

REPORT

Regional Media Dialogue on Journalism in Essential Health Care Services

Organize by: USAID-DFID NGO Health Service Delivery Project

March 14, 2017 Khulna

“Journalism in Essential Healthcare Services”



A Regional Media Dialogue on Journalism in Essential Health Care Services was held at the CSS Ava Center, Khulna under the auspices of United States Agency for International Development (USAID) and the United Kingdom’s Department for International Development (DFID) for the NGO Health Service Delivery Project (NHSDP).

The purpose of the media dialogue was to have an open dialogue with the media people, share essential health services provided by Surjer Hashi network in line with national priorities and discuss about their role to address social issues like health, as a potential force for changing people's behavior and disseminating the issues among mass people specially the poor and underprivileged groups who can attain better primary health services to bring positive changes in their life. The specific objectives of the Regional Media Dialogue were as below:

- Effective use of mass media in creating awareness about the SH networks and the service delivery sites
- Provide information to the people about the quality and equitable services affordable for all especially for the poor and underprivileged groups of rural and urban areas being delivered from the SH service delivery networks.

- Generate support of the people in operation and management of the SH service delivery sites at different tiers
- Bring regional level media professionals exposed with SH network with its service deliveries and local NGO and clinics establish relationship with media and professionals.



This event was jointly organized by NHSDP and Paribar Kallyan Samity (PKS) and BCC team of NHSDP. The regional media dialogue had planned to bring community voice in interactions and dialogue with the journalists so that journalist gets a sense of community ownership of SH clinic and its service deliveries. Under this plan, a CSP and an SHCSG leader attended this event to share their role, involvement and experience with SH clinic and take part in the discussion..

In the dialogue, a total of 34 regional level journalists represent national and regional print and electronic media of Khulna division were present to share their opinion and experiences. Mr. Mr. S M Habib, President, Khulna Press Club presided over the dialogue event.

The dialogue began with self-introduction following which Mr. Ekramuddaula, Joint Secretary, PKS made an address of welcome for the media dialogue participants Mr. Shafiqur Rahman, Director-BCC, NHSDP explained the objectives of the Media Dialogue. Dr. Halida Hanum Akhter, Chief of Party, NHSDP initiated the discussion and described about the entire Surjer Hashi network of 399 health clinics and over 8,000 community service providers deliver essential health services at the door step for the poorest people to serve approximately 26 million people each year throughout Bangladesh. The event brought together community health experts and media professionals to discuss the approach taken by NHSDP's Surjer Hashi clinics in reaching poor communities with basic healthcare.

After explaining the objectives of the dialogue and NHSDP overview, there were three presentations on uniqueness of NHSDP services made by 3 Project Directors. In this row Ms. Faridatun Nahar made presentations on 'empowering pregnant mothers: birth preparedness', Mr. S M Mahfuz Ali Project Director, CRC on 'reaching of poor: NHSDP serving underserved population of the community' and Mr. Mostafa Quamrul Hassan, Project Director, PSKS, on 'adolescent coverage with ANGEL model: winning approach to access unmarried adolescents in educational institutions'.

Two national level journalists Mr. Tapan Das Additional News Editor, Daily Samakal and Mr. Tarik Hasan Shahriar Senior Correspondents, The Daily Sun were also attended the event. Mr. Tarik Hasan Shahriar made a journalist's views on 'Journalism in Essential Health Care Services'



before interaction in the plenary started. Mr. Tapan Das, Additional Editor, The Daily Samakal shared his views and comments on the limitation and opportunities of the health service delivery coverage in the media and he opined to utilize available opportunities.

In interactive discussion and question-answer was facilitated by Mr. Subir Kumar Roy, Secretary, Press Club, Khulna and invited attending journalists for their views and comments over the presentation, discussion and about the journalism in Essential Health Care Services. In this session several journalists had their question, remarks and recommendations. These were as below

- Names of the schools under Khulna City Corporation that are being carried on ARH services following the ANGEL model.
- Mayer Bank and Red Flag for saving mother's life becomes a potential intervention.
- Need for mobilizing Newly Wed Couple to address reproductive health situation of our country.
- How SH service can have compared with GoB health services in term of quality and standard.
- SH service delivery and its network has been useful health service coverage amongst a good number of populations is complementing country's health service delivery program.



All these issues were responded by Dr. Halida Hanum Akhter, Shafqur Rahman, Project Directors and by the national level journalists.

After having responses over the above questions and being informed about the activities of the project, the journalists suggested several recommendations as listed below;

- Capacitate the regional level journalists through workshops and trainings
- NHSDP should increase the number of clinics in the Khulna as there are not too many compare to other divisions
- Form a media team to visit clinics and have series of reporting on the public health issues
- Allow journalists to visit field according to their available schedule and without any structure forms of reporting.

Mr. S M Habib, President, Press Club, Khulna and chair of the session in his speech emphasized that media must play an influential role in promoting essential healthcare services available to all Bangladeshis, especially underserved communities. Appreciating Surjer Hashi clinic's contribution to national health care services he said, it has done a great job in health sector which has to be acknowledged.

