

# #VoiceandChoice MEDIA APPLICATION

Response ID:496 Data

## 1. (untitled)

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**1. Did you participate in GL media training in Johannesburg or in your country ahead of the summit?**

No

**If yes which one?**

**2. Date**

09/10/2019

**3. Country**

Zambia

**4. Type of media**

Radio

**5. Title of article/radio or television segment/online article**

HEALTH SERVICE-PREGNANT WOMEN report

**6. Please indicate SRHR theme is covered in your submission:**

Maternal health

**7. Name of newspaper title/radio or television programme/ website**

RADIO NEWS

**8. Media House**

5FM RADIO ZAMBIA-89.9 FM

**9. Ownership**

Private

**10. Contact information**

**First Name**

Christopher

**Last Name**

Chisi

**Designation**

Journalist

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**Cell Number**

+260975198870

**Website**

www.5fm.co.zm

**Sex**

Male

**2. (untitled)**

**11. If the artefact is less than 50 MB, please upload here. Please ensure that the file is named using the following naming protocol:**

**Nameofsubmission\_yourname\_country\_monthandyear**

**E.G. womeninthemarket\_ruthdube\_zimbabwe\_062016**

[accesstohealthservicepregnantwomen\\_christopherchisi\\_zambia\\_092019.mp3](#)

**12. If the artefact is more than 50 MB, but has been published online, please provide the URL here.**

**13. If the artefact is more than 50 MB, but has been not been published online, please provide a drop box link and password for opening it.**

**3. (untitled)****14. Synopsis (300 words)**

**Brief description of the story - What do you wish to write about? Why? What makes this a relevant and timely story? What are the new angles in the story?**

The story is about access to health facilities by expectant mothers. The report is important in that while it takes cognizant of the strides that the country has been made towards ensuring that expectant mothers have easy access to health services ,more still needs to be done ,in that, some health facilities are (white elephant)not saving their purpose because they are either not operational or do not have the essentials needed for them to operate effectively such as medical supplies ,hence subjecting women to long distances in their efforts to access facilities with all medical necessities .

As this that is not enough, the mothers shelters in most health institution across the country are in deplorable state or not habitable.

The report is timely in that the country is seeking to attain the Sustainable Development Goals number three which aims at ensuring health and well-being for all, as well as to achieve universal health coverage including the provision of access to safe and effective medicines and vaccines for all by 2030.

The new angles, in the story include,

1. The lack of decent shelter for those escorting (relatives to the expectant mothers) or nursing expectant mothers.
2. The poor road network leading to some health institution is the major hindrance to access to health services by pregnant.

**15. Background (200 words)**

**Why did you do the story? What problem or context is it responding to?**

The story aims at bring to the attention of government the plight of women,expectant mothers in particular ,in as far as maternal mortality rate is concerned.Am particularly concerned that women die from from preventable causes while giving birth worldwide.In addition the World Health Organisation indicates that 99 percent of all maternal deaths worldwide occur in Africa,where Zambia is found.In this regard i want to see government showing political will to this problem by not only constructing health post as is the case with the construction of the 650 health,but ensuring that health posts are are operation and more accessible or within the reach of those in need of health services unlike subjecting pregnant women to long

distance among other challenges. The report is responding to the problem of hardships women face when seeking health services (anti and post-natal care services)

#### **16. Key objectives (100 words)**

##### **What did you hope to achieve with this coverage?**

The focus was to provide information on the ideal situation on the ground amid by providing a platform to women (Expectant mothers) to voice out their challenges of poor road network especially those leading to health post. I was also hoping that government can construct better mothers shelters in order to encourage pregnant women to be seeking medical service in time. My findings indicate that the state of most mothers shelter has the potential to either encourage or discourage women from seeking medical service from institutions

#### **17. Target audience (200 words)**

##### **Who did you hope to reach? Did you succeed in reaching this audience? What evidence do you have to that effect?**

Pregnant women and women in general, Non Governmental Organisations, Government officials, Health providers. I did manage because I received feedback from a number of people from communities who acknowledged that indeed a number of pregnant women are facing challenges in accessing health services and that there is need for health care providers to change their mentality because most of them do not show care to patients even when they are in an emergency case.

#### **18. How did you go about producing the submission?**

##### **How did you gather the data, how many sources, female and male did you consult? Why did you choose these sources and how were their voices important?**

I first started by interviewing some pregnant women, whom I had found at the hospital then later I went to Kayama clinic where I also interviewed some pregnant women, relatives to the women whom I had found seeking services. I also did a research to find out what other journalists have reported the access to health service.

I further went on the World Health Organisation where I got some important statistics. I interviewed about 4 females and two males in view of the fact that the most affected by the problem are women.

I choose these the choose pregnant women and just women in general so that I would get their testimony and to understand to what extent they are affected and to add life to the story. I interviewed men because they are also important players when it comes to addressing the problem of maternal mortality rate in that they need to ensure that their spouse seek services in time but also how they feel to be subjected to poor shelters while waiting for their spouse to give birth.

In addition I engaged government (Permanent Secretary, Dr. Kennedy Malama) in order to understand what measures it is putting in place to address the problem.

In conclusion multi sourcing is key in achieving objectivity and balancing up the story

#### **19. Feedback (300 words)**

##### **How will you use social media to maximise the impact of the story? What impact did it have? What evidence do you have to illustrate impact?**

##### **Please provide any examples of feedback that you received from the articles (from websites, letters, etc.)**

Though I can not provide, most people usually confess when I meet them that they listened.

#### **20. Attach all relevant feedback documentation here:**

#### **21. Follow up (300 words)**

##### **Did you conduct a follow up to your story and why?**

Yes I did do a story with the then Minister of infrastructure who revealed that the government was ensuring that it works on some roads that were in bad state as they were an impediment to provision of health services.

The reason why I followed up the story was because the every person before accessing any services such as health and education they first access road services. And so if the road network is in poor state it means that it is difficult for people to be transported to any health facilities hence the need for the government to repair all damaged roads.

#### 4. (untitled)

22. Please rate your programme on GL's Gender and Media (GEM) Awareness Index. Judges will verify the rating. Please rate 0 to 10 where 0=weak; 10=excellent

	0	1	2	3	4	5	6	7	8	9	10
The subject is either specifically about gender or one in which gender is mainstreamed.									X		
Women and men (boys and girls) views are consulted equally and given equal weight.					X						
The article/programme/photo consults the views of those who make decisions as well as those affected showing differential impact between women and men											X
Male and female sources are treated with dignity and respect.									X		
The article/programme/photo challenges gender stereotypes and embraces diversity.								X			
The article/programme/photo prompts gender awareness through informed public debate.						X					
Relevant statistics are disaggregated by gender.									X		
The article/programme/photo takes a rights based approach.											X
The article/programme/photo provides fresh views on everyday news.											X
The article/programme/photo is bold and courageous.											X

#### 5. (untitled)

##### Total Score

80

23. By ticking this box, I hereby certify that the work presented is my original work.

I certify that this work is my original work

24. This may be verified by

##### First Name

Patrick

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##### Designation

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+260979000447

## 6. (untitled)

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25. To post questions on the summit and get regular updates please sign up to our [Community of Practice](#) and go to the forums section.

Did you sign up?

Yes

26. Would you like to receive a PDF copy of your application?

Yes

27. Insert the email address it should be sent to.

**PLEASE NOTE - if you do not receive it within a few minutes of submitting, please check you junk mail box as it may have been sent there.**

christopherchisi@ymail.com

## 7.

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### New Send Email

Sep 10, 2019 12:29:40 Success: Email Sent to: media@genderlinks.org.za,mande@genderlinks.org.za

### Applicant New Send Email

Sep 10, 2019 12:29:41 Success: Email Sent to: christopherchisi@ymail.com

## 9. Thank You!

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### Average Judges Score

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### Judge 3 Score

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### Judge 2 Score

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### Judge 1 Score

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