

Role of media advocacy in vector-borne diseases control and management

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ABSTRACT

Summary: Due to rapid urbanization, climate change, and pollution issues, the burden and threat of vector-borne diseases are still challenging to human health. Developing drug resistances issue, evolving new strains of pathogens and increasing global travel and trade are also contributing the emergence or re-emergence of vector-borne diseases. Public health professionals and health care providers have recognized the importance of utilizing media in shaping public opinion, promoting disease prevention and control policy and also for the empowerment of the communities. In pursuit of Global Vector Control Response (2017 – 2030) by World Health Organization (WHO), media advocacy is one of the keys enabling factors for social mobilization, partner coordination and to develop the policies of all relevant agencies, organizations and civil society. The important role of media advocacy in vector-borne diseases control and management is to promote effective public policies by using the media to strategically apply pressure for policy change. To achieve effective media advocacy in vector-borne diseases control and management, it is critical to identify the relevant media platform and the content of the advocacy messages should also be adapted to the specific decision-makers based on their needs, issues, concerns and interests. Media advocacy provides a framework for enhancing the global preventive strategies from the health behavior of individuals to the actions of the stakeholders and policymakers whose decisions can structure the healthier environment for all.