

**This document is downloaded from DR-NTU (<https://dr.ntu.edu.sg>)
Nanyang Technological University, Singapore.**

AMIC-WHO-UNESCO-IPDC Roundtable on Health
and the Mass Media : a Partnership in the Public
Interest, Colombo, Sep 11-13, 1985 : [contents]

1985

<https://hdl.handle.net/10356/92064>

Downloaded on 08 Aug 2022 12:51:06 SGT

11-13-85

**AMIC-WHO-UNESCO-IPDC
ROUNDTABLE ON
HEALTH AND THE MASS MEDIA :
A PARTNERSHIP
IN THE PUBLIC INTEREST,
COLOMBO,
SEP 11-13, 1985**

015520

613:659.3(54) AMIC

AMIC WHO UNESCO IPDC Rountable on Health and the Mass Media : a Partnership in the Public Interest, Colombo, Sep 11-13, 1985 . - Singapore : Asian Mass Communication Research & Information Centre, 1985.

1v (various pagings)

The seminar looked at the lack of adequate cooperation between the health and media sectors, both of which functioned in the public interest and made suggestions for improved activity. It recommended that Health Ministries should establish permanent focal points devoted to mass media relations and communications and similarly print and broadcast media should designate permanent focal points for coverage of health-related subjects.

CONTENTS

1. Programme & List Of Participants. 12p
2. Background Paper. 13p
3. Welcome Address. By Jack Ling. 4p
4. Message. By Amadou Mahtar M'Bow. 2p
5. Welcome Address. By Vijay Menon. 2p
6. Inaugural Address. By R Premadasa. 4p
7. The Role Of Media In The Implementation Of Health Policies. By Basharat Jazbi. 8p
8. Role Of Media In Promoting Public Health And Nutrition In South Asian Countries. By O P Kejariwal. 6p
9. Health And Media : An Indian Experience. By V K Sharma. 8p
10. Promotion Of Health Awareness In Maldives : Constraints Faced And Suggestions For Future Action. By M Waheed, Husna Raze. 6p
11. Health And Media In Nepal. By Shreebatsa Prasad Shrestha. 4p
12. Status Report On Use Of Mass Media For Public Health Education In Pakistan. By S H Rizvi. 13p
13. The Press And Health Promotion In Bangladesh. By A B M Musa. 3p
14. The Press And Health Promotion In India. By Parayil Unnikrishnan. 5p
15. Catalyst To Health Education Through Mass Media. By Jane Swamy. 4p
16. The Press And Health Promotion In Nepal. By R S Bista. 7p

17. Broadcasting And Health Promotion In Pakistan. By K G Murtaza. 9p
18. Print Media And Health Promotion In Pakistan. By Jalil Ahmed. 15p
19. Health And The Mental. By Chitra Ranawake. 3p
20. Project Proposals. 37p
21. Recommendations. 3p
22. Roundtable Report. By Narendra Aggarwal. 10p
23. Press Coverage. 4p