

**REPORT**  
**MONITORING AND EVALUATION OF TRAINING OF PARTNERS**  
**IMCFJ (NORTH ZONE) 4th-5<sup>th</sup> June 2011, Ramgarh, Nainital**

A one and a half day training of partners from The Partnership on media engagement was organised by IMCFJ (Indian Media Centre for Journalists) implementing partner for Eli Lilly Intervention 4 for North and west region partners. The event was held at The Whispering Pines Hotel at Ramgarh, Nainital on the 4<sup>th</sup> and 5<sup>th</sup> June 2011.

The training was attended by partners from a few organizations based in the North region which included MSS, AKS, VHAP, VHAI, MAMTA, YRTI and SIR. The aim was to train civil society partners on media engagement by the media and followed up by the trained partners actually putting what they learned into practise and engaging with the media in increasing the awareness about TB. The partner with the most media related events for the year would be given an award on the next World TB day.

**Objective:** To monitor and evaluate the training being conducted and also participate in the training.

**Venue:** The Whispering Pines Hotel, Ramgarh, Nainital, Uttarakhand.

- ~ The venue was very serene and beautiful however it was a little inaccessible for most partners due to duration of travel time.
- ~ Suggestion to have a more accessible venue for the next training to ensure more participation.

**Date and Time of Training:** 4<sup>th</sup> June full day, 5<sup>th</sup> June half day

- ~ Request from participants to increase duration of trainings to be able to have more practical sessions included.

**Agenda:** (Annex 1)

- ~ No time allocation on contents but was facilitated based on structured sessions and participants request.

**Participants:**

- ~ Planned were 20 participants but only 7 organization participated (Annex 2)
- ~ Time was less for follow up by the Secretariat. Suggestion to begin the invitation process early for the next training to enable more participation.
- ~ Number of participants for the 2<sup>nd</sup> training can be up to 33.

**Proceedings:**

- ~ Well facilitated sessions
- ~ Interactive and informative
- ~ Fun learning through mock press conferences and how to take and face an interview.
- ~ Innovative start of a page on face book by trainers to include all participants for sustaining the contact and guidance on how to engage with media.
- ~ Queries and doubts from participants were cleared
- ~ Grievances and complains were noted for changes in the next training.

**Day 1:** The meeting began with self introductions and facilitator asking participants what they expected from the training and the sessions were adjusted accordingly. The sessions were:

- Understanding the Media in India, which included; what is NEWS in health for a common person, how to get journalists and editors excited about TB and what is lacking at present.
- What is media advocacy? How to develop a clear plan and who will speak to the media and how? A brief on how to evaluate and assess your success in media engagement.
- What are the techniques for media engagement which includes writing a press release, arranging press conferences and media kits?
- Practical exercises – mock press conference and what is right and what is wrong.
- New media and social networking. Use of the Face book page created for the training by all concerned to maintain the relationship built.

**Day 2:** The day began with looking at a press release and translating it into the vernacular language.

- Session on how to face an interview
- Practical exercise – role play on facing and conducting a one to one interview with the press.
- Interaction with health journalists and exchanging contact details for future interaction.
- Follow up media plan for each organization – to be submitted to the Secretariat

**Recommendations:**

- For the next training invitations should be given well in advanced and follow up by Secretariat. The west zone meeting will include more participants from North zone to cover the 40 partners planned to be trained. ( Next meeting could accommodate 33 participants)
- Venue of the training should be easily accessible to participants.
- Timing of training sessions could be extended to include more practical sessions which could be videotaped and played back for learning.

**Observations** on the overall organisation of the training:

- Sessions were well coordinated and managed with a positive note.
- Active participation of all the partners. Participants gave positive feedback on the training.
- The facilitators were good with an extensive knowledge on practical experiences that they shared.
- Many key points on how to go about engaging with the Media and cultivating your stories and making its 'newsy'.
- Building a good network with journalists and identifying health journalists and contacting them.