Overview

- APHRC’s mission
- Strategies – creating interest, building capacity, working with media as intermediaries
- Lessons
- Conclusions
APHRC’s Mission

- “promoting the wellbeing of Africans through policy-relevant research …”
Why mass media (in general)?

• Power to inform and shape opinions, attitudes, and therefore reduce stigma

• Wide reach – general public, policymakers
Why mass media (for this paper)?

- APHRC’s longstanding engagement with media
- APHRC’s varied approaches in engaging with media
- APHRC’s varied levels of success with different aspects of the media
Main Media Engagement Strategies

- Enhance interest and motivation
- Build capacity of journalists and researchers
- Work with media as intermediaries
Enhancing Interest & Motivation

- Awards of excellence
  - Sexuality journalism award of excellence
  - 5th African Population Conference Journalists’ Competition
Building Capacity

- Two-way process – building capacity of media reps to using evidence, and of researchers in simplifying research evidence
  - TV drama – Makutano Junction
    - Addresses stigma associated with SRH-related issues & provide information on SRH services
    - Promotes public engagement
- Sensitization workshops for journalists
- Sensitization workshops for researchers
Working with Media as Intermediaries

- Working through journalist associations
  - KUJ - 2004
  - MESHA - 2008

- The fostering of personal relationships with journalists
Lessons Learned

- **Enhancing Interest …**
  - Amount of cash awards; number of winners;
  - Increase and enhance quality of coverage
  - Sensitization on subject matter needed for poorly-understood topics

- **Building Capacity …**
  - Greater appreciation among researchers for the need to move their research to another level.

- **Working w/media as intermediaries …**
  - Journalist associations are effective platforms for reaching journalists
  - Respect and trust btw journalists and researchers can be built
Conclusions

APHRC’s efforts have led to:

- Two-way learning and engagement
- Enhanced capacity, confidence and motivation of researchers to engage with journalists and vice-versa
- Increased coverage of APHRC’s SRH research
- Increasing demand for APHRC’s SRH research by journalists
THANK YOU