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PARTICIPANTS GUIDE TO THE ROUNDTABLE

The overall mission of this roundtable is to convince mass media institutions in ASEAN countries of the urgent need to support programmes and activities in their country aimed at achieving the World Health Organisation goal of "Health for all by the year 2000."

With that goal in mind, the following format has been devised for our 3-day meeting:

--- Setting the frame of reference
A select group of resource people representing a broad spectrum of international experience in using mass media to promote health has been invited to make short presentations dealing with key issues faced by the participants. Mr. Ronald C. Isreal of the Education Development Center in Boston will present a videotape "The Ministry needs the Media" highlighting successful mass media public health campaigns in Brazil, Mexico, Philippines, Singapore and the USA. Mr. Sylvester daCunha, an advertising executive from Bombay, India, will present an audio-visual presentation and offer his personal experience as an international consultant to many mass media/public health programmes. A representative from USAID will present a case-study on USAID's on-going diarrhoea disease campaigns in Honduras and the Gambia. Mr. Balakrishnan will speak on the experiences of his institution in training media personnel in Asia.

--- Country-level Public Health Presentation
Each country will make a short five to ten minutes presentation on the major public health problems they currently face and what roles they think the media can play to solve these problems. These presentations will give media professionals and resource people a chance to review and assess the situation in each country with regard to the potential which exists for mass media intervention.

--- Country-level Mass Media Presentations
Mass media institutions from countries will be asked to make 5 to 10 minutes presentations in their experience with public health promotions and what resources they think they could bring to help solve public health problems.

--- Development of Country project proposals
Participants from both the public health and communication sectors in each country will collaborate with the support of roundtable resource people on the development of country-level specific project proposals. These proposals will be reviewed at a plenary session on the final day of the conference and will be eligible for some limited support from the IPDC.

--- Roundtable Declaration
Participants will be invited to help draft a declaration on using mass media to promote public health in ASEAN countries. The declaration is intended to represent consensus conclusions reached by the roundtable and will be sent to Ministers of Health and Ministers of Information and key decision-makers of both public health and mass media in participating countries.
SINGAPORE WORKSHOP TO PLAN
ASEAN PUBLIC HEALTH PROJECTS

INTRODUCTION: Part of the stated goal of "Health for All by the Year 2000" is to increase and strengthen the capacity in developing countries to promote public health and nutrition. To do this effectively, a major effort needs to be made to provide support to media institutions to develop and implement public health and nutrition campaigns.

BACKGROUND: In recent years there has been a growing and impressive base of experience around the world related to the uses of media for the promotion of public health and nutrition. WHO and Unesco recognise the wisdom of that experience and believe that the media have a crucial (if not vital) role to play if countries are to reach the goal of "Health for All by the Year 2000".

Recent research studies have shown that the media is a major determining factor in shaping public attitudes and awareness about health and nutrition. The efficacy of mediated communication is indisputable in terms of its cost-effectiveness in delivering health and nutrition information to large numbers of people. Person-to-person education, on the other hand, is recognised as the most effective method of learning.

It is therefore important that face-to-face education benefits form a close partnership with the media which can stimulate and help sustain interest in health and nutrition on the part of individuals, families and communities. The need now is for media and health education personnel to work together in developing an integrated media and face-to-face strategy for the promotion and maintenance of health.
PUBLIC HEALTH PROJECT: WHO and Unesco propose to initiate a large-scale project aimed at increasing the effectiveness of the media's role in promoting health and nutrition in developing countries.

A series of workshops will be held, aimed at increasing national institutional capacity to promote public health in six ASEAN countries. The first workshop in Singapore will bring together senior-level media and information policy-makers health education experts from ASEAN countries to:

(a) sensitize them to the dimensions of health and nutrition problems
(b) orient them to the role that media can play in promoting public health objectives, and
(c) help them design national level health promotion projects

The first workshop to be held in Singapore at the Asian Mass Communication Research and Information Center (AMIC), with the support of the International Programme for Development of Communications (IPAC), will be inaugurated on Wednesday, June 20, 1984 by the Parliamentary Secretary for Health, Mr Wan Hussin Zoohri. The keynote address will be delivered by Ambassador Narciso Reyes of the Philippines. There will be 17 participants from 5 ASEAN countries, besides representatives of the WHO, Unesco, Unicef, IPDC, US AID, AMIC and World Bank.

A second round of six workshops will be conducted at the national level (in each of the six participating countries) to train media and health education specialists in techniques of health and nutrition education. These workshops will aim to assist the media in these countries to carry out health promotion activities and be the first step in implementing the national health promotion projects designed.
The main reasons for carrying out the first phase in Asean, are:

(a) there are several countries and institutions in that region with experience in the area of media and health nutrition that could be utilised to help other, less experienced countries, and
(b) the countries in the region have a mass media infrastructure that could be most effectively used to promote public health and nutrition goals.

The strategy for the first phase of the project will focus on six Asean countries in need and interested in increasing the capabilities of their institutions to promote public health; the strategy will have three parts. First, in a short intensive workshop senior-level media policy-makers from these six countries will meet with health and nutrition experts from the region. The workshop will sensitize these policy-makers to the dimensions of health and nutrition problems in their countries; expose them to selected health themes as case examples of the ways in which the media has effectively promoted public health and nutrition in other areas; and work with them to design national pilot projects which they would support in their own countries.

Second, six national-level workshops -- one in each country -- will be held to train media and health education personnel in the technical skills needed to promote public health and nutrition and implement the national pilot projects. During these workshops the pilot projects developed in the first phase of the strategy will be refined and full budgets drawn up.

The third phase will involve drawing on this base of Asean experience for strengthening the institutional capacity of the media in South Asia to promote public health. Thereafter it is planned to launch similar efforts in Africa, the Arab States, Latin America, the Caribbean and the Pacific.
UPDATE

WHO/UNESCO AMIC HEALTH PROJECTS

JUNE '85

Philippines

"School-on-the-Air" Educational Programme for Promoting Improved Nutritional Behaviour"

Objectives

Long-term: To reduce/eradicate malnutrition
Short-term: -To encourage families to be self-sufficient in food
- To encourage/promote correct breastfeeding practices

Status

The project which received formal approval by the Ministry of Health aims to make use of mass media to create awareness and stimulate desired action. It involves the organisation of listening/discussion groups for 1,200 households in the province of Bulacan, social preparation, meetings for health staff of Bustos and Paombong Health Units were conducted during field visits by project staff in Feb 28th/March 19th 1985.

The Barangay Health Worker (BHW) will be trained to closely monitor the programme. Baseline data on the target population has been collected. The findings of the survey were used as the basis of the development of the content of the radio programmes. The "School-on-the-Air" radio programmes will be broadcasted from July to December '85 from a local station.
The training of BHW and the development of print material and radio programmes are presently in progress. The National Media Production Centre is assisting in the production and pre-testing of media materials. Details of the descriptions/activities of the Topics for the 30 minute Radio Programmes have been submitted to AMIC.

A two-day live-in workshop for the health personnel was conducted on May 27-31 in order to prepare the staff to train the BHW on May 27-31. Fourteen participants completed the course consisting of the municipal health officer, the public health nurse, sanitary inspector and eleven midwives of Bustos. This workshop is part of a series of workshops for the health personnel as there was an expressed need for technical knowledge on certain topics on health and for skills in training the BHW to organise and facilitate listening groups.

A payment of US$11,600 has been made to the Ministry of Health. The Ministry of Health has confirmed its commitment to extend the project beyond its current pilot phases and is making budgetary allocations for this extension.

A financial report on the PHC-on-the-Air programme for the Period February 1st to August 30th '85 has been submitted by the Project Director.
UPDATE

WHO/UNESCO/AMIC HEALTH PROJECTS

JUNE '85

INDONESIA

"Intensification of Rural Health Education Through the Media"

Objectives

Long-term: To lower the infant mortality rate

Short-term: To increase the coverage of immunization among pre-school children and pregnant women.

Status

The project was being undertaken by the Department of Health in cooperation with the Department of Information. It is based on a rural newspaper scheme and involve (a) the collectus of baseline data on 1,000 villages in West Sumatra and Java (b) training of health educators (c) conducting immunization promotion campaigns through the rural press in 1,000 villages in West Sumatra and Java.

The collection of baseline data on the sample production has been completed. A workshop bringing together media personnel from the two main target areas and five other provinces to be covered in the next phase has helped to develop a suitable communication package based on a study of audience needs.

A financial contribution of US$8,500 has been made to the Department of Health to cover training costs.

The Secretary-General of the Ministry of Health has indicated that
the Department plans to extend the rural health education scheme to 10 more provinces in 1985/86 for which the budgetary provisions has been made.

Singapore

"Public Education Campaign to Promote Improved Health Behavior"

Objectives

Long-term: To reduce the incidence of cardiovascular disease

Short-term: - To reduce by 10% the overall rate of cigarette smoking
   - To increase by 10% the proportion of the population having a balanced diet.
   - To reduce the incidence of hypertension
   - To introduce/promote programmes of stress management and physical fitness

Status

The project focuses on training in three areas:

1. better use of mass media in health promotion
2. research/evaluation in mass communications
3. video production and scripting

The Government of Singapore has allocated US$100,000 for equipment/studio facilities for the Ministry of Health. The training programme held in May '85 has provided the personnel of the training and Health Education Department with the skills necessary to use the video for public education.
Thailand

"Promotion of Health and Nutrition Through More Effective use of the Media"

Objectives

Long-term: To make systematic use of the media for the promotion of improved nutrition/health

Short-term: - To identify and compliment a mechanism for promoting collaboration between health/media sectors
- To recommend a policy framework required for promoting effective health and nutrition communication
- To identify roles of various collaborating agencies and to strengthen steps already underway to rationalize health and nutrition education resources in different agencies and units within them
- To motivate policy-makers to be more supportive of health and nutrition education

Status

This project is designed to strengthen and upgrade health communication, aims to develop an effective network of health communication, aiming to develop an effective network of health communication, covering both government and private sectors. The project makes use of available technical and human resource and reinforces the current health policy which provide strong support to health communication activities. This project is planned as part of the national health plan and covers a
range of activities over a two-year period (September 1984 to August 1986). It gives high priority to mothers and children.

The following activities were carried out, further to the 1984 June Roundtable.

1. Workshop on Development of Public Health Information for Health for high-ranking administrators of the Ministry.
2. Workshop for Divisional Directors of Central Administration in Development of Public Health Information
3. Workshop for Provincial Administrators on Public Health Information.

They have submitted detailed reports of the above workshop/inauguration addresses.

In the next phase, four regional workshops will be organised and training in health oriented media production will be imported to selected personnel.

Malaysia

"Promoting Improved Material and Young Child Nutritional Behaviour"

Objectives

Long-term: To reduce infant mortality and morbidity due to diarrhoea
Short-term: -To improve maternal nutrition during pregnancy and lactation
    -To introduce appropriate complementary foods to infants
To identify signs of diarrhoea, manage and refer appropriately cases of diarrhoea

Status

The Director of the Public Health Institute has submitted a Health Ministry report on the ongoing countrywide project on health education conducted through radio/TV/health staff.

The Ministry of Health has been collaborating with other government agencies to produce films on health education.

Films were produced according to the most urgent health problems highlighted in the Malaysian project proposal at the June Roundtable in the project proposal.

Five films on the following topics were produced namely, Cholera, Dengue, Food Hygiene, Smoking, Breastfeeding. To supplement these films, posters, pamphlets and booklet were also used extensively.

The Director of the Public Health Institute indicated that they will be seeking assistance from AMIC in the near future, to improve the standard of the mass media programmes in terms of scope and content.