

Newspaper Coverage of Health Issues in Nigeria (A Study of *The Guardian* and *The Punch* Newspapers January 2010 to December 2011)

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Abstract

The media have a role to play in communicating development messages. This study sought to establish the extent to which the media are working to set public agenda for the health sector so that it can mobilise both the government and the governed towards achieving a healthy state. The research methodology used was content analysis and the purposive sampling technique was adopted. *The Guardian* and *The Punch* newspapers were chosen based on AMPS 2010 newspaper readership data. This research covered a 24-month time period. A total of 554 health reports were found and analysed on the selected health issues. The single disease that garnered the most media attention was HIV/AIDS, and the most reported genre was straight news story. The newspapers did not give prominence to health issues. In light of the findings, this study recommends that the newspapers should endeavour to give more prominence to health issues.

Keywords: Newspaper, Coverage, Prominence, Health issues

1. Introduction

One of the key aspects of the development potential of the mass media is health communication. Ochonogor (2009) suggests that “development media messages, if structured and sustained over a long period of time will ensure a smooth transition of mass media agenda to public agenda.”

The media are significant sources of health-related information and can shape the way we think about and discuss health. According to the Health Reform Foundation of Nigeria (HERFON) in the *Nigerian Health Review* (2006) “recent assessment of the health of the Nigerian population indicates that the health situation in Nigeria and of Nigerians is dismal and efforts to change the situation over the years have been insignificant.”

Some health issues in Nigeria are as follows: Malaria, tuberculosis, tetanus, HIV/AIDS, cholera, chicken pox, diarrhoea, polio, measles, diabetes, and typhoid, among others. HERFON in the *Nigerian Health Review* (2006) assert that “the coverage of the national health system is limited and health education and enlightenment is weak, partly due to high level illiteracy.”

The primary functions of the mass media are to inform, educate, and entertain and also to enlighten. The various mass media (magazines, television, internet, newspapers, etc.) have the power to direct our attention towards certain issues and this is evident in the Agenda-Setting function of the mass media.

To be in good health, people need adequate information and knowledge on health matters. They need information on healthy lifestyle practices, preventive health measures, health conditions and diseases, and government health care programmes. The mass media are to help in creating awareness, accelerating information flow and mobilising the populace towards attainment of national goals and aspirations to ensure a total transformation of the society.

This study therefore seeks to investigate the extent to which newspapers face the challenge of informing, educating and enlightening the society on health issues around them.

The eight Millennium Development Goals (MDGs) to which 189 world leaders subscribed to in 2000 border on health issues underscore the importance of healthful living and healthcare provision in the affairs of the human population in this century. While the 2015 deadline for the MDGs is only three years away, a report by the *Nigerian Health Review* (2006) says Nigeria and other sub-Sahara African countries are lagging behind in all the MDGs, this means that not much seems to have been achieved in the last twelve years towards the realisation of these goals. In a review of the health situation in Nigeria, the Federal Ministry of Health (hereafter referred to as FMOH) acknowledged that “the health system in Nigeria and the health status of Nigerians are in a deplorable state...”

This work therefore seeks to establish the extent to which the media (newspapers in particular) is working to set public agenda for the health sector so that they can help build the collective knowledge base and mobilise both the government and the governed towards achieving these goals as they relate to the health sector.

Therefore this study seeks to examine newspaper contents with a view to ascertain whether or not adequate coverage is given to health issues in Nigerian newspapers.

2. Research Questions

The research questions also reflect the objectives of the study. The study seeks to find answers to the following questions:

1. What level of prominence is given health issues reported in *The Guardian* and *The Punch* newspapers?
2. What were the sources of the health stories reported in the newspapers?
3. What health issue is most emphasised in the newspapers?
4. In what form (news, features and editorial) were the health issues published more.

3. Scope of the Study

The study sought to investigate newspaper coverage of health issues in Nigeria. The two newspapers that constituted this study are *The Punch* and *The Guardian*. The study covered a two-year period from January 1, 2010 to December 31, 2011. The health issues that were studied in this research are- malaria, cancer, tuberculosis, HIV/AIDS, cholera, diarrhoea, acute poliomyelitis, measles, hepatitis, diabetes. The study covered all straight news, editorials, features or news analysis published on any of the areas under study.

4. Theoretical Framework

This study is anchored on the Agenda-Setting and Development Media theories.

4.1. Agenda-Setting Theory

This theory according to Baran and Davis (2009) clearly establishes that there is an important relationship between media reports and people's ranking of public issues. The theory explains the correlation between the rate at which the media cover a story, and the extent that people think that story is important. It is believed that how a person acts at a particular time is determined mainly by what issue the individual believes is important.

The crux of the theory is that the media decides where, within the Newspaper or broadcast, the stories of the day should appear. Some of the stories may appear on the front page and have large headlines; others which may seem less important could have smaller headlines, short and sharp without accompanying photographs. In the case of broadcast News, some stories can appear early in the presentation perhaps are given more time, while others can be presented in much less time towards the end of the broadcast. Media exposure of health issues either through news, features, editorials etc. will help expand the audiences' scope of knowledge about the issue. The media can achieve this by choosing what stories to consider important or newsworthy and also the prominence accorded such report.

4.2. Development Media Theory

One of the assumptions of this theory is that "the media must accept and carry out positive development tasks in line with national established policy." Folarin (1998: 32) fine-tuning that assumption states that "the media should accept and carry out positive development tasks in line with nationally established policy (or in line with national ideology) without prejudice to their traditional functions of information, education and entertainment."

In relation to this work, health is an important aspect of life and this is evident in the Millennium Development Goals (MDGs) numbers 4, 5 and 6. Goal 4 is to reduce child mortality; Goal 5 is to improve maternal health and Goal 6 is to combat HIV/AIDS, malaria and other disease. This comes to mean that the media have a role to play as agents of change. The media should be involved in development journalism thereby disseminating messages to accelerate the development process. Just as the World Health Organisation (WHO) puts it "good health promotes development and development promotes health."

5. Review of Relevant Literature

5.1. Newspaper: An overview.

Sambe (2008: 114) citing Coker (1968) describes Newspaper as any paper printed in order to be dispensed and made public, weekly, oftener, at interval or principally advertised for the public.

According to Daramola (2003: 123) some advantages of newspapers are that it provides a wider variety of news and information than the other media, and they present far more details than radio and television; newspapers also fit into the consumer's schedule more easily than the broadcast media. This means that the reader can select what he wants to read and read it at his leisure hour. The reader can also keep the paper for future reference.

Coverage is the extent to which something is observed, analyzed, and reported. It is the amount or extent to which something is covered by the media. The *Collins English Dictionary* defines coverage in journalistic terms as "the amount and quality of reporting or analysis given to a particular subject or event." Media coverage can be defined as the way in which a particular piece of information is presented by media either as news, entertainment or as infotainment.

5.2. What is health communication?

Health is defined by the World Health Organisation (WHO) as "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." Health communication simply encompasses the role of the media in health information dissemination.

Healthy People 2010 define health communication as "the art and technique of informing, influencing, and motivating individual, institutional, and public audiences about important health issues." The scope of health communication according to *Healthy People 2010* includes "disease prevention, health promotion, health care policy and the business of health care as well as enhancement of the quality of life and health of individuals within the community."

Health communication is an aspect of development communication or journalism and one of the functions of development journalism is advocacy; advocacy for health friendly policies. According to the American Public Health Association (APHA) "advocacy is used to promote an issue in order to influence policy-makers and encourage social change. Advocacy in public health plays a role in educating the public, swaying public opinion or influencing policy-makers" (APHA Media Advocacy Manual).

6. Empirical review

Gupta and Sinha (2010) citing Freimuth et al. (1984) in an article titled *Health Coverage in Mass Media: a Content Analysis* assert that many people rely on the news media for their health-related information. Policy makers also obtain considerable amount of information from the media.

In an article titled *A Content Analysis of Cancer News Coverage in Appalachian Ohio Community Newspapers*, Lovejoy (2007) citing Chew et al., (2006) asserts that "the mass media are an alternative, though perhaps primary source people rely on for health information."

Gupta and Sinha (2010) posit that health topics can be in form of news, editorials, and features. They state that:

Health news might be a report of the launching of an immunisation campaign, or a speech about health made by a well-known official. A health feature might be an article by a doctor about a certain disease or health practice. A health editorial might urge people to take part in a clean water programme.

Lovejoy (2007) citing Hodgetts & Chamberlain (2006) explains that "media enjoy the position of being instrumental to and explicitly involved in society's shared understanding and knowledge of health issues."

Smith, Menn and McKyer (2011) citing Nguyen & Bellamy, (2006); and the U.S. Department of Health and Human Services (2004) assert that "timely and accurate communication holds potential to positively affect individuals, communities, and societies. Effective health communication can "affect individuals' awareness, knowledge, attitudes, self-efficacy, skills, and commitment to behaviour change."

The basic purpose of development is to enlarge people's choices and create an environment for people to enjoy long, healthy and creative lives.

7. Research Methodology

This study used quantitative content analysis as the method to assess the coverage of health in Nigeria newspapers. The choice of this method was informed by studies affirming that the method ably evaluates communication in a systematic, objective, and quantitative manner for the purpose of measuring variables.

The population of this study comprise all national newspapers in Nigeria as the issue of discussion is on a national scale. The print media particularly newspaper was chosen because of accessibility and availability.

The sample newspapers are *The Punch* and *The Guardian* newspapers. They were purposively chosen for this study based on Media Planning Services AMPS 2010 data which ranks *The Punch* newspaper as the most read followed by *The Sun* and *The Guardian* newspaper. However *The Sun* newspaper was not chosen for this research because at the time of this research, it has not been in existence for up to 10 years. The study covered a 24-month time period from January 2010 to December 2011. A total of 208 editions of the two newspapers were selected for the study that is, 104 editions from *The Punch* and 104 editions from *The Guardian* newspapers. Most newspapers devote some pages to health reports on specific days. *The Punch* newspaper has its dedicated health page every Wednesdays while *The Guardian* features health reports every Thursday. 52 editions were chosen for each paper in the two years which summed up to 208 editions; the 208 editions were derived from specific health editions featured on a weekly basis.

The research instrument used for this study was a coding sheet. The coding sheet was used to measure different variables peculiar to the study that is, it was used to determine the number of health issues in each of the newspapers.

8. Data Analysis and Discussion

Quantitative method of data analysis was used to analyse the data to provide answers to the research questions generated for the study. The Statistical Package for Social Sciences (SPSS) was used to analyse the large sums of data. The analysis was descriptive in nature with the use of simple frequency counts and percentages.

The units of analysis in this study are News; Features/News Analysis; and Editorials. News, Features and Editorial were chosen purposively because they are journalistic writings which originate from the media house. Editorial was chosen as it represents the position of the mass media organisation on any given issue. The major content categories and variables for this study are: Prominence, Genre, Space, Frequency, and Sources.

8.1. Data Analysis and Discussion of Findings

This section shows the breakdown of tables and the analysis in relation to the research questions. A total of 554 health stories were analyzed for this report out of the 208 editions of newspapers studied.

Research Question 1: What level of prominence is given health issues reported in *The Guardian* and *The Punch* newspapers?

Table 1a: Table showing the position of reports in the newspapers

	<i>THE GUARDIAN</i>	<i>THE PUNCH</i>	COMBINED TOTAL
	Frequency	Frequency	Frequency
OTHER FRONT PAGE	19 (5.1%)	1 (0.6%)	20 (3.6%)
OP-ED PAGE	-	2 (1.1%)	2 (0.4%)
INSIDE PAGES	24 (6.4%)	28 (15.5%)	52 (9.4%)
DEDICATED HEALTH PAGE	320 (85.6%)	150 (82.9%)	469 (84.7%)
BACK PAGE	10 (2.6%)	-	10 (1.8%)
Total	373 (100.0%)	181 (100.0%)	554 (100.0%)

Table 1a shows the placement of reports in the selected newspapers. 20 (3.6%) of the reports in both newspapers were on the front page but were not the major lead. The headlines were on the front page but the stories were inside. 52 (9.4%) stories were on the inside pages; 469 (84.7%) were on the dedicated health page which is the page solely dedicated to health reports; 10 (2.6%) stories were featured on the back page and 2 (0.4%) stories were on the OP-ED pages.

Table 1b: Table showing space allocated to stories

	<i>THE GUARDIAN</i>	<i>THE PUNCH</i>	COMBINED TOTAL
	Frequency	Frequency	Frequency
FULL PAGE	11 (2.9%)	19 (10.5%)	30 (5.4%)
HALF PAGE	23 (6.1%)	2 (1.1%)	25 (4.5%)
COMBINED TWO PAGES	2 (.5%)	1 (.6%)	3 (.5%)
LESS THAN HALF PAGE	309 (82.6%)	150 (82.9%)	458 (82.7%)
MORE THAN HALF PAGE	19 (5.1%)	6 (3.3%)	25 (4.5%)
OVER FULL PAGE	10 (2.7%)	3 (1.7%)	13 (2.3%)
TOTAL	373 (100%)	181 (100%)	554 (100%)

From table 1b, it shows that majority of the stories were given less than half page 458 (82.7%) space, next was full page stories with 30 (5.4%) then stories with more than half page and half page with 25 (4.5%) each. Some stories were given over full page-13 (2.3%) and some with combined two pages with 3 (.5%).

Research Question 2: What were the sources of the health stories reported in the newspapers?

Table 2a: Table showing the sources of story per newspaper

	<i>THE GUARDIAN</i>	<i>THE PUNCH</i>	COMBINED TOTAL
SOURCES	Frequency	Frequency	Frequency
COVERAGE/ OCCURRENCE	97 (25.9%)	86 (47.5%)	183 (32.9%)
PRESS RELEASE/ STATEMENT	12 (3.2%)	17 (9.4%)	29 (5.2%)
PRESS CONFERENCE	15 (4.0%)	9 (5.0%)	24 (4.3%)
INTERVIEW	21 (5.6%)	10 (5.5%)	31 (5.6%)
REPORTERS' ANALYSIS	67 (17.9%)	17 (9.4%)	84 (15.2%)
RESEARCH FINDINGS	126 (33.7%)	4 (2.2%)	130 (23.5%)
NEWS AGENCY/OTHER MEDIA PUBLICATIONS	15 (4.0%)	30 (16.6%)	45 (8.1%)
NO SOURCE INDICATED	20 (5.3%)	8 (4.5%)	28 (5.0%)
TOTAL	373 (100.0%)	181 (100.0%)	554 (100.0%)

Table 2a shows the sources of health reports published in the newspapers. It reveals how the papers got the information they published on the selected health issues. 182 (32.9%) reports were got through coverage that is as the event unfolded or occurred; 29 (5.2%) reports were through press statement; 24 (4.3%) through press conference; 31 (5.6%) reports through interviews; 84 (15.2%) reports through the Reporters' analysis and investigation; 130 (23.5%) stories through research findings; 45 (8.1%) reports were from News Agencies and other media Publications like the News Agency of Nigeria, Reuters, New York Times News Service etc. The remaining 28 (5.0%) did not have specified sources.

Table 2b: Table showing the major actors/ main speaker

	<i>THE GUARDIAN</i>	<i>THE PUNCH</i>	COMBINED TOTAL
	Frequency	Frequency	Frequency
WHO/ United Nations	24 (6.4%)	14 (7.7%)	38 (6.9%)
Medical Experts (Researchers)	197 (52.8%)	45 (24.9%)	242 (43.7%)
Ministry of Health	16 (4.3%)	19 (10.5%)	35 (6.3%)
Patient (victim)		6 (3.3%)	6 (1.1%)
Pharmaceutical company	11 (2.9%)	8 (4.4%)	19 (3.4%)
Other govt. Officials	40 (10.7%)	22 (12.2%)	61 (11.0%)
Others (individual, citizens)	30 (8.0%)	13 (7.2%)	43 (7.8%)
Sponsoring Org	49 (13.1%)	45 (24.9%)	94 (17.0%)
Fed. Govt.	2 (.5%)	6 (3.3%)	8 (1.4%)
Health Institution	4 (1.1%)	3 (1.7%)	7 (1.3%)
Total	373 (100.0%)	181 (100.0%)	554 (100.0%)

Table 2b shows that majority of the speakers in the health reports were medical experts and researchers, 242 (43.7%). These two groups were merged because from the reports most medical experts were engaged in research. WHO/ United Nations spoke in 38 (6.9%) reports; 35 (6.3%) reports were by the Ministry of Health (Federal or state); 6 (1.1%) reports were by Patients (victim); Pharmaceutical companies featured in 19 (3.4%) reports; 61 (11.0%) stories had the views of other government Officials and parastatals. 43 (7.8%) stories were in the Others category which comprised individuals; 94 (17.0%) had the views of Sponsoring organisations like Non-Governmental Organisations (NGOs); the Federal Government spoke in 8 (1.4%) reports; and Health Institutions spoke in 7 (1.3%) reports.

Research Question 3: How frequent did the selected newspapers report health issues?

Table 3a: Table showing total number of story per newspaper

Newspaper	Frequency (Percent)
<i>THE PUNCH</i>	181 (32.7%)
<i>THE GUARDIAN</i>	373 (67.3%)
Total	554 (100.0%)

Table 3b: Table showing frequency of reports per newspaper

	<i>THE GUARDIAN</i>	<i>THE PUNCH</i>	COMBINED TOTAL
	Frequency	Frequency	Frequency
2010	187 (50.3%)	99 (54.7%)	286 (51.6%)
2011	186 (49.7%)	82 (45.3%)	268 (48.4%)
TOTAL	373 (100%)	181 (100%)	554 (100%)

Frequency shows how many times reports on the different health issues were published. From table 3a above, it is revealed that *The Punch* newspaper had 181 (32.7%) reports while *The Guardian* newspaper had 373 (67.3%) reports. A total of 554 health stories were analyzed for this report out of the 208 editions of newspapers studied. From table 3b, It also shows that in 2010 both newspapers published 286 (51.6%) reports and 268 (48.4%) reports in 2011.

Research Question 4: What health issue is most emphasised in the newspapers?

Table 4: Table showing the subject/content of story

	<i>THE GUARDIAN</i>	<i>THE PUNCH</i>	COMBINED TOTAL
Health Issue	Frequency	Frequency	Frequency
MALARIA	53 (14.2%)	32 (17.7%)	85 (15.3%)
HEPATITIS	18 (4.8%)	1 (0.6%)	19 (3.4%)
TUBERCULOSIS	20 (5.3%)	6 (3.3%)	26 (4.7%)
HIV/AIDS	109 (29.1%)	48 (26.5%)	157 (28.3%)
CHOLERA	10 (2.7%)	8 (4.4%)	18 (3.2%)
DIARRHOEA	5 (1.3%)	3 (1.7%)	8 (1.4%)
ACUTE POLIOMYELITIS (POLIO)	17 (4.5%)	17 (9.4%)	34 (6.1%)
MEASLES	6 (1.6%)	1 (0.6%)	7 (1.3%)
DIABETES	39 (10.4%)	14 (7.7%)	53 (9.6%)
CANCER	96 (25.7%)	51 (28.2%)	147 (26.5%)
TOTAL	373 (100.0%)	181 (100.0%)	554 (100.0%)

From table 4, HIV/AIDS had the highest frequency with 157 (28.3%) stories followed by Cancer with 147 (26.5%) stories. Malaria had 85 (15.3%) stories; Diabetes had 53 (9.6%); Polio had 34 (6.1%) stories; Tuberculosis had 26 (4.7%) stories; Hepatitis had 19 (3.4%) stories; Cholera had 18 (3.2%); Diarrhoea had 8 (1.4%) and Measles had 7 (1.3%) stories.

From the analysis, the single disease to garner the most media attention during the period of study was HIV/AIDS.

Research Question 5: In what form (news, features and editorial) are health issues most published in both newspapers?

Table 5: Table showing the type of story or editorial form per newspaper per year

EDITORIAL FORM	<i>THE GUARDIAN</i>		<i>THE PUNCH</i>		TOTAL
	2010	2011	2010	2011	
Straight News story	75(39.9%)	142(60.1%)	81(81.8%)	67(81.7%)	365(65.8%)
Editorial			2(2%)		2(0.2%)
Feature	112(59.8%)	44(23.7%)	16(16.2%)	15(18.3%)	187(33.7%)
TOTAL	187(100%)	186(100%)	99 (100%)	82(100%)	554(100%)

The table shows that there were 365 (65.8%) straight new stories, 2 (0.2%) editorials and 187 (33.7%) feature stories. From the analysis, the most reported type of story was straight news story with 365 (65.8%).

8.2. Discussion of Findings

A total of 554 reports were found and analysed out of the 208 editions of newspapers studied in this research. The newspapers did not give prominence to the health issues by way of placement and giving it enough space. Though they both provided information regarding health matters some other more controversial issues took the lead. Some of such controversial issues are politics, crime, and economy among others. These issues especially politics seem the most preferred because of the presence of conflict; Gupta and Sinha (2010) citing Weber (1990) and Oso and Odunlami (2008), supports this assertion that “the health beat is not particularly high news yielding beat like politics or the economy”. The African Woman and Child Feature Service (AWCFS) report on “Media Coverage of HIV/AIDS and Health Issues in Africa: Needs Assessment in Kenya” also confirms this assertion that “there is an undue emphasis on political stories and this cause less coverage of development messages like health.”

In this study, the most emphasized health issue is HIV/AIDS which could mean that the greatest health problem during the period of study is HIV/AIDS and this is in accordance with the findings of the African Woman and

Child Feature Services (AWCFS) report on “Media Coverage of HIV/AIDS and Health Issues In Africa: Needs Assessment in Kenya” which also says that HIV/AIDS is the biggest development challenge in Kenya today. The newspapers depended more on events to get information for publication as evident in the 182 (32.9%) reports that were gotten through Coverage/occurrence. Some of these findings are not totally different from the findings of the AWCFS report. The document asserts that most reports covered by the media were covered through statements made by policy makers, research findings by medical experts and researchers and also seminars or sensitisation workshops organised by organisations (sponsored by various organizations). The seminars or sensitisation workshops can be grouped under Coverage and occurrence.

The main speakers in most of the health stories were medical experts and researchers. It means the reporters gave credence to information from research findings and medical experts more than other sources. The results also support the evidence in Obijiofor (2010) citing McLeod and Detenber (1999: 6) which states that “journalists rely heavily on official sources and official definitions of situations. They use official sources to add prestige to a story, to increase the efficiency of news production, and to maintain the illusion of objectivity.” In this research however, the reliance of reporters on medical experts and researchers are to give credence to their reports as people will believe the words of a medical practitioner on health matters than they would believe the reporter who might not be a professional in that area.

The most reported type of story was straight news story with 365 (65.8%). Little attention was paid to editorial as there were just 2 (0.2%) editorials published on the health issues during the period of study. Feature stories were featured 187 (33.7%) times. This finding implies that the newspapers report health news just as they occur and do not give an elaborate analysis of the reports in the form of features. Editorials are said to be the authoritative voice of media organisations but in this study it was discovered that little attention was paid to editorials which could have been an avenue for the media to take a stand on health issues.

9. Conclusion

Based on the findings of this research, it can be concluded that the newspapers did not give prominence to the selected health issues. Stories were not given front page prominence which is the first page any reader sees in the newspaper and spaces allotted to health news were small.

The most emphasized health issue was HIV/AIDS; this means that HIV/AIDS was the greatest health problem during the period of study. It was also discovered that majority of the stories were in news format meaning the newspapers did not give enough analysis of the health issues but did more of the information role. According to Gupta and Sinha (2010) “newspapers reach many people, very quickly; and by implication, the press can play a very important part in increasing people’s knowledge about health.” They can do this by publishing authoritative journalistic write-ups especially features and editorial. Most media houses are under pressure to get the reports to the public and by this their concern is to inform and educate but the role of the media in a specialised area like health should go beyond informing and educating to explaining and analysing for better understanding.

10. Recommendations

The media can contribute to health discourse by facilitating and sustaining debate especially among policy makers to make policies that could aid the people towards achieving good health. They can do this through their write-up emphasising the magnitude of the situations people face as regards health.

Some specific recommendations are:

1. The newspaper should cover more reports on health as 554 stories in two years are inadequate. They should give more coverage to health by placing the stories in prominent positions even though there is a dedicated health page on specific days and also giving more space to the stories.
2. Health reporters are to liaise with health professionals and medical researchers to understand some of the reports they get and be able to internalize it and simplify it for public consumption. By understanding the information they get, they can package it in simple language by breaking down the scientific jargons without distorting the actual information.
3. The media should publish more features or news analyses and editorials and not just straight news.

4. The newspapers should give more coverage to other health issues. Though HIV/AIDS is a global problem, there are other silent killers which have attracted global attention and are also enlisted in the Millennium Development Goals.
5. The media can do a sustained coverage like having serial feature reports and not bombard readers with a particular report all at once. This means for an edition they can introduce an issue (disease) and maybe the causes; for another edition they can highlight what medical experts have to say on the issue and the solution to that issue either as treatment or cure. They can also highlight preventive measures for those who don't have the disease already.
6. The government should provide an enabling environment for media to perform by providing them with information when required.

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