



Engaging Media for Effective Advocacy

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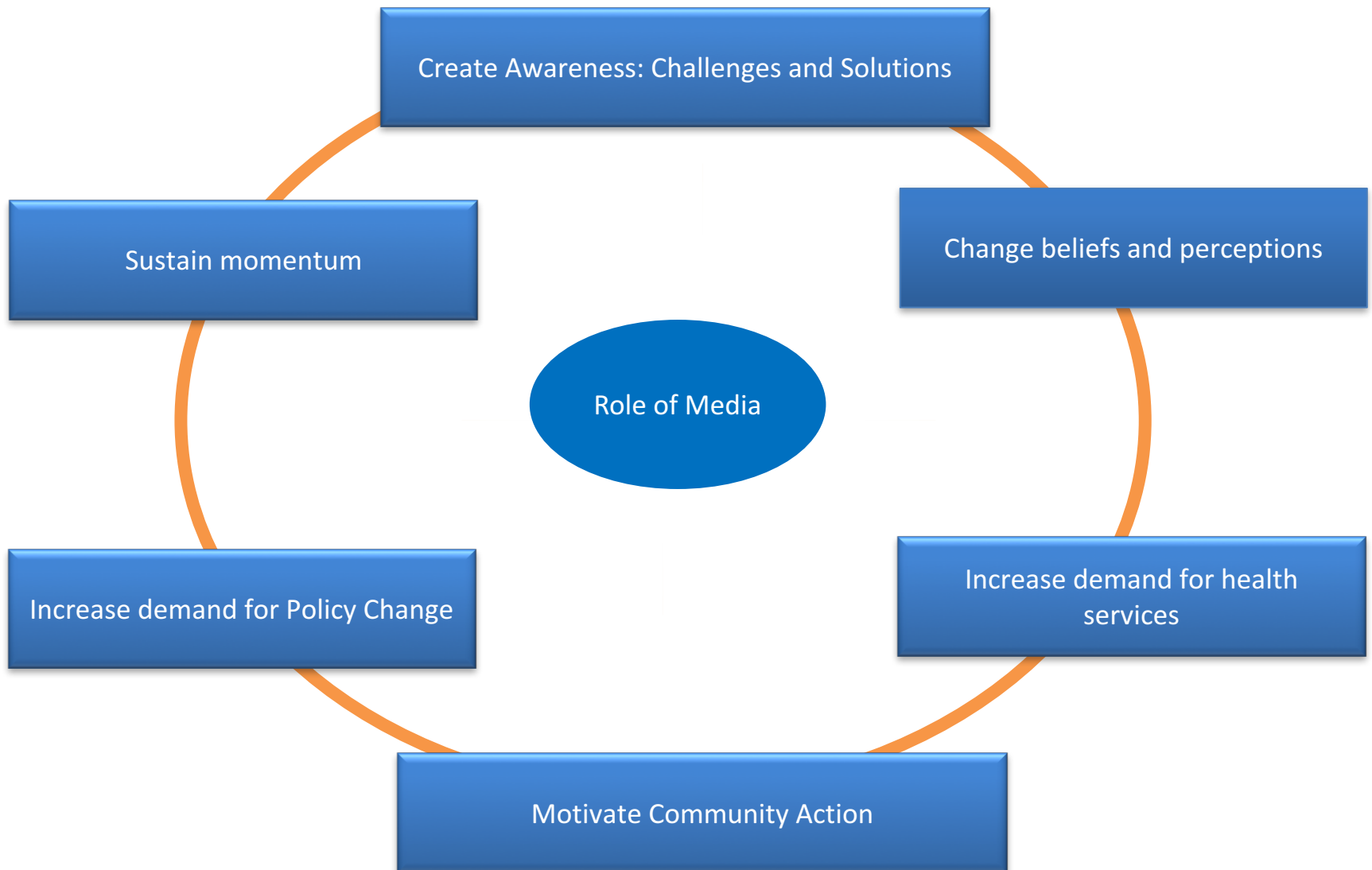


Global Health Strategies

“We can't quite decide if the world is growing worse, or if the reporters are just working harder.”

~*The Houghton Line*, November 1965

Media's Role: The Proverbial Watchdog



The Media as it is Today : “Breaking News”



Public Health News: Sporadic and Sensational

Health Reporting \neq Disease Reporting

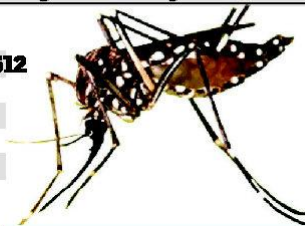


www.alamy.com - BCD2N6

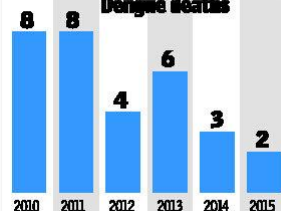
HEALTH ALERT

Delhi has witnessed an alarming rise in dengue cases

Dengue cases (Jan-Sept. 5)



Dengue deaths

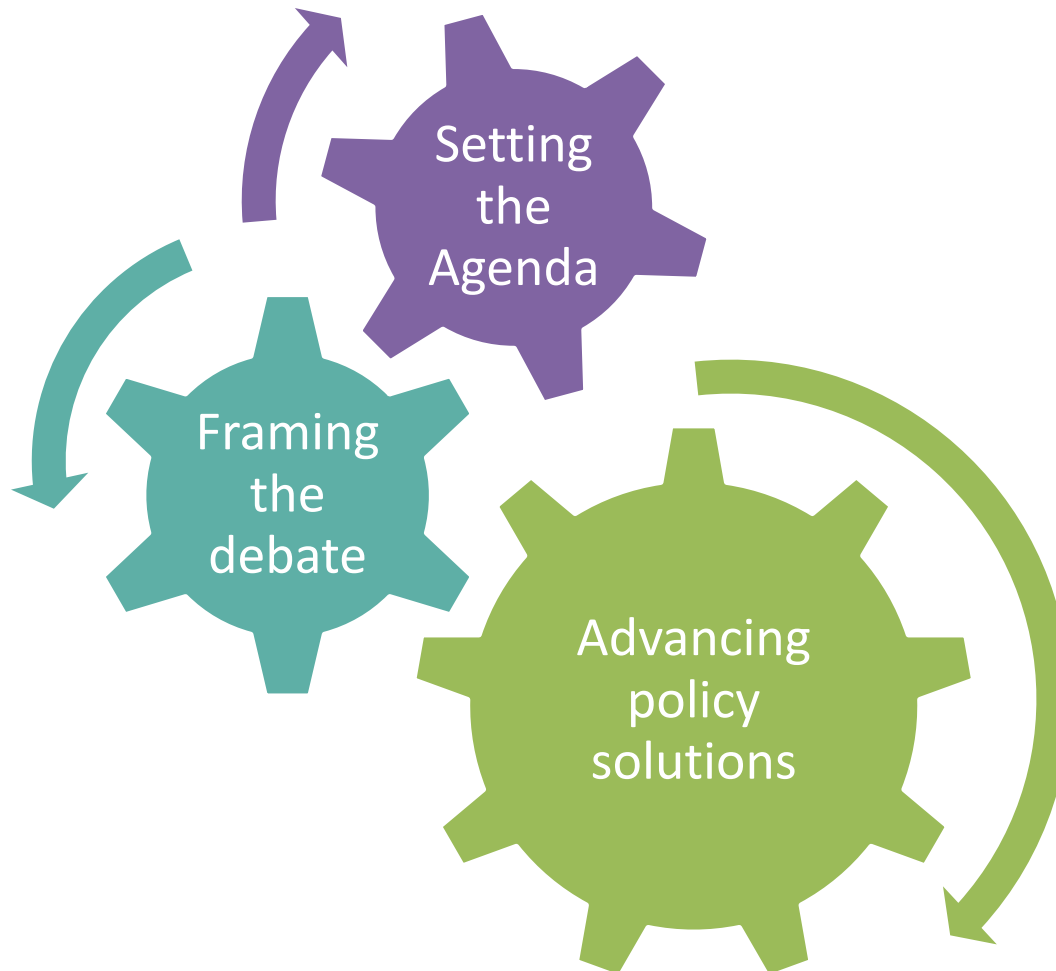


(*Deaths in 2015 till Sept. 5)

The number of dengue cases is likely to increase for a few more days. As the season has started becoming dry, mosquito breeding will recede. Once the breeding stops, the dengue cases will be lower



How media can drive health policy



Long, long ago....



Media engagement 101: Bridging the gap

Getting the first step right

- In-depth assessment of media outlets' priorities and their audience
- Clearly defined goals and objectives

Tactical planning

- Building relationships, identifying right stakeholders and aligning your work with their priorities
- Workshops/Training to encourage evidence-based reportage

Smart messaging

- Pitching story ideas according to editorial priorities and audience
- Breaking down information for better understanding
- Impact: Numbers and the 'human face'

Sustaining reportage

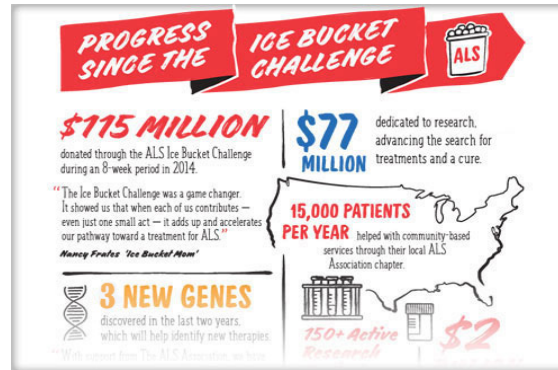
- Regular and accurate information dissemination on recent developments in the TB landscape
- Engaging with new journalists to amplify messaging across geographies
- Echo the coverage



New Media: Endless possibilities



Encourage action



Go 'Viral'



Spread the message



Share support

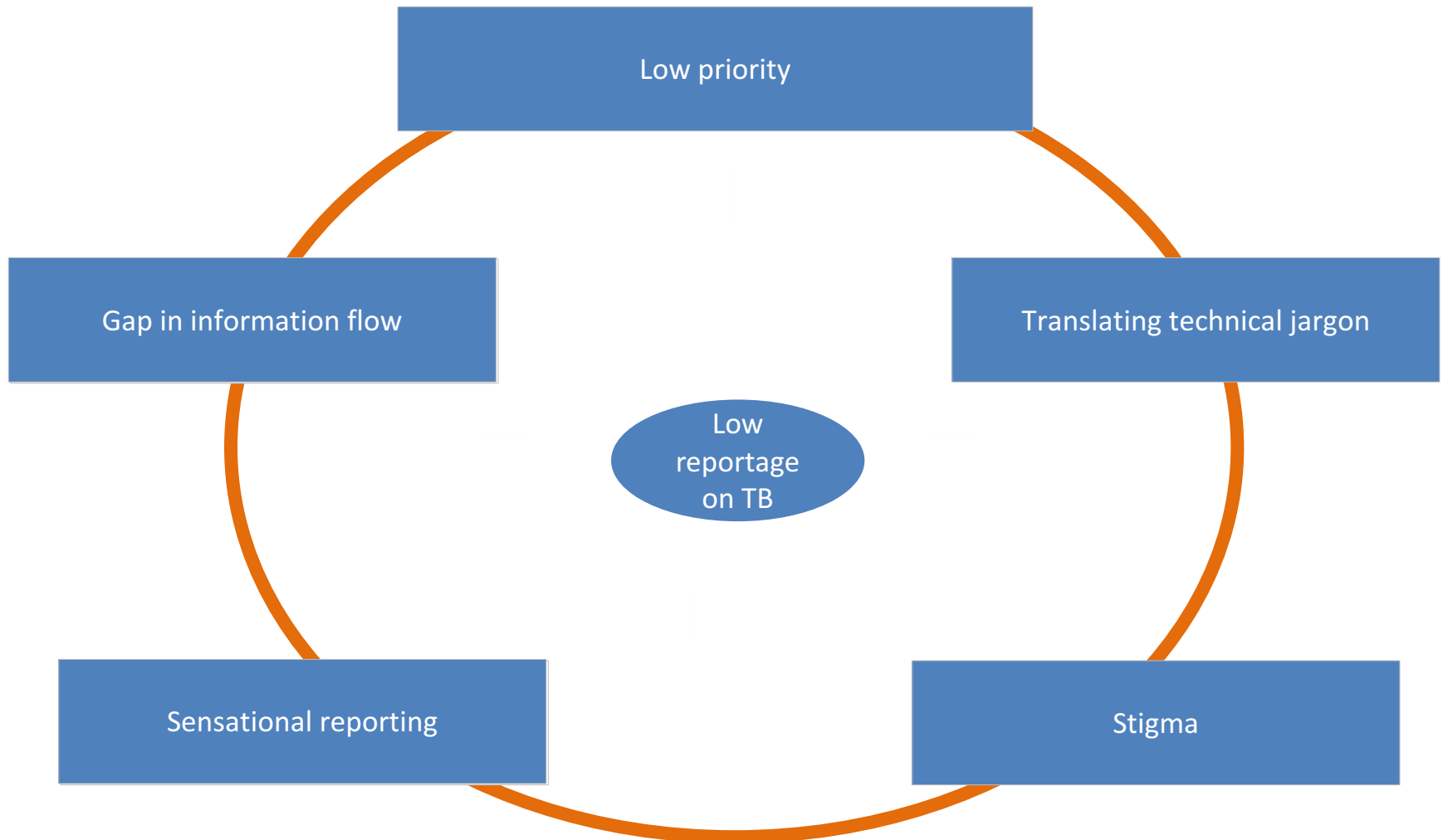


Mobilise funds

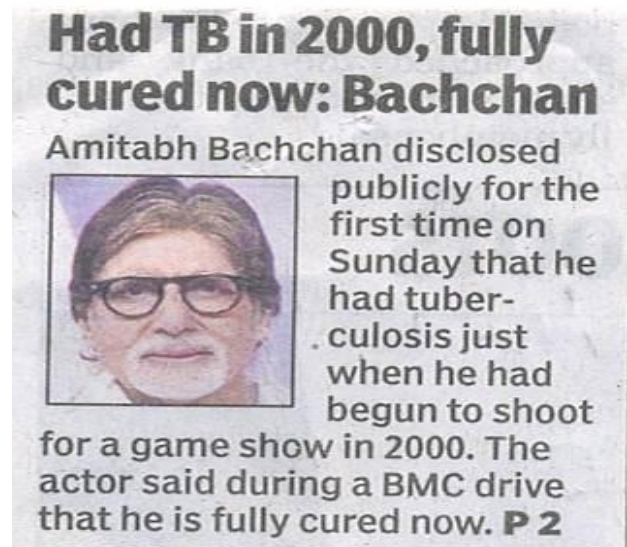
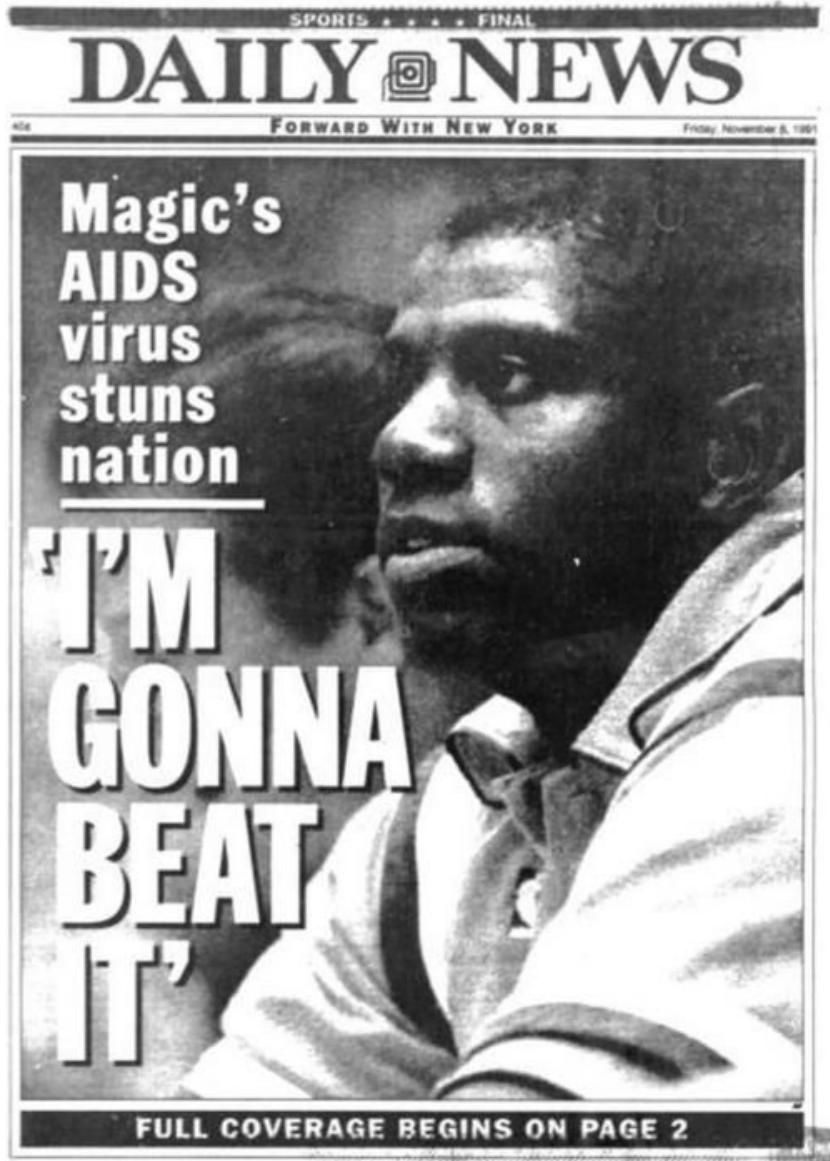
change.org

Demand policy change

Challenges of TB Reporting in India



'TB Harega Desh Jeetega' Campaign: India's Magic Johnson moment



Celebrities can *trigger* a campaign, but
media *sustains* the discourse.



GHS' Media Engagement on TB

Media sensitisation workshops



Event based Media



Interaction with survivors



Media Site visits



GHS' Media Engagement on TB

Television coverage



Radio shows



Print



MUMBAI

TB division drafts plan to eliminate the disease by 2025

Jyoti Shelar

MARCH 16, 2017 00:42 IST
UPDATED: MARCH 16, 2017 07:07 IST



[illegible]

2017

GHS' Media Engagement on TB



Catalysing Change: One 'post' at a time



President of India ✓

@RashtrapatiBhvn

Follow

TB continues to be one of the major health challenges of India #PresidentMukherjee

RETWEETS
139

LIKES
692



TBHaregaDeshJeetega @TBHDJ

Shri @ChaudhryShankar sharing his message on #worldtbd day @MoHFW_GJARAT #unitetoendtb



RETWEETS
61

LIKES
112



TB Harega Desh Jeetega in Mumbai, India.

24 March · 🌐 · 📷

120 street-plays are being conducted at major construction sites across the city, for sensitizing construction workers and site security officers followed by screening and sputum collection of symptomatics.



Khurafati Nitin Retweeted

TBHaregaDeshJeetega @TBHDJ · Mar 9

@khurafatinitin @GCAT_2015 @RPrasad12 TB is an epidemic #TBHaregaDeshJeetega Come together to #UnmaskStigma Don't overlook the impact of #tb



TBHaregaDeshJeetega @TBHDJ

On #InternationalWomensDay watch Prabha Mahesh share the struggle of being a #woman coping with #TB in India #HateTheDiseaseNotThePatient



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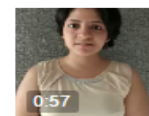
2



Khurafati Nitin Retweeted

TBHaregaDeshJeetega @TBHDJ · Mar 9

@khurafatinitin @divyanganasingh #TBHaregaDeshJeetega



TBHaregaDeshJeetega @TBHDJ

On #InternationalWomensDay watch Nandita, a young DR-TB survivor encourage us to #UnmaskStigma against #TB patients #TBHaregaDeshJeetega



1



3



Evolving Media Narrative: Heartening Trends

2014

Mumbai tops global list of tuberculosis cases

Has More Than 50,000 TB & 28,000 MDR-TB Patients

India ropes in Big B for TB control campaign

Sensationalized or event-based reportage in India

1 in 5 TB cases were reported by pvt docs

Notifying was made easy as govt developed web tools for monitoring TB

TB cases surge by 9%; BMC attributes it to better detection

Multi drug-resistant cases rose from 3,608 to 4,374 in 2016

How private data, free tests revealed TB's true prevalence

Media reportage more evolved and focused on specific issues and challenges

A peek into Centre's draft plan to eliminate TB by 2025

Draft National Strategic Plan proposes monetary incentives for private sector doctors and patients

TB time bomb: the price of policy inertia

India's TB burden is exacerbated by the government's refusal to augment resources and enable access to newer drugs

Spontaneous and sustained media appetite for nuanced policy level reportage

2017

Media advocacy is an enduring process, but we must persevere!



GO COMICS.

GET A LAUGH!

THANK YOU



<https://www.facebook.com/TBHaregaDeshJeetega/>

