<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>AMIC-WHO-UNESCO-IPDC Roundtable on Health and the Mass Media: a Partnership in the Public Interest, Colombo, Sep 11-13, 1985: [programme and list of participants]</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Citation</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1985</td>
</tr>
<tr>
<td><strong>URL</strong></td>
<td><a href="http://hdl.handle.net/10220/1043">http://hdl.handle.net/10220/1043</a></td>
</tr>
<tr>
<td><strong>Rights</strong></td>
<td></td>
</tr>
</tbody>
</table>
Programme
&
List Of Participants
WHO-UNESCO-IPDC-AMIC
Round Table on
HEALTH AND MEDIA:
Forging a partnership in the public interest
September 11-13, 1985, Colombo, Sri Lanka

PROGRAMME

Wednesday, September 11

8.00 - 8.40 a.m.  Registration of Participants
                   Hotel Taj Samudra
                   25 Galle Face Centre Road
                   Colombo 3

8.45 - 10.15 a.m. Pre-inaugural Session
                   Introduction of Participants
                   Introductory Remarks
                   by Sponsoring Organisations
                   Audio-visual Presentation
                   "Mass Media and the Promotion
                   of Public Health and Nutrition:
                   Experiences from Around the World"

11.00 - 12.00 p.m. Inaugural Session
                    Venue: Sri Lanka Foundation Institute
                    Inauguration
                    Hon. R. Premadasa
                    Prime Minister of Sri Lanka

12.00 - 12.30 p.m. Reception

12.30 - 1.30 p.m. Lunch (at hotel)

1.30 - 3.00 p.m. Session I
                 Health and Nutrition: Views from
                 Public Health and Nutrition Experts
                 Bangladesh
                 India
                 Maldives
                 Nepal
3.00 - 3.30 p.m.  Tea
3.30 - 5.00 p.m.  Session II
               Audio-visual Presentation
               Continuation of Session I
               Health and Nutrition: Views from
               Public Health and Nutrition Experts
               Pakistan
               Sri Lanka

Thursday, September 12

8.45 - 10.45 a.m.  Session III
               Health Promotion: The View from
               the Media
               Bangladesh
               India
               Maldives

10.45 - 11.00 a.m.  Tea
11.00 - 1.00 p.m.  Continuation of Session III
               Health Promotion: The View from
               the Media
               Nepal
               Pakistan
               Sri Lanka

1.00 - 2.00 p.m.  Lunch
2.00 - 5.00 p.m.  Session IV
               Development of Country Proposals
Friday, September 13

9.00 - 1.00 p.m. Session V
Finalisation of Country Proposals

1.00 - 2.00 p.m. Lunch

2.00 - 5.00 p.m. Session VI
Presentation and Review of Country Proposals
Presentation of Draft Recommendations
Summation
Closing Remarks
WHO-UNESCO-IPDC-AMIC
Round Table on
Health and Media:
Forging a partnership in the public interest
September 11-13, 1985, Colombo, Sri Lanka

LIST OF PARTICIPANTS

MEDIA:

BANGLADESH
1. Mr A. B. M. Musa
   Chief Editor & Managing Director
   Bangladesh Sangbad Sangstha (BSS)
   68/2 Purana Paltan
   Dhaka-2

INDIA
2. Mr P. Unnikrishnan
   Jt General Manager
   Press Trust of India
   4 Parliament Street
   New Delhi 110001

3. Mrs Jane Swamy
   Manager Public Relations
   Glaxo Laboratories (India) Ltd
   Dr Annie Besant Road
   Bombay 400 025

MALDIVES
4. Mr M Waheed
   Director
   Dept of Information and
   Broadcasting
   Government of Maldives
   Ghaazee Building
   Amir Ahmed Magu
   Male

NEPAL
5. Mr R. S. Bista
   General Manager
   Rastriya Samachar Samiti (RSS)
   Panchayat Plaza
   Singh Durbar
   P O Box 220
   Kathmandu
<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Position</th>
<th>Organization/Institution</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Mr K. G. Murtaza</td>
<td>Director-General</td>
<td>Pakistan Broadcasting Corporation</td>
<td>Broadcasting House</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Constitution Avenue</td>
<td>Islamabad</td>
</tr>
<tr>
<td>7</td>
<td>Mr Jalil Ahmed</td>
<td>News Editor</td>
<td>Associated Press of Pakistan</td>
<td>11 Chundrigar Road</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Karachi</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Dr Anura Goonesekera</td>
<td>Director General</td>
<td>Sri Lanka Rupavahini Corporation</td>
<td>P O Box 2204</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Independence Square</td>
<td>Colombo - 7</td>
</tr>
<tr>
<td>9</td>
<td>Mr L. P. Medis</td>
<td>Director</td>
<td>Sri Lanka Television Training Institute (SLTTI)</td>
<td>100A Independence Square</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Colombo - 7</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Mr Irvin Weerackody</td>
<td>AMIC Representative</td>
<td>Phoenix Advertising Services</td>
<td>14 Albert Crescent</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Colombo - 7</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Mrs Chitra Ranawake</td>
<td>Deputy Director General (Programmes)</td>
<td>Sri Lanka Broadcasting Corporation</td>
<td>P O Box 574</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Colombo</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Mr Piyasiri Gunaratna</td>
<td>Director Programmes</td>
<td>Sri Lanka Rupavahini Corporation</td>
<td>Independence Square</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Colombo - 7</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Mr Edwin Ariyadasa</td>
<td>Media Consultant</td>
<td>Arthur C Clarke Centre</td>
<td>Katubedda</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Moratuwa</td>
<td></td>
</tr>
</tbody>
</table>
HEALTH:

INDIA
14. Dr O. P. Kejariwal
   Chief, Media
   Ministry of Health & Family Welfare
   Government of India
   Nirman Bhavan, 'A' Wing
   New Delhi 110011

15. Mr V. K. Sharma
   Controller of Mass Mailing
   Ministry of Health & Family Welfare
   Government of India
   Nirman Bhavan
   New Delhi

MALDIVES
16. Ms Husna Razee
    Assistant Director of Health Services
    Ministry of Health
    Male

NEPAL
17. Mr Shreebatsha Prashad Shrestha
    Deputy Chief
    Integrated Community Health Development Project
    Dilli Bazar
    Kathmandu

PAKISTAN
18. Mr S. H. Rizvi
    Jt Secretary
    Ministry of Health
    Block C
    Pakistan Secretariat
    Islamabad

SRI LANKA
19. Dr S. W. M. Perera
    Director Health Education Bureau
    Health Educational Bureau
    No 2, Kynsey Road
    Colombo 8

20. Mr M. G. Chandraprema
    Health Education Officer
    Health Education Bureau
    No 2, Kynsey Road
    Colombo 8
**INTERNATIONAL ORGANISATIONS:**

<table>
<thead>
<tr>
<th>21. Dr Jack Ling</th>
<th>WHO</th>
<th>Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>Division of Information &amp; Education for Health</td>
<td>World Health Organization</td>
<td>1211 Geneva 27 SWITZERLAND</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>22. Ms Ruth Landy</th>
<th>WHO</th>
<th>Information Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Health Organization</td>
<td>1211 Geneva 27         SWITZERLAND</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>23. Mr Jitendra Tuli</th>
<th>WHO</th>
<th>Regional Office for S. E. Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Health House</td>
<td>Indra Prastha Estate</td>
<td>Mahatma Gandhi Road</td>
</tr>
<tr>
<td>New Delhi 110002</td>
<td></td>
<td>INDIA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>24. Prof Dr Basharat Jazbi</th>
<th>WHO</th>
<th>Senior Consultant - WHO</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Health Organization</td>
<td>Room E 136 CH-1211</td>
<td>Geneva 27</td>
</tr>
<tr>
<td>SWITZERLAND</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>25. Dr P. W. Samdup</th>
<th>WHO</th>
<th>Technical Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>No 19 Deal Place 'A'</td>
<td>Colombo - 3</td>
<td>SRI LANKA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>26. Mr Vijay Menon</th>
<th>AMIC</th>
<th>Secretary General</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian Mass Communication Research and Information Centre</td>
<td>39 Newton Road</td>
<td>Singapore 1130</td>
</tr>
</tbody>
</table>
27. Mr Narendra Aggarwal  
   Senior Programme Specialist  
   Asian Mass Communication Research  
   and Information Centre  
   39 Newton Road  
   Singapore 1130

C I D A  

28. Ms Rashmi Sharma  
   Programme Officer  
   Canadian International Development Agency  
   c/o Canadian High Commission  
   6 Gregory's Road  
   Colombo - 7  
   SRI LANKA
WHO - UNESCO - IPDC - AMIC ROUNDTABLE ON
HEALTH AND MEDIA:
Forging a partnership in the public interest
September 11 – 13, 1985
Colombo, Sri Lanka

INFORMATION SHEET

HOTEL
All participants have been booked at the Taj Samudra Hotel, Galle Face Centre Road, from Tuesday, September 10 to Saturday, September 14 (noon). The hotel itself is the venue of the Roundtable. The telephone and telex numbers of the hotel are as follows:
Telephone: 546622  Telex: 21729 TAJLAN CE

ACCOMMODATION, MEALS AND PER DIEM
Hotel accommodation and lunch will be paid for by AMIC. Any other cost incurred by the participants will have to be paid for directly to the hotel before checking-out. Hotel charges after noon on Saturday, September 14, will be the responsibility of the participants. They are advised to inform the hotel Reception if they intend to extend their stay.

Breakfast will be served in
from 7.30 to 8.30 a.m.
Unless provided for, dinner will be the participants' responsibility.

The net total per diem will be Rs.300/= to cover incidental expenses for the duration of the Roundtable.

CURRENCY
The monetary unit in Sri Lanka is the Rupee. One U.S.$ is equal to Sri Lanka Rupees 27.40 at the official exchange rate presently. Traveller's cheques and foreign currencies can be changed to Sri Lanka Rupees at the hotel itself or at banks. Unused local currency may be reconverted into foreign currency within the amount originally exchanged if a proper exchange receipt is shown.
AIR TICKETS

Every participant has been provided with a roundtrip air ticket between his/her home country and Colombo. Any fare difference in case the ticket is rerouted or the airlines changed will have to be paid by the participant. Air tickets may be given to the AMIC staff for re-confirmation of return flights soon upon arrival.

AIRPORT TAX

Airport tax will have to be borne by the participants. The tax payable at the time of departure from Colombo airport is Rs.100/=. 

AIRPORT TRANSPORTATION

All participants will be met at the airport. Transportation from Colombo airport to the hotel and to the airport at the time of return has been arranged.

BANKING SERVICES

The Citibank has a branch close by at Iceland Building, (opposite Galle Face Hotel) Colombo-3. Banking hours are from 9.00 a.m. to 1.30 p.m.

DUPLICATION AND DISTRIBUTION OF DOCUMENTS

Participants who have been requested to prepare papers/presentations for the Roundtable are requested to submit them immediately on arrival to Mr Narendra Aggarwal, Senior Programme Specialist, AMIC.

CONTACT POINT

AMIC's Representative in Sri Lanka is:

Mr Irvin Weerackody
Director
Phoenix Advertising Services
14, Albert Crescent
Colombo 7
Senior health officials and media heads of South Asian countries at the conclusion of their meeting in Colombo have called for the establishment and strengthening of linkages between their sectors in order to make more effective use of each other's resources in the public interest.

A group of 32 public health and media professionals from Bangladesh, India, Maldives, Nepal, Pakistan and Sri Lanka, together with representatives of the Asian Mass Communication Research and Information Centre (AMIC) and the World Health Organisation (WHO) and selected resource specialists met in Colombo for three days, from September 11 to 13, to deliberate on ways and means by which they could expand and strengthen the collaboration between the two sectors represented by them in order to promote public health.

The tone for the Roundtable was set by Sri Lanka's Prime Minister R. Premadasa, who in his lucid inaugural keynote address said that it was established that mass media represented a cost effective approach of carrying the health message to the masses - "so much so that I cannot see how else the package of primary health care can be brought to the living rooms of billions of people quickly, effectively and cheaply," he said.

The Roundtable entitled "Health and media: Forging a partnership in the public interest", organised by AMIC in collaboration with WHO, UNESCO and IPDC, was the second such exercise to bring together health and media policy-makers. Last year a similar Roundtable was organised in Singapore covering the ASEAN countries.
UNESCO's Director General Amadou Mahtar M'Bow in his message to the Roundtable said: "It focuses the attention of the media on an area of primary importance in the developing world, namely public. It is my sincere hope, that this meeting of leading professionals in these two fields will make a significant mark on both media and health activities in the region."

The participants at the Colombo Roundtable focused on the reasons for 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 was strongly felt that ministries of health 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.

The set of recommendations issued at the conclusion of the Roundtable suggested that public health institutions should improve the skills of health personnel to enable them to better utilize communications tools - both traditional and modern - for health promotion purposes.

Another recommendation was that mass media professionals should be oriented to health-related subjects, through training seminars, workshops and field visits.

The health experts made a specific request that government-owned radio and television stations should establish as a goal the allocation of at least ten per cent of their broadcast time to health and family welfare subjects and at least half of time should be during prime time hours. Similarly, privately-owned print media and broadcasting institutions should also set similar goals.

At the conclusion of the Roundtable deliberations the participating countries evolved a set of project proposals. The sponsors hope to assist implementation of the projects by providing seed money. (ends)