

Health reporting (5 Day) Trainer Running Order

The course is designed to allow participants the opportunity to become competent trainers in a safe and supportive structure. All activities are hands on, allowing “learning by doing”.

There will be a one-hour lunch break each day, at 1300 -1400. There will be a 15-minute break in the morning and the afternoon, roughly dividing the day into four sessions. On the last day, participants must deliver a health campaign plan using the techniques acquired. While some time may be given in the training room (dependent on other workload) to allow participants to research their chosen subject on Day 4, they should expect to finish this work during the evening, and arrive **READY** to deliver their campaign promptly on Day 5.

Course objectives:

At this end of this course, you will be able to.

- **List the main diseases in the Asian region, and explain the challenges in reporting on them**
- **Describe the public health issues facing the region and advocate for overcoming them**
- **Plan and execute a health campaign in your news organisation**
- **Act as advocates for good health reporting**
- **Recognize and avoid sensationalism in reporting health stories, and define the role of the journalist in informing the public in an ethical way**
- **Explain how the health industry works and who are the key players**
- **Interview health professionals and other expert sources**
- **Research and write stories for publication on topical issues which meet international standards of accuracy and freedom from bias**

DAY 1

Course Arrival Time 0930

1000 - Welcome and icebreaker, getting to know each other

1045 - Objectives, in which participants and trainer discuss requirements for the course.

1100 - Agenda and timetable – discussion of how and when work will be carried out

1115 - Connect activity to elicit participants' concerns and expectations

1130 - Break

1145 – Module 1 Overview of Health in Asia – this module will look at the basics of the health sector in the region. This will include a basic story writing exercise.

1300 - Lunch

1400 – Energiser. Followed by

Module 2 – Death and Disease – this module will examine diseases, including vocabulary.

1515 –1530 – Break

1545 – Module 3 – Health Story structure.

1730 – End of Day 1, learning points.

DAY 2

0930 – Icebreaker, and a review of Monday's work with a quiz.

1130 - Break

1145 – Module 4 – Ethics and the modern journalist. A workshop on issues such as best practice, gifts, hospitality, free trips, codes of conduct.

1300 – Lunch

1400 – Energizer

1415 – Module 5 – When it all goes wrong – a Workshop looking at recent examples of good, bad and ugly journalistic practice in the health sector.

1530 - Break

1545 – Module 6 - Exclusives and how to get them.

1730 – End of Day 2 Learning points

DAY 3

0930 – Icebreaker

0945 – Module 7. Interviewing skills, including interviewing of children, vulnerable people, and how to show sensitivity.

1130 - Break

1145 – Module 8 - Sourcing and Balance.

1300 – Lunch

1400 – Module 9 - Jargon busting!

1530 – Break

1545 – Review activities

1730 – End of Day 3 Learning points

NB participants should finish their training design OVERNIGHT and arrive ready to deliver it on Day 4. No further time will be allocated in the training room

Day 4 –

0930 - Energiser/Icebreaker

1000 – Module 10 – Breaking news. Participants will follow a breaking news story all morning. Fast-paced, with lots of writing!

1130- Break

1145 – Continuation of Module 10

1300 – Lunch

1400- Energiser and Module 11 Research time for teams to put together a campaign plan for a series of health stories, with input from trainers. There will be no more time allocated in the training room, so participants must arrive ready for deliver their plans on Friday.

1730 – End of Day 4 Learning points

DAY 5

0930 – Energiser/Icebreaker

1000 – Module 12. Participants deliver campaign plans

1130 – Break (subject to change)

1145 – Participants campaign plans

1300 – Lunch

1400 – Participants deliver campaign plans

1530 – Break

1545 – Pre-close, with final thoughts, feedback, where to get further information.

1700 – Evaluations and documentation

1730 - 1930 – Certificate Distribution & Farewell Dinner