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!!!