COMMUNIQUE ISSUED AFTER A ONE-DAY MEDIA STRATEGY DEVELOPMENT WORKSHOP FOR CSOs (PACFaH) AND MEDIA ORGANISED BY CIVIL SOCIETY LEGISLATIVE ADVOCACY CENTRE (CISLAC) IN COLLABORATION WITH PARTNERSHIP FOR ADVOCACY IN CHILD AND FAMILY HEALTH IN NIGERIA (PACFaH) HELD AT BOLTON WHITE HOTEL, AREA 11 GARKI - ABUJA ON 2ND MARCH, 2015.

Civil Society Legislative Advocacy Centre (CISLAC) in collaboration with other Civil Society Organisations under the Partnership for Advocacy in Child and Family Health in Nigeria (PACFaH) organized a One-day Media Strategy Development Workshop for CSOs (PACFaH) and Media. The workshop was facilitated by Mallam Umar Tundunwada, the General Manager, Freedom Radio Group; while Dr. Muhammad Saleh, Director of PACFaH presented an overview of PACFaH Project. Participants of the workshop were drawn from the seven PACFaH partners and representative of the following media groups: ThisDay, Guardian, Peoples Daily, Daily Trust National Mirror and Today’s FM Port Harcourt. After brainstorming exhaustively on various thematic issues, the participants observed and recommended as follow:

1. As media remains a key component in galvanizing efforts towards achieving effective child and family health in Nigeria, it has become imperative for PACFaH to partner with the media in evidence-based advocacy to hold governments accountable on their commitments on increasing budgetary allocation and expenditure, enacting policies and guidelines in support of Child and Family Health in Nigeria.

2. Although media has the traditional role to inform, educate, entertain and enlighten, it has not met its responsibility towards interrogating issues of national importance such as budget tracking and human rights, proactive collaboration with CSOs, and investigative journalism to effectively interrogate issues affecting child and family health in Nigeria.

3. Ineffective communication strategies used by CSOs such as unfamiliar acronyms, lack of focus on human angle, persistent use of professional and technical jargons, amongst others hinder effective media participation.

4. The commercialization of the media has adversely affected its performance such that issues of public interest are not getting the required priority attention.

5. Lack of media inclusion in CSOs programmes plan to provide for resources to engage the media in advancing issues on child and family health.

RECOMMENDATIONS

The participants therefore recommend the following:

1. Building effective and reliable working relationship with the media, and promoting child and family health coalition of journalists.
2. Enhanced media capacity to effectively conduct investigative journalism and galvanize advocacy in child and family health in Nigeria.
3. Ensuring issue-focused advocacy, impact emphasis, simplicity in communication, appropriate language and terms, and avoid needless professional and technical jargons in crafting message for the media.
4. Planning programmes and activities in accordance with the rules of engagement, and mapping of related media to help to enhance and sustain CSOs’ advocacy on child and family health.
5. Jointly develop a costed media strategy to promote child and family health.
6. Promote investigative journalism on critical child and family health issues such as budget tracking.

CONCLUSION

The participants expressed their appreciation to CISLAC for convening the workshop and PACFaH for providing the support to this all important program channeled towards enhancing CSOs-media understanding on Child and Family Health as well as increased knowledge amongst stakeholders. Participants noted that the engagement was revealing and indeed an opportunity to begin to create bigger conversation amongst stakeholders to provide for effective Child and Family Health in Nigeria.

Signed:

1. **Auwal Ibrahim Musa (Rafsanjani)**  
   Executive Director of CISLAC
2. **Abdul Ibrahim**  
   M&E Officer, Federation of Muslim Women Association in Nigeria (FOMWAN)
3. **Edwin Akpotor**  
   Program Officer, Pharmaceutical Society of Nigeria (PSN)