



GLOBAL HEALTH MATTERS

the podcast

The podcast that bridges siloes
and amplifies diverse voices.

Changing global health through discourse

“

Podcasts facilitate cross-hierarchical, cross-country and interdisciplinary discussions, providing ample space to acknowledge complexities and nuances inherent in global health issues. By fostering open and respectful dialogues, podcasts can remind us of the interconnectedness of global health challenges and allow diverse voices to contribute, without being constrained by geographic, cultural or financial barriers. This democratizing aspect of podcasts enables new perspectives to challenge entrenched knowledge hierarchies, transcending the limitations imposed by traditional gatekeepers.

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Correspondence

<https://doi.org/10.1038/s41591-024-02859-3>

Podcasts as a tool to disrupt knowledge hierarchies and silos to decolonize global health

The pursuit of health equity and social justice are often-stated core goals of global health practitioners, organizations and networks. However, the dynamic landscape of global health challenges and the historical and structural legacies of colonialism and imperialism mean that conventional approaches to knowledge production and sharing have often perpetuated, rather than reduced, health inequities. Institutional incentives have consciously and unconsciously driven knowledge production in ways that create knowledge silos and perpetuate knowledge hierarchies.

Knowledge silos and echo chambers have pervaded several aspects of the global health system, influencing policymaking, program implementation and the debate surrounding key health issues. These silos lead to the compartmentalization of health-related matters. An example of this has been the move from disease-siloed to gender-siloed discussions, with limited integration of the two. In neither silo does the lived experience of people with disease, who are affected by several intersectional factors, come together to produce a unified response. Such segmentation makes it difficult to effectively find innovative and transformative strategies that could enhance health equity.

Knowledge hierarchies are a characteristic feature of many global health institutions (particularly academic) and reinforce the dominance of select expert gatekeepers and elite committees in approving and disseminating information. These hierarchical structures often exclude diverse perspectives, especially marginalized voices, and hinder the democratization of knowledge in global health discourse. Institutional incentive structures contribute to this by prioritizing traditional communication and dissemination paradigms, such as publications, conference presentations and associated metrics. These communication forms limit the incorporation of different types of experience and expertise, and their highly technical nature often excludes the public from understanding the main messages.

In recent years, podcasts have emerged as a powerful and accessible communication platform that holds promise for its ability to challenge knowledge silos, hierarchies and incentive structures in global health. The term 'podcast' was first used publicly in 2004 by journalist and blogger Ben Farnham¹, who described podcasts as audio forms created with the intention to disrupt and revolutionize the radio system, which at the time was bogged down with top-down produced, costly radio programs. Instead, podcasts were envisioned as being based on an ethos of authenticity, intimacy, autonomy and enabling of a highly participatory audience, as well as having wide online distribution. As of February 2024, podcasts had grown to reach more than 500 million daily global listeners. Podcasts in public and global health have grown rapidly in the past 2–3 years, especially during and after the COVID-19 pandemic when they were used for 'crisis communication'. Podcasts have also been used to provide career advancement guidance², as teaching tools for students³, to enhance public health promotion⁴ and to provide global health practitioners with the current perspectives on key issues⁵. Some examples include 'Public Health on Call', 'Public Health Insight', 'Pandemic Planner' and 'Global Health Matters'.

Podcasts facilitate cross-hierarchical, cross-country and interdisciplinary discussions, providing ample space to acknowledge complexities and nuances inherent in global health issues. By fostering open and respectful dialogues, podcasts can remind listeners of the interconnectedness of global health challenges and allow diverse voices to contribute, without being constrained by geographic, cultural or financial barriers. This democratizing aspect of podcasts enables new perspectives to challenge entrenched knowledge hierarchies, transcending the limitations imposed by traditional gatekeepers. For example, unlike academic publications, podcasts are not subject to academic peer-approval processes, reducing barriers to sharing information and empowering content creators to engage a wider audience more directly. The cost-effectiveness and on-demand accessibility of podcasts further democratize global health discourse, empowering listeners to engage with content at their convenience. The choice to share and consume content resides solely with the creator and listener, respectively, and barriers to accessing podcasts are much lower for the listener than those to accessing gated academic literature or attending global health conferences. At the same time, reputable and trustworthy institutions leveraging the podcast medium can enhance knowledge dissemination and reach diverse audiences, including those who are less likely to engage with academic publications or conventional communication channels. This accessible format facilitates knowledge translation for the public and policy-makers alike, bridging a still large gap between scientific research and real-world impact.

A further strength of podcasts lies in their nuanced and personal nature, which enables the sharing of lived experiences and personal stories that often remain untold in traditional global health communication formats. This allows new voices to be heard and new perspectives to contribute to challenging entrenched assumptions. Importantly, in an increasingly polarized world, podcasts allow ample space for acknowledging the complexity pertaining to global health issues, expressing ambiguity and nuance, and exploring the tension that may arise between different belief systems and viewpoints. Adequately resourced podcasts can serve to facilitate respectful and open dialogue among actors (individual or otherwise) who are not beholden to the closed networks that control much of the global health decision space. By presenting a human face for global health work, podcasts make complex issues more relatable and approachable, appealing to a broad spectrum of actors, including the public, who may be deterred by scientific jargon or social media rhetoric. Podcasts that have a certain level of humility are among the most successful at attracting audiences.

While podcasts offer an innovative solution to the challenges posed by knowledge silos, hierarchies and incentive structures in global health, they are not without limitations.

nature medicine

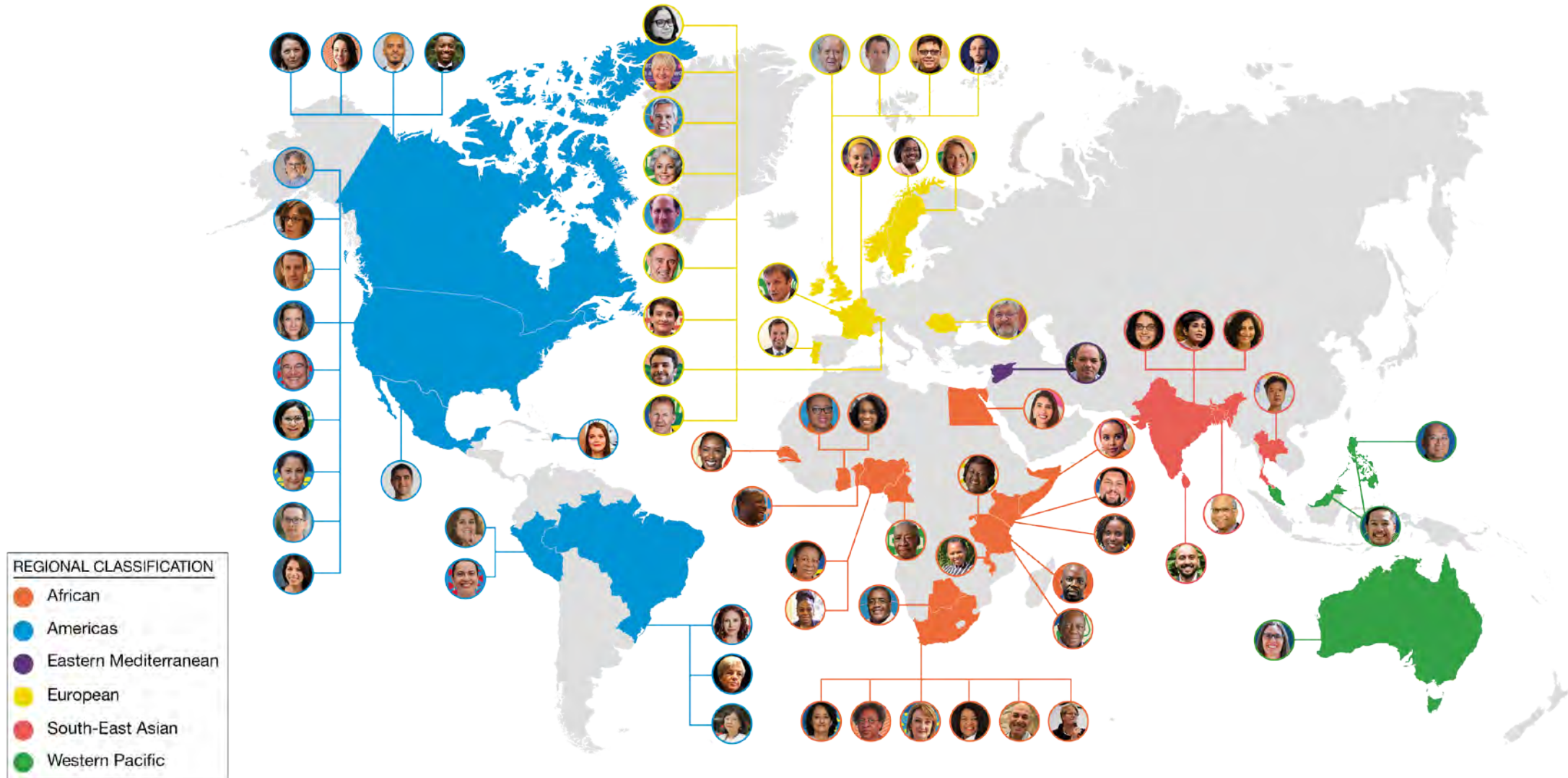
Authors: van Niekerk, L¹; Topp, SM¹; Pasternak, N¹; Mackey TK¹; Garcia, P¹; Binagwaho, A¹; and Aslanyan, G¹

Decolonizing global health matters: could podcasts disrupt knowledge hierarchies and silos?

Role of Podcasts in Global Health

- Transcend the siloes in public/global health
- Share implementation experience & tacit knowledge
- Add new voices to the conversation, especially from LMICs
- Opportunity for personal reflection and cross-country application
- Inspire global health practitioners

Identifying Diverse Voices




Researching key topics in Global Health

GLOBAL HEALTH MATTERS

DECOLONIZATION, LOCALIZATION AND WHO

HISTORY MATTERS PART I
with your host, **GARRY ASLANYAN**




FEATURING:

SANJOY BHATTACHARYA Head, School of History and Professor, Medical and Global Health Histories, University of Leeds	ANNE-EMANUELLE BIRN Professor, Global Development Studies and Global Health, University of Toronto
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GLOBAL HEALTH MATTERS

CLEARING THE AIR FOR A HEALTHY FUTURE

with your host, **GARRY ASLANYAN**




FEATURING:

SHWETA NARAYAN Global Climate & Health Campaigner, Health Care Without Harm	RICO EURIPIDOU Campaign Coordinator, groundWork, Friends of the Earth South Africa
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GLOBAL HEALTH MATTERS

LESSONS FROM TRAILBLAZERS ACROSS GENERATIONS

HISTORY MATTERS PART II
with your host, **GARRY ASLANYAN**



FEATURING:

CARMEN BARROSO Sexual and Reproductive Health Lifelong Advocate	DAKSHITHA WICKREMARATHNE Senior Technical Lead, FP2030
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GLOBAL HEALTH MATTERS

RISKING LIVES TO SAVE LIVES: HEALTH WORKERS IN CONFLICT ZONES

with your host, **GARRY ASLANYAN**



FEATURING:

ANONYMOUS Health worker, Sudan	SAMER JABBOUR Cardiologist and Professor of Public Health Practice	SUSANNAH SIRKIN Independent advocate and former Director of Policy, Physicians for Human Rights
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GLOBAL HEALTH MATTERS

GEOPOLITICS OF GLOBAL HEALTH

PART 1



FEATURING:

RICARDO BAPTISTA LEITE CEO of HealthAI	and your host, GARRY ASLANYAN
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GLOBAL HEALTH MATTERS

DIALOGUES

A conversation with **DAISY HERNÁNDEZ**



and your host, **GARRY ASLANYAN**

GLOBAL HEALTH MATTERS

WALKING THE TALK: ADVOCATING FOR HEALTHY CITIES

with your host, **GARRY ASLANYAN**



FEATURING:

SILPA WAIRATPANIJ Committee Member of Thailand Walking and Cycling Institute Foundation in Bangkok	JESÚS CARLOS SOTO Head of Mobility and Transportation Department of the city of Guadalajara
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GLOBAL HEALTH MATTERS

DON'T WASH AWAY HYGIENE FOR HEALTH

with your host, **GARRY ASLANYAN**



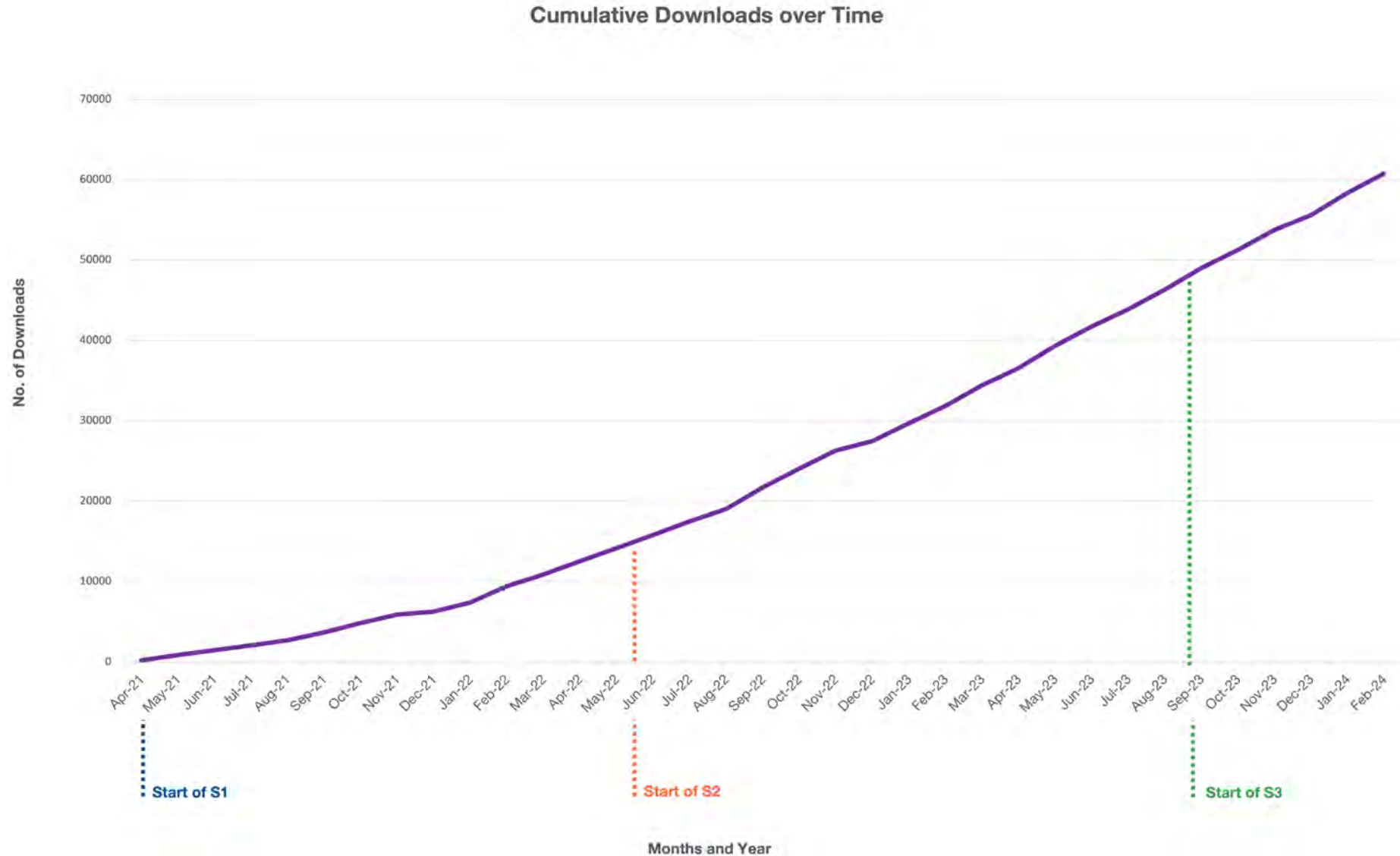
FEATURING:

ANNIE SHERIA MSOSA Senior Campaigner, Global Policy and Campaigns Team, WaterAid	DAVID WHEELER Executive Director, Reckitt Global Hygiene Institute
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Hosting Conversations



Growing Listenership – 185 Countries



Disseminating the Podcast

Website

Multilingual social media

Newsletter

partners

Episode 31
GEOPOLITICS OF GLOBAL HEALTH

Biographies of our host and guests

Listen to the episode, part 1

Listen to the episode, part 2

Transcripts:

English French Portuguese Russian Spanish

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App: Podcasts (Apple, Google Play, Amazon Music, etc.)

Subscribe to our podcast newsletter

Additional resources

GLOBAL HEALTH MATTERS

संवाद

के साथ एक बातचीत
VIDYA KRISHNAN

और आपका मेजबान,
GARRY ASLANYAN

GLOBAL HEALTH MATTERS

**RISKING LIVES TO SAVE LIVES:
HEALTH WORKERS IN CONFLICT ZONES**

with your host, **GARRY ASLANYAN**

FEATURING:

- ANONYMOUS**
Health worker, Sudan
- SAMER JABBOUR**
Cardiologist and Researcher,
Syrian Center for Policy Research
- SUSANNAH SIRKIN**
Independent advocate and
former Director of Policy,
Physicians for Human Rights

PLAY EPISODE ABOUT CONTACT

The Global Health Matters podcast

Global Health Matters is the monthly podcast from DFR featuring renowned experts as well as emerging voices from across the globe, with a focus on sharing perspectives from low- and middle-income countries. If you enjoy our content, please [subscribe](#). Thanks for listening.

**WALKING THE TALK:
ADVOCATING FOR
HEALTHY CITIES**

with your host,
GARRY ASLANYAN

FEATURING:

- SILPA WAIRATPANIJ**
Committee Member of Thailand,
Walking and Cycling Institute
Foundation in Bangkok
- JESUS CARLOS SOTO**
Head of Mobility and
Transportation Department of
the city of Guadalajara

Walking the talk: advocating for healthy cities

Dear listeners,

It's estimated that 68% of the world's population will be living in cities by 2050. In this episode, I speak with two pioneering leaders who have taken up the quest to make their cities healthier places by encouraging safe and active mobility. Silpa Wairatpanij is a Committee Member of the Thailand Walking and Cycling Institute Foundation in Bangkok, and Jesús Carlos Soto is the Head of the Mobility and Transportation Department of the city of Guadalajara.

Bangkok and Guadalajara are two of 73 cities in Partnership for Healthy Cities, a global network of cities committed to reducing noncommunicable diseases and injuries through evidence-based interventions. The Partnership is supported by Bloomberg Philanthropies, Vital Strategies and the World Health Organization.

Health Policy Watch

From Pandemics to AI: Unpacking the Forces Shaping Global Health Policies

By Ricardo Baptista Leite, CEO of Health AL, and Dr Garry Aslanyan, host of the Global Health Matters podcast

Related

- Four Tips to Achieve Healthier Cities
- Tuberculosis and Inequality: How Race, Class, and Class Impact Access to Medicines
- Urgent Call to Action: Why Water, Sanitation, and Hygiene (WASH) Deserves Global Attention

Do you need more stories and analysis on global health? Our newsletter is an ongoing effort to provide you with the latest news, global health perspectives and our selection of recommended research. Sign up for our newsletter. This content is available for free. Sign up for our newsletter. Sign up for our newsletter. Sign up for our newsletter.

FEATURING:

- SILPA WAIRATPANIJ**
Committee Member of Thailand,
Walking and Cycling Institute
Foundation in Bangkok
- JESUS CARLOS SOTO**
Head of Mobility and
Transportation Department of
the city of Guadalajara

**WALKING THE TALK:
ADVOCATING FOR HEALTHY CITIES**

with your host, **GARRY ASLANYAN**

GLOBAL HEALTH MATTERS

TOP 10% ALL PODCASTS

168 COUNTRIES

395 EPISODES

11 PARTNERS

Multi-lingual promotion & transcripts

Multilingual social media

Multilingual Transcripts

The collage features four promotional graphics for the podcast 'Global Health Matters':

- French:** 'Présentation: LE PODCAST ABORDE SUR LES SUJETS SUIVANTS: La santé des migrants, La corruption dans le domaine de la santé, Carrières dans le domaine de la santé mondiale, Histoire de l'OMS, Changements climatiques'. Includes Spotify and Apple Podcasts logos.
- Spanish:** 'Presentamos: O PODCAST ROM VOZES ESPECIALIZADAS E EMERGENTES NA SAÚDE GLOBAL. Luis Gabriel Cuervo Amore, Colombia, Magaly Blas, Peru, Natalia Pasternak, Brasil'. Includes Spotify and Apple Podcasts logos.
- Portuguese:** 'Uma conversa com DAISY HERNÁNDEZ e seu apresentador GARRY ASLANYAN'.
- Hindi:** 'संवाद के साथ एक बातचीत VIDYA KRISHNAN और आपका मेजबान, GARRY ASLANYAN'.

EPISODE 29. L'HYGIÈNE AU SERVICE DE LA SANTÉ

Traduction de la version française par Trint. L'OMS ne saurait être tenue pour responsable du contenu ou de l'exactitude de la présente traduction. En cas d'incohérence entre la version anglaise et la version française, la version anglaise est considérée comme la version authentique faisant foi.

Garry Aslanyan [00:00:08] Bonjour et bienvenue sur le podcast Global Health Matters. Je suis votre hôte, Garry Aslanyan. Dans cet épisode, nous explorerons le thème de l'eau, de l'assainissement et de l'hygiène. À notre époque, où les avancées technologiques et scientifiques n'ont jamais été aussi nombreuses, 1,8 milliard de personnes dans le monde n'ont toujours pas le luxe élémentaire de l'eau courante chez elles. En outre, 3,4 milliards de personnes n'ont pas accès à l'assainissement. Non seulement les ménages sont touchés, mais les établissements de santé aussi. Le manque d'eau potable et d'assainissement entraîne la transmission de maladies et l'augmentation de la résistance aux antimicrobiens. Dans cet épisode, mes invités et moi-même examinerons l'impact sanitaire, économique et social d'une eau, d'un assainissement et d'une hygiène inadéquats. Pour cette discussion, je suis rejointe par Annie Msoa, conseillère en plaidoyer pour WaterAid au Malawi. Je suis également rejoint par David Wheeler, directeur exécutif du Reckitt Global Hygiene Institute aux États-Unis. Bonjour, David. Bonjour, Annie. Bienvenue dans l'émission.

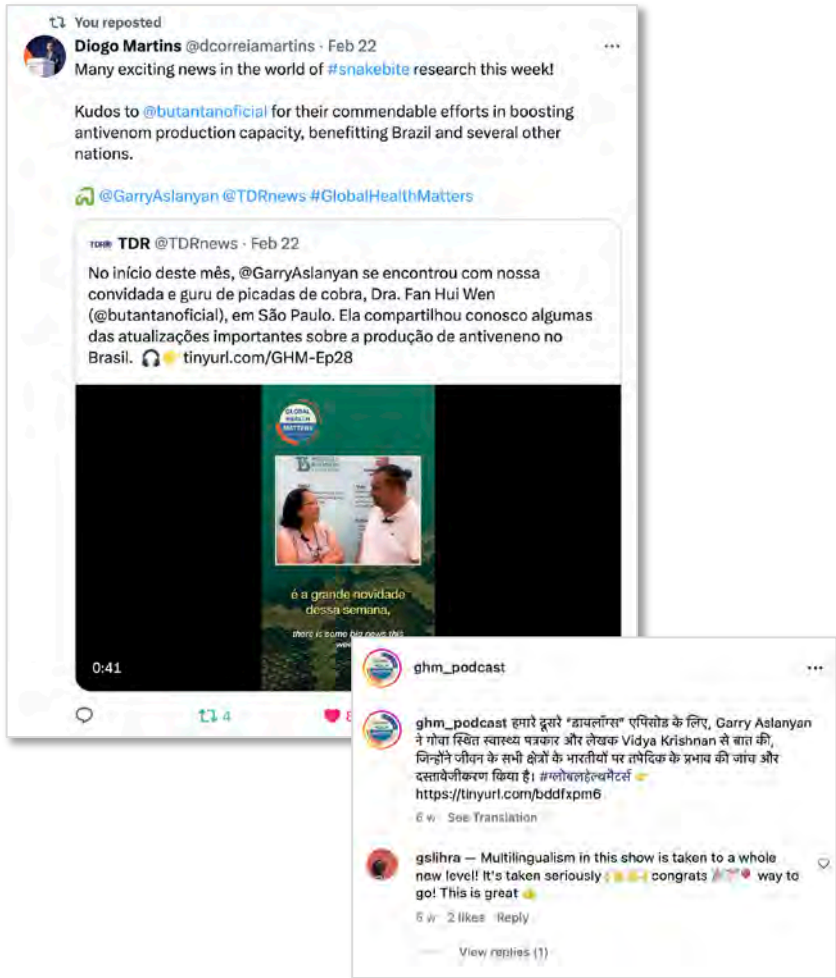
ЭПИЗОД 29. НЕ СМЫВАЙТЕ ГИГИЕНУ ЗДОРОВЬЯ

Данная стенограмма была подготовлена с помощью программы транскрипции Trint и отрецензирована сотрудниками TDR. Всемирная организация здравоохранения не несет ответственности за точность транскрипции.

Garry Aslanyan [00:00:08] Здравствуйте и добро пожаловать на подкаст «Вопросы глобального здравоохранения». Я ваш ведущий, Гарри Асланян. В этом выпуске мы рассмотрим тему воды, санитарии и гигиены. В наши дни, когда мы достигли большого технологического и научного прогресса, чем когда-либо прежде, 1,8 миллиарда человек во всем мире все еще не могут позволить себе проточную воду дома. Кроме того, 3,4 миллиарда человек не имеют доступа к санитарным услугам. Пострадали не только домохозяйства, но и медицинские учреждения. Отсутствие безопасной воды и санитарии приводит к передаче заболеваний и повышению устойчивости к противомикробным препаратам. В этом выпуске мы с моими гостями рассмотрим медицинские, экономические и социальные последствия недостаточного водоснабжения, санитарии и гигиены. В этом обсуждении ко мне присоединилась Энни Мосоа, советник по защите интересов WaterAid в Малави. Ко мне также присоединился Дэвид Уилер, исполнительный директор Глобального института гигиены им. Реккитта в США. Привет, Дэвид. Здравствуй, Энни. Добро пожаловать на шоу.

Engaging the Global Health Community - Virtually

social media



Diogo Martins @dcorreiamartins · Feb 22
Many exciting news in the world of #snakebite research this week!
Kudos to @butantanoficial for their commendable efforts in boosting antivenom production capacity, benefitting Brazil and several other nations.

TDR @TDRnews · Feb 22
No início deste mês, @GarryAslanyan se encontrou com nossa convidada e guru de picadas de cobra, Dra. Fan Hui Wen (@butantanoficial), em São Paulo. Ela compartilhou conosco algumas das atualizações importantes sobre a produção de antiveneno no Brasil. tinyurl.com/GHM-Ep28

ghm_podcast
हमारे दूसरे "डायलॉग्स" एपिसोड के लिए, Garry Aslanyan ने गोवा स्थित स्वास्थ्य पत्रकार और लेखक Vidya Krishnan से बात की, जिन्होंने जीवन के सभी क्षेत्रों के भारतीयों पर तपेदिक के प्रभाव की जांच और दसावेजीकरण किया है। #स्नोपबलहेल्थमैटर्स <https://tinyurl.com/bddfzpm6>

gslhra — Multilingualism in this show is taken to a whole new level! It's taken seriously 🙌🙌🙌 congrats 🎉🎉 way to go! This is great 🙌

email

FW: [EXT] great podcast! External Inbox x

From: ASLANYAN, Garry
Sent: Friday, August 25, 2023 8:26 AM
To: Thy Pham <Thy.Pham@gatesfoundation.org>
Subject: RE: [EXT] great podcast!

Hi Thy – thanks so much! I received several emails, all positive, about the new dialogues series we will include this season, in addition to regular episodes! Stay tuned for September.

Garry

From: Thy Pham <Thy.Pham@gatesfoundation.org>
Sent: Wednesday, August 23, 2023 6:50 PM
To: ASLANYAN, Garry <aslanyang@who.int>
Subject: [EXT] great podcast!

Hi Garry, Just a note to say your podcast with Daisy Hernandez was excellent and I am glad that you are continuing to offer these informative conversations on topics of importance to global health!

Best,
Thy

Op-eds

The future of the world's health depends on radical listening with guest Kinari Webb.

For growing cities, public support is key to healthy mobility," with guests Jesús Carlos Soto and Silpa Wairatpanij

Engaging with the global health community – In-person



GLOBAL HEALTH MATTERS

JOIN us in-person at CUGH 2024, in Los Angeles!

Global Health Communication: Skills to Disrupt Knowledge Hierarchies and Siloes

The session is free and open to all (without conference registration) but seats are limited, so please register!

Westin Bonaventure Hotel, Los Angeles

7 March 2024, 1 - 4pm

JOINED BY:

- With your host, Garry Aslanyan
- Natalie Pasternak
- Tim Mackay
- Lindi van Niekerk
- Daisy Hernández (virtual guest)

Logos for TDR, Columbia University, UC San Diego, Northwestern University, and clembe are displayed at the bottom.



Influence

“
If you have not yet had a chance to listen to TDR’s [Global Health Matters podcast](#), they are an absolute must. Please share widely with friends, family, colleagues, your networks and on any social media platform. They really are superb and the latest two are fascinating. Garry, to everyone involved in TDR and beyond in making these happen, thank you and congratulations!”

“
I also believe it’s very important for us in particular, the donor community to listen to. I think it’s Catherine who says, “Keep on defining the wrong problems and then we will fund the wrong solutions.” So, we have to stop doing that.”

 **134** followers gained on GHM’s Instagram since the start of season 3

 **982** on GHM’s Facebook page since the start of season 3

 **247** followers gained on TDR’s Twitter/X since the start of season 3

9 of the top 10 countries following GHM’s Facebook page are all LMICs

 **1261** followers on TDR’s LinkedIn since the start of season 3

6 of the top 10 countries following TDR’s LinkedIn page are from LMICs

“
I’ll be teaching two courses in the Fall. One I will call “Cross-cultural Perspectives on Health and Healing,” and for this I plan to assign a couple of your podcasts as required listening.”

Multi-disciplinary team



GARRY ASLANYAN
Executive Producer & Podcast Host



LINDI VAN NIEKERK
Senior Producer



OBADIAH GEORGE
Audio Engineer & Editor

- Technical Global Health Research & Practitioner expertise
- Multi-media expertise
- Communication expertise
- Marketing expertise



MAKI KITAMURA
Producer & Strategic
Communications



IZABELA SUPER-DAYAO
Webmaster & Design



CLAUDI VAN NIEKERK
Design & Marketing Specialist



CHRIS COZE
Writing Editor



ELISABETTA DESSI
Administration & Dissemination

Key Lessons Learned

- Storytelling methodology is key
- Balancing facts vs experience
- Finding the unique angle for each episode
- The art of the right question
- Preparation and planning
- Building new connections with key global health players
- Opportunities to repurposing content
- Dissemination requires active investment and tailored strategies

- It looks easier than it is – time consuming
- It is not a tool for every topic
- Information acquisition differ across cultures
- Limitation of language
- Not relatable by all

Future Opportunities

- Broad focus with multiple subtopics
- Finding the unique angle for each episode
- Balancing facts vs experience
- Preparation and planning
- Building new connections with key global health players
- Repurposing content (e.g. global health students)
- Invest in innovative dissemination strategies)
- Creative approaches to reach LMIC audiences