



**ICRC**

**Media Coverage Report**

**News title: ICRC organizes capacity building training for media on health issues**

**Karachi**

**DATE: 7-JUN-2022**



## Experts For Capacity Building Of Media On Health Issues

On Jun 16, 2022



ISLAMABAD – Experts at a consultative workshop on Wednesday called for capacity building of media persons' health issues including provision of emergency healthcare services.

Healthcare professionals, representatives from media regulators, media experts and academicians attended the workshop, organized by the International Committee of the Red Cross (ICRC), APPNA Institute of Public Health (AIPH) – Jinnah Sindh Medical University (JSMU) and Khyber Medical University, here. The professionals deliberated in depth upon the problems pertaining to reporting on health matters in national media and provided their feedback to strengthen the content of the training. They stressed upon the need for following up this exercise with hands-on trainings for journalists on ethical standards of reporting on health.

<https://nation.com.pk/2022/06/16/experts-for-capacity-building-of-media-on-health-issues/>

# Call for capacity building of media on health issues

By **News desk** - June 16, 2022

Considering media as the 4th pillar of state regarding transfer of information and opinion making, experts at a consultative workshop have called for capacity building of media persons especially on health issues including provision of emergency healthcare services.

<https://pakobserver.net/call-for-capacity-building-of-media-on-health-issues/>

Islamabad

## **ICRC organises training on health issues**

June 16, 2022

Islamabad Considering media as the fourth pillar of a state due to its important role towards transferring information and opinion making, experts at a consultative workshop have called for capacity building of media persons especially on health issues including provision of emergency healthcare services, says a press release.

<https://www.thenews.com.pk/print/966619-icrc-organises-training-on-health-issues>

## PAKISTAN

# Experts for capacity building of media on health issues

News Desk

JUNE 16, 2022



Karachi, June 15, 2022: Considering media as the fourth pillar of a state due to its important role towards transferring information and opinion making, experts at a consultative workshop have called for capacity building of media persons especially on health issues including provision of emergency healthcare services.

Healthcare professionals, representatives from media regulators, media experts and academicians attended the consultative workshop which was organized by the International Committee of the Red Cross (ICRC), APPNA Institute of Public Health-Jinnah Sindh Medical University and Khyber Medical University in Karachi.

<https://dailytimes.com.pk/952613/experts-for-capacity-building-of-media-on-health-issues/>

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KARACHI, June 15: Considering media as the fourth pillar of a state due to its important role towards transferring information and opinion making, experts at a consultative workshop have called for capacity building of media persons especially on health issues including provision of emergency healthcare services. Healthcare professionals, representatives from media regulators, media experts and academicians attended the consultative workshop which was organized by the International Committee of the Red Cross (ICRC), APPNA Institute of Public Health-Jinnah Sindh Medical University and Khyber Medical University. Objective of the workshop, which was part of the ICRC's Health Care in Danger (HCiD) initiative, was to develop training for journalists to promote ethical and responsible reporting on the issues related to healthcare in Pakistan. Speaking on the occasion, Prof. Lubna Ansari-Baig, Chairperson AIPH-JSMU,

<https://dailyiht.com/news/story/94524>

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<https://islamabadpost.com.pk/icrc-organizes-capacity-building-training-for-media-on-health-issues/>

# PAKISTAN TODAY

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Thursday, June 16, 2022

## Health Issues

# ICRC organizes capacity building training for media

### Staff Reporter

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Khyber Medical University.

Objective of the workshop, which was part of the ICRC's Health Care in Danger (HCiD) initiative, was to develop training for journalists to promote ethical and responsible reporting on the issues related to healthcare in Pakistan.

Speaking on the occasion, Prof. Lubna Ansari-Baig, Chairperson AIPH-JSMU, said, "Various research studies have identified that irresponsible media reporting always hinders the provision of emergency healthcare services. There is a need to improve the standards of media reporting on health issues to counter misperceptions, promote factual reporting, and stop the gradual erosion of trust

between healthcare providers and the public."

The experts in the workshop deliberated in depth upon the problems pertaining to reporting on health matters in national media and provided their feedback to strengthen the content of the training. They also stressed upon the need for following up this exercise with hands-on trainings for journalists on ethical standards of reporting on health.

Participating in the discussion, Secretary General of Pakistan Medical Association, Dr Qaisar Sajjad, said, "Healthcare workers are working in challenging circumstances, especially in emergency departments, to provide life-saving services. They need the

support of media personnel to promote attitudes and behaviours among the general public that facilitate the provision of healthcare services".

The representatives of media at the workshop voiced the needs of journalists and reporters specific to reporting on health care. They called for media persons' capacity building and trainings to objectively report on the issues facing the healthcare sector.

At the same time, they were also of the view that it's important for healthcare workers to also enhance their communication skills to enable a clearer flow of information between the media and healthcare professionals, especially during disasters or emergencies.



قومی

## آئی سی آر سی مشاورتی ورکشاپ: میڈیا نمائندوں کی تربیت پر زور

01 جون 15، 2022

کسی بھی ملک میں میڈیا کے اہم کردار کے پیش نظر، مشاورتی اجلاس کے شرکا نے صحافیوں اور میڈیا نمائندوں کی ہیلتھ رپورٹنگ سے متعلق تربیت کی اہمیت پر زور دیا۔

میڈیا نمائندوں، میڈیا ذمہ داران اور طبی ماہرین کی بڑی تعداد نے انٹرنیشنل کمیٹی آف دی ریڈ کراس (ICRC)، APPNA انسٹیٹیوٹ آف پبلک ہیلتھ، جناح سندھ میڈیکل یونیورسٹی اور خیبر میڈیکل یونیورسٹی کے اشتراک سے ہونے والی ایک مشاورتی ورکشاپ میں شرکت کی۔

آئی سی آر سی کے شعبے 'ہیلتھ کنٹریبان ڈینجر انیشیٹیو' کے تحت ہونے والی اس ورکشاپ کا مقصد صحافیوں کے لیے ایک ٹریننگ ترتیب دینا ہے تاکہ پاکستان میں صحت کے امور پر ہونے والی رپورٹنگ میں اخلاقی ذمہ داری کا احساس اجاگر کیا جاسکے۔

اس موقع پر AIPH-JSMU کی چیئر پرسن ڈاکٹر لبنی بیگ نے گفتگو کرتے ہوئے کہا، کئی تحقیقی رپورٹس اس بات کی نشاندہی کر چکی ہیں کہ غیر ذمہ دارانہ رپورٹنگ ہنگامی طبی امداد کی فراہمی میں رکاوٹ کا باعث بنتی ہیں۔ ضرورت اس بات کی ہے کہ صحت کے امور سے متعلق رپورٹنگ کا معیار بلند کر کے غلط تاثر کو زائل کیا جائے، حقائق پر مبنی رپورٹنگ کو فروغ دیا جائے، طبی عملے اور عام لوگوں کے بیچ بڑھتی ہوئی عدم اعتمادی کو ختم کیا جائے۔

ورکشاپ میں ماہرین نے صحت کے معاملات پر ہونے والی رپورٹنگ سے متعلق مسائل پر غور و فکر کیا اور ٹریننگ کے مواد کو بہتر بنانے کے لیے اپنی آراء پیش کیں کہ کس طرح مناسب تربیت کے ذریعے صحت سے متعلق رپورٹنگ کو مناسب اور ذمہ دار بنایا جاسکتا ہے۔ شرکا نے صحت کے امور پر رپورٹنگ کے اخلاقی معیارات پر ٹریننگ دینے کے ساتھ اس بات پر بھی زور دیا کہ اس جاریمشقی کا جائزہ وقتاً فوقتاً لیتے رہنا چاہیے۔

# KhabrainTV.net

تعلیم و صحت

## آئی سی آر سی مشاورتی ورکشاپ: میڈیا نمائندوں کی تربیت پر زور

05 جون 2022

اسلام آباد: کسی بھی ملک میں میڈیا کے اہم کردار کے پیش نظر، مشاورتی اجلاس کے شرکا نے صحافیوں اور میڈیا نمائندوں کی ہیلتھ رپورٹنگ سے متعلق تربیت کی اہمیت پر زور دیا۔

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## کسی بھی ملک میں میڈیا کے اہم کردار بارے مشاورتی اجلاس

**میڈیا نمائندوں، میڈیا ڈراماں اور طبی ماہرین کی بڑی تعداد میں شرکت**

اسلام آباد (خبر) کسی بھی ملک میں میڈیا کے اہم کردار کے پیش نظر مشاورتی اجلاس کے شرکاء نے سماجوں اور میڈیا نمائندوں کی ابتداء پر توجہ سے تعلق تربیت کی اہمیت پر زور دیا۔ میڈیا نمائندوں، میڈیا ڈراماں اور طبی ماہرین کی بڑی تعداد نے اجلاس میں شرکت کی۔ آف ڈی ریگریٹو (A P P N C R G) ایشیائی آف پبلک ہیلتھ، جناب مسعود میڈیکل یونیورسٹی اور میڈیکل یونیورسٹی کے انفریک سے ہونے والی ایک مشاورتی ورکشاپ میں شرکت کی۔ آئی سی آئی کے شیبے 39 # 39 # 39 # 39 # 39 # 39 # 39 کے تحت ہونے والی اس ورکشاپ کا مقصد سماجوں کے لیے ایک

ایجنڈہ ترتیب دینا ہے تاکہ پاکستان میں صحت کے امور پر ہونے والی رپورٹنگ میں افغانی اور ہماری کا احساس اجاگر کیا جاسکے۔ اس موقع AIPH-JSM کی چیئر پرسن ڈاکٹر نسیم بیگ نے منظر پر ہونے والی گفتگو کا خصوصی رپورٹس اس بات کی تاکید کی کہ ملکی رپورٹنگ ڈراماں رپورٹنگ ہنگامی طبی امداد کی فراہمی میں ناکامی کا باعث بنتی ہیں۔ ضرورت اس بات کی ہے کہ صحت کے امور سے تعلق رکھنے والے میڈیا کے نمائندوں کو آگاہ کیا جائے۔ اس کے علاوہ رپورٹنگ کو فروغ دیا جائے۔ طبی شعبہ اور عواموں کے درمیان برائی اور بھائی اور



اسلام آباد پریس کلب سے مشاورتی اجلاس کے شرکاء کا گروپ فوٹو

# Twitter



**The Lahore Times**

@lhrtimes



ICRC organizes capacity building training for media on health issues

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<https://twitter.com/lhrtimes/status/1537210841954521088>

# Twitter



**Sindh Courier**  
@CourierSindh



sindhcourier.com

ICRC organizes capacity building training for media on health...  
Irresponsible media reporting always hinders the provision of  
emergency healthcare services. Healthcare professionals, ...

7:07 AM · Jun 15, 2022 · Twitter for Android

<https://twitter.com/CourierSindh/status/1537074231581847553>

# Websites

NBIA News: <https://newsupdatetimes.com/icrc-organizes-capacity-building-training-for-media-on-health-issues/>

Dialy Infotainment: <https://www.dailyinfotainment.com/2022/06/icrc-organizes-capacity-building-training-for-media-on-health-issues.html>

Sindh Courier: <https://sindhcourier.com/icrc-organizes-capacity-building-training-for-media-on-health-issues/>

Diplomatic News: <https://diplomaticnewspk.blogspot.com/2022/06/icrc-organizes-capacity-building.html>

Lahour Times: <https://www.lhrtimes.com/2022/06/15/icrc-organizes-capacity-building-training-for-media-on-health-issues/>

Community Vibes: <https://community-vibes.com/icrc-organizes-capacity-building-training-for-media-on-health-issues/>

Community Vibes (Urdu): <https://community-vibes.com/ur/741/>

Sindh Courier (Fcaebook): <https://www.facebook.com/Sindh-Courier-100958701404147>

NBIA News: <https://www.facebook.com/nbiaofficial>

Community Vibes (Facebook):

<https://www.facebook.com/103557095563425/photos/a.103574162228385/153798907205910/>