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 sings 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 sings in the neonate
- Exclusive breastfeeding
- Child immunization

#### Young Children Health

- Weaning: when to initiate
- Nutrition
- Immunization

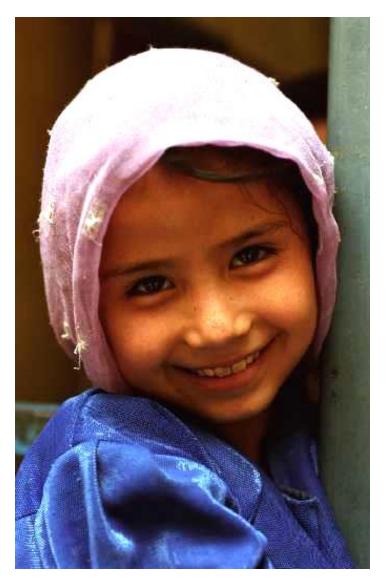
#### Our Challenges is a simple one:

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

.... Pause ......and

ask yourself.

"What if this was my own spouce, 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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