

Getting Your Story Told

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World Health
Assembly
Ministerial Leadership
Initiative for Global
Health



How do you start?

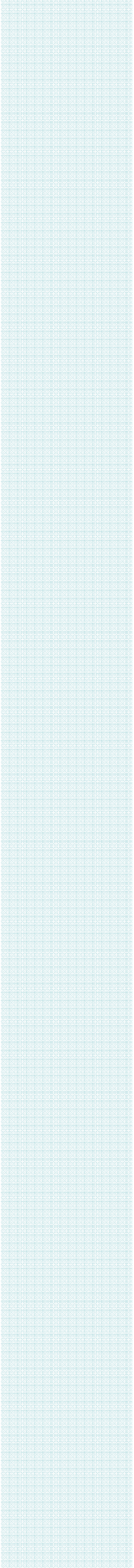
- Make sure your bosses know you're trying to place stories
- Make sure you have support
- How to persuade your boss this is a good idea

Identify your story

- What has the most impact from your work
- What interests you the most?
- What's the story that you would be most likely to tell your neighbor?
- What is your best human-interest story?

Develop a communication strategy

- Sounds complicated, but isn't
- Talk with you communications officer
- Find a peer who has given press conferences, or done interviews with media
- Craft an announcement:
 - Rollout of a program, for instance
 - Support it with numbers
 - Use quotes - from Health Minister, from other politically important people, from partners, and from ordinary folks



Reporters are allies

Not enemies

Befriend them

Don't pay them

Read their stories, follow their
broadcasts, write emails to them

No. 1

Importance

Local stories - stories that
affect your country

Make sure that this is your
first audience: local,
local, local

Why Aminata did not die in vain

The death of Aminata Marah in childbirth was a wake-up call for Dr Samuel A.S. Kargbo. Sierra Leone's reproductive health minister tells of the steps he has taken to try to ensure no such tragedy happens again.



Dr Samuel A.S. Kargbo at a staff meeting in Freetown. Photo © Dominic Chavez

Two days ago, new figures emerged showing a 35% drop in maternal mortality worldwide, with surprising progress made in many developing countries (see [Monday's blog](#)). Today I am delighted to introduce, as guest blogger, Dr Samuel A. S. Kargbo, Director of the Reproductive and Child Health program for the Ministry of Health and Sanitation in Sierra Leone, who explains how one tragic death moved him to instigate major reforms in his country which are saving many other women's lives.

Freetown, Sierra Leone.

Other ways to get international coverage

- Develop a list of foreign correspondents in your region
- Develop a list of journalists who cover global health
- Reach out to select journalists with invitations to come inside the Health Ministry (with a story that could interest them; but access also interests them)
- How do you do this?
 - Ask MLI for help; ask partners in



Why bother doing this?

What's the point?









The End