



The mass media health promotion campaign aims to promote healthy lifestyles such as a healthy diet and physical activity to all citizens of Bahrain. It started in January 2012 and is ongoing.

Bahrain is a small archipelago with a population of approximately 1 235 000.

The campaign is funded by the Information Affairs Authority and the Ministry of Health.

The lead agency in this initiative is the Support and Production Unit at the Health Promotion Directorate and partners include Bahrain National Channel Television, Bahrain National Radio and all the newspapers in Bahrain.

The campaign focuses on four aspects of a healthy lifestyle: stress management, healthy diet, avoiding smoking, and physical activity.

The campaign targets the whole population of Bahrain, as well as specific subgroups, including young people, adults, older adults, families, workforce/employees, people with disabilities, women, and the most inactive.

Key components for physical activity

Daily tips are published via social media, including Twitter, Facebook and Instagram

Weekly newspaper articles written by health professionals such as doctors, nutritionists and public health specialists.

Use of relevant websites, including the health promotion directorate and Ministry of Health websites to publish health-related articles and news

The Bahrain National Television and Radio channels are launching a daily programme about health, which includes interviews with health specialists.

The Bahrain National Television Channel is launching a daily short physical activity session in cooperation with the Ministry of Education in which they will demonstrate physical activity exercises for the viewers.

Evaluation: Monthly statistics are used to monitor the channel and topics of health promotion messages. In addition, the directorate publishes an annual report summarizing the quantity of health promotion activities being published via all channels.

Key findings for 2013

- 7212 tips were published via social media, 2315 (32%) of which related to physical activity.
- Health messages were promoted via 30 websites
- 162 radio announcements/interviews were made, 28 (17%) of which specifically related to physical activity.
- 110 health promotion advertisements/interviews were made on television, 20 (18%) of which focused on physical activity
- 71 newspaper articles were published, 11 (16%) of which were about physical activity.

Key factors contributing to the success of the project

The use of social media such as Instagram and Facebook

Support from the media and newspaper organizations

Support of the Ministry of Health via the GCC Award of Excellence.

Challenges

Occasional miscommunication between media officials

Limited free-of-charge space available in newspapers.

For more information:

[Ministry of Health website](#)

[Facebook page](#)

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