

Amman, 13 September 2012 – The Ministry of Health in collaboration with the World Health Organization – Iraq Office organized an intensive four-day workshop to outline the main activities, and expected outcomes of the health communication and the importance of electronic media. The workshop was held in Amman from 13-16 September 2012.

On behalf of Dr. Majeed Hamad Amin, the Minister of Health in Iraq, Dr. Ziad Tareq Sarhan, Ministry of Health spokesperson and Head of Media Department said, “the workshop focused on the importance of planning for day-to-day work, as well as planning for emergencies. He also said that this workshop is the first of its kind bringing together all the media personnel working in the field.”

The workshop involved a network of 30 participants from health communication and media units from the Iraqi Ministry of Health. The workshop was facilitated by WHO regional experts in addition to the assistant vice president of the Lebanese American University. The scientific practical experience brought in by the facilitators was enriched by the field experience of the participants.

The participants highlighted their expectations. In groups, they highlighted their priorities and challenges in dealing with media crisis. The importance of collaboration with the health promotion unit was brought into focus. The importance of media and communication having a special budget was highlighted as well as electronic media e.g Facebook. Another challenge was the use of a qualified person to transmit messages to the public, and finally, the importance of communication between the ministries underlined.

Earlier this year, the Ministry of Health established the First National Association for Health Journalists on the occasion of World Health Day 2012 to ensure its commitment towards the importance of media.

Dr. Syed Jaffar Hussain, WHO Representative in Iraq reaffirmed WHO’s commitment in supporting the Government of Iraq. He reiterated the importance of collaboration between health communication and media.

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The panel of the Health Communication and Media Relations (WHO, 2012)



The participants pay attention to the session being held (WHO, 2012)



Dr. Ibrahim Kerdany, Media person, WHO EMRO

Thursday 25th of April 2024 05:07:35 PM