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"Breastfeeding seminar for journalists" Report on the seminar. UNICEF, Harare, Zimbabwe.

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Notes

4 pp

Brief report of the seminar, 19-21 January 1983, organized by UNICEF, Harare, and held at the Univ. of Zimbabwe. List of participating journalists and their affiliation.

Print Name of Person Submit Image

SARAJA DOUGLAS

Signature of Person Submit

Saraja Douglas

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Mr. Y. G. Lee 24 Jan 1983

14CF/83-21

BREASTFEEDING SEMINAR FOR JOURNALISTS

HARARE, JANUARY 19th TO 21st, 1983

Thirty-three journalists from 12 countries attended (Botswana, Lesotho, Swaziland, Zambia, Mauritius, Kenya, Uganda, Ethiopia, Tanzania, Malawi and the UK-based correspondent of Africa Magazine, plus journalists from Zimbabwe, and resource persons from WHO, IBFAN, Zimbabwe University and Nutrition Department, Ministry of Health, Cornell University, the Trinidad Housewives Association and the Commonwealth Secretariat legal advisers.)

Subjects covered included: The Medical and Psychological Benefits of Breastfeeding; The Disadvantages of the Bottle and Industry Practices; The Economics of Breastfeeding; the Status of WHO/UNICEF Code and Related Legislation; the Social Dimension of Breastfeeding and the Role of Women; the Role of the Media.

The calibre of the participants, selected by UNICEF Country Offices, ranged from very good to fair. (The Ethiopian participant was poor, arrived late and left early.) Selection of TV participants by Swaziland and Ethiopia found us unprepared. In the future arrangements to provide video cassettes and filming possibilities should be considered in advance.

The calibre of the resource persons was excellent. Documentation in our press kit was good, except for inadequate photos.

The venue at Zimbabwe University, site also of the concurrent Commonwealth Secretariat/WHO/UNICEF Workshops on Marketing Code Implementation, was comfortable and well-serviced, but owing to the critical petrol shortage in Zimbabwe, was relatively isolated.

Margaret Kyenkya, IBFAN Coordinator for Africa, was the moderator of our meetings. A list of participants is attached.

We did not attempt to evaluate the seminar on the spot, but I believe the participants learned a lot, were interested and generally satisfied with the event. We expect to see results in coming weeks and there will be long-term benefits, too. Country Offices should place these journalists on their mailing lists and keep in touch.

The Harare UNICEF Office worked very hard to assure the smooth functioning of the seminar. The Regional Office was not able to muster staff support as promised, but I helped in pre-seminar preparations five days before the opening and the Information Officer from Kampala was very helpful.

Coverage included radio interviews on BBC, Deutsche Welle Africa Service, Voice of America and Zimbabwe Radio and Television. Participating journalists interviewed resource persons and Commonwealth delegates. The local press carried articles nearly every day, including front-page coverage. The Minister of Health opened our seminar and his Deputy chaired the final, televised, press conference. Coverage could not have been better.

All in all, this was a highly successful event that met our objectives and will continue to bear fruit in time to come. UNICEF staff also handled press relations for the Commonwealth meeting. The Role of the Media was a panel discussion before a joint plenary of the Commonwealth Workshop and the Journalists' Seminar.

Certain useful speeches and radio tapes will be forwarded to HQ.

Distribution: Dr. K.E. Knutsson/Mr. D. Halliday, EARO, Nairobi
Mrs. S. Kellock, EARO, Nairobi
Mr. T. Vittachi, NYHQ
Mr. Y.G. Lee, NYHQ
Ms. M. Anderberg, NYHQ
Mr. M. Carballo, WHO, Geneva
Mr. J. Ling, WHO, Geneva
All EAR Country Representatives.-

Nairobi, 24th January, 1983

JOURNALISTS' SEMINAR

LIST OF PARTICIPANTS

Ms. Pamela Fisher,
Zimbabwe Broadcasting Corporation,
P.O. Box HG 444, Highlands,
Harare, Zimbabwe.

Amogeland Gabanakgosi,
Women's Magazine Programme Producer,
Dept. of Information & Broadcasting,
Radio Botswana,
Private Bag 0060,
Gaborone, Botswana.

Lipuo H. Green,
News Reporter/Lesotho Weekly,
Ministry of Information and
Broadcasting,
P.O. Box MS 353,
Maseru 100, Lesotho.

Ms. Eva Lubwama,
Uganda Times,
Senior Reporter,
P.O. Box 20081,
Kampala, Uganda.

Mike Overmeyer,
Herald Reporter,
P.O. Box 396,
Harare, Zimbabwe.

Richard Mapfumoh,
Zimbabwe Information Services,
P.O. Box 8157, Causeway,
Harare, Zimbabwe.

N. Ndebele,
Zimbabwe Information Services,
P.O. Box 8157, Causeway,
Harare, Zimbabwe.

Obie Mazombwe,
PSC Officer,
UNICEF,
P.O. Box 1250,
Harare, Zimbabwe.

Mr. Jean-Clement Cagny,
Journalist/Features,
"Le Mauricien",
8 St. Georges Street,
Port-Louis, Mauritius.

Ms. Dorothy Kweyu,
Features/Acting Deputy News Editor,
Nation Newspapers Limited,
P.O. Box 49010,

George M. Mabuza,
News Editor,
Swaziland Television,
P.O. Box A146,
Mbabane, Swaziland.

Ms. Rebecca Katumba,
Asst. Information/Reports Officer,
UNICEF,
P.O. Box 7047,
Kampala, Uganda.

Lawrence Tanganyika,
Zimbabwe Information Services,
P.O. Box 8157, Causeway,
Harare, Zimbabwe.

Margherita Vismara,
Zimbabwe Information Services,
P.O. Box 8157, Causeway,
Harare, Zimbabwe.

J. Cheshire,
Herald,
P.O. Box 396,
Harare, Zimbabwe.

Ms. Joyce Chanetsa,
Nutrition Department,
Ministry of Health,
P.O. Box 8204, Causeway,
Harare, Zimbabwe.

Ms. Susan Amegashie,
"Africa Woman" Magazine,
Assistant Editor,
54A Tottenham Court Road,
London W1, England, U.K.

Margaret Kyenkya,
IBFAN Regional Coordinator
for Africa,
Breastfeeding Information Group,
P.O. Box 59436,
Nairobi, Kenya.

Andrew Mutandwa,
Department of Information
(Press Section),
P.O. Box 8150, Causeway,
Harare, Zimbabwe.

Dr. R.G. Choto,
Chairman,
Department of Paediatrics
and Child Health,
Medical School,
University of Zimbabwe,
Harare, Zimbabwe.

Prodah Kumoyo,
Senior Reporter,
Zambia Daily Mail,
P.O. Box 31421,
Lusaka, Zambia.

Ms. Phyllis Kubwalo,
Editor,
"This is Malawi",
P.O. Box 494,
Blantyre, Malawi.

Ted Greiner,
Nutritionist,
Division of Nutritional Sciences,
Cornell University,
Ithaca, New York, NY 14852, USA.

Kuda Gonese,
The People's Weekly,
Editor,
P.O. Box 8122, Causeway,
Harare, Zimbabwe.

Manuel Carballo,
World Health Organization,
CH 1211 Geneva 27,
Switzerland.

Tichawona Mkuku,
Zimbabwe Inter-Africa News Agency,
(ZIANA),
20 Park Street/P.O. Box 8166,
Causeway, Harare, Zimbabwe.

Bizu Wondmagegenehu,
Women's Programme Producer,
Ethiopia Television Service,
Addis Ababa, Ethiopia.

Ms. Mary Kaona,
Programme Organizer Women's Section,
Radio Zambia,
P.O. Box 50015,
Lusaka, Zambia.

Joseph C. Mndeke,
Producer,
Malawi Broadcasting Corporation,
P.O. Box 30133,
Chichiri, Blantyre 3, Malawi.