Light House Organize the media Advocacy events through different mode which were media advocacy meeting with journalist & Policy makers with Television talk show and Facebook and YouTube. The objective of media advocacy was: Create a pressure group towards established Youth and Adolescent’s rights; And also bring the issues to the public and policy maker for immediate solution;

All media advocacy has been done through Light House successfully. Each media advocacy was associated with a particular day celebration of purpose. A total of 5 days were celebrated during one and a half year period. Through these 5 days, Light House conducted 5 TV talk shows on policy issues and organized 18 cultural events. All these events were used as tools of media advocacy. 20 to 25 newspaper agencies have been participated the all kinds of events and they have published over 200 articles in different news medias in different time on different issues. Newspapers agencies and others stakeholders have been playing proactive role as advocate. After engaging the media personnel were using the media to promote adolescent health services is an innovative and valuable approach.

Our special e-bulletin issue has been dedicated on Media advocacy of Light House under Shukhi Jibon project, hope our valued viewer enjoy ready this bulletin.

I would like to thank my colleagues including Pathfinder International for counting their support to organize the media advocacy events successfully.

Md. Harun-Or-Rashid, Chief Executive,
On behalf of Editorial panel.

Media talk’s about Light House Shukhi Jibon

Introduction: Light House Implemented a project called Shukhi Jibon from May, 2021 to April 2023. Goal of the project is to increased access to SRHR services to the young key population through creating an enabling social environment. For creating enabling social environment media would be played a good role. Light House tries to disseminate the massages of different Days for establishing the rights of youth and adolescent through media especially print media over the project period.

Day observed: Shukhi Jibon project observed the different International Days aiming to awareness creation within the people who lead the family members especially for youth and adolescent age’s children. The days are;

1. International Father’s Day
2. International Women’s Day
3. 16 Days Activism- Gender Base Violence against Women and Children
4. World Population Day
5. International Youth Day

Media covered the story of the Day’s theme including background. They also coated the resource person’s remarks and data. The wide circulation Medias reach the millions of readers and viewers from all over the country for awareness creation.

List of media (newspaper/ TV) and coverage: There were large number of media both print and electronic media published the news related with the Days e.g.

- The daily Observer; The Daily New Nation; The Daily Ittefaq; The Daily Manabzamin; The Daily Jugantor; The daily Janakanta; The Daily Manabzamin;
- The daily inglaj; Daily Sangbad, The Daily Ajkerol Khabor; The Financial Express; The Daily Karotosa; The Daily Kaler kantha, Daily Sangbad Protidin; Bangla Tribune; Dhaka Post; Rising bd; Bangla News 24; Samayer Alo; Vorer Pata; Sadesh Protidin; Daily Jalajaldin; Bangladesh Samachar; bd bulletin; jagone24.com; outlookbangla.com; eamarsangbad.com; shomoyeralo.com; alokitobangladesh.com; bd-journal.com; Outlook bangla; Jago news; Alokito Bangladesh: Sharebiz; BanglaNews

- ATN Bangla TV Channel; Channel 24 TV Channel
A total of 34 national newspaper (Print and online) published news for create awareness about the SRHR, gender based violence, mental health rights of women and girls. Approx. 200 issue published during the one year 8 months period.

A total of 13 TV program telecast during the project period covering International Father's Day, International Women's Day, World Population Day, 16 Days of Activism- gender based violence against women and girls, International Youth Day and policy dialogue like SRH service for the Youth And Adolescent -Opportunity Accessibility, Bangladesh Transgender Community-Hijra communities wellbeing and security- Present situation and initiatives, Mental problem of Youth and Adolescent and our initiatives, Urban Health Care services- Limitation and Initiatives etc.
Presence of renowned media and others personal as a resource person: May of the renowned media and others personal presented at the briefing session to media personal. It creates the importunacy of the news to people. Here are the few samples;

Mr. Dr. Mohammed Sharif, Director MCH services and Line Director, MC-RAH Directorate of Family Planning along with others were seen

Mr. Iqbal Sobahan Chowdhury, editor Bangladesh Observer and DBC news Channel (TV Channel) seen along with others

Ms. Farida Yesmin, President Bangladesh National Press Club are seen along with others

Mr. Md. Aminul Islam Director- Finance and Line director (FP-FSD), Directorate General of Family Planning are seen along with others

Mrs. Ayesha Nargis, Deputy Director, Department of Women Affairs along with others were seen.

Mrs. Ayesha Nargis, Deputy Director, Department of Women Affairs along with others were seen.

TV talk Show for International Youth Day From left Ms. Shakila Islam, representatives of youth, Mr.Azharul Islam Khan Director General, Department of Youth Development,

TV debate program at Channel 24
TV talk show for observing International Father's Day, 2021 Dr. Mohammed Sharif, Director (MCH) & Line Director (MC-RAH); Dr. Shamima Parvin, Gender Manager, USAID -Shukhi Jibon Project, Pathfinder International; Prof Dr. Mainul Islam, Dept. of Population Sciences, University of Dhaka, and Md. Taufiq Maruf, President, Bangladesh Health Reporters Forum are seen in the talk show

Figure 1 TV talk Show at ATN Bangla, Mental Health problem of Youth and Adolescent, From Left Mr. Helal Uddin Ahmed, Associate Professor, National Institute of Mental Health, Dhaka, Mrs. Dr. Farhana Huq, Regional Program Manager Pathfinder International Bangladesh and Mr. Harun-or-Rashid, CE Light House

TV talk for Bangladesh Transgender community, from left Ms. Rani Chowdhury Transgender representatives, Mrs. Dr. Shamima Pervin, Gender Manager - Pathfinder International Bangladesh, Md. Harun-or-Rashid, Chief Executive, Light House and Mr. Dr. Mokter Hossain (deputy secretary), Director-Social safety net program, Department of Social Welfare Ministry of Social Welfare, Dhaka.

Challenges: Few challenges faced during the advocacy conduction with media personnel (Journalist / reporters) such as;
- Late response
- Poorly management of time/schedule;
- Lack of professionalism

Positive side: There is little positive side found work with media personnel, such as;
- Join the meeting/briefing session
- Published news on time, so millions of people aware on the respective issues
- Sharing their idea or concern
- Ask questions

Conclusion: Objectives of the media engagement of the project are accomplished successfully. It created long term effect within the people who take care of himself/herself as well their children aiming to healthy and a smart nation. Proper information enriches the knowledge of the viewers. Shukhi Jibon project, Light House disseminate Information related with sexual and reproductive health right (SRHR), rights of father in the family, Rights of women including girls and mothers, gender based violence against women and girls, youth responsibilities and way to engage at work through using media both print and electronic. It covers millions of readers/viewers to all ages.

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