



Voices in Health

Objective

To strengthen the skills, knowledge and science vocabulary of journalists and talk show hosts; to improve their reporting, targeted programming, publications and live broadcasts on specified health areas. In the process, local media capacity is built and the development of professional norms encouraged. Technical and resource support is provided to underpin improvements in health journalism. NGO and government health officials and people living with HIV (PLHIV) are provided with the skills set to create more effective media strategies.

Project Status

The Voices in Health project is implemented by Internews Network and began in October 2008 and will end in September 2012.

Key activities

Journalism training: Radio, TV, print, photo and online journalists are trained in accurate and sensitive reporting on HIV/AIDS thematic areas. Formal workshops and follow-on mentoring ensure higher quality and quantity output and a diversity of voices in the Kenyan media.

Roundtable discussion events: Forums are hosted, in which journalists interact with experts/partners and review topical issues. Stories are generated at these lively ideas exchanges between peers.

Advanced local capacity in reporting and training: Senior journalists are focused on through a fellowship program encouraging progression to a higher complexity of reporting. Training of trainers workshops ensure program sustainability.

Travel grants: Media houses, who lack the funding to send journalists to cover rural/outlying stories, are provided with financial and mentored support for travel and production.

Maintenance and expansion of Media Resource Centre, "Write Spot": A parallel newsroom for journalists to use computers with internet access, thematic information updates and newspaper clippings, TV and radio production facilities, in addition to ad-hoc mentoring from trainers, facilitate higher quality journalism outputs and quality storytelling.

Achievements

To date, Internews Kenya has trained more than **900 journalists** and about 90 non-government organizations (NGO) and government officials working in the field of health. Trainees have scooped top international awards for their health stories. Seventeen journalists have won fellowships and many continue to rise in their careers, as a result of better quality output and the confidence they have gained. Twenty prime radio and TV slots have been created to accommodate the HIV-related stories produced by trainees. The project regularly partners with organizations such as FHI, Pathfinder, and other USAID projects such as APHIA II, to expose journalists to story content and contacts. These initiatives strengthen the output of both Internews and partners.

Contacts

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UPDATED APRIL 2011