

Contribution 1:

Vicki, welcome. I look forward to the discussions this week and to learn more about your ground breaking initiative and how it will influence our work in the field.

PWMuhuhu  
Pauline Muhuhu  
Best Practices Advisor  
Extending Service Delivery Project  
1201 Connecticut Ave. NW Suite 700  
Washington DC 20036  
Tel: (202) 775-1977ext 237  
Fax: (202) 775-1988  
Cell: (202) 487-4721

+++++

Contribution 2:

\*Dear Colleague Srdjan Stakic\*  
Yes, we join you in welcoming Vicki and her colleagues to the Forum.  
I am looking forward to see whether countries like Bangladesh with majority of religious minded people get attention of the Forum.  
Though many of our decision makers are yet to learn/get information about the sexual and reproductive health (SRH) but I hope the postings, if directed, to the Non-Governmental Organization NGOs as well as the Government of Bangladesh in the Ministry of Health and Family Planning, may bring some good result.  
Our country is now passing through a tough time and the priority is daily shifting from food to fuel. Today the Government had to increase Taka. 7/8 per litter different types of fuels.  
M. Saleem Ullah, Dhaka, Bangladesh.

+++++

Contribution 3:

Dear forum,

As a student of medicine, I'd like to thank you for guiding the discussion into the vitally important themes of popularizing public health topics. Up to the point here are my answers:

1. Yes, there are several TV shows in my country - Bulgaria that are directly considering public health issues. They are usually led by doctors and have an objective to raise attention to important health problems and diseases. Those TV shows were inaugurated as a response to the need of such informational programs in our society.

It happens that other popular shows (entertainment shows) invite doctors as well, especially when there had been a case or other major incident in the country. Public health discussions were also raised in more serious TV programs in the times of the avian flu epidemic. So usually when a theme is actually for the audience, TV producers usually approach a hospital or the National centre for parasitic diseases and search for guest and interviews on that topic. Apart from it, there are doctors leading informational TV programs on a regular basis.

2. As far as I know informational campaigns are usually led by medical societies, most often NGOs and rarely by governmental agencies.

A recent example of some campaign led by the government was a HIV prevention. It included short TV-clips in the national TV, which showed different people, usually beautiful and young ones with a voice asking: Do you think he/she is HIV-positive? Nobody is immune. This is a good example of a targeted informational campaign, but unfortunately such campaigns are really rare in Bulgaria. So far I have not heard of any report for the outcome of this exact initiative.

3. The national institute for statistics provides regular annual report for TV. There are also private research agencies like Gallup, working on the territory of the country.

4. The most important thing to consider is the audience reached. From it one could develop strategies and choose a suitable target group. The effect of TV is based firstly on the audience covered and then on the way that audience is affected and responds.

Have a nice TV-evening :)!

Yours,

Kamelia Stanoeva

Local Officer on human Rights and Peace (LORP) - Sofia 2006-2007 Association of Medical Students in Bulgaria (AMSB) <http://amsbulgaria.org/> International Federation of Medical Students` Associations (IFMSA) <http://www.ifmsa.org/>

Mobile phone: ++359 88 563-94-96  
Tel/Fax: ++359 2 998-41-01  
e-mail: kami.amsb@yahoo.com  
ICQ: 310724284  
MSN: kami.amsb@hotmail.com

+++++