

# WHO TSUNAMI HEALTH CONFERENCE

## THE ROLE OF MEDIA AND COMMUNICATION

A study was initiated in the end March 2005 to assess the coverage of Health issues in the media in the context of Tsunami. An attempt was made along with WHO to collect information on coverage of health issues in news media in Thailand, Indonesia, Srilanka, Myanmar and Maldives. Given the stiff deadline, this presentation is based on the content study of news coverage on Tsunami in India, Indonesia, Maldives, Myanmar and Thailand. The topline findings are primarily based on the coverage in the print media except India where archival footage of TV news channels was available with CMS Media Lab. The presentation is divided in to four sections.

- Section (A) : \* Why Tsunami managed extensive coverage?
- Section (B) : \* **Coverage of health during normal times**  
Extent of coverage of health issues in TV news media during normal time? (India case)  
How health issues were covered?
- Section (C) : \* **Coverage of health issues in the context of Tsunami**  
  
Media priority during coverage of Tsunami?  
  
Extent of coverage of health issues?  
  
What Health issues more covered?  
  
How these health issues were covered?  
  
Sum up of health coverage
- Section (D) : **Pointers for Future**  
  
Inputs to increase health coverage in future in natural Calamities