

Media Workshops on Urban Health

September 2013–
September 2014



Strengthening Media's Response to Urban Health Issues in Nepal

Project Summary

Project Objectives:

1. To raise the issues pertinent to urbanisation
2. To increase the capacity of journalists to understand and report health issues
3. To improve the quantity and quality of media coverage of urban health issues

Team Members:

Dr. Sushil Chandra Baral	Project Director
Dr. Nilam Ashra McGrath	Project Adviser
Mr. Rajesh Ghimire	Project Coordinator
Mr. Sudeep Uprety	Research Officer
Mr. Sudip Bhattarai	Research Assistant

Media Workshops on Urban Health is part of the COMDIS-HSD funded project, 'Strengthening Media's Response to Urban Health Issues in Nepal'. This project was envisaged in order to take a first step towards meeting the goal of a working relationship between the media and the health sector. The major activities conducted during the project implementation period include:

Media Monitoring: Media Monitoring of September and October edition of 10 newspapers (8 dailies and 2 weeklies—4 in English and 6 in Nepali) were conducted. An analysis of media coverage on health issues was done based on the Analysis Framework designed. The findings from the analysis were then presented during the workshops.

Development of Media Guide: Project Lead, Project Adviser, Project Coordinator and Research Officer were involved in the design and development of the media package. The guide was used as a workshop manual to train the journalists and as reference guide during their fieldwork and write-up.

Media Workshops: 3 workshops were held in three development regions (Central, Eastern and Western) in Kathmandu, Biratnagar and Pokhara respectively. Each workshop was scheduled for 3 days including 1 day field visit. 52 journalists participated in the workshops. Project Lead and Project Coordinator facilitated the workshops. There were also some guest sessions by high-profile government bureaucrats namely Dr. Praveen Mishra, MoHP secretary in Kathmandu; Dr. Padam Bahadur Chand, Chief of Policy Planning and International Cooperation Division (PPICD) and Mr. Kabiraj Khanal, Under-Secretary of MoHP in Pokhara; and Dr. Bal Krishna Subedi, the then Director of Primary Health Care Revitalisation Division (PHCRD) in Biratnagar. These workshops were conducted during December, 2013 and January, 2014. Field visits were also conducted in the slum areas to sensitise the journalists about health problems faced by urban poor.

Media Monitoring of Impact: In order to measure the impact of the workshops, we also continued media monitoring post the workshop from January, 2014 to September, 2014.

Special Coverage: 17 out of 52 trained journalists were selected to do special coverage on key public health issues. The special coverage was in the form of research based articles. Direct

supervision and technical support was provided by HERD team to draft and finalise the articles.



Dr. Nilam McGrath giving writing tips to journalists in Kathmandu



Journalists interrogating slum committee officials in Shivatal, Pokhara



DPHD Morang, Mr. Nawaraj Subba presenting the urban health situation of Biratnagar city