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1. Introduction

1.1 The Activity

Center under EVA initiated a Journalist Training exercise focused on health reporting. This was based on the key findings of a Training Needs Assessment of Journalists conducted and published in Year 1 of Empowerment, Voice and Accountability for Better Health and Nutrition (EVA-BHN), which stated that health reporting on all media platforms across Pakistan was very low.

In order to substantiate these findings, Center conducted a sub-activity in parallel to the actual Journalist Training component. A media monitoring exercise was conducted to gauge the yearly status of health reporting across the duration of the project. A baseline was conducted between January and April 2015, prior to the journalist workshop conducted from 13 to 16 April 2015. This was followed by a post workshop exercise from May to August 2015 and a third monitoring was conducted for the period between May to August 2016.

This report is a comparative of three exercises.

1.2 Methodology

The media monitoring conducted under the component, "Journalists Engagement" of the EVA project, comprised analysis of stories, press releases, news items, articles,

columns and other similar news items. For this purpose, research associates were contracted for a period of four months to monitor mainstream media.

The research associates were required to; analyse both hard and soft copies/ websites and other resources on the basis of prescribed formats; maintain a database of all selected stories, news items, video-clips; present results by applying simple data analysis techniques, preferably on Excel and develop individual work plans with weekly targets for review and feedback.

1.3 Time Frame

The scheduled media monitoring took place from, 1 May to 31 August, for the years 2015 and 2016. This report details the findings and analysis of the media monitoring carried out in May to August, 2016 with a comparative analysis of 2015.

1.4 Forming the Team

The research associates were contracted after a competitive process. The TORs were released after which four associates were hired. The process for the years 2015 and 2016 was similar except that in 2016, a total of 7 research associates were brought on board who reported to the Senior Media Advisor while the senior management of the CCPP provided administrative oversight.

2. Scope

2.1 Media Publications/Channels monitored

The mainstream newspapers and media channels included Express Tribune, The News, Dawn, The Nation, Daily Mushriq and Daily Jang. From TV channels ARY News, News One and Dawn News.

2.2 Themes

The media monitoring for health reporting was divided into the following themes:

■ **Accountability**

This contains all news where there has been an act of accountability i.e. a person, an institution or government has been held responsible for not providing health facilities/services or action was taken against the accountable.

■ **Health facilities**

This includes news reported on health centers (BHUs, RHCs, THQs and DHQs), mainly reporting on demand and delivery of health facilities.

■ **Health policy**

This covers health policies under discussion on different platforms, and/or

policies that are implemented by federal or provincial governments. This also includes legislative news.

■ **Health services**

Health Services that are being provided and lack thereof (other than health centers) are included in this theme. This theme also contains articles, columns and editorials highlighting issues of healthcare delivery.

■ **Nutrition**

This theme covers news specifically on general nutrition.

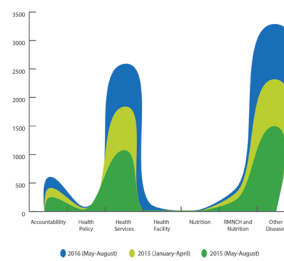
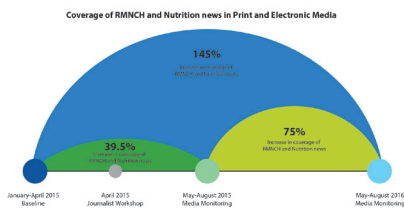
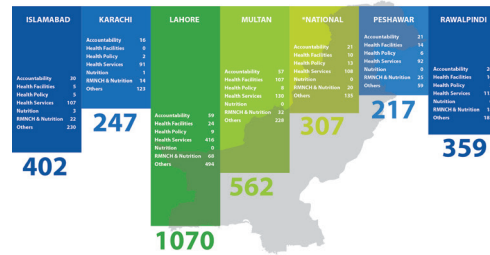
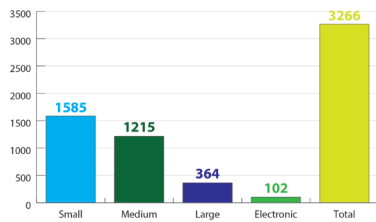
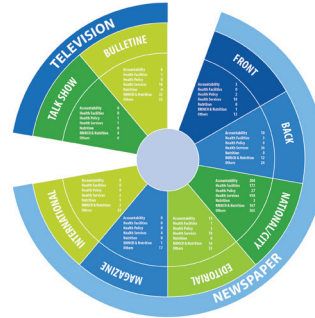
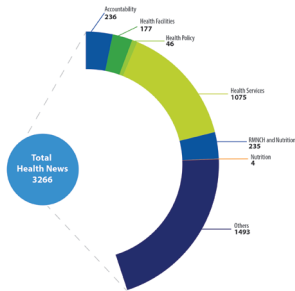
■ **RMNCH and Nutrition**

This theme covers all news-highlighting mother and child health issues including nutrition specific to mother and child.

■ **Others**

All news, which is not relevant to our themes but related to health general management issues have been added to "others". Furthermore, Dengue, HIV/ AIDs, Polio and Gastro were also clubbed with "others" as they did not fit within the scope of this report.

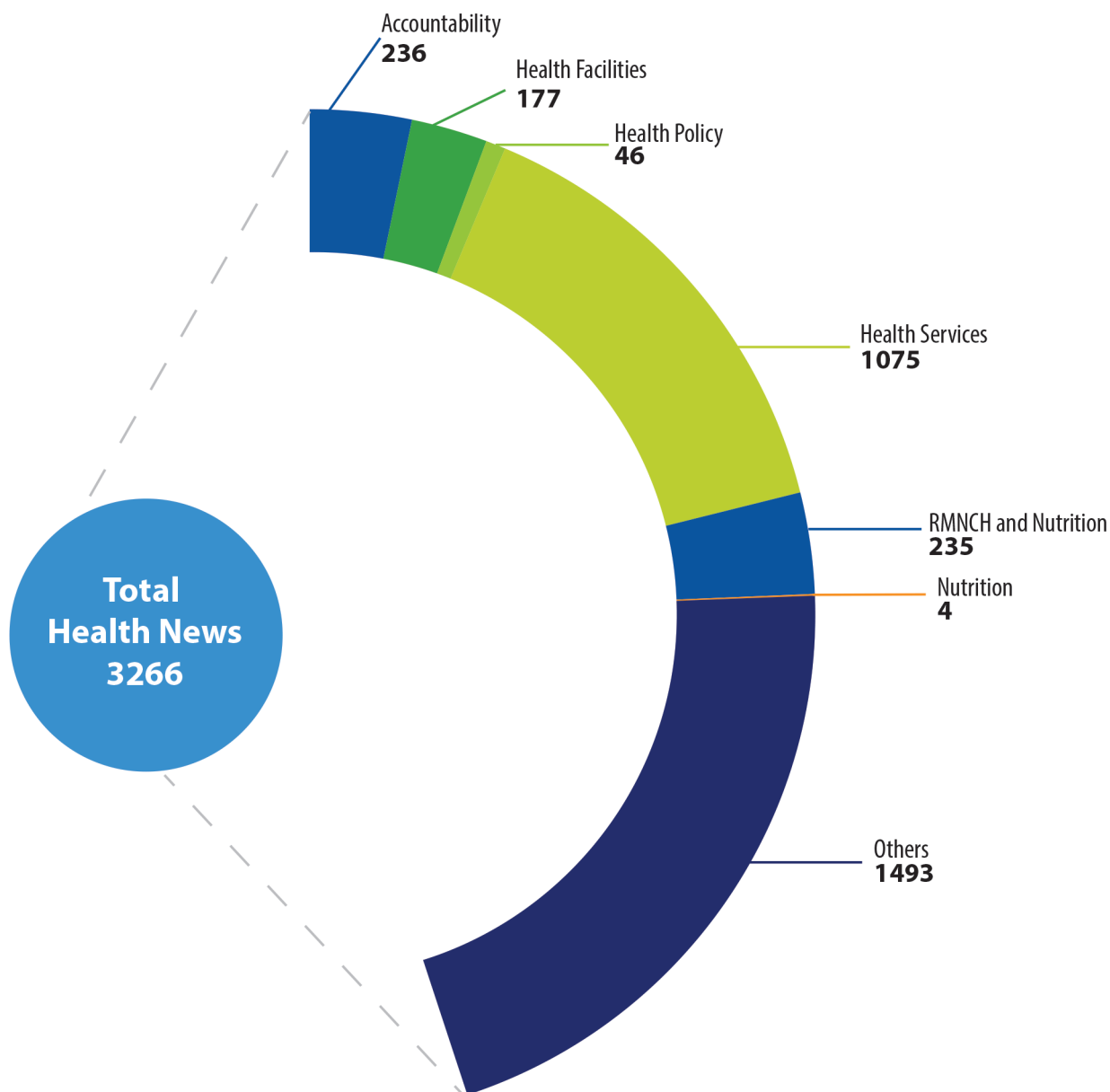
3. Findings



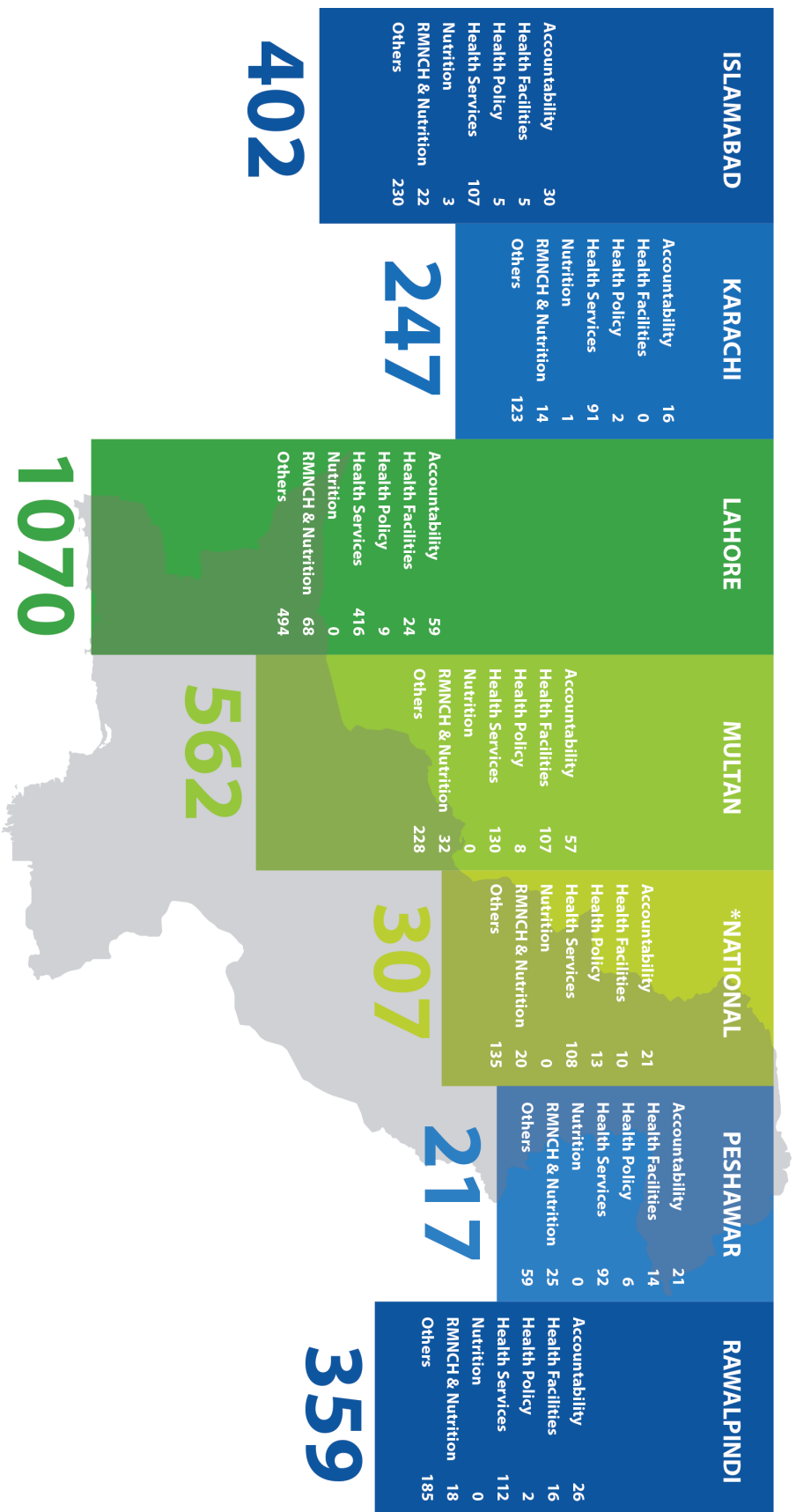
3.1 Thematic frequency of health news

The total number of health news as reported in print and electronic media from May to August 2016 was 3,266 as depicted below.

Nutrition was scarcely covered while *Health Services* drew most attention at 1,075. This was followed by *Accountability* at 236, *RMNCH and Nutrition* at 235 and *Health Facilities* at 177.



3.2 Regional breakdown of health news in print and electronic media



This is a regional breakdown of health stories as they appeared in Islamabad, Karachi, Lahore, Multan, Peshawar and Rawalpindi with Lahore leading with the total number of 1,070 health stories mostly on Health Services followed by Multan at 562. According to this info-graphic a total of 1,991 health stories were reported in Punjab, 402 in the federal capital and 217 in Peshawar.

* National represents health reporting in print and electronic media across Pakistan.

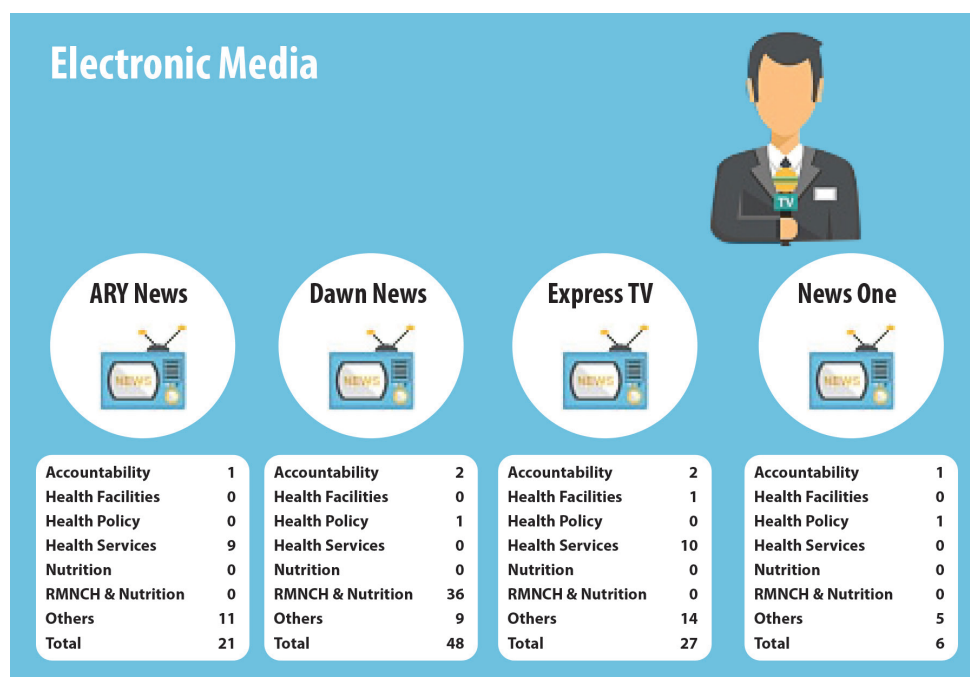
3.3 Print and electronic crosstabulation

Info-graphics given below depict a crosstabulation of health themes as they appeared in print and electronic media.

In print, *Jang* leads in reporting health news with a total of 1,422 stories, of which Health Services was the predominant theme, followed by *Nation* at 475 and *Express Tribune* at 444.



In electronic media, *Dawn News* has reported the highest number of stories at 48, mostly on RMNCH and Nutrition, followed by *Express TV* at 27 and *ARY News* at 21.



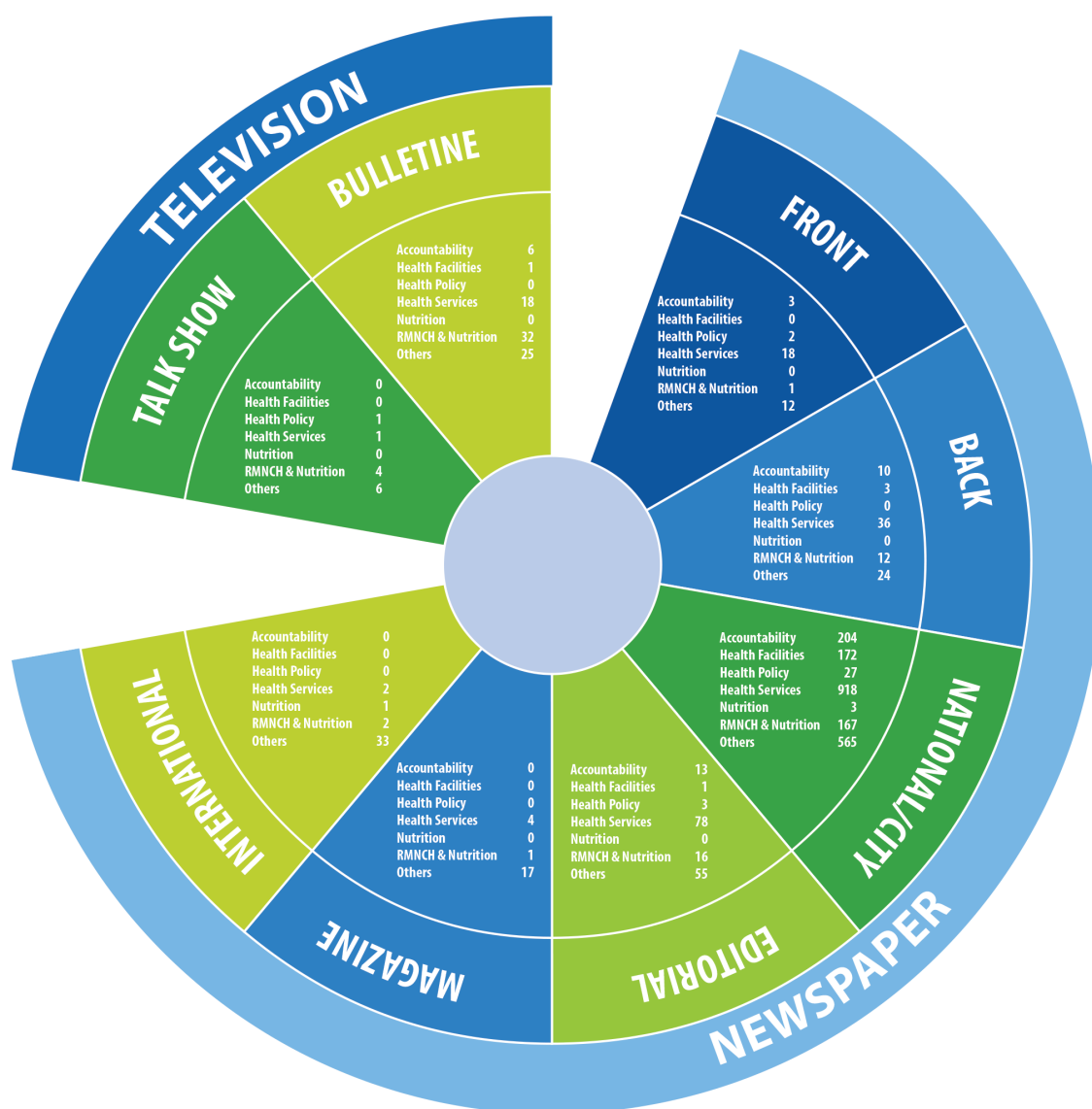
3.4 Frequency of type of health news in numbers

The table on right shows the frequency of page type in numbers as appeared in print and electronic media.

The info-graphic given below represents the total number of stories according to themes as they appeared in print and electronic media.

In electronic media, *RMNCH and Nutrition* were the leading themes while in print both *Health Services* and *RMNCH and Nutrition* were mostly reported.

Frequency of Page Type of Health news in numbers	
Type	Frequency
Front	40
Back	101
National/City	2771
Editorial	187
Magazine	22
International	44
Talk Show	14
Bulletine	87
Total	3266



3.5 Thematic crosstabulations

Health Themes * Contributor Cross tabulation

	Contributor								Total
	Exclusive with Journalist name	News Agency	Health Department/ Government Agency	Reporter	Correspondent	Media Group	Editorial Board		
Accountability	56	9	0	74	90	5	3		236
Health Facilities	16	5	0	39	117	0	0		177
Health Policy	24	1	0	12	9	0	0		46
Health Services	263	98	24	394	264	21	11		1075
Nutrition	0	1	0	0	2	1	0		4
RMNCH & Nutrition	57	18	41	25	56	36	2		235
Others	268	198	154	464	334	54	21		1493
Total	683	330	219	1008	872	117	37		3266

Health Themes * News Type Crosstabulation

	Advertisement Opinion and Public Service Messages	Article	Bulletin	Column	Editorial	Feature	Header	Letter to Editor	Morning Show	News	Picture	Report	Talk Show	Total
Health Facilities	0	1	0	0	0	0	0	1	0	171	0	4	0	177
Health Policy	1	2	0	1	1	0	0	1	0	33	0	6	1	46
Health Services	23	15	11	14	32	3	6	27	0	914	18	12	0	1075
Nutrition	0	0	0	0	0	0	0	0	0	4	0	0	0	4
RMNCH & Nutrition	138	16	15	5	28	18	15	38	3	1156	23	33	5	1493
Others	70	4	0	1	6	0	0	7	0	141	1	1	4	235
Total	233	39	29	21	74	21	23	81	3	2625	44	63	10	3266

3.6 Frequency according to the size of health news in numbers

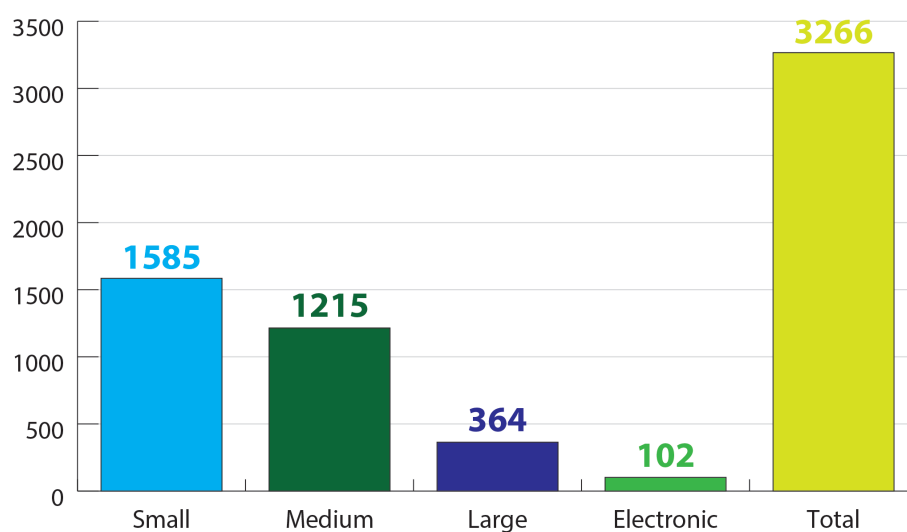
The bar chart below depicts the frequency of health news, in numbers, according to their sizes.

Sizes for health news in print are as follows:

Small – one column

Medium – two columns

Large – three or more columns

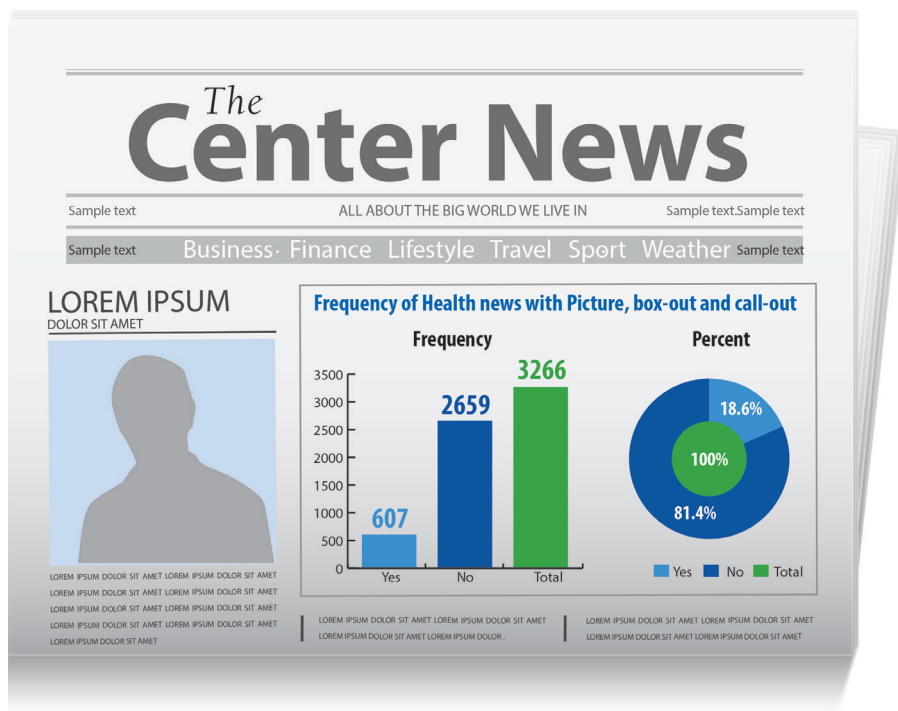


See below a crosstabulation according to the sizes of stories. Note that this table does not include electronic media, as the segment duration that was monitored did not have significant variations in this medium.

Health Themes *Supporting Material (picture, callout, boxout) Crosstabulation			
	Supporting Material (picture, callout, boxout)		Total
	Yes	No	
Accountability	25	211	236
Health Facilities	14	163	177
Health Policy	5	41	46
Health Services	164	911	1075
Nutrition	1	3	4
RMNCH & Nutrition	55	180	235
Others	343	1150	1493

3.7 Frequency of health news with picture, box-out and call-out

A boxout is an approximately square-shaped design element that contains text or graphics separate from the main body of text or graphics on the page.



Note: A call-out is a short string of text connected by a line or similar graphic to a feature of an illustration and giving information about that feature. The term is also used to describe a short piece of text set in larger type than the rest of the page in order to attract attention.

See below, a crosstabulation with health themes in print only.

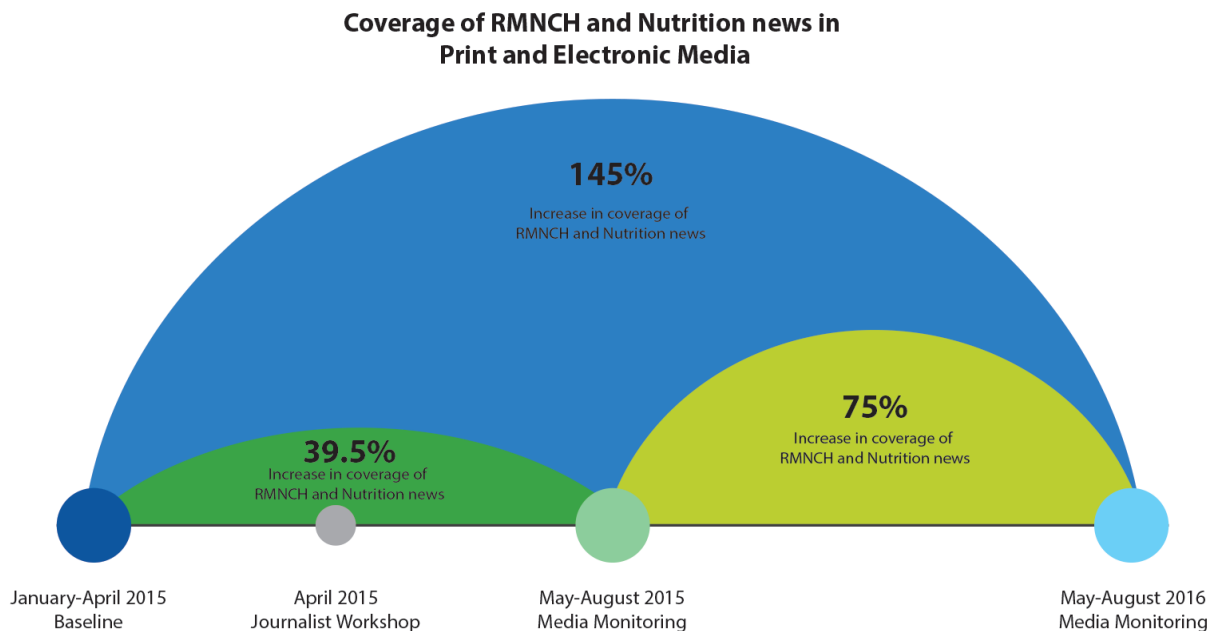
Health Themes *Supporting Material (picture, callout, boxout) Crosstabulation			
	Supporting Material (picture, callout, boxout)		
	Yes	No	Total
Accountability	25	211	236
Health Facilities	14	163	177
Health Policy	5	41	46
Health Services	164	911	1075
Nutrition	1	3	4
RMNCH & Nutrition	55	180	235
Others	343	1150	1493

4. Comparative analysis with baseline

Following a baseline of January to April 2015, Center conducted a workshop in April 2015 with journalists covering health beat from various newspapers and mainstream channels. The purpose of this workshop was to equip journalists with health reporting tools in order to increase the coverage of health specifically on RMNCH and Nutrition.

See the diagram showing the percentage increases of news on RMNCH and Nutrition against the baseline.

In the post workshop period an increase of 39.5 percent was observed from the baseline in news on RMNCH and Nutrition. Similarly, a unprecedented increase of 145 percent has been observed in the reporting of RMNCH related stories between the baseline and May to August 2016.



Comparative analysis with baseline

Tables given below are distributed thematically for the following periods:

- Media Monitoring – May to August 2016
- Post workshop media monitoring – May to August 2015
- Baseline – January to April 2015

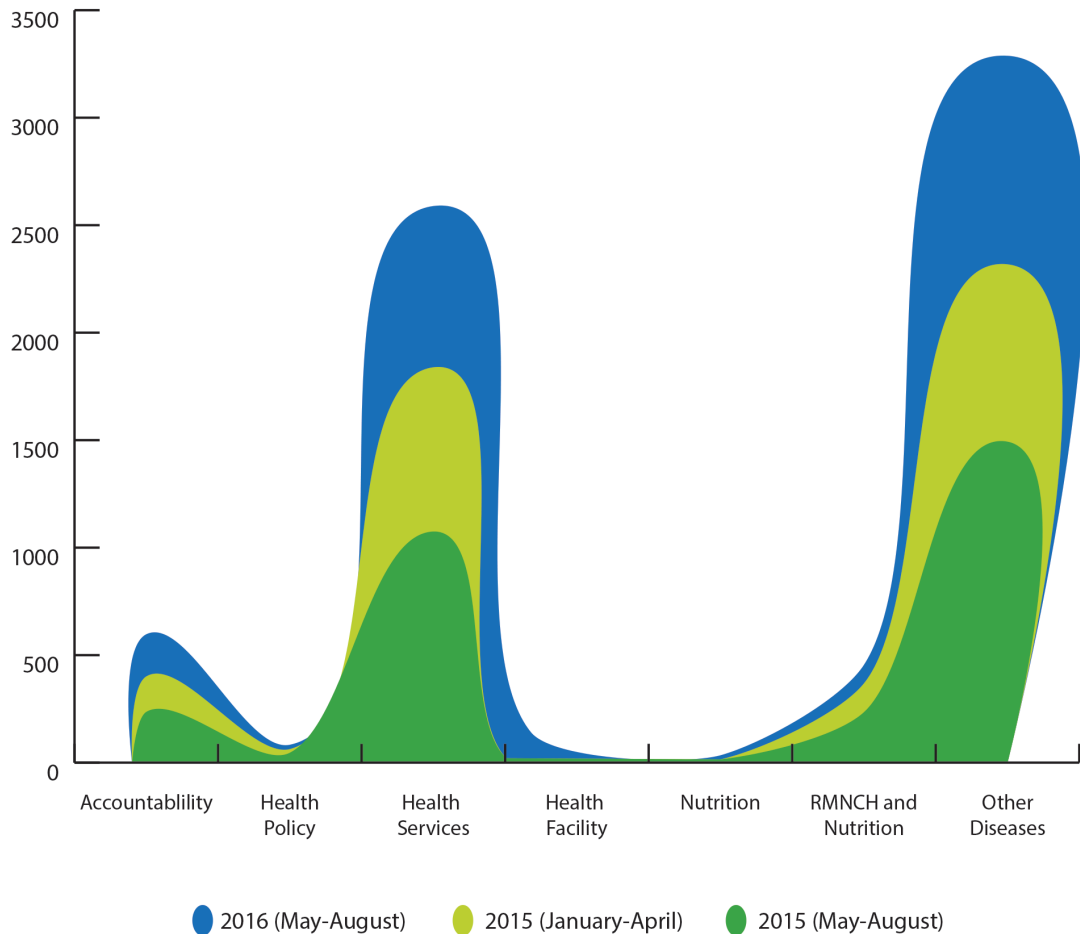
May –August 2016				
Theme	Reported news in Urdu newspaper	Reported news in English newspaper	Reported news in TV Channels	Total News
RMNCH & Nutrition	95	104	39	235
Health Services	495	561	19	1075
Accountability	109	121	6	236
Nutrition	0	4	0	4
Health Policy	14	31	1	46
Others Diseases	687	767	39	1493
Health Facilities	126	50	1	177
Total	1526	1638	102	3266

Post Workshop May-August 2015				
Theme	Reported news in Urdu newspaper	Reported news in English newspaper	Reported news in TV Channels	Total News
RMNCH & Nutrition	43	88	0	134
Health Services	407	347	10	764
Accountability	49	112	4	165
Nutrition	2	26	1	29
Health Policy	0	17	0	17
Others Diseases	279	494	52	825
Total	780	1084	70	1934

Pre Workshop (Baseline) Jan-Apr 2015				
Theme	Reported news in Urdu newspaper	Reported news in English newspaper	Reported news in TV Channels	Total News
RMNCH & Nutrition	62	34	0	96
Health Services	367	382	1	750
Accountability	146	50	0	196
Nutrition	1	0	0	1
Health Policy	0	20	0	20
Others Diseases	309	657	4	970
Total	885	1143	5	2033

Comparative analysis with baseline

It is evident that there has been a sharp increase from 1,934 health stories reported in 2015 to 3,266 health stories reported in 2016, between May to August for both years.



NOTE: In 2016 Health Facilities emerged as a noteworthy theme mainly due to the news coverage on primary health care in both print and electronic media during the monitoring period of May to August. Therefore, it was included as an additional theme in 2016. Major news covered under this theme were on lack of health facilities, staff and operational issues, and lack of equipment etc., in BHUs, RHCs, THQs and DHQs.

5. Summary - Key findings

- Between May to August 2016, a total of 3,266 health stories were reported in print and electronic media.
- The leading theme was Health Services at 1075, as reported in print and electronic media.
- Individual reporters made the largest contribution to the 1,075 stories on Health Services, at 394.
- Health coverage was mostly covered as “news”, of which, the total number was 2,625.
- In electronic media, *Dawn News* led ahead with the highest number of 48 health stories.
- In print, *Jang* reported the highest number of health news with a total of 1,422 stories.
- In 2015, 1,934 health stories were reported, increasing sharply by 69 percent in 2016.
- From 2015 baseline, 2,033 health stories were reported that increased by 60 percent with 3,266 stories reported in the year 2016.



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