

# Media Monitoring on Coverage of Health and Nutrition Issues by Nepali Media

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## OBJECTIVE

- To understand the prevalence, trend and focus of health and nutrition coverage in Nepali mainstream digital media
- To inform relevant stakeholders (Government of Nepal, Ministry of Health and Population, and other health and nutrition civil society organizations and research organizations) and provide recommendations for social and behavior change communication on health and nutrition.

## STUDY PERIOD

- Monthly basis starting from Magh 2079 BS to Poush 2080 BS (January 2023 to December 2023)

## METHODS

- Daily media monitoring of selected mainstream Nepali media outlets starting from Magh to Chaitra, 2079 BS
- Compiled in an MS-Excel with analysis framework
- Content analysis

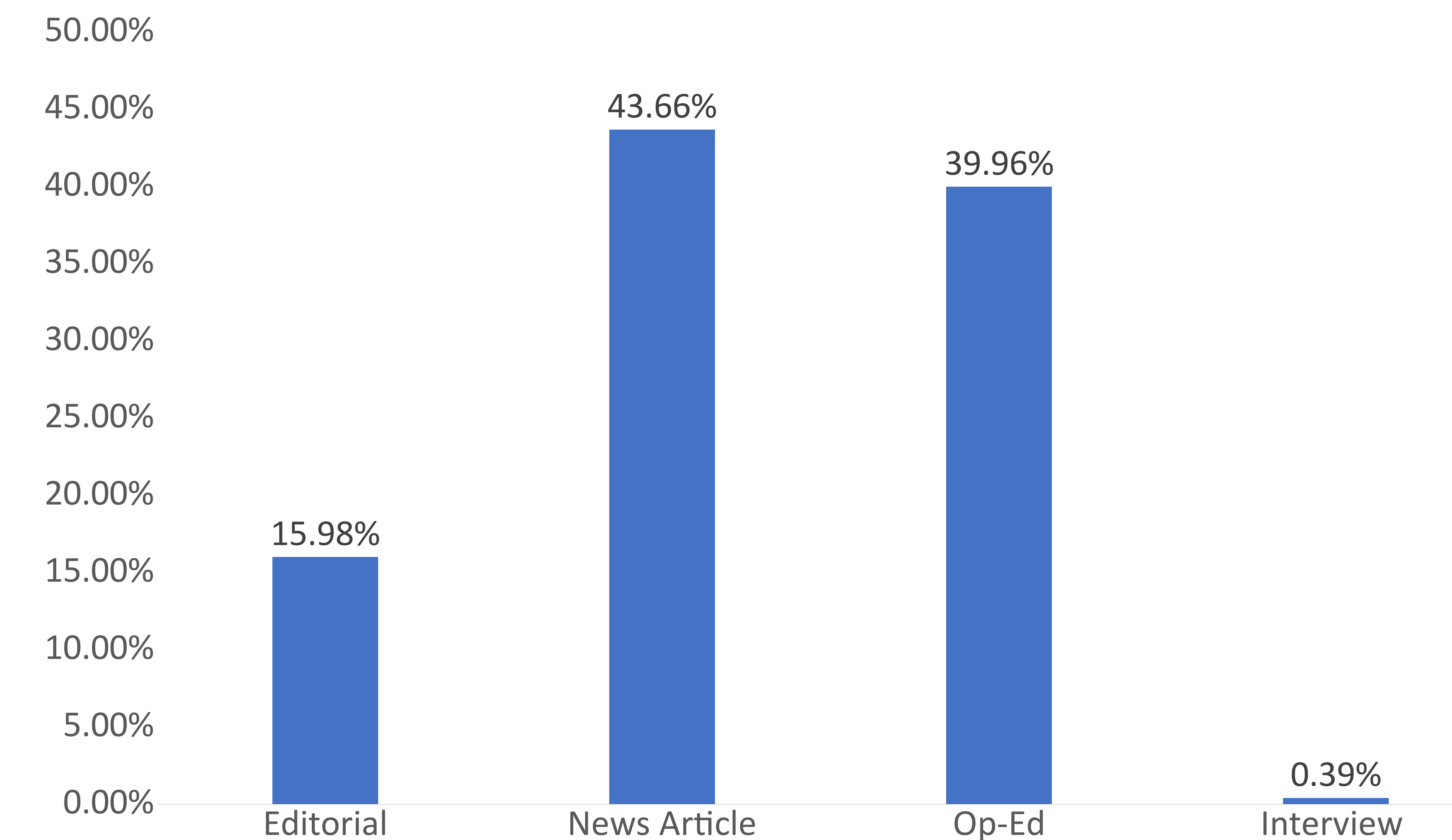
Data compilation format

Date	Title	Story Category	Publisher	Writer/Author	Theme	Synopsis	Link
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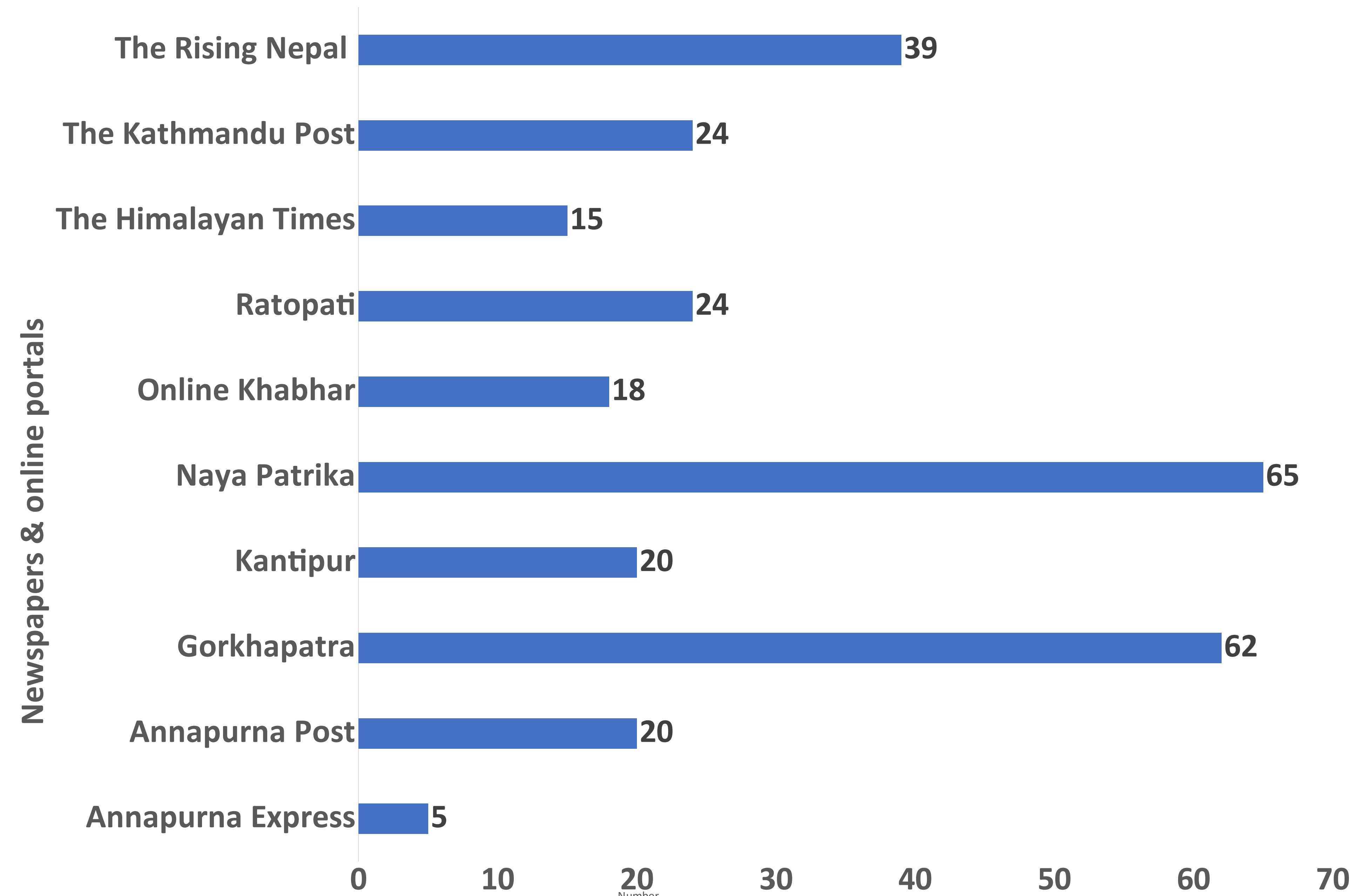
## SELECTION CRITERIA

1. Government daily newspaper
2. Private-owned daily newspaper
3. Most visited online news portal
4. English and Nepali language media

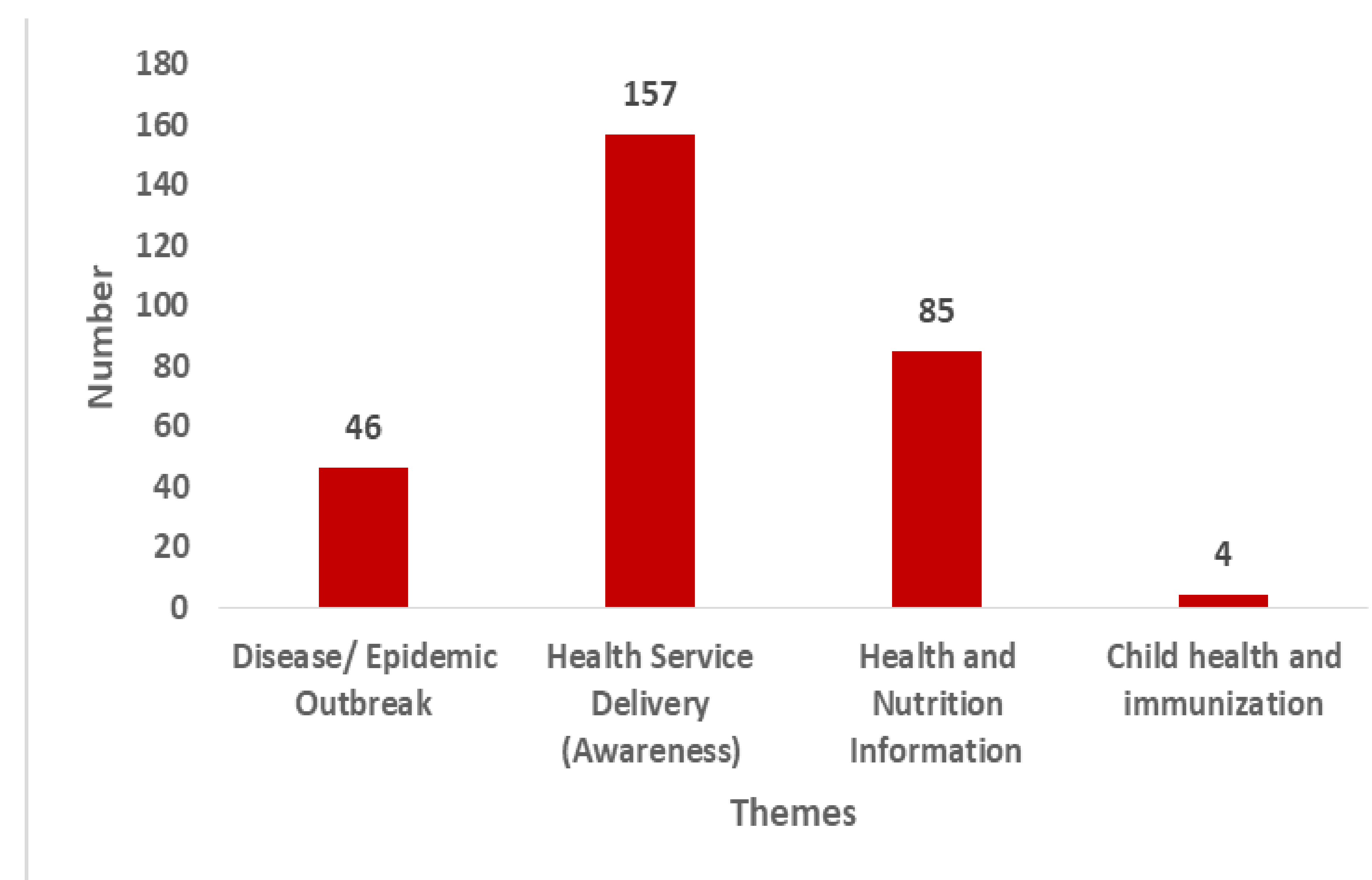
## Distribution of health and nutrition news category



## Number of media stories published in 3 months



## Key themes of media stories published in 3 months



## IMPLICATIONS/CONCLUSION

- Separate section of lifestyle is included in Naya Patrika, Online Khabar and Ratopati only.
- Patterns of publishing articles on health and nutrition mostly influenced by the events and epidemic rather than proactively from public health/general awareness perspective.
- Government newspapers publish news articles on health and nutrition in greater proportion than private-owned media.
- Regular Health and Nutrition prevention information is lacking in the newspapers. Journalists/media professionals need to be further trained/oriented on health and nutrition.

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## References

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2. Reifergerste, D., & Wiedicke, A. (1970). Retrieved from [https://link.springer.com/chapter/10.1007/978-3-658-36179-2\\_16](https://link.springer.com/chapter/10.1007/978-3-658-36179-2_16)