



Strategies to Prevent (STOP) Spillover

Activity Brief

Internews Media Grants (Activity 3.3.3)

Côte d'Ivoire Activity: Media Capacity Building to Promote One Health Approach to Prevent the Next Avian Flu Outbreak

[Eburnie Today](#) is an Abidjan-based bilingual media outlet with a special focus on environmental reporting. For the STOP Spillover media grant, Eburnie Today will select and train 40 journalists in two training workshops. Of these, 20 journalists will be full-time professional reporters while 20 will be student journalists. All 40 journalists will be provided resources including training materials, mentorship and fact-checking tools to report about One Health and zoonosis with factual accuracy.

Expected Outcomes:

- 40 trained journalists become focal points in their newsrooms for key issues related to animal-origin zoonotic and avian flu.
- Trained journalists share their knowledge and experience with their colleagues.
- Eburnie Today and the participants work together to help media organization to include animal-origin zoonotic and avian flu issues in their production agenda.
- Journalists include marginalized groups and gender dimensions in their pitches and stories about animal-origin zoonotic and avian flu.

Bangladesh Activity: Capacity Building of Media in Responsible Communication on Zoonotic Viral Spillover

[VOICE](#) is a Dhaka-based research and advocacy organization working on public health communication, pandemic information, climate resilience, sustainability and social justice.

Under this grant, VOICE will complete a suite of activities including curriculum development, a training workshop for 25 mainstream media journalists, a field trip, a fellowship for five journalists, and will build a new storytelling platform and a journalists' network.



Côte d'Ivoire grantee aims to train journalists in reporting on environment and health with a One Health approach



Eburnie Today specializes in training media in environmental reporting.



Bangladesh grantee will give equal focus on training women and men journalists

Expected Outcomes

- 25 journalists, through the capacity-building training, will have increased capacity to disseminate factual, evidence-based public information on avian influenza spillover through their respective outlets.
- The training will create a strong bonding and network among the media personnel and experts and this collaboration will help journalists to make evidence based authentic reports about avian influenza outbreaks.
- The field trip will enable participants to see and understand the risks of a possible avian influenza outbreak especially for those working in the live bird market.
- 5 special reports are published in media by the fellowship journalists, increasing awareness among participants and other stakeholders, including vulnerable communities.



VOICE has previously trained media in public health reporting

Sierra Leone Activity: Increasing Public Awareness on Zoonotic Diseases through Media Capacity Building

Free Media Group owns Politico SL – one of Sierra Leone’s most credible news media outlets. With this grant, Free Media Group will train 50 journalists across the country; hold a round table discussion with journalists, scientists and experts from the Ministry of Health, Ministry of Environment, Agriculture, Forestry and Food Security; and publish media reports.

Expected Outcomes

- 50 journalists, of which at least 25 will be women, will have increased knowledge about zoonotic diseases and how to accurately report them through this training.
- Recommendations leading to policies and laws on certain practices that are considered a causative factor to zoonotic diseases will have been identified and discussed through an experts’ panel discussion.
- 12 cartoons on various zoonotic diseases are published both online and in print on Politico.
- 5 high-quality articles and radio and TV packages produced.



In Sierra Leone, risks of zoonotic disease outbreaks remain high



By training women journalists, Politico will increase women’s access to gender-balanced information on zoonotic diseases.