

## Romanian Family Health Initiative Encourages the Media to include Modern Contraception as a “Daily Subject”

Romanian Family Health Initiative’s (RFHI) partner, PSI Romania, developed and implemented “*Un subiect cotidian*” (A daily subject) media campaign to increase the quality and quantity of media articles presenting hormonal contraception in a positive way.

“*A Daily Subject*” media campaign was designed to increase journalists’ knowledge on the importance of making modern contraception a daily subject rather than a topic presented once a year on international Women’s Day. The campaign was launched in March 2003 at a press event with approximately 45 journalists and the major national media stations. The event presented the objectives of the campaign and the contest that was designed to motivate journalists to not only increase the coverage of modern contraception but also present correct and accurate information from a positive perspective.

Over 5 months PSI Romania distributed “*Daily Subject*” fact sheets on 1) *Hormonal Contraception Decreases the Risk of Genital Cancers*, 2) *Beauty, Femininity & contraception*, 3) *Clearing up Misconceptions on Emergency Contraception*, 4) *Non-Contraceptive Benefits of Hormonal Contraception*. The journalists and media were also presented with key websites where they could find more in depth information and research on modern contraception.



Since the campaign was launched there were over 150 print articles from 60 different journalists and over 10 TV and radio programs presenting modern contraceptive choices. At the final press event in October, JSI Director Dr. Merce Gasco thanked journalists for their interest and participation “*It is exciting and rewarding to see the involvement of the media in the RFHI project. It is even more important that journalists have learned the importance of providing correct and consistent information on modern contraceptives to Romanian couples!*”

In 2004, PSI Romania is planning on expanding the

*The Daily Subject media campaign is just one success story of the Romanian Family Health Initiative (RFHI), a bilateral USAID-funded project implemented by JSI Research & Training Institute, Inc. The RFHI is designed to increase the availability and utilization of high quality client-oriented services at the primary health care level and to assure sustainability of reproductive health services in Romania, including family planning, safe motherhood, early detection of breast and cervical cancer, and HIV/AIDS and STIs prevention.*

“*Daily Subject*” campaign to the local level in 12 different counties focusing key activities in the three RFHI pilot counties of Iasi, Cluj and Dolj.

