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Overview

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Activities

To achieve these objectives, SSDI-Communication supported the Ministry of Health to plan and implement a series of activities:

- Media for Life Conferences, gathering key media and public health stakeholders. Participants examined the Malawi health situation, the relationship between the media and health sectors and explored opportunities for sustained and committed co-operation.
- Journalist Trainings to empower journalists with knowledge in the six areas of the Essential Health Package. These trainings aimed to promote high-quality health reporting and to improve the coverage of health issues in the local media.
- Media Cafes to generate discourse and dialogue around health topics and motivate health reporting. The media cafes also allowed the Ministry of Health to cultivate positive relationships with members of the media.
- Equipment support to provide media houses with essential tools needed to enhance their capacity to cover health issues.
Achievements

- Two Media4Life conferences held.
- Memoranda of Understanding (MoU) signed between the Ministry of Health and 4 major media organizations (The Nation Publications, Malawi Broadcasting Corporation, Times Group and Zodiak Broadcasting Services) to guide a partnership for high-quality health reporting.
- Ninety one journalists and editors trained in effective health reporting.
- Six Media Cafes conducted, two in each of the three cities of Mzuzu, Blantyre and Lilongwe.
- Equipment support provided to four major media houses in Malawi to strengthen health desks.
- Increased coverage of health stories on all media houses, including 14 community radio stations.
- Formation of a national network of health reporters.

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