

The Social Importance of Health Journalism in Sub-Saharan Africa

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I Research Question

To meet the multitude of different health challenges in states of the Global South, a stronger social awareness of health and risk factors is very necessary. Therefore, health journalism in mutual interaction with media development assistance can probably play an important role.



What role does health journalism play in terms of improving public health in Sub-Saharan Africa and how can media development assistance contribute to improve health journalism?

II Research Units

Structures of Health Journalism in Sub-Saharan Africa

- Health and Science Journalism Associations
- Health Journalism Awards
- Study Programs
- Cash Flows

Actor I: Media Development Organizations

- interviews with **donor organizations** and **health and science journalism organizations**
- Qualitative content analysis of reports and homepages

Actor II: Health Journalists

- Comparative case study between two differently developed countries
- Interviews with **health journalists** from Uganda and South Africa

III Selected Preliminary Results – Focus on Health/Science Journalism Organizations and COVID-19

What role can health journalism play during the COVID-19 pandemic in countries of the Global South? – Impressions from Sub-Saharan health and science journalism organizations

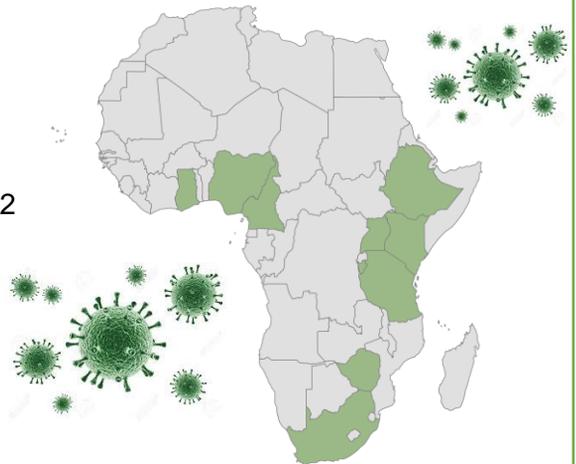
Health/Science journalism organizations primarily pursue the goal of promoting health journalism.

Social benefits of health journalism:

- a) Health information and health education
- b) Legitimacy of policy measures to contain SARS-COV-2
- c) Health reporting as feedback option for governments
- d) Combating myths and fake news
- e) Raising public and political awareness

Challenges for health reporting:

- a) Lack of contextual knowledge about health issues
- b) Availability of Personal Protective Equipment (PPE)
- c) Personal consequences of lockdowns for journalists
- d) Restrictions on freedom of the press



Interviews with 11 organizations from 10 Sub-Saharan countries

IV Empirical Research Process

Structures

- Health journalism
- Media Development



Journalism Organizations

- Intentions
- Conditions
- Cooperations



Journalists

- Role understanding
- Motivation
- Experiences with MD



Donor Organizations

- Intentions
- Conditions
- Cooperations