



# **ORGANISING EVENTS FOR CD & MEDIA ENGAGEMENT**

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# Media engagement (1)

- Inclusion of media practitioners into sub committees particularly the publicity sub committee
- Orientation of Journalists
- Holding of regular media briefing to update Journalists on preparations and their role in raising awareness and educating different audiences (general public, policy makers, parliamentarians, community leaders etc)



## Media engagement (2)

- Coverage of the country countdown conference by Journalists to generate news stories and feature articles to inform, educate and engage the public.
- Placement/broadcast of various articles and programmes in the media (print and electronic)



# Products and materials

- Production of an information package
- Country countdown agenda
- Presentations on various MNCH subject areas



# Dissemination

- A country countdown conference report was compiled by selected members of the Organizing Committee
- Widely disseminated to all stakeholders and partners who participated in the conference
- All health institutions through Provincial Health Offices and all partners during the annual donor consultative meeting.

# Save Our Mothers and Children Get Involved and Act Now!



***THANK YOU!!!***