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<th><strong>Title</strong></th>
<th>Theme song: the ministry needs the media.</th>
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Theme Song: The Ministry Needs The Media
The Ministry Needs the Media

Visuals

(1) The Power of the Media cacophony (flashing)(segued)

(2) TV ad #1

(3) #2

(4) "Youth and Lust" ads

(5) from U.S. mags

(6) Foreign language ads

(7) and headlines

(8) Indonesian ad in English shot of cover, close up

(9) of magazine title

(10) Flashes of titles of Asian magazines and papers

(11) KISS radio

(12) Billboard Ad

(13) #2

(14) Persons quoted or statements

(15)

(16)

Sound

Radio ad #1

Radio ad #2

Radio ad #3

TV ad #1

Michael Jackson song

The power of the media

to affect our lives is awesome.

In every country of the world

the media is a force to be

contended with.

(Jackson out)

Images and messages carried

by the radio and TV, newspapers,
cinema and billboards

help to color the way we think,
what we buy,

our opinions of ourselves, of each other,
and even our sense of who we are.

2 quotes on power of media: 2 voices

Quote #1: Former Brazilian Minister of Communications, Euclides Quandt de Oliveira, has said that mass media "is a two-edged sword. On the one hand it widens the scope of individuals; it brings them together; it informs them. On the other, it is capable of casting collective patterns of behavior, conditioning men to pre-established models."

Quote #2:
(17) Dallas scene? (sunny Adé music)
The media are the tribal drums of modern times.

(18) TV watchers
Mass media are powerful because they can command so much of our attention.

(19) Dallas scene
Media makers say they simply mirror the culture. Others say culture is shaped by the media. Whatever your position on that question, one fact is clear:

(20) Communication tower beaming
With power comes responsibility. Given the degree of power they wield in society, the mass media should share responsibility for the human condition.

(22) HEALTH FOR ALL BY THE YEAR 2000
People in developing countries
(23) healthy, then problematic
Health is a symbol of the human condition. Disease patterns around the world reflect the disparity between rich and poor, the have and have-not nations.

(24) Dual slide
hi tech/manual citizens
In the so-called developing countries of the world we see
- higher infant mortality,
- more infectious disease and malnutrition, and
- shorter life spans.
Such disparities dramatize the need of people in the third world to have access to basic health care services that will enable them to lead socially and economically productive lives.

(27) Market shot
(28)
(29) Proceedings paper from '78 WHO conference
Realizing the importance of health care to their futures, the nations of the world convened a conference organized by the World Health Organization at Alma Ata in the Soviet Union in 1978.

(30) Globe showing U.S.S.R. (video)
Those nations agreed, individually and collectively, to pursue a major policy objective, "Health for all by the year 2000."

(31) Live shot of conference
(32) Repeated title
"HEALTH FOR ALL BY THE YEAR 2000"
Their goal has become one of the most successful public health promotion messages of modern times. The message has traveled from Alma Ata to nearly every country in the world and serves as a rallying cry and motivational force for individuals and institutions concerned about health care for their people.

Despite increased efforts stimulated by the Alma Ata conference, major problems remain.

A recent UNICEF report on the state of the world’s children pointed out the difficulties faced by many nations seeking health for all their citizens.

15 million children under 5 years of age died in 1983; an additional 15 million have been left blind, deaf, crippled, or retarded. The Report suggests that at least 70 countries will fail to meet their goal to reduce the infant mortality rate to 50 deaths per 1,000 live births. National health care programs will immunize only 20% of all infants born in 1984 against basic childhood diseases. Such alarming statistics underscore the need to intensify national efforts to solve public health problems.

Traditional government health programs have stressed the delivery of medicines and the provision of medical care.

These are indispensible aspects of public health, but there is another equally important and often overlooked element: motivation. Motivation is the key to the prevention and often the treatment of disease.

How do we -

-convince mothers to breastfeed rather than bottlefeed their babies?
These are motivational questions which need to be addressed by the media. How they are answered affect the ways people think and behave regarding health and disease.

In this age of electronic messages and the "global village" the mass media have a critically important role to play.

Music - SE Asian - segued into Michael Jackson Chong Hunnyan, Malaysia's former Minister of Health, has said, "Lifestyles are no longer purely conditioned by climate and culture. They are imitated as fast as communications can speed them from one country to another."

Consequently, health problems "once thought of as being solely the concern of the industrialized world -- alcoholism, drug abuse, cardiovascular diseases -- are now besetting the third world."

The media can communicate messages which discourage health as well as promote it. Perhaps the major effort with harmful health consequences using mass media was the infant formula campaign of the late 1960s and 70s in developing countries.

Advertising in newspapers, radio, television, and billboards promoted breastmilk substitutes.

That was no problem for those who could afford infant formula and who used it properly. But for those too poor to buy adequate amounts or without sanitary conditions needed for safe preparation or who were unable to read manufacturers' instructions, the results were tragic.

In country after country media promotion of infant formula created a trend away from breastfeeding.
towards premature weaning.

(sound from film)

That trend resulted in increases in infant diarrheal disease, malnutrition, and mortality.

The situation became so critical that in 1980 member states of the World Health Organization adopted a code of conduct governing the marketing of breastmilk substitutes.

The code recommends the banning of mass media promotion of infant formula. As a result, most countries have stopped direct marketing of breastmilk substitutes to the public with the active support of the media.

These spots promoting breastfeeding in Brazil were made at cost by a private advertising agency.

A leading television network donated prime-time over a two-year period to show the spots, which feature prominent entertainment and sports figures endorsing breastfeeding during the first 4-6 month of a baby's life.

These ads have had over half a billion viewings in four cities in Brazil. This national campaign has become a model for countries in other parts of the world.

Mexican health communicators have made use of the popular soap opera format to promote family planning. The programs are based on the theory that television can be used dramatically to convince viewers to behave in ways that have long-term benefits. The influence of the soap opera comes about in convincing the uncertain characters, with whom the audience can identify, to become good, moving them to praiseworthy behavior.
Radio is the primary mass medium in the developing world and has been effectively used to promote health in many countries. This radio ad from the Philippines was developed with support by Manoff International and was one in a series aimed at changing weaning practices of low-income families with malnourished children. In this spot a mother is heard trying to persuade her daughter to add oil, fish, and vegetables to her child's lugaw or porridge.

Many of the major public health problems in Singapore, an affluent country in southeast Asia, relate to issues of lifestyle; that is the main reason for the Ministry of Health's anti-smoking campaign "Never say yes to a cigarette."

In the United States the mass media have been used effectively by the National High Blood Pressure Education Program to transmit its messages related to prevention, detection, and treatment of high blood pressure. Public service announcements such as this one, reinforce professional training, patient teaching, as well as worksite and rural education programs.

Health promotion campaigns have made a powerful impact.

In Brazil the mass media campaign has helped create a trend away from bottle feeding and early weaning back to breastfeeding.

A year after the Mexican television family planning soap operas were aired, the sale of contraceptives in Mexico rose by 23% and 562,000 women began family planning for the first time.

The Philippines Iloilo radio campaign changed mothers' weaning food attitudes and practices. After hearing the radio spots, many mothers began...
to add a more nutritious variety of food to their children's meals.

In Singapore the Superman campaign raised people's awareness about the relationship between cigarette smoking and disease.

The U.S. National High Blood Pressure Education Program has helped reduce stroke deaths by 40% during the 1970s. In addition, there was a 50% increase in the national population of aware hypertensives who reported being able to keep their blood pressure under good control.

The results of these campaigns are in the form of hard data obtained by systematic studies of attitudes and practices.

The data make it clear that the Ministry of Health needs the media. The media can be powerful allies in national health promotion.

Yet ministries of health may not be used to thinking about mass media as normal vehicles for health education.

Most health professionals receive little formal training in marketing, materials development, or media production.

If in the future we are to make health education programs more effective, that situation has to change. Health care institutions must

(1) Learn more about mass media communication channels that influence popular attitudes about health;

(2) Develop education strategies that use mass media to promote changes in the health behavior of those in need;

(3) Convince the media of the important role they have to play in helping their country
meet its basic health care responsibilities. Media professionals are public citizens as well. Chances are, if they see the significance of the health problems their country faces and the urgency of the need, they will find a way to help.

ENDING CREDITS

THEME SONG