

ONE HEALTH ATLAS

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Engaging with professional media to raise public awareness of One Health

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Public awareness of the One Health concept remains superficial, with a lack of understanding of its practical applications and benefits. The scientific community has made little concerted effort to engage with a wide audience. Promotion of One Health by implementing agencies and research organizations tends to be overly technical and scientific, and communication with policy- and decision makers is not targeted at a broad public. However, public engagement and education are essential for effective implementation of One Health activities at community level. Public-facing, professional media (including print, TV, internet and radio) along with journalists play a critical role in raising public awareness. Such media have the skills to develop relevant and engaging stories, the means to reach diverse audiences and the expertise to maximize the impact of disseminating information (Figure 1).

An Australian study exploring how journalists reported on avian influenza and pandemic planning highlighted challenges and strategies for effectively communicating health issues through the media. The Earth Journalism Network provides resources and case studies to help journalists cover One Health topics. However, few journalists have the requisite knowledge and skills to perform such reporting. The “Media for One Health” project, which

is led by Canal France International (CFI), aims to enhance the capacity of media outlets in Vietnam, Cambodia, Laos and the Philippines to produce and disseminate information on the One Health approach. The project supports 55 experienced journalists working in diverse media (Figure 2). It provides training in innovative techniques for the production of thematic content on health-related topics, incorporates mentoring and technical support, and encourages cooperation between the journalists. Specific topics of focus include ensuring accuracy and trustworthiness of reporting, avoiding misinformation and building effective relationships with trusted experts to develop relevant and popularized stories (Figure 3). The project aims to result in around a hundred One Health-focused media items.

By facilitating ties between journalists and scientific experts and strengthening interactions between media outlets and their audiences, the project aims to raise awareness among a wider public of the importance of One Health. The project aligns with the PREZODE initiative, which, in synergy with the GREASE platform, enhances One Health capacities across South-East Asia by fostering collaborative efforts to prevent emerging zoonotic diseases.

References

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- Robinson D.** 2022. A journalist's guide to covering and implementing the One Health approach in reporting. <https://earthjournalism.net/resources/tipsheet/a-journalists-guide-to-covering-and-implementing-the-one-health-approach-in>

Figure 1. Information on the One Health approach from scientific and technical agencies plus policy- and decision makers has so far appealed only to a small public audience. This project aims to forge a link between scientists and technical experts on the one side and journalists and their media organizations on the other to widen interest among the general public.

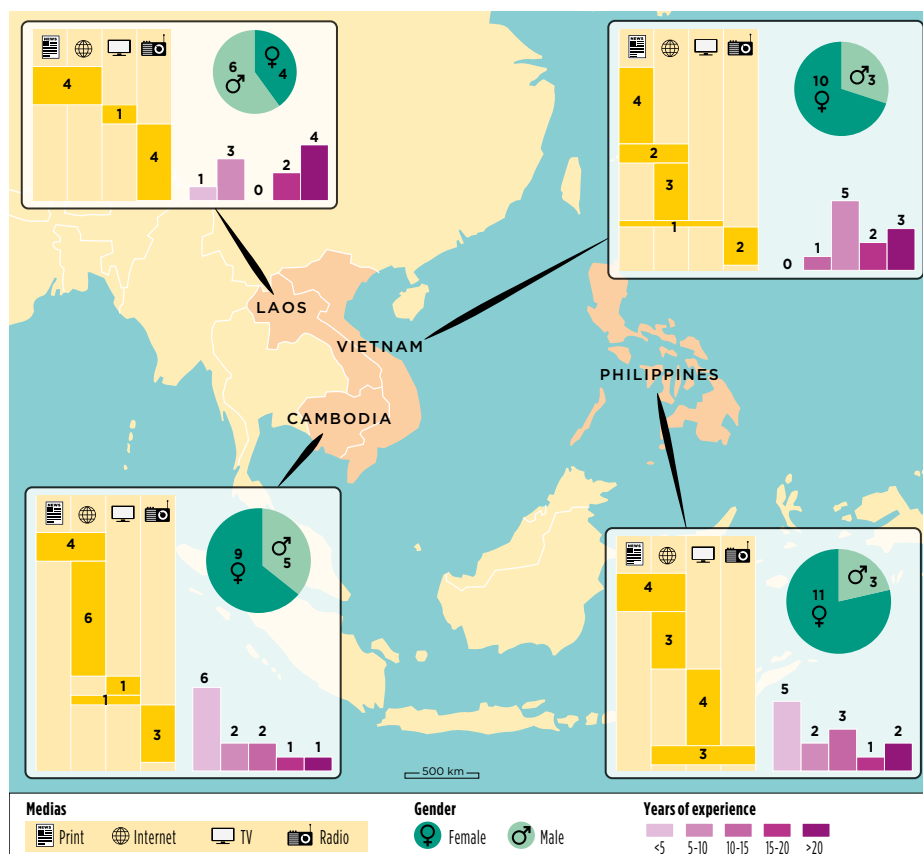
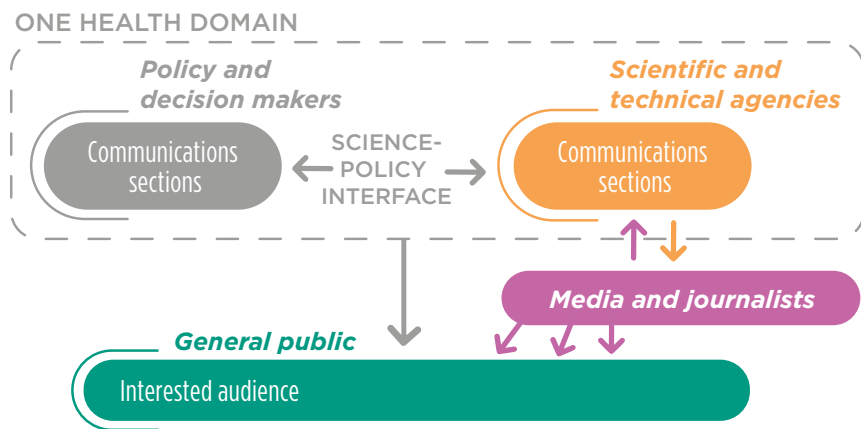


Figure 2. Demographics of the participating journalists in four South-East Asian countries, including gender, journalistic experience and the numbers of different types of media represented.

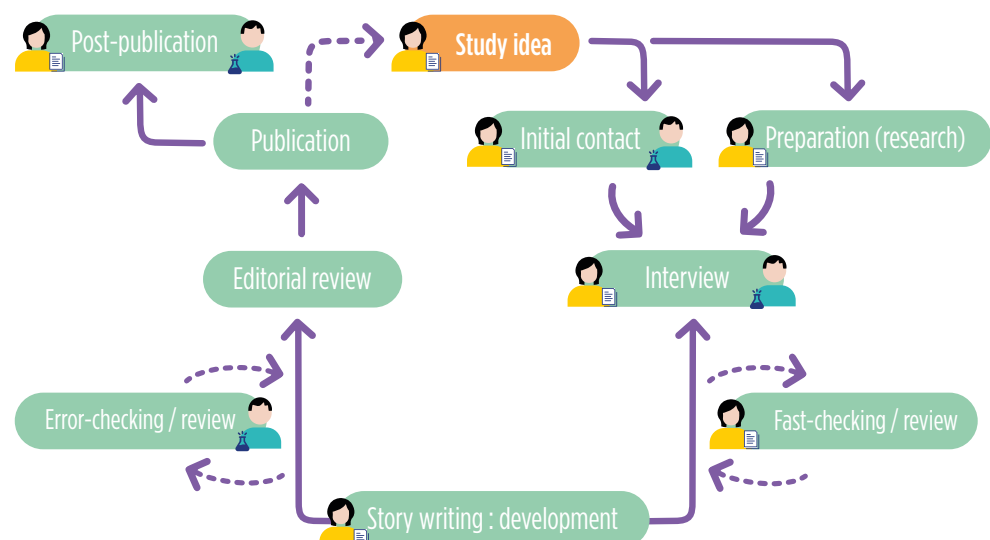


Figure 3. Steps in the story development cycle, from conception of a One Health story idea to publication.