil, Peru and Mexico.

**“Internews created the Earth Journalism Network not only because the environment has become a greater topic of importance on the global agenda, but its effects on other areas of interest – such as human rights, public health and women’s issues – are becoming increasingly apparent.”**

KATHY CALVIN, CEO, UNITED NATIONS FOUNDATION AND MEMBER, INTERNEWS NETWORK BOARD OF DIRECTORS

## Targeting health policy-makers through media

Health policy helps governments define a vision for the future health of their citizens, and media that understand this can help outline national priorities, inform and educate people, and build consensus. In Nigeria, Internews helped local media target health policymakers and opinion leaders, through tools including workshops, building journalist networks, and broadcasting radio and television debates. Journalists were helped to understand the fundamentals of ethical health reporting and the social, cultural, economic and political dimensions of health in Nigeria. Internews trained and mentored more than 300 journalists from 64 media houses, to produce more than 800 stories. Through this network of journalists and media houses, Internews estimates that at least 40 million Nigerians<sup>7</sup> received life-changing information on HIV/AIDS, and reproductive health through local media sources.



During an assessment in 2010, women in a dressmakers shop in rural Nigeria said they turn to their local radio station for information about a variety of health issues, including HIV and family planning. MELITA DENNETT/INTERNEWS

<sup>7</sup> Estimates based on reported audience reach of the Federal Radio Corporation of Nigeria – FRCN



# Whatever concerns health is of real public interest.”

ILYA MECHNIKOV, CO-WINNER, NOBEL PRIZE FOR MEDICINE FOR WORK ON IMMUNITY, 1908



Health workers visit communities in Haiti after the earthquake in 2010 to pass information about vital health issues. BRITISH RED CROSS

## ABOUT INTERNEWS

Internews is an international media development organization whose mission is to empower local media worldwide to give people the news and information they need, the ability to connect, and the means to make their voices heard.

Through our programs, we improve the reach, quality, and sustainability of local media, enabling them to better serve the information needs of their communities.

Formed in 1982, Internews is a 501(c)(3) organization headquartered in California. Internews has worked in more than 70 countries, and currently has offices in Africa, Asia, Europe, the Middle East, and North America.

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**COVER PHOTO** A grandmother cares for one of many of her orphaned grandchildren in rural southwestern Kenya. Diseases such as HIV/AIDS and TB have left an entire generation of children to be raised by elderly relatives. The media can play a vital role in preventing disease and informing communities about health behaviors.

DEBORAH ENSOR/INTERNEWS