

Role of Media
Professional to Save
Lives of Mothers,
Newborns and Young
Children

Maternal, Newborn and Child Health - *the “Right” of every child & Mother*

- ▶ Every Mother and Child in Pakistan should get health services.
- ▶ All health services are provided free of charge through a wide network of government health facilities distributed all over the country.

WHY Communication ??

- Enhancing government support and motivation
- Maintaining high awareness among the general public through media and Inter-Personal Communication (IPC)
- Improving service delivery to reach the most vulnerable populations

WHY Communication ??

- Expanding community partnerships
- Increasing household knowledge & participation - especially targeting female child caretakers
- Supporting routine immunization through sustained communications

What are mass media's strengths as a channel for Maternal, Newborn and Child Health communications?

Strengths of mass media for MNCH communications

- ▶ Good for building awareness due to *ability to reach many* readers, listeners, viewers, including those in rural areas.
- ▶ Effective for *time-sensitive/urgent information*.
- ▶ *Often considered credible source* of information; good vehicle for providing facts, correcting misinformation through voice of experts.
- ▶ What is printed or broadcast in mass media *often important to policymakers*

Media as MNCH partners

- ▶ To reach every Child and Mother, we need to reach all families with messages about MNCH key behaviours
- ▶ To sustain commitment to MNCH, need to keep MNCH on public agenda

MNCH Issues - Unified Health Messages

Maternal Health

- Antenatal checks
- TT injections
- Danger signs during pregnancy
- Who is birth attendant
- Danger signs during labor
- Post-partum examination
- Danger signs after delivery
- optimal period of birth spacing

Newborn Health

- bathing neonate after birth
- Early wrapping and keeping warm
- Breastfeeding: when
- Danger signs in the neonate
- Exclusive breastfeeding
- Child immunization

Young Children Health

- Weaning: when to initiate
- Nutrition
- Immunization

Our Challenges is a simple one:

when reporting on an issue involving or affecting a child and/or mother

.... Pauseand

ask yourself.

“What if this was my own spouse, daughter, son, brother, sister, mother?”



**Every
Child
and
Mother
Counts**

... we look forward to working in partnership with you to protect and improve the well-being of Sindh's most vulnerable through strategic and accessible communication that preserves dignity and empowers through meaningful participation.

For any queries or requests contact:
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