

Dear Tim,

Thanks for facilitating the discussion.

Great points:

1. Yes these are the formal modes of media. I would suggest Print Media is also an important component of media. In my opinion, print media can be cheaper, more accessible and often times more reliable than other media counterparts. People tend to remember more what they read rather than what they listen (that is why everyone still has to study from a textbook and not "texttape" - they can be a supplementary but not primary modes of education)!

2. Yes, Media has been certainly doing well and very good efforts at health education. Its impact has been visible in all the fields. However I would suggest it could be more effective if the message is delivered in more culturally sensitive way. A major part of media operates "for profit" and it is observed that messages might be influenced by that fact. If we can somehow do away with the money influencing health education strategies in long run, situation could be much better than what it is today. However it would be too idealistic to believe that and in my opinion a middle path needs to be worked out. (e.g. substitution of Alcohol and Tobacco adverts by some other ads in sporting events)

Thanks,
Maulik

Maulik Baxi, MBBS
MPH Student, Mailman School of Public Health Columbia University, New York

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Dear Srdjan,
Thanks for the mail. I suggest that you add what all the religions say about sexual and reproductive health. This may remove the barrier of religion and therefore lead to more understanding between and among religions.
M. SALEEM ULLAH.
DHAKA, BANGLADESH.

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Hi everyone:
Yes, I agree that the term 'media' defines any means of conveying information or means of communication. The word communication is better as it means both way traffic and 'media' may be one way traffic. Therefore I think it would be better if we can use the word communication system instead of media.

In communication we have inter personal and group communication but the media may be good at inform, entertain and educate but without a feedback you can't be sure that you have reached the targeted group.

I further propose, for both the points raised that the religious leaders and opinion leaders at the village level where the media does not reach, specially countries like Bangladesh and India, may be involved in what we term 'in promotion of sexual and reproductive health and related issues to have measurable impacts on knowledge, attitudes, and behaviors' of the targeted group.

M. SALEEM ULLAH.
DHAKA, BANGLADESH.

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1. I agree that the term 'media' in its broad perspective defines any means of conveying information. Apart from the mentioned forms of media, we should also consider those in print form (e.g. posters, brochures/flyers, murals, comic/cartoons, factsheets, leaflets and flipcharts).

2. Media has tried to engage so much in the aspects of sexual reproductive health and related issues, but for the impact to be realized something need to be done. To my opinion the level of funding should be increased to enable a wide spectrum of young people to participate in the production process. Also, the hunch should be revisited in various levels, because at some points you find that young people are knowledgeable, but still their attitudes are negative... I am trying to think aloud on the issue of considering 'behaviour change communication' versus 'awareness campaign', the former should over-power the later for a measurable impact to be realized.

Response from:

Tumaini Mbibo (41), Media Technical Advisor working with Abstinence & Behaviour Change for Youth project (Kenya and Tanzania). My area of interst is health promotion, basically regarding communication & media.

Thank you.

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Hi Tim,

1. We are particularly interested in "new media" such as podcasts, text messaging, cell phone videos, instant messaging, and internet social networking.

2. Not satisfied. (Never satisfied??) While we're beginning to see enlightenment from MTV, Viacom, and some other major media outlets, there could be much more coming from "mainstream" media - including the larger cable providers - beyond the event-driven pieces like "25 years of AIDS" and the occasional World AIDS Day flurry of attention.

Thanks,
Melanie

Melanie Thompson, MD
Principal Investigator
AIDS Research Consortium of Atlanta
131 Ponce de Leon Ave
Suite 130
Atlanta, GA 30308
fax: 404-872-1701
vm: 404-876-2317 x 338
email: drmt@mindspring.com

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OOPS!! I just received the "ground rules" email... and my previous response broke the second ground rule!

I am Principal Investigator of the AIDS Research Consortium of Atlanta, a non-profit treatment and prevention research center in Atlanta, Georgia USA. We conduct clinical trials of treatments, prevention research, and HIV/STD counseling and testing. We are concerned about high rates of HIV in our African-American populations, particularly women and young MSM. I look forward to learning from your expertise.

Thanks.
Melanie

Melanie Thompson, MD
Principal Investigator
AIDS Research Consortium of Atlanta
131 Ponce de Leon Ave
Suite 130
Atlanta, GA 30308
fax: 404-872-1701
email: drmt@mindspring.com

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I am Grace Gyimah-Boateng, the president of Curious Minds, a youth advocacy group in Ghana. I am 18 years. Well, I think the media is a very powerful tool in the development of every country. It educates the populace about current happenings and sends information. I do not totally agree to the fact that a medium through which information is sent is media. Information can be passed through a telephone, but can we classify it as media? Forms of mass communication can be media eg. broadcast media. The media is expected to provide information on reproductive health issues, but many media houses are refusing to do this. For print media, I talked to one journalist and she said the news paper reports on things that will sell. Just giving information on reproductive health does not often sell. I think in media houses, people should be trained to write and report on

SRH issues. It will go a long way to help since they will understand the issues better and their reports will be very good. It is high time the media played a proactive role in the area of SRH.

Grace Gyimah-Boateng [ggyimahboat@yahoo.com]

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Dear facilitators,

Please find below my comments under each question.

1. Do we all agree that the term 'media' defines any means of conveying information? Just the list of this forum's facilitators shows a range of 'media' expertise. We have professionals who use film, television, radio, theater, concerts, and one-on-one interactions to convey their messages. What are the other media forms that we should be discussing?

In communication, other media forms that should be discussed include:

a. Print media, communications delivered via paper or canvas where they do not have or have limited access to the media mentioned above
b. Electronic media, communications delivered via electronic or electromechanical energy. This is now important especially for e-learning and other use
c. Published media, any media made available to the public

2. Are we satisfied that the media is engaged enough in promotion of sexual and reproductive health (and related issues) to have measurable impacts on knowledge, attitudes, and behaviors? If not, what more can/should be done and why isn't it happening?

I am not satisfied that the media is engaged enough in promoting RH in order to have measurable impact. Most of the time when you look around, watch TV, or you read the media, you will find negative aspect only especially when the information came from developing countries. They should also focus on good news or lessons learned from good experience with positive results. Those experiences exist. For example we do not see many focused on Best practices that exist and have cost a lot of money. If the media talk enough about them, they could save resources and time.

Another issue is that sometime the reporters are not always knowledgeable in the area they are talking about. Some improvements have been noticed in place where they also trained or orient journalists and reporters in the topics. Some examples of results exist in developing countries.

I do not want to overwhelm you with too much information. Hope this is enough for the first contact.

Thanks and best regards,

Boniface Sebikali, [bsebikali@intrahealth.org]

