



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 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 roll. 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 Janakhantha; The Daily Manabzamin; The daily inqilab; Daily Sangbad; The Daily Ajkaler Khabor; The Financial Express; The Daily Karotoa; The Daily Kaler kantha, Daily Sangbad Protidin; Bangla Tribune; Dhaka Post; Rising bd; Bangla News 24; Samayer Alo; Vorer Pata; Sadesh Protidin; Daily Jaijaidin; Bangladesh Samachar; bd bulletin; jagonews24.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

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Pattern of violence against women has changed: Experts

Staff Correspondent

Gender experts on Sunday said that the pattern of violence against women has changed and they have been observing such trend has been increasing every day.

They made this comment with the presence of media persons at a media advocacy meeting centring USAID 'Happy Life Project' organized by LightHouse, a non-governmental organization in cooperation with Pathfinder International at the Bangladesh Child Welfare Parishad Auditorium in the city.

They also underscored the need of improving the present status of discriminatory attitudes and mind-set.

Md Harun Ar Rashid presided over the event while Aysha Nargis Deputy Director of Women and Child Affairs Directorate.

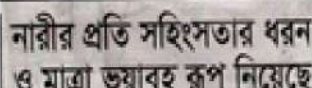
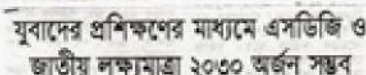
Besides Faruq Ahmed Talukder, Member Secretary of Bangladesh Editor's Forum, and representatives from third gender and media also spoke at the event.

Referring to the recent report of the Ain O Salish Kendra, the speakers noted that at least 830 women and girls were raped, 148 faced sexual harassment, 975 children faced tortured, 175 women were murders by their husbands, 12 girls and women faced acid attacks, 439 children were killed, 22 domestic helps were killed and 116 women faced torture due to their failure to provide dowry from January to October in 2022.

The report also reveals that even a two-year-old girl child and 75-year-old elderly woman were not spared from sexual tortures.



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.

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Violence against women increases alarmingly

The categories and level of violence against women have been increasing at an alarming rate in the country, speaks up at a press conference.

From family to society, women are subject to discrimination and harassment in all areas, they said.

The observation came at a media advocacy organized by Light House, an NGO in association with USAR Happy Life Project and Publishers International, held at Bangladesh Children Welfare Fund Auditorium.

Speakers emphasize the importance of taking immediate and necessary steps, both globally and domestically, to bring about positive social

[illegible]

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.



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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





1 দিবসের বিশেষ আয়োজন: প্রজনন স্বাস্থ্য অধিকার সংলাপ

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 1TV talk Show at ATN Bangla , Mental Health probleb of Youth and Adolescent, From Left Mr. Dr. 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



Figure 2TV Talk show - Urban Health service-Limitation and initiatives. Guest from Left Mr.Md. Abdus Salam Khan, joint secretary , Medical education and Family welfare, Ministry of

Conclusion: Objectives of the media engagement of the project are acomplished 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.



Sk Muslima Moon, Deputy Secretary and Additional Director - Department of women affairs, Dr. Samina Chowdhury, Project Management Specialist, Office of Population, Health, Nutrition and Education, USAID, Bangladesh, Md. Harun-or-Rashid -CE Light House and Dr. Nurun Nahar Begum, Line Director-Clinical contraception services delivery program-DGFP were seen in the studio of ATN Bangla



TV talk for Bangladesh Transgender community , from left Ms. Rani Chawdhury 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



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