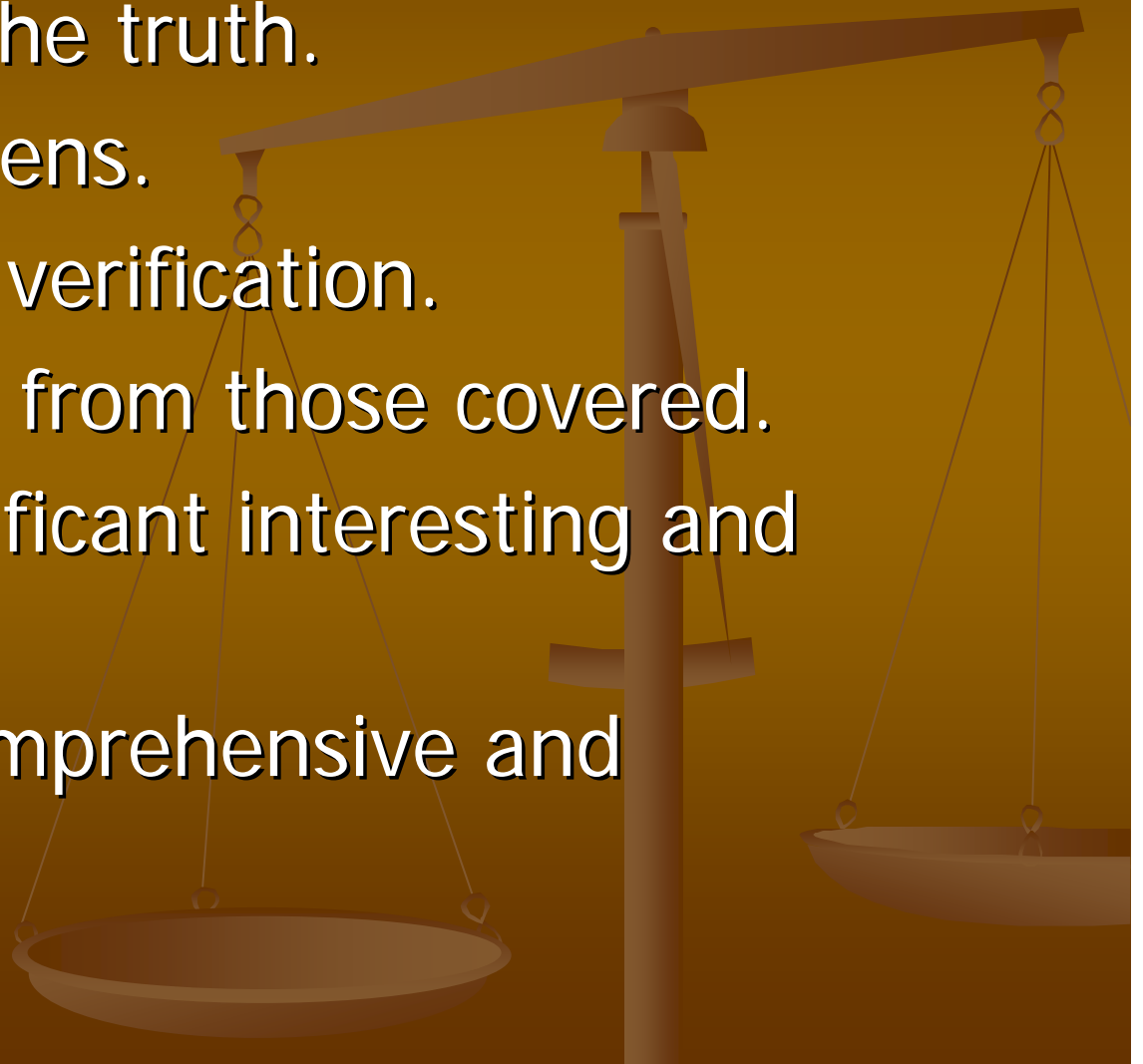


Impact of Media in Health Care Delivery



Principles followed by the media

1. Obligation to the truth.
2. Loyalty to citizens.
3. A discipline of verification.
4. Independence from those covered.
5. Make the significant interesting and relevant.
6. Keep news comprehensive and proportional.




Media looks at health from different perspectives.

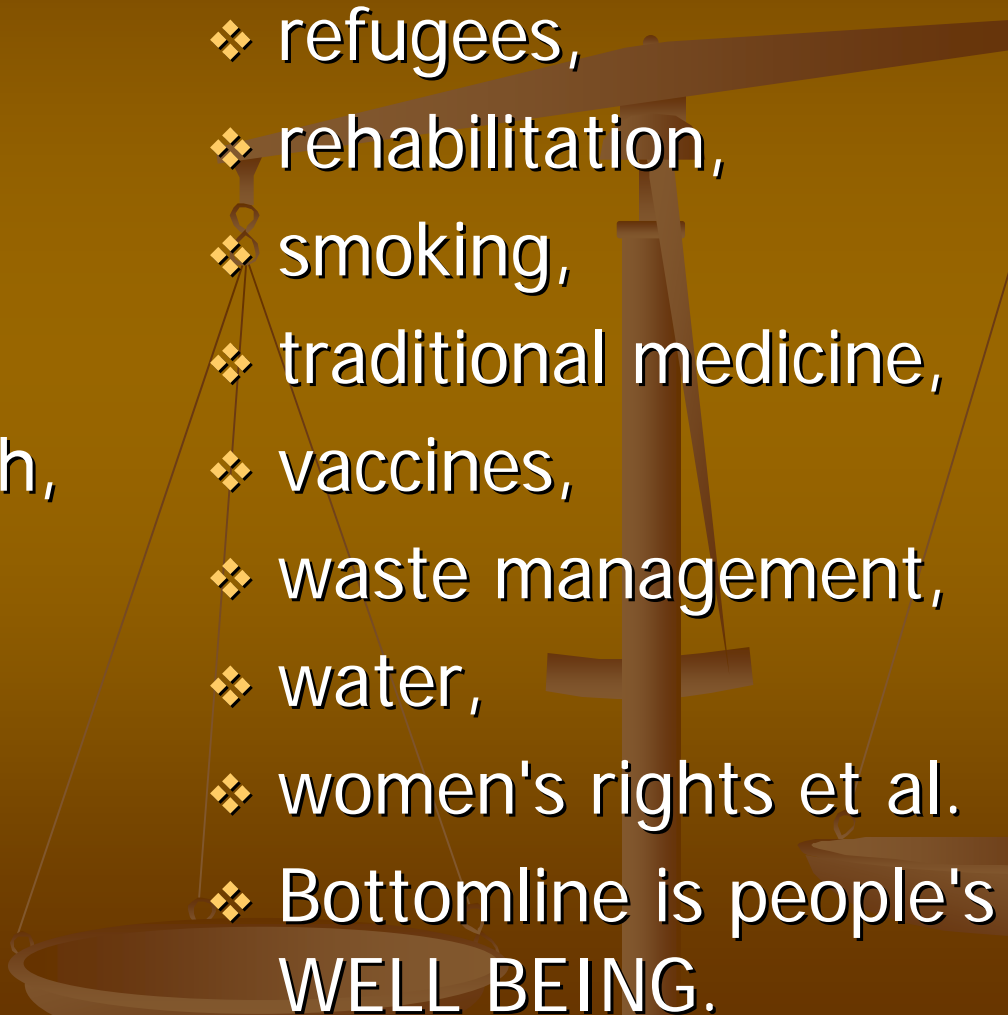
- ❖ Medical issues.
- ❖ Ethical issues.
- ❖ Social issues.
- ❖ Economic issues.



Media looks at health from different perspectives.

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- ❖ From accidents to biodiversity,
 - ❖ bioterrorism,
 - ❖ blindness,
 - ❖ cancer,
 - ❖ chemical weapons,
 - ❖ climate,
 - ❖ costs,
 - ❖ diet,
 - ❖ drugs,
 - ❖ ecosystem,
 - ❖ environmental pollution,
 - ❖ ethics,
 - ❖ family planning,
 - ❖ gender,
 - ❖ genetics,
 - ❖ health economics,
 - ❖ Health education,

Media looks at health from different perspectives.

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- ❖ immunisation,
 - ❖ life expectancy,
 - ❖ malnutrition,
 - ❖ nutrition,
 - ❖ occupational health,
 - ❖ poverty,
 - ❖ radiation,
 - ❖ research,
 - ❖ refugees,
 - ❖ rehabilitation,
 - ❖ smoking,
 - ❖ traditional medicine,
 - ❖ vaccines,
 - ❖ waste management,
 - ❖ water,
 - ❖ women's rights et al.
 - ❖ Bottomline is people's WELL BEING.

Role of media

1. Disseminate information on diseases, discoveries
 2. Partner in efforts to provide world class health care at affordable cost.
 3. Highlight disparities – urban / rural, rich / poor, gender An advocacy role.
 4. Watchdog role -- ensure implementation of programmes / legislations governing health.
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