



**AIBD / PACMAS / WHO Regional Workshop on
Non-Communicable Diseases
17 - 19 September 2012
Apia, Samoa**

PROJECT OUTLINE

The Concept

NCDs are the leading causes of death and disability in the Region, responsible for 75% of all deaths according to the World Health Organisation. Globally, NCD deaths are projected to increase by 15% between 2010 and 2020 (to 44 million deaths), with the highest numbers predicted in the Western Pacific (12.3 million deaths) and South-East Asia (10.4 million deaths) Regions. Of particular concern is the high level of premature mortality from NCDs (deaths before 70 years of age) in several low- and middle-income countries (LMIC).

Non-communicable diseases (NCDs), principally cardiovascular diseases, cancer, diabetes and chronic respiratory diseases, impose a major and growing burden on health and development in the Pacific.

Objectives

- Build the capacity of journalists and producers to report in such a way that influences public opinion and government policies.
- Create a more coordinated and effective advocacy group where the media, civil society, government and public health researches work together, networking, share ideas and create content strategically, and avoiding groups working on the same campaign and wasting resources.
- Raise the profile of NCD in countries and across the Pacific region.
- Build on human stories and success stories, where civic-education have found to be more effective in changing perceptions and influencing government policies.
- Develop story ideas and storyboard that can be used by all.

Profile Of Participant

- Journalists and Senior Producers
- At least three years of experience as a journalist or senior producers who are in senior editorial positions
- Upper age limit is 45 years
- Ability to understand, speak and write in English fluently.



**AIBD / PACMAS Regional Workshop on
Pacific Communication Broadcast Technicians
17 - 19 September 2012
Apia, Samoa**

PROJECT OUTLINE

Background

Many broadcasters in the Pacific struggle to keep their stations on air and to deliver an audible signal to rural audiences. Equipment and facilities provided at the time of independence in most countries have reached the end of their expected life. Inadequate budgets (operational and capital), limited revenue opportunities, organizational and technical challenges hinder their capacity to fulfil their mandate.

Stations are forced to cannibalise old equipment in order to remain on air. Technicians have little contact with other colleagues. This professional isolation prevents access to knowledge and advice on problem solving and equipment purchase.

It is recognized that unless there are improvements in the management of technical resources, and developing the capacity of technical people, large numbers of Pacific Islanders will continue to be deprived of essential public interest broadcasts.

Objectives

To support and develop the technical capacity of Pacific broadcasters so audiences have improved reliability and access to public interest content. Where appropriate, advances in digital technology will be explored, including opportunities offered by the Pacific Digital Strategy. The development and implementation of a Pacific wide training and accreditation technical training program will also be pursued.

Profile Of Participant

- Heads of technical departments or the senior most available engineering person with decision making capabilities.



**AIBD / PACMAS Regional Workshop on
Pacific Emergency Broadcasting System
17 - 19 September 2012
Apia, Samoa**

PROJECT OUTLINE

The Concept

This concept builds on the successful participation of the senior Pacific media delegation that attended the Commonwealth Broadcasting Association General Assembly (CBA-GA) in Brisbane from April 22-24, 2012. The Assembly focused on *"Media Leadership in Crisis, Disaster and Emergency"*. The day before the CBA-GA, the Pacific media executives participated in a PACMAS convened workshop to discuss the roadmap to developing their own broadcast disaster management plans. The relevance of a regional plan was also discussed. The executives analysed the role their media outlets played during disasters and emergencies and unanimously resolved to serve as the Working Group (WG) to realise this initiative which is now known as **PEBS** – *Pacific Emergency Broadcasting System*. The outcomes of their discussion are detailed under the objectives of this activity.

Objectives

- Strengthen the links between broadcasters and government agencies involved in disaster management
- Each broadcaster involved in this pilot project works on developing their own *Emergency Broadcasting Plan* which to complement the local NDMO plans
- Enable Pacific broadcasting leaders to take a pivotal role in developing their station's PEBS plan in collaboration with their island country's NDMO, and guided by external advisors
- Help Pacific media leaders shape their organisations to better serve their audiences before, during and after emergencies
- Develop a regional plan of collaboration on disasters, both natural and man-made.

Profile Of Participant

- Chief Executive Officers or equivalent level.



**AIBD/FES/RNZI Regional Workshop on
News Judgement – Editorial Standards and Best Practice
19 September 2012, Apia, Samoa**

PROJECT OUTLINE

- Ethics and values – is there a common baseline for all Pacific media? What are the variations?
- Professional standards and journalism best practice – including accuracy, fairness, balance, conflict of interest and style.
- Social responsibility – taste and decency, privacy and a sense of fair play.
- Judgement, Interpretation and Process – who makes the call and how are we accountable?
- Legal considerations

The workshop will be interactive and based around the participants' roles and experiences. Participants should be ready to discuss examples of news judgements and processes within their organisation.

Profile of Participants

- Radio Journalists and news editors
- Journalists and editors from other media also very welcome
- Fluent in English

Consultant

Philippa Tolley (RNZ) is one of Radio New Zealand's most senior journalist/producers. She has worked at Radio New Zealand International, Radio New Zealand and at the BBC. She knows the Pacific and the Pacific media scene well and has travelled and covered events and stories in the region for the last ten years. She is an experienced trainer and has delivered courses and workshops for the ABU and AIBD, the Commonwealth Broadcasting Association, the Pacific Islands Forum and the World Bank, and has moderated political debates in New Zealand. She has been a regular presenter of several of RNZ National's flagship current affairs and news programmes and is now the Executive Producer of its weekly "Insight" documentary.