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from Dukki, Balochistan", he informed.

Pakistan is one of three countries in the world with ongoing wild poliovirus transmission, alongside Afghanistan and Nigeria.

Dr Bonifacio added that eradication efforts had begun to close the immunity gaps and the programme was on track to reaching the goal of interrupting the transmission of polio in Pakistan. He further said that the genetic picture for Pakistan today provided basis for optimism especially

taluka headquarters hospital and basic health unit. This was motive for working in partnership with the Child Foundation. The chief minister was that that the special wards given to the Foundation at different



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This report is produced for the project, Empowerment, Voice and Accountability for Better Health and Nutrition by Center for Communication Programs Pakistan. The contents are the sole responsibility of Center for Communication Programs Pakistan and do not necessarily reflect the views of the donor agency or partner organisations.

!MONITORING REPORT ON **PRINT AND ELECTRONIC MEDIA 2018**



Acronyms

BHU	Basic Health Unit
CCPP	Center for Communication Programmes Pakistan
DHQ	District Health Quarter
EVA-BHN	Empowerment Voice and Accountability for Better Health and Nutrition
HIV/AIDS	Human Immunodeficiency Virus and Acquired Immune Deficiency Syndrome
KPK	Khyber Pakhtunkhwa
PHNP	Provincial Health and Nutrition Programme
RMNCH	Reproductive, Maternal, Newborn Child Health
RHC	Rural Health Center
THQ	Tehsil Head Quarter
TV	Television
TORs	Terms of Reference
UK	United Kingdom

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1. Background

1.1 About Center for Communication Programs Pakistan

Center for Communication Programs Pakistan is dedicated exclusively to the study and practice of development communication. A non-governmental organisation formally registered in 2011 in Pakistan, Center has a rich heritage of over 30 years of dedicated experience in providing technical leadership in strategic social and behaviour change communication design, programming, research, and capacity strengthening. Center seeks to use communication to save and improve lives in Pakistan.

1.2 About Palladium Group

Palladium is a global development management firm, partnering with institutions, governments, and businesses worldwide to improve people's quality of life. Palladium is leading the consortium and responsible for leading the policy level and stakeholder engagement and the Innovation Fund within the EVA-BHN project.

1.3 About the Empowerment, Voice and Accountability for Better Health and Nutrition

Under the broader framework of Provincial Health and Nutrition Programme (PHNP) supported by UK government, a five-year project (2014-2019) Empowerment, Voice and Accountability for Better Health and Nutrition (EVA-BHN) focuses on the 'demand side' of reproductive, maternal, newborn and child health (RMNCH) and nutrition services in the provinces of Punjab and Khyber Pakhtunkhwa. More specifically, it has the objectives of:

- Enhancing communities' understanding of their health rights, entitlements and engagement in monitoring the planning and delivery of services; and

- Organising communities at all levels to catalyst the precipitation of desired policy changes at the local, provincial and national level.

1.4 Rights-Based Health Journalism Component

Rights-based health journalism component implemented by Center under EVA-BHN is aimed at increasing the quality and coverage of RMNCH and nutrition issues in both print and broadcast media. Center organized a workshop for journalists and reporters on rights-based health reporting from April 13-16, 2015. This workshop focused on capacity strengthening of local journalists and reporters specifically from Punjab and KPK. The workshop included sessions on RMNCH and nutrition issues; Human Rights Approach to Journalism; and technical production skills to Journalism; and technical production skills to develop more engaging story-based journalism.

Similarly, in post-workshop engagement, Center provides support to participants of the workshop by sharing newly published reports, access to data and expert opinion to encourage journalists for writing or covering health issues. Among the trained journalists, seven were identified as mentors who further trained district based journalists in all of the project's nine districts. This whole engagement with journalists leads towards an increased reportage on health and specially RMNCH and nutrition issues. In this context, a media content analysis is planned to assess the status of health reporting for period of four months from May-August each year post rights based workshop in 2015.

2. Introduction

This year, like before, CCPP has carried out media monitoring of health news both on print and electronic media, specifically on RMNCH and Nutrition issues, across different newspapers and TV channels. The purpose of this activity was to see the impact of journalists' engagement, assessing increase in the number of health reporting and/or any improvement in the quality of health stories in 2018.

Mass media plays a vital role in how the information is disseminated and how people remain up-to-date with the latest news. In an increasingly technological world, it has become more important than ever to understand the manner in which media works. The local media specifically newspapers and TV stations in addition to other media platforms continues to play a fundamental role in raising awareness and educating the local masses.

The coverage of news usually helps us in understanding the world around us and the flooding nature of the news media makes it a powerful tool for directing attention on specific issues. Any topic receiving extra coverage in the news is more likely to be a concern of the public, and issues not mentioned by the media mostly go unnoticed or receive very little attention.

Media monitoring is the process of reading, watching or listening to the editorial content of media sources on a continuing basis, and then, identifying, saving and analyzing content that contains specific keywords or topics.

2018 media monitoring report aims at analysing the coverage of health news disseminated in the print and electronic media. It tracks the amount, type, content, focus, placement/treatment of news during the time period May to August, highlighting the trends in reporting on RMNCH and Nutrition.

This report is part of the Journalist engagement component under the DFID funded project Empowerment Voice and Accountability for Better Health and Nutrition (EVA-BHN).



3. 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 newspapers and media channels including Express tribune, The News, Dawn, The Nation, Daily Mushriq and Daily Jang and TV channels, ARY News, News One and Dawn News.

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.

3.1 Time Frame

The scheduled media monitoring took place from, 1 May to 31 August, for the years 2015, 2016 and 2017. This report details the findings and analyses of the media monitoring done in May-August 2018 with a comparative analysis of 2015, 2016, 2017 and 2018.

3.2 Forming the Team

The research associates were contracted after a competitive process. The TORs were released after which four associates were hired. The research associates reported to the Senior Media Advisor while the senior management of the CCPP provided administrative oversight.

4. Scope

Defined at a preliminary stage the scope of this reporting period covered all health news reported in both print and electronic media in mainstream media of Pakistan. The monitoring was conducted through an observation method. Monitoring of health reporting was done on the basis of circulation and readership, 04 leading English newspapers which includes Dawn, The News, The Nation, and Express Tribune were selected for content monitoring; whereas, 02 Urdu newspapers are Daily Jang and Daily Mashriq which has largest readership in Khyber Pakhtunkhawa.

Among electronic media, 04 TV News channels including Dawn News, ARY News, Express News, and News One were selected for content monitoring. These national level TV channels were considered on the basis of availability and accessibility of their online archival content as well. A set of variables including themes of health news, contributors, type of news, page, news size, time period, etc were used to examine the media content on health.

4.1 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.

4.2 Themes

The media monitoring for health reporting was divided into the following seven 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.

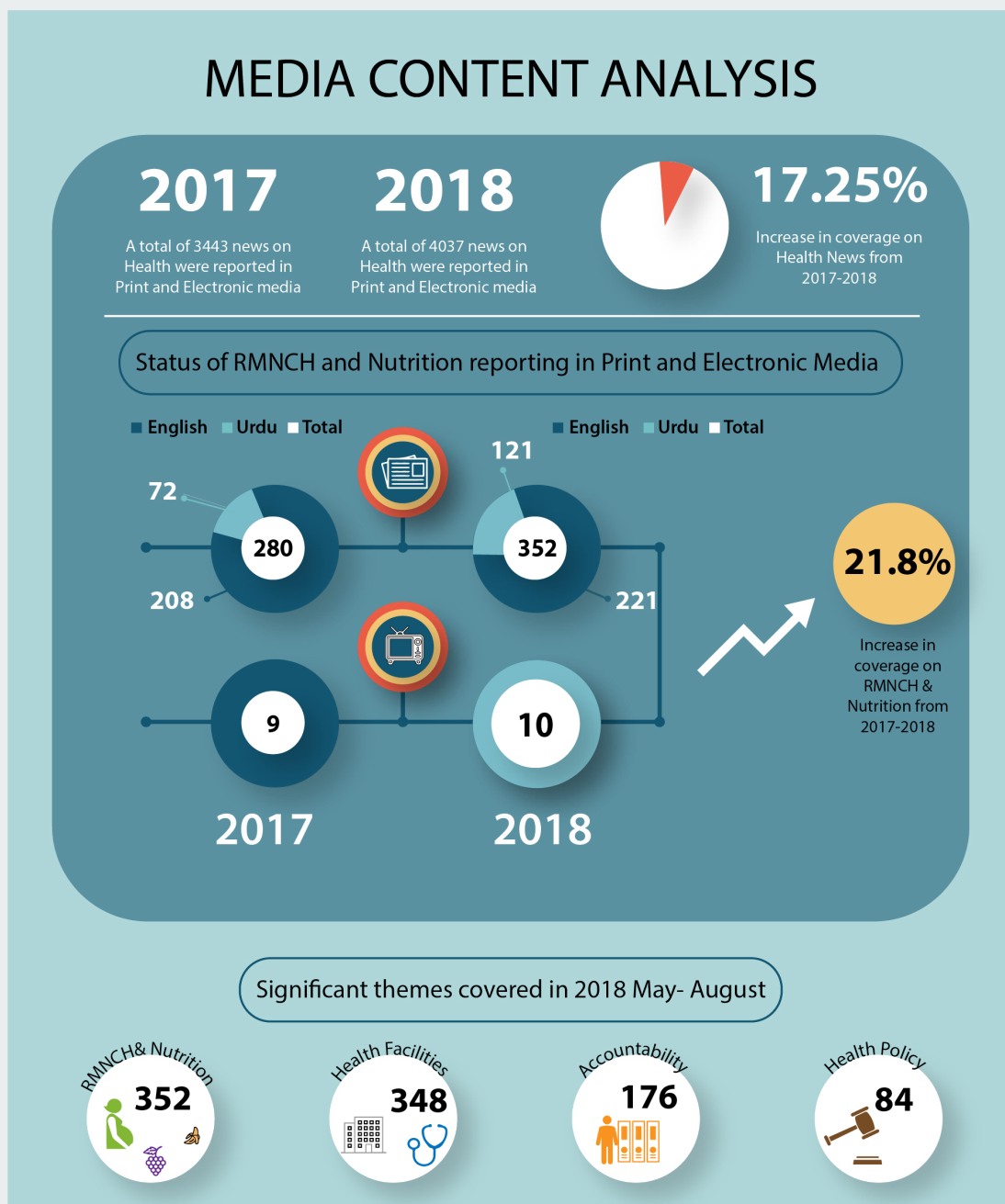
- **Health facilities**
This includes news reported on health centers (BHU's, RHC's, THQ's and DHQ's), mainly reporting on demand and delivery of health facilities.
- **Health policy**
This covers health policies under discussion on different platforms, and/or policies that are implemented by federal or provincial governments.
- **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
- **General Health and Nutrition**
This theme covers news specifically on nutrition. This theme has been slightly modified where general health has been a part of it.
- **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 are not relevant to our themes but related to general health management issues have been added to "Others".

Furthermore, Dengue, HIV/AIDs, Polio, Gastro and legislative were also clubbed with "Others" as they did not fit the other identified themes.

5. Findings

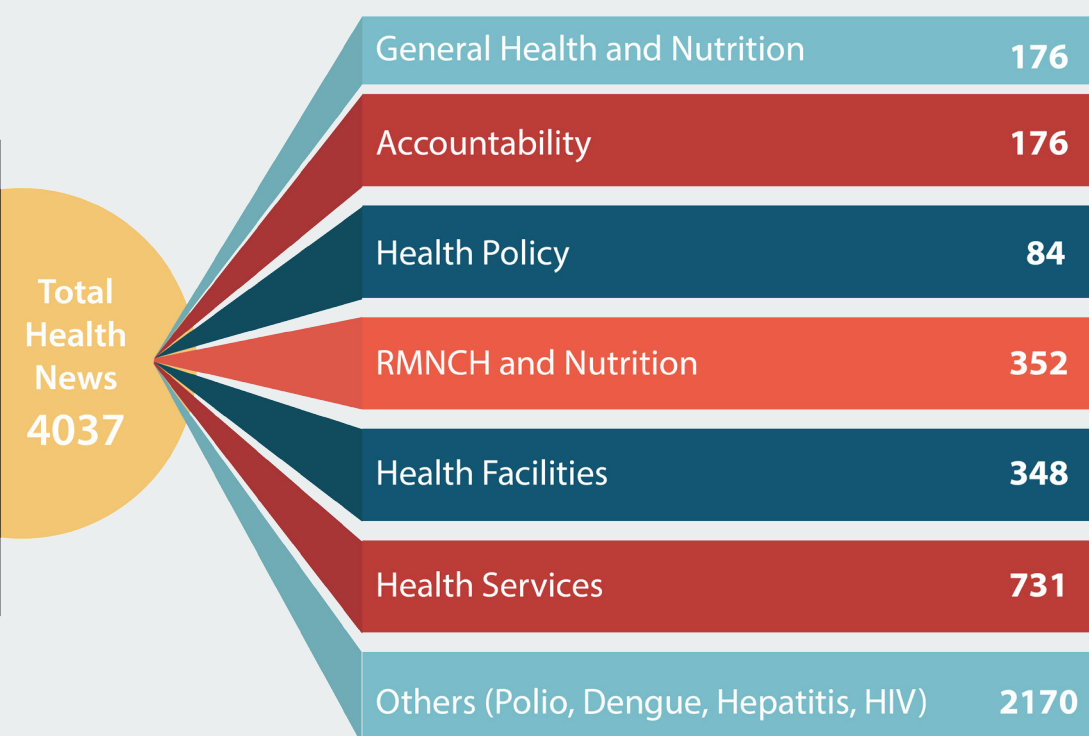
This section of the report covers the findings of the media monitoring period in 2018. In comparison to last year's reporting the total numbers of health stories reported were 4,037 where news reported under the theme health services took the lead by 731 stories. Among the TV channels ARY News took the lead by reporting maximum number of health stories i.e 48.

On the other hand, in print this year Jang reported the maximum number of stories on health i.e 1,297 health stories in Urdu newspaper and The News reported 827 news on health in the English newspaper. The total number of health stories reported specifically on RMNCH and Nutrition in 2018 are 352.



5.1 Thematic Frequency of Health News

Reported health stories have been categorized into seven themes. A total number of health news reported in both print and electronic media from May to August 2018 was 4,037. Among the themes Health Services had a maximum number of stories at 731, followed by RMNCH and Nutrition at 352, Health facilities at 348, Accountability and General Health & Nutrition both at 176.



Thematic frequency of Health news		
Themes	Frequency	Percent
RMNCH and Nutrition	352	8.7
Health Services	731	18.1
Accountability	176	4.4
Health Facilities	348	8.6
General Health and Nutrition	176	4.4
Others (Polio, Dengue, Hepatitis, HIV)	2170	53.8
Health Policy	84	2.1
Total	4037	100.0

5.2 Regional Breakdown of health news in print and electronic media

In both print and electronic media the regional breakdown is of the major cities and the total number of health stories produced in both print and electronic .

The regions include National, Lahore, Islamabad/Rawalpindi, Multan, Karachi and Peshawar regions respectively. Islamabad leads with 1456 stories, followed by Lahore at 860, Multan at 570, Karachi at 454 with Peshawar at 379.

A thematic breakdown is also given for each region highlighting the themes on which reporting has been done in 2018.

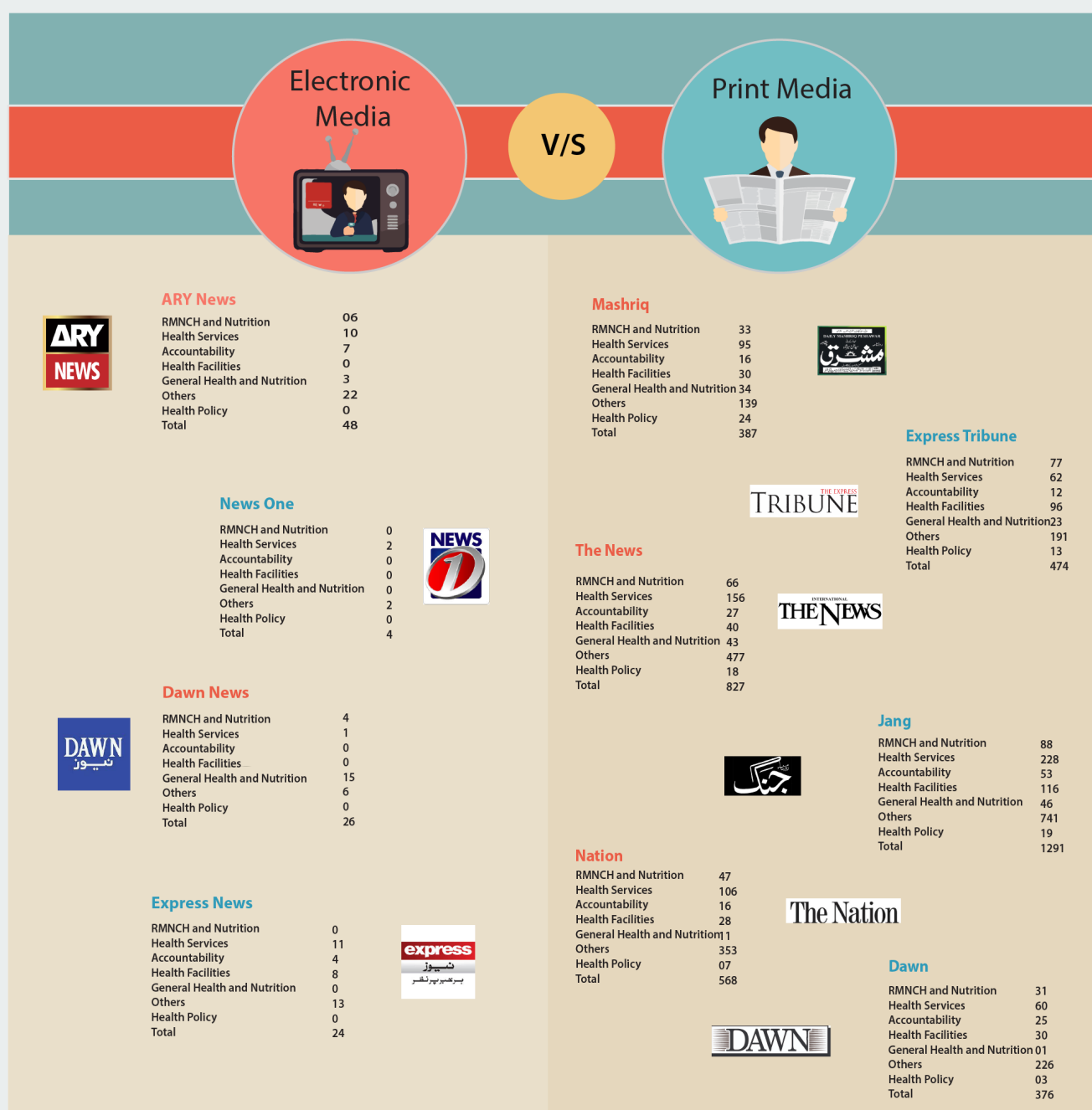
***National** represents health reporting in print and electronic media across Pakistan.



5.3 Print and Electronic Cross Tabulations

This year monitoring showed that in terms of reporting on health stories print media took the lead where Jang is the leading newspaper having 1291 stories and leading theme was Health Services at 228. This was followed by The News having 827 stories with the leading theme of health services at 156.

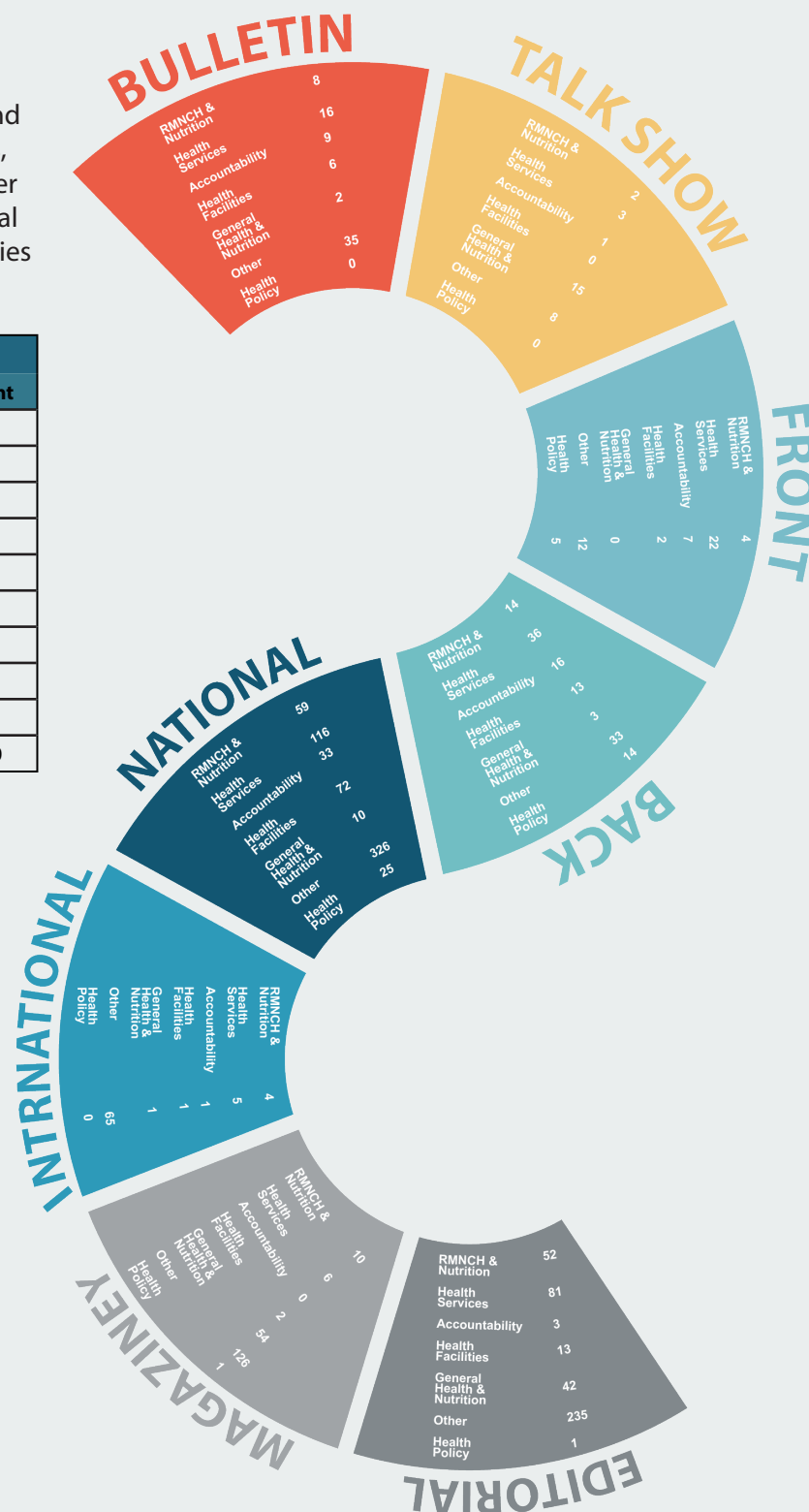
Health stories reported in electronic media are comparatively less mainly due to the reason of selection of limited no of packages due to the time constraints of electronic media. During this year's reporting period around 114 news were reported on electronic media i.e news channels in the bulletins, talk shows, morning shows etc .



5.4 Frequency of type of health news in numbers

During the monitoring period the frequency of health stories in print media was 3,932 with electronic at 99 . Among the themes Health services emerged as the leading theme with 731 stories in print and 105 stories in electronic .Whereas, RMNCH and Nutrition on the other hand mostly appeared on National page 59 times (print) with 14 stories in Bulletins (electronic).

Frequency of Type of News		
Type	Frequency	Percent
Front	52	1.3
Back	129	3.2
National	641	15.9
Editorial	427	10.6
Magazine	199	4.9
International	77	1.9
Talks Show	29	.7
Bulletine	76	1.9
City	2407	59.6
Total	4037	100.0



5.5 Thematic Cross tabulation

The table below shows the contribution of reporters, correspondents, media desk, editorial board etc in reporting the stories on health. It also gives the number of stories reported under each theme respectively.

Themes Vs Contributor							
Themes	Contributor						
	Exclusive with Journalist Name	News Agency	Health Department/ Govt News Agency	Reporter	Correspondent	Media Desk	Total
Accountability	40	8	0	84	39	5	176
Health Facilities	49	29	12	101	145	12	348
Health Policy	22	4	0	38	18	2	84
Health Services	178	44	23	302	133	51	731
Nutrition	94	31	1	16	18	16	176
Others (Polio, Dengue, Hepatitis, HIV etc)	597	273	16	789	363	132	2170
RMNCH and Nutrition	118	40	19	82	67	26	352
Total	1098	429	71	1412	783	244	4037

Similarly, the type of news reported in print and electronic media and the form they were printed or reported is represented in the table below. Around 270 news, 16 Letter to Editor, 15 Editorial and 10 articles on RMNCH and Nutrition.

Themes Vs Type of News															
Themes	Type														Total
	Advertisement	Article	Column	Editorial	Feature	Header	Letter to Editor	Opinion	News	Pictures	PSM	Report	Talk Show	Morning Show	
Accountability	0	0	0	2	0	0	0	0	173	0	0	0	1	0	176
Health Facilities	0	0	0	1	0	3	8	3	317	0	16	0	0	0	348
Health Policy	0	0	0	1	5	0	0	0	78	0	0	0	0	0	84
Health Services	12	3	5	13	2	5	53	3	600	0	31	0	4	0	731
Nutrition	0	34	1	14	1	1	17	3	88	0	1	0	1	15	176
Others (Polio, Dengue, Hepatitis, HIV etc)	6	94	24	63	18	14	125	4	1794	3	19	3	0	3	2170
RMNCH and Nutrition	2	10	4	15	3	4	16	10	270	0	17	0	1	0	352
Total	20	141	34	109	29	27	219	23	3320	3	84	3	7	18	4037

5.6 Frequency according to the size of health news in numbers

The bar graph shows the frequency of health news in numbers according to their sizes.

Sizes of health news in print are as follows:

- **Small** - one column
- **Medium** - two columns
- **Large** - three or more columns

For electronic media, below are the descriptions.

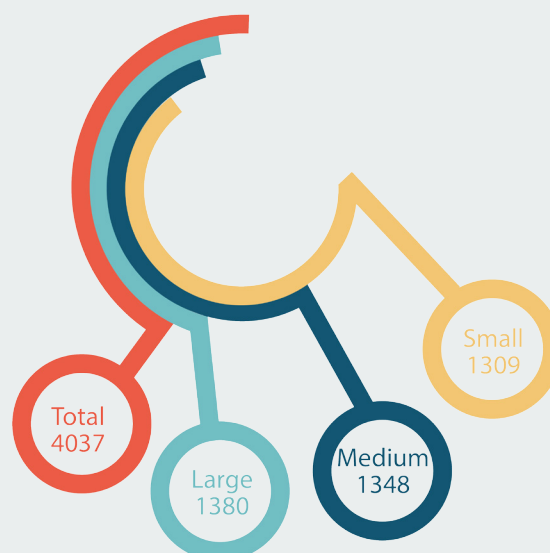
Bulletin:

- **Small** - Only headlines and tickers
- **Medium** - Up to 2 minutes story
- **Large** - More than two minutes

Talk shows:

- **Small** - 2-3 minutes segment
- **Medium** - 6-7 minutes segment
- **Large** - Complete show or around 15 minutes discussion

See below a cross tabulation according to the sizes of the stories in both print and electronic media.



Frequency according to size of Health News

Cross tabulation according to the size of the stories				
Type	Size			Total
	Small	Medium	Large	
Front	4	28	20	52
Back	11	63	55	129
National	118	220	303	641
Editorial	170	143	114	427
Magazine	24	37	138	199
International	19	23	35	77
Talks Show	7	17	5	29
Bulletine	46	24	6	76
City	910	793	704	2407
Total	1309	1348	1380	4037

5.7 Frequency of Health News with Pictures, Box-out and Callout

What is a Box Out ?

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

What is a Call out ?

A call out is a short string of text connected by a line or similarly 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 cross tabulation with health themes in print only.



Themes Vs News supported by Picture, Box-out and Call out					
Theme					Total
	News with Boxout	News without Picture	News with Picture	News with Picture and Boxout	
Accountability	5	160	10	1	176
Health Facilities	33	269	34	12	348
Health Policy	8	72	0	4	84
Health Services	26	625	69	11	731
Nutrition	13	109	47	7	176
Others (Polio, Dengue, Hepatitis, HIV etc)	71	1806	260	33	2170
RMNCH and Nutrition	26	265	50	11	352
Total	182	3306	470	79	4037

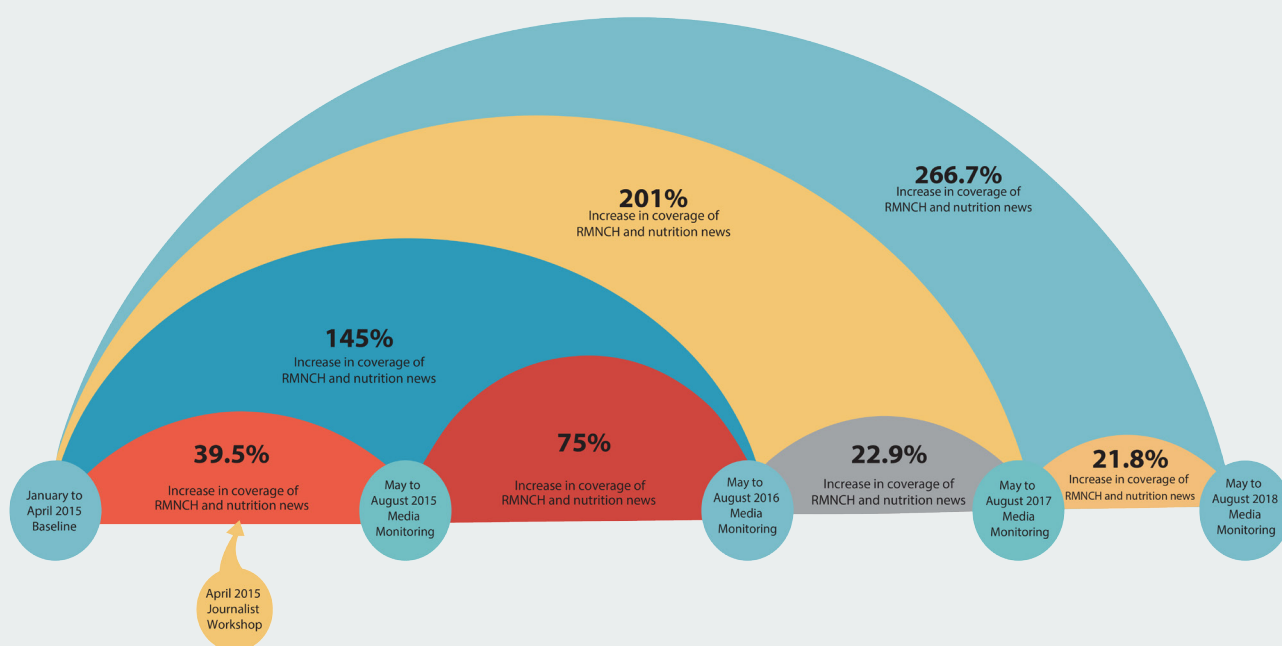
6. Comparative analysis with baseline of RMNCH news (print and electronic)

After obtaining a four month baseline data from 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 journalist with health reporting tools in order to increase the coverage of health specifically on *RMNCH and Nutrition*.

Graph below shows the percentage increase of news on RMNCH and Nutrition against the baseline.

- There in an increase of 266.7 % from January- April 2015's baseline till May- August 2018
- In RMNCH related stories an increase of 21.8 % has been observed

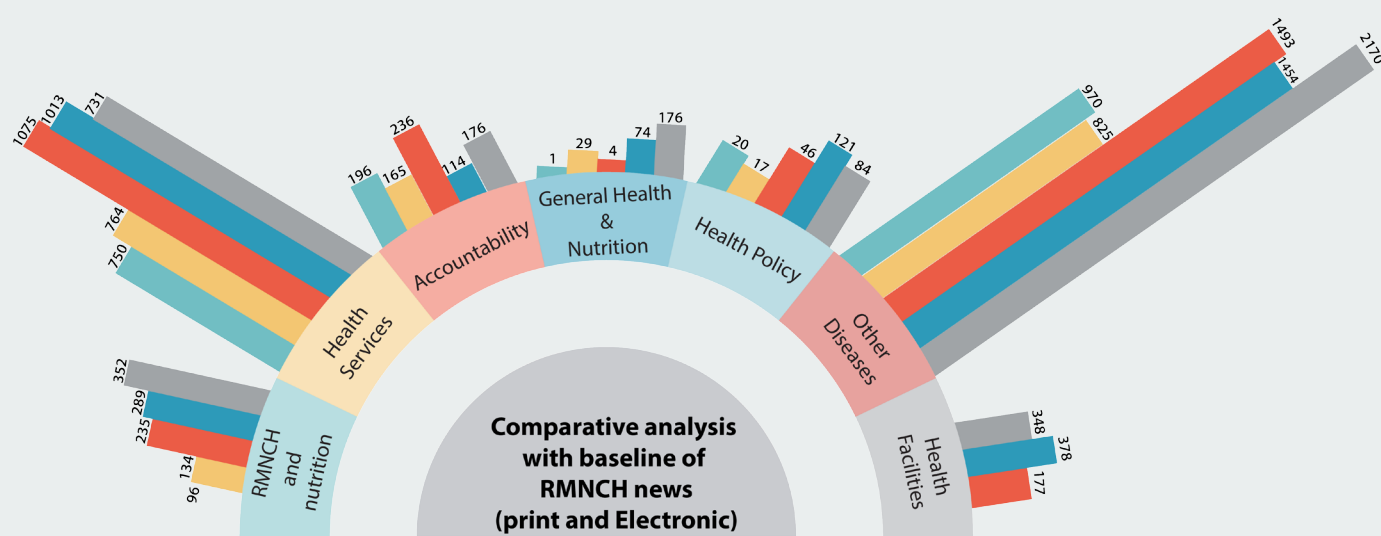


Coverage of RMNCH and Nutrition News

6.1 Comparative analysis with baseline of RMNCH news (print and electronic)

Tables given below are distributed thematically for the following periods:

- Media Monitoring - May to August 2018
- Media Monitoring – May to August 2017
- Media Monitoring – May to August 2016
- Post workshop media monitoring – May to August 2015
- Baseline – January to April 2015

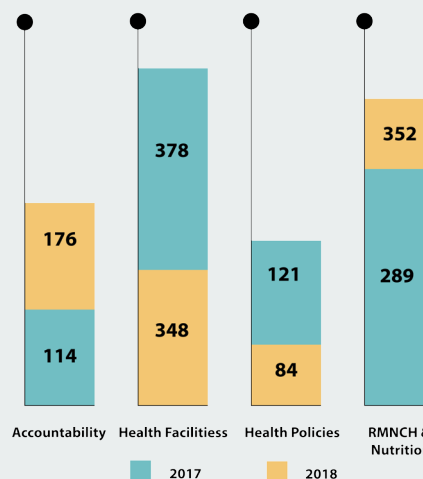


Pre Workshop (Baseline) Jan-Apr 2015 Post Workshop May-August 2015 May-August 2016 May-August 2017 May-August 2018

Comparative Analysis with Baseline of all themes

**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 monitoring period of May to August. Therefore it was included as an additional theme in 2016.*

This year, a total of 352 news have been reported on RMNCH and Nutrition with 221 in English newspapers and 121 in Urdu newspapers. The graph below shows the most significant themes of 2018 and 2017, showing the increase in themes like health facilities, health policy and RMNCH and Nutrition making them the mostly focused areas for reporters when it came to health stories.



Number of news reported on significance themes in 2017-2018

6.2 Comparative analysis with baseline of RMNCH news (print and electronic)

Theme	Reported news in Urdu newspaper	Reported news in English newspaper	Reported news in TV Channels	Total News
May- Aug 2018				
RMNCH and Nutrition	121	221	10	352
Health Services	323	384	24	731
Accountability	85	80	11	176
General Health & Nutrition	80	78	18	176
Health Policy	43	41	0	84
Other Diseases	880	1247	43	2170
Health Facilities	146	194	8	348
Total	1678	2245	114	4037
May- Aug 2017				
RMNCH and Nutrition	72	208	9	289
Health Services	269	709	35	1013
Accountability	38	71	5	114
General Health & Nutrition	12	58	4	74
Health Policy	30	88	3	121
Other Diseases	556	863	35	1454
Health Facilities	115	255	8	378
Total	1092	2252	99	3443
May- Aug 2016				
RMNCH and Nutrition	95	104	36	235
Health Services	495	561	19	1075
Accountability	109	121	6	236
General Health & Nutrition	0	4	0	4
Health Policy	14	31	1	46
Other Diseases	687	767	39	1493
Health Facilities	126	50	1	177
Total	1526	1638	102	3266
Post Workshop May- Aug 2015				
RMNCH and Nutrition	43	88	3	134
Health Services	407	347	10	764
Accountability	49	112	4	165
General Health & Nutrition	2	26	1	29
Health Policy	0	17	0	17
Other Diseases	279	494	52	825
Total	780	1084	70	1934
Pre Workshop (Baseline) January- April 2015				
RMNCH and Nutrition	62	34	0	96
Health Services	367	382	1	750
Accountability	146	50	0	196
General Health & Nutrition	1	0	0	1
Health Policy	0	20	0	20
Other Diseases	309	657	4	970
Total	885	1143	5	2033

7. Summary - Key Findings

- A total of 4,037 stories on health were reported from May-August 2018.
- A total of 352 news were reported under the theme of RMNCH and Nutrition with an increase of 266.7% from the baseline. In 2017 during the same period , 289 stories were reported.
- The leading theme was Health Services at 731 news, as reported in print and electronic media.
- In electronic media, ARY News led with 48 number of health stories followed by Express News at 36.
- In print, Jang has the highest number of health stories at 1291, followed by The News at 827 and Nation at 568.
- In 2017, 3,443 health stories were reported, increasing stories by 17.25 % as compared to the total number of stories in 2018.
- From 2015 baseline, 2,033 health stories were reported that increased by 98.75% with 4,037 stories reported in the year 2018.

8. Annex

The data collection process was possible due to the efforts of our Research Associates engaged under EVA-BHN from 2015-2018.

▪ Sonia Mansoor	2015
▪ Hafsa Hamid	2015
▪ Sibgha Ajaz	2015
▪ Adeeb Habib	2016
▪ Fahad Akhter	2016
▪ Syed Haris Ali	2016
▪ Anas Ijaz	2016
▪ Rubban Shakeel	2016
▪ Hassan Ali Khan	2016
▪ Hina Zubair	2016
▪ Tanveer Nawaz Khan	2016
▪ Sofia Zaffar	2016
▪ Sidra Shafiq	2016
▪ Syed Zain ul Abidin Bukhari	2016
▪ Tehmina Saleem	2017
▪ Imran Aslam	2017
▪ Zahra Khalid	2017
▪ Muserah Farrukh	2017
▪ Zahra Khalid	2018
▪ Nudrat Wajiha	2018
▪ Saima Yaqoob	2018
▪ Ifra Syed	2018

MONITORING REPORT ON PRINT AND ELECTRONIC MEDIA 2018

