



AMPLIFYCHANGE

Learning, Monitoring & Evaluation Webinar Series

#2. Changing media coverage of SRHR issues

May 22, 2019



Welcome and introductions

Speaker: Brian Ligomeka
Centre for Solutions Journalism

Moderator: Emese Kovacs
AmplifyChange



Each webinar is led by an AmplifyChange grantee and focuses on a specific topic

April **17** 2019

Using visual arts for social change

Kyabayinze Vincent
East African Visual Artists

1:00pm – 2:00pm (UK time)

May **22** 2019

Changing media coverage of SRHR issues

Brian Ligomeka
Centre for Solutions Journalism

11:00am – 12:00pm (UK time)

June **13** 2019

Shifting attitudes and norms in the Muslim communities about SRHR issues

Fadhili Msuri
Kenyan Muslim Youth Development Organization

1:00pm – 2:00pm (UK time)

June **26** 2019

Tracking progress in changing policies and laws ~~(part one)~~

VSO International

POSTPONED – New Date TBC

July **24** 2019

Tracking progress in changing policies and laws ~~(part 2)~~

Center for Reproductive Rights

2:00pm – 3:00pm (UK time)

more to come...

Changing media coverage of SRHR issues

Centre for Solutions Journalism





What do we measure?

We assess if professionally produced articles on abortion can change the knowledge and attitude towards safe abortion among audiences.

We also assess if positive media articles can lead to support for the enactment of the Termination of Pregnancy Bill



How do we measure it?

- The assessment is conducted among a chosen sample size of a chosen area. The initial data is collected
- The assessment is conducted through an administration of a questionnaire at the beginning of the study and after every six months (6 months) or any period as may be determined according to the project's requirement
- Initially, they answer the questions in the questionnaire before being exposed to professionally written media content on abortion and SRHR
- After every six months, they answer questions from a similar questionnaire after being exposed to articles on SRHR and abortion law review
- The answers given before exposure to media articles and after exposure are compared
- Focus group discussions with participants are held at the end of the study
- Lottery method is used to select the sample of study participants from a particular area



The lessons learnt we would like to share

CSJ conducts a basic Knowledge and Attitude Survey among 20 students before and after implementation of the project.

The objective of the survey is to assess if professionally-written articles on abortion can improve the knowledge and attitude of people towards safe abortion among students.

To assess if positive media articles can lead to support for the enactment of the ToP Bill.

Analysis: In one project we conducted after being exposed to over 32 articles advocating for abortion law reform, the majority of the respondents (60%) had changed their attitude towards abortion

*They reasoned that safe abortion is crucial to prevent school disruption, to accord women rights to prevent maternal deaths.



Key lessons learnt

From the survey we learnt that most young people learn about SRHR issues from their peers.

Most young people use limited types of contraceptives (condoms and emergency contraceptives).

Media, when well utilised, can prompt people to change their attitudes on abortion and abortion law reform.

SRHR organisations should target Health Clubs such as Anti-HIV and AIDS Clubs by sensitising members with messages on comprehensive SRHR including access to safe abortion.



Lesson learning from content analysis

As part of the project, CSJ monitored the feedback.



Key Lessons Learnt

- Although we ran our column in English to reach decision-makers, it is important to produce content in local languages to reach the broader public
- Use of various professionals such as lawyers and clergy in the production of media content neutralises the opposition; engaging different groups of actors and not just journalists to ensure that a wide range of voices are included in media advocacy
- Sustained media coverage is able to change the attitudes of consumers of media products
- Choose a phased approach, and bring about topics in a progressive manner instead of tackling contentious issues all at once
- Involving communities can play a key role to hold decision-makers accountable



Areas needed to improve

- The sample size
- Another aspect we measure is that of journalist's attitude towards abortion
- In this regard, we measure attitude change by administering questionnaires before and after training
- Furthermore, we also monitor the quantity and quality of articles published before and after training
- When positive articles are being published after training, we realise that the training was a success but not when there is no positive articles published
- We also have a criteria for determining three categories of stories



Positive stories

- Voices of survivors or pro-choice activists
- Challenges stereotypes
- Variety of sources
- Fairness in approach to issue: no open prejudice, no ridicule, no moralising
- Provides research, history, context



Negative stories

- Lack of voices of survivors or pro-choice activists
- Perpetuates stereotypes
- Lack of sources
- Biased coverage of the issue: moralising, open prejudice, ridicule
- Full of jargon or stereotypical, biased language
- Lack of research, history and context
- Discriminatory language (e.g. baby killers)



Incomplete stories

- Lack of voices of abortion survivors or pro-choice activists
- Fails to address stereotypes
- Uniformity of sources e.g. 'Clergy condemns abortion' – all those quoted being religious leaders only
- Failure to address tendency for biased coverage or provide context
- Lack of research, history, context
- Lack of inclusive language



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