

Why reorienting research approaches is needed

BY SHUSHAY ADANE

Population, Health and Environment Ethiopia (PHHEE) is one of the local non-governmental organizations established in 2006 with a focus on population and health issues.



How to avoid research redundancies. How can we for example know if a student in Jimma University copies a given research conducted in Haramaya University?

After a lengthy discussion the universities decided to apply two mechanisms to address research redundancy. While establishing a central database to enable universities exchange information among themselves is the first alternative, applying software that helps to avoid both plagiarism and research bureaucracies in universities is the second one. Moreover, the universities agreed to further strengthen their cooperation among themselves to make their studies multidisciplinary as opposed to the existing mono disciplinary ones. In the mean time, the partakers also underlined the importance of a quick start to hold annual thematic conferences other than the general annual conferences to harmonize the researches developed by each university. The universities also agreed to form a research center that researchers from different universities can use to avoid or delay projects that are not effective based on the current situation.

away from being used as requirements to look university degrees. Their capacity to help policy makers and other stakeholders give informed decision has been therefore very minimal. In the meantime, the partakers also simultaneously demanded the government and other interested parties to stop looking for foreign researcher before exploring and exploiting domestic potentials. According to the participants quality researches are not being being put into practice by stakeholders for there is no such a culture of using domestic research outputs. Most of them are either at the end in the ministry of education.

"Yes, we have the capacity to conduct quality research, but, this can be possible if and only if the government and other stakeholders can start by us to solve the above problems. And we have to at the same time be united and conduct model works to show our capacity to make the government have confidence on us," Professor Zerhan Welda, from the Addis Ababa University said.

After having discussed for a long period of

BY SOLOMON MIRONNEY

ADDIS ABABA - Ministry of Finance and Economic Development Population Affairs Directorate Director Genet Mengistie says that it is crucial to realize the country's Growth and Transformation Plan. She emphasized that the Ministry will hold an advocacy workshop aimed at convincing the public to meet the United Nations Sustainable Development Goals. She said that the current national development plan for the period 2015-2030 has been considered as a long-term vision and that the government is working to realize it through a series of consecutive plans.

Ministry emphasizes integrating population variables to dev't plans

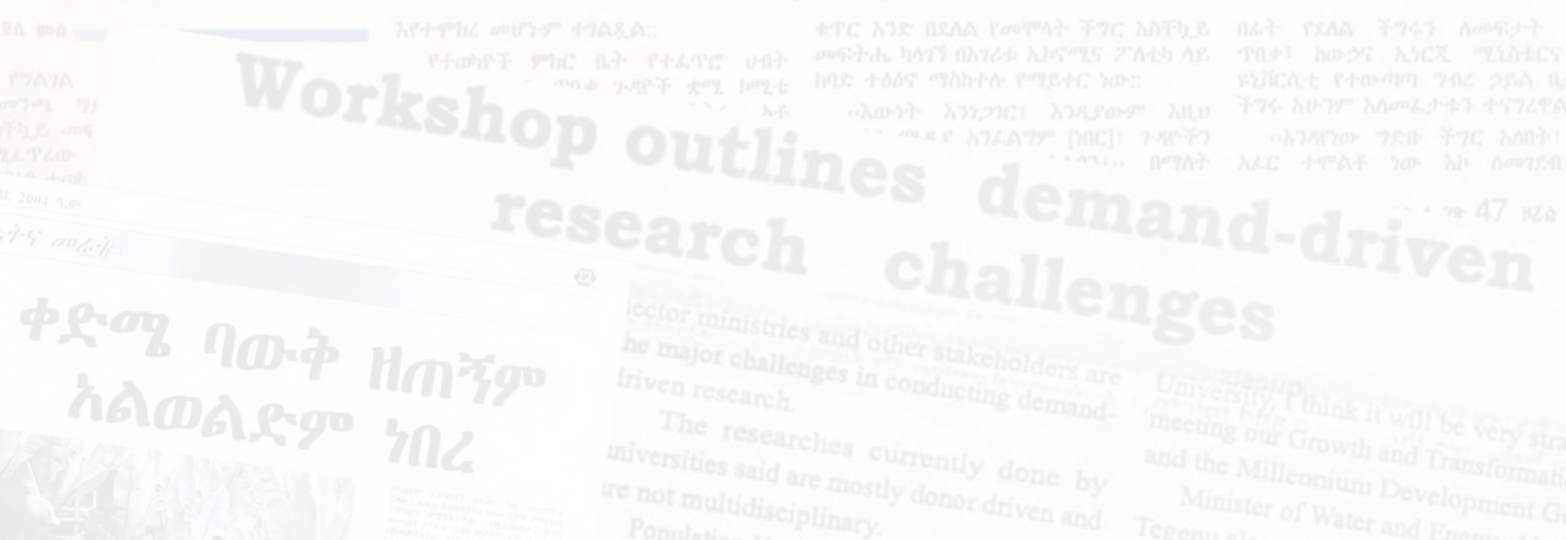
Bereket stresses need for enhancing soil, water conservation to protect Grand Dam from silt



Journalists Trainings and Field Visits Proceedings

From January 2011 – January 2013

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PHE Ethiopia Consortium
Phone: + 251-11-663 0833/ + 251-11-860 8190
Fax: + 251-11-663 8127
P.O.Box - 4408 Addis Ababa, Ethiopia.
E-mail: pheethiopia@gmail.org
info@phe-ethiopia.org
www.phe-ethiopia.org

Edited by

**Kristen Stelljes
Negash TekluElsabet Sa
Elsabet Samuel**

Prepared by

**Betel Sintayehu
Thuria Siraj**

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ACRONYMS

By Organization

AMMA	Amhara Mass Media Agency
BEA	Bio-economy Africa
BOCT	Bureau of Culture and Tourism
BOEPA	Bureau of Environmental Protection Authority
CORHA	Consortium of Reproductive Health Association
CPR	Contraception Prevalence Rate
DHS	Demographics and Health Survey
DW	Duetsche Welle
ECSNCC	Ethiopian Civil Society Network on Climate Change
EEJA	Ethiopian Environmental Journalist Association
EPA	Ethiopian Press Agency
EPA	Environmental Protection Authority
ESOG	Ethiopian Society of Obstetricians' & Gynecologists
ICT	Information and Communication Technology
JET	Journalist for Environment
KBC	Kenyan Broadcasting Corporation
PA	Peasants Association
PAI	Population Action International
PHE	Population Health and Environment
PHE EC	Population Health Environment Ethiopian Consortium
PRB	Population Reference Bureau
RAPID	Resources for the Awareness of Population Impacts on Development
REST	Relief Society of Tigray
SEDA	Sustainability Environmental Development Association
SNNPR	South National Nationalities Peoples Region
UNESCO	United Nations Education Scientific and Cultural Organization
VOA	Voice of America

By Subject:

FP	Family Planning
GDP	Gross Domestic Product
GTP	Growth Transformation Plan
HIV	Human Immunodeficiency Virus
RH	Reproductive Health
MDG	Millennium Development Goals
PASDEP	Plan for Accelerated and Sustained Development to End Poverty
IGA	Income Generating Activities

I. Preamble

PHE Ethiopia Consortium (PHE EC) in collaboration with Ethiopian Environmental Journalists Association (EEJA) and Knight International Journalism Fellowship, through support from the David and Lucile Packard Foundation, Population Reference Bureau (PRB), Population Action International (PAI) and Ethiopian Civil Society Network on Climate Change (ECSNCC) and Department For International Development (DFID), organized several site visits and trainings for representatives of various media houses on PHE integration and capacity building.

A total of 207 journalists participated of which 48% were women. The training and field visits were conducted from January 2011 and January 2013. They were from Tigray Mass Media, Southern National Nations People's Region (SNNPR) Mass Media Agency, Ethiopian Radio and Television Agency, Dimtsi Woyane, Oromia Radio and Television Agency, Fanna Broad Casting, Medical Newspaper, Reporter Newsletter, Sendek Newspaper, Addis Admas, ESOG, Propride, Yibekal, all FM radio stations, Amhara Mass Media, Harar FM, Awramba Times, EMMA, VOA, DW and other media houses.

The intervention's main aim was to help the media understand the relevance of PHE integration as well as to show the ground implementation of PHE integration at the field level including the significance of the contribution of environmental rehabilitation activities to increasing FP use and to demonstrate the linkages between population, health, and climate change.

II. PHE Site Visits

The purpose of the North and South Fitcha and BEA site visits were to let participants understand the relevance of the integration of PHE at the ground level. Participants can have an overview of the environmental rehabilitation activities and FP activities implemented by each organization. The visits were conducted so the participants can appreciate what is being done on the ground, particularly around IGA (income generating activities) and sustainability among low income groups. In addition, their knowledge, skills, and interests in reporting on PHE in influential news outlets should improve because of these visits thereby increasing the quantity and quality of news coverage of key PHE issues in Ethiopia.



Partial view of local & international journalists training participants

Experience-sharing visits in the North

Since PHE EC is the leading PHE working group under ECSNCC it organized an experience sharing field visit to Tigray and Amhara Regional States, with support from ECSNCC/DFID and PAI. The aim of the visit was to raise awareness on the impacts of climate change on health and how high population pressure is a contributing factor to these impacts. Participants were also able to gain a better understanding of

PHE integration at the ground level and how livelihoods, environmental rehabilitation, and FP activities can be integrated for greater impact.



Field visits in Tigray

The first visit was to the Raya Azebo woreda PHE site of REST. The group visited Yoseph Elementary School in the Bala community of Raya woreda. At the school, the group visited a micro-dam and had a discussion with the local PHE youth club on RH and vegetable gardening. The visitors were able to see how motivated the youth were and how the harmonized approach contributed to their achievements.

The second site visit was to Wukero Soil and Watershed Management site near Abraha Atsebeha in Eastern Tigray. The group saw how the rehabilitation of the catchment has contributed to the improvement of the livelihood of the community. The group then visited a Bio-economy Africa bio-farm in the Mekele area. After the visits, a discussion was held with the Head of Tigray Bureau of Agriculture, Ato Belete Tafere, and a representative of REST Ato Getacehw Kalaayu. During the discussion, the journalists raised questions about the integrated approach.



Small scale irrigation using a micro-dam

The group also visited Nigat Biofarm at Weldiya (Amhara region) where they saw how degraded land can be changed into a productive rehabilitated area and agricultural land. In addition, the participants visited Nigat Tsahay Self-Help Community Based Development Association which implements sustainable development activities in the area. The association is supported by Agri-Service Ethiopia (ASE) at Hayk Zuria. The participants also visited the drinking water project implemented by four partners (government, community, private sector, and ASE).



View of regenerated land at Weldiya Nigat Biofarm

Outcomes and lessons learnt from the Tigray & Amhara region media visit

As a result of the visits, the outcomes and lessons learnt were:

- ⇒ Local and international journalists gained practical field experience on how environmental activities contribute to health and family planning goals through integrated projects and the need for such projects based on the severity of environmental degradation in the regions.
- ⇒ The journalists gained increased understanding of the role media can play in publicizing environmental news, experiences and threats.
- ⇒ The journalists learned about the limitations of sector-based approaches and the importance of integrated interventions that answer the interconnected development problems in our communities. The journalists now appreciate the high demand and timeliness of the importance of a paradigm shift to incorporate the PHE approach into our development strategies.
- ⇒ The realization by organizers and the journalists of the importance of short field visits, such as these, which allow for discussions with community members.

Experience Sharing Field Visit to the South



Standing committee members from the Parliament, journalists and development practitioners

The objective of the visit to southern Ethiopia was to raise awareness and involve parliamentarians and policy makers as well as professors from Hawassa University and Wondo Genet College in engaging on the problems facing Rift Valley lakes as a result of high population pressure and lack of alternative livelihood and how to address these problems. Participants also gained a better understanding of PHE integration at the ground level. Participants included: higher officials from the House of People's

Representatives Natural Resource and Environmental Standing Committee, Federal Bureaus, SNNP Culture & Tourism, Zonal EPA and Agriculture offices, South Development Association (SDA), Wondo Genet College and Hawassa University. The trip has also included journalists from different federal media outlets and Oromia and SNNP media agencies.

The visit took participants to the Rift Valley lakes of Zeway, Abjatta, Hawassa, Wondo-Genet area and to the Gedeo Zone, which provided an excellent example of traditional community agro-forestry and the PHE work of Lem Ethiopia.

Participants were given a tour of a 800 hectare closure area near Zeway on the way to Butajira. SEDA is working with the community to rehabilitate this area. Discussions on the significant shrinkage of Lake Abijata's size followed. In addition, a discussion was held at Lake Abijata with the district officials. The lake showed signs of significant shrinkage and facing great pressure from people and livestock.

The site visit to the Wenago woreda to learn about best practices in community based agro-forestry was facilitated by Lem Ethiopia which was joined by the officials from the zonal and woreda EPA and Cultural Tourism offices. The site visit was followed by discussions between journalists and higher officials on UNESCO registration process for the Gedeo traditional agro-forestry system and the role of the visiting parliamentarians and journalists.

At the end of the field visit, presentations and discussions were held with Hawassa University, Wondo Genet College, BoEPA and BoCT. Participants discussed the impacts of population pressure on available resources and the carrying capacity of the area. The group also discussed how collaboration between universities, government and civil society can be strengthened to address the threats to Rift Valley lakes, implemented integrated PHE projects and address climate change issues.

Outcome and lessons learnt from SNNP visit

The outcomes and lessons learnt from the site visit are as follows:

- ⇒ The journalists now understand the threats to the Rift Valley lakes and Gedeo traditional community agro-forestry practices.
- ⇒ Participants saw for themselves the significant role Lem Ethiopia plays in helping the Wenago community embrace PHE integration. They observed the efforts exerted by different universities to rehabilitate the environment and the research they are conducting. The journalists saw the importance of partnership between universities, development practitioners, and policy makers and their role as media in promoting effective development practices such as PHE.
- ⇒ The participants are aware of the need for strong commitment and involvement of the media in advocating for the scale up of effective practices such as the community agro-forestry practices of Gedeo and the integrated PHE approach and for raising awareness on the challenges to the Rift Valley lakes.
- ⇒ All of the journalists that participated in the field visits published articles that described their field visit experience.

Visit to Bio-economy Africa (BEA)

BEA was established in 2003 with a mission that includes practical problem solving, capacity building, and demand driven technology transfer to enhance social, economic and ecological development to ultimately improve livelihoods and restore the environment. BEA is a member of the PHE Ethiopia Consortium. Participants were welcomed by Dr. Getachew Tikubet, the Director of BEA. He expressed his gratitude to the participants for visiting their site.

Bio-farm visit

Participants visited the BEA bio-farm and were given a tour of the different stations by the farm manager, W/ro Belaynesh Adnew. The farm carries out activities such as biogas production, bamboo technology, animal husbandry, dairy farm, horticulture and drip irrigation, vertical agriculture model (condominium farming), alternative energy, greenhouses, terrace farming, composting (decomposition), fly trap demonstration, poultry and biogas demonstration.



W/ro Belaynesh on explanation



W/ro Belaynesh Adnew informed participants that the take home message is that it is not necessary to have large plots of land for a significant yield and that small land can have high yields if used efficiently and sustainably. Farmers can increase their harvest using simple and environmentally friendly methods. The key to the integrated bio-economy system is to recycle as much energy as possible, in ecologically friendly ways, while minimizing external inputs in the form of chemical fertilizers and pesticides. During bio-farm trainings, farmers increase their skills and knowledge base, and they return home to achieve remarkable increases in crop yields. Trainees also commit to share what they learned with 10 other farmers within their local communities.

Gurara Women's Association Project site visit



Left: View of the Gurara Women's Project site. Right: Participants and the tour guide at BEA

Participants went to visit the women's association for fuelwood carriers that is supported by BEA. Mrs. Addis Mengistu, BEA Project Officer, provided the tour and facilitated a dialogue was held between the participants and the women who are members of the association. Mrs. Addis explained that the project focuses on changing the lives of fuel wood carrying women by providing them with alternative livelihoods such as vegetable production, raising cows, and poultry production. The project also focuses on reducing the impact of cutting trees on the environment.

A hundred fifty women with low socio-economic status own the site. Their ownership was a three years process, where BEA supported the women financially and through other means until they reached a state of self-sufficiency. Mrs. Addis also mentioned that the women opened their own

cafeteria by being certified in micro and small enterprises, which provides them an opportunity to create a market for the vegetables they grow. In addition it was stated that the total number of women that are supported are around 400 women including those who get house-to-house visits by BEA for technical support.

At the end of the tour, the participants shared many useful suggestions to strengthen the program such as expanding the number of cows and chicken so as to increase production and in turn, the income of the beneficiaries.

After the visit, participants were taken to the cafeteria established by the fuelwood carrying women. Some of the women described their daily routine and future plans for expansion and improvement in production and service provision. The women told the participants that they started from scratch and eventually reached to where they are by learning from each other and working together. The journalists asked a few questions on the challenges these women faced to date and how they managed. A representative of the members replied that working in a group while very rewarding can also be somewhat challenging, particularly where work ethics is concerned. She said, "Because the perception of what good work ethics means varies considerably from one member to the next, rules, laws and regulations had to be set up and implemented to overcome work input related challenges." In addition, the women said that the cashier and finance officer were given the opportunity to visit Switzerland, where they were inspired to work harder, be more self-reliant, and to be empowered. PHE EC is supporting this project through channeling 10,000 USD from the Barr to BEA. The Barr funded project is focusing on strengthening the income generating capacity of the association.

Visit to Lem's Fitch Site



Lem Ethiopia's beneficiaries

Lem, the Environment & Development Society of Ethiopia (Lem Ethiopia), was established in March 1992. It is a citizen's movement inspired by the concepts of sustainable development and works on environmental issues such as natural resource conservation and promotion of alternative technologies to translate the noble ideas of sustainable development and livelihood security into everyday action. Lem Ethiopia is a member of the PHE Ethiopia Consortium. Since its establishment, Lem Ethiopia has entered into a voluntary partnership with communities, schools, civil societies, national and international NGOs, and government institutions at all levels.

Lem Ethiopia envisions an Ethiopia whose environment is being sustainably managed and can adequately and continuously meet the livelihood security of the present and future generations.

Lem Ethiopia's major activities include:

- ⇒ Environmental awareness development and education with a special focus on schools and training on natural resource management,
- ⇒ Establishment of energy appropriate technology demonstration sites (energy saving stoves, bio-gas and solar energy) and mud-house construction,

- ⇒ Organizing public gatherings and policy dialogues on key issues of sustainable development,
- ⇒ Establishment of farmer-run community tree nursery sites

Women journalists were taken to the Fitcha Lem Ethiopia site on November 9, 2011. Upon arrival, Ato Mogues Worku, Executive Director of Lem Ethiopia, welcomed participants and briefed everyone about the organization. In his speech he mentioned that the major success of Lem is the integration of population, health and environment efforts in the project sites particularly in Fitcha and Girar Jarso woredas. He stated that all achievements are gained through combined efforts of the stakeholders with Lem Ethiopia playing a facilitating role.

Then W/ro Birtukan Kebede, Head of Women Affairs Office of Girar Jarso woreda, welcomed journalists and introduced Ato Feyissa Tolosa, Agriculture Extension Worker (AEW) who described the activities being done in the woredas which include: promoting highland fruits for farmers, irrigation techniques, home vegetable gardens, and use of elephant grass to eradicate soil erosion. All activities include male and female farmers, putting women at the center stage of their economic growth program.

W/ro Bogalech Zewdie, Health Extension Worker (HEW), briefly stated activities regarding health issues. Family planning and RH services are given to all beneficiaries who want them. Moreover, personal and environmental hygiene are a major focus of their educational lessons. In schools, similar activities are held through gender clubs and different awareness raising activities such as community dramas.

Ato Merid Oda, Director of Ejerska Elementary School, shared that the school started working with Lem Ethiopia in 2005. Before they joined the PHE project, all sectors worked separately and the result were not satisfactory. However, after the implementation of Lem Ethiopia's integrated activities, the community has seen progress. Ato Merid further said that all students are aware of PHE issues and that quite a lot is being done in schools.



Model Farmer's Garden

After participants were introduced to the extension workers and what their jobs entailed, the participants visited model farmer, Ato Mulugeta Abera. Ato Mulugeta welcomed the journalists and described the achievements he gained through the joint efforts of the woreda extension workers and Lem Ethiopia. He said "Lem Ethiopia's effort is not to cultivate the land rather to enrich our minds." He further mentioned that farmers in Fitcha took trainings on how to improve their agricultural systems and incorporate new profitable and marketable plants. According to Ato Mulugeta, through such trainings, deforestation has decreased and effective and efficient use of land is more common.

Participants then asked questions about how the integration is taking place and Ato Mulugeta and his wife described that they are working to improve their economic and financial status through the wise use of their land, using FP services and benefiting from the services provided by extension workers.

Afterwards, participants visited three more model farmers with similar experiences to share. In the end, participants and community members gathered around for a question and answer session. One journalist asked what HIV related activities were being implemented in the community. The extension workers replied, "Beneficiaries take HIV test every three months and they take counseling services and for those who are positive, sufficient medication supply is available." Another journalist asked about

the kinds of follow up activities that are implemented, to which another extension worker replied “the integrated services incorporate a follow up system in which beneficiaries take refresher trainings and are visited at regular intervals by the woreda staff.”

In the end, the participants expressed their appreciation for the activities being implemented and praised the community members on their abilities to express themselves.



Model Farmer Mulugeta Abera explaining to journalists

III. Trainings

The objectives of the training were to build the capacities of government and private media outlets by:

- ⇒ Engaging the different media outlets on the PHE integrated development approach and livelihood development activities,
- ⇒ Strengthening partnership and cooperation among different media outlets, development practitioners and government,
- ⇒ Strengthening and expanding web based social media site usage by the media,
- ⇒ Strengthening the basic principles in the service of health journalism and environmental journalism,
- ⇒ Building their skills which allows them to learn new techniques in investigative journalism, interpreting and citing data, and identifying resources for credible information on PHE.

For the first round of trainings, which took place from May 30 to 31, 2011, presentations were given on: population issues, PHE integration, the PHE and RH link, the role of the media in PHE integration, reporting on PHE issues, climate change globally and in Ethiopia, and online use for journalists. With the support of Packard Foundation and in partnership with EEJA, the training was given to reporters of various print and electronic media houses from different private and government bodies.

The second round of trainings, which was supported by PRB and in partnership with EEJA, was held from June 11 to 13, 2011. It was for editors, chief editors and news heads of different print and electronic media houses from federal and regional governments.

The third round of trainings included 27 health journalists from private and government media outlets and took place from September 7 to 9, 2011. In this round, participants were trained on health reporting basics with the support of Knight International Journalism Fellowship, Packard Foundation and PRB. The fourth training, which was held on November 9 to 11, 2011, was organized for women journalists. The main topics covered in the presentations were: the 2011 Ethiopian Demographic Health Survey, gender and youth and reproductive health reporting skills. All trainings were held at Bishoftu- DSW/ Bonita Youth Development Training Center.

The fifth and sixth round training was organized in Bahir dar and Addis Ababa collaboration with Health policy project(HPP). The fifth round journalist training on population, RH and development conducted from 16-18 October 2012 at Bahir Dar Dib Anbessa Hotel. Totally about 20 journalists have attended the three days workshop. The participants were drawn from Amhara Mass Media agency, Ethiopian news agency Bahir dar Office, Radio Fana, Regional Educational Broad Casting, Amhar Communication Bureau and other private media journalists.



Amhara journalist Training Participants

The sixth round journalist training was conducted for three days from December 11-13, 2012 at Addis Ababa Siyonat Hotel. About 28 journalists from different government and private media organizations were participated; ETV, Ethiopian Herald, Afro FM(105.3 FM), Ethiopian Press Agency, Deutsche Welle Radio, Ethiopian Radio and television, Addis Ababa Media Agency, panos Ethiopia, Yebekal, GCSO, Addis Zemen, Radio Fana, EBS TV From ERTA Somali and Afar language programs and others.

The objective of the training was to increase the current practical knowledge on population, RH/FP and environment, as well as to increase data and reporting skill on population, RH/FP and environment. The other objective of the training was to encourage journalists to find new approach to tell RH/FP stories in a way to address population, environment and climate change issues in their TV, radio programs as well as news paper articles.



Addis Ababa journaling training Participants

IV. Film Shows on BEA and PHE-EC activities

Two documentary films on the activities of BEA and PHE-EC were shown to the participants. The BEA film demonstrated how the projects are being implemented to help improve environmental protection and the well being of society. The PHE-EC film focused on the integrated activity of population, health and environment and the subsequent improvement of health services while also helping communities manage their natural resources in ways that improve their health and livelihoods and conserve the critical ecosystems they depend upon.

Upon completion of the film show, participants gave their comments. They appreciated the concept of documenting such activities which will convey significant messages to the society in general and the concerned bodies in particular. They also added that the stories are useful in showing what is being done on the ground.

V. Presentations

Presentation on Resources for the Awareness of Population Impacts on Development (RAPID)



W/ro Senait presenting to participants

W/ro Senait Tibebu, from Futures Group, started with an elaborate socio-economic projection describing the population figures of Ethiopia. She said that the first census in 1984 reported Ethiopian population at 40 million, the second census in 1990 found the population had reached 53 million, and in 2007 it was 74 million. She said that the urban population grew from 25.6 million in 1984 to 61.9 in 2005. She pointed out that there is a slight decrease in fertility from 6.4 to 5.4 (2005). The growth rate is 1.5 million per year. W/ro Senait's presentation invited participants to reflect on the current population situation in Ethiopia. She said if things carry on like this without effective interventions, the alarming population growth will continue to impede efforts to achieving the Ethiopian vision of extricating itself from poverty and reaching the level of a middle-income economy. In addition, uncontrolled population growth results in overburdening the already pressurized government to provide people with more infrastructure such as: schools, teachers, jobs, medical personnel etc. Moreover, low and middle income families are also pressured to provide for their children's education, health, food etc.

Presentation on concepts and interventions of PHE in Ethiopia

Ato Negash Teklu, Executive Director of PHE EC, presented the historical and the development processes that lead to the establishment of PHE-EC. He explained the PHE concept and the PHE integrated approach as implemented in Ethiopia. He pointed out the strong links between the PHE integration approach and achieving the PASDEP, MDG and GTP targets. He reminded the participants of the Consortium's role, the challenges and opportunities of the integration approach and provided participants with suggestions on the way forward.

Ato Negash went on to list the advantages of PHE projects such as programmatic synergies created, operational efficiency and added value benefits. He then informed his audience on PHE Ethiopia Consortium objectives of building the capacity of the communities for securing food security and climate change adaptations efforts in line with MDG and GTP targets.

Finally, participants posed questions such as: the current situation of food security in Ethiopia, why



Ato Negash during presentation

studies made in higher educational institutions have not be used outside of academia, and to what extent does the population policy supported PHE's activities.

Ato Negash's responses included:

Food security is a challenge which needs intensive response from every sector including increasing FP use, irrigation and improved crops etc. Regarding research, Ato Negash said that research should not be done haphazardly just for the sake of research, rather it should be based on our societies' demand. Regarding the population policy, Ato Negash said, 'Yes it is very helpful but when it comes to implementing, there is a wide gap.

For example, the council which was supposed to be established 15 years ago to guide the population policy implementation is still on process of formation. When it starts operation, it is believed it will bring constructive results that could fasten the population policy implementation.

Presentation on PHE and RH/FP Health

Ato Dejene Getahun, from CORHA, presented on RH and FP issues. In the presentation, Ato Dejene stated that the demand for FP service has increased doubly in five years. He also mentioned some of the consequences of not fulfilling FP services such as an increase in the number of unplanned pregnancies, which subsequently leads to an increase in maternal mortality, unsafe abortions, and increased burden on the daughters of victims, who are often below 18 and forced to support their families. As one of the solutions to solving this problem and eradicating such problems, there must be a budget line in every woreda for addressing FP and awareness creation on safe abortion.

Presentation on the role of the media in PHE integration



Ato Argaw presenting to participants

Ato Argaw Ashine, former Director of EEJA along with Ato Negash Teklu, presented and held discussions on the role of the media in PHE integration, development and journalism. According to their presentation, Ethiopia's media industry started to boom in 1991 when developmental journalism took center stage. Ever since then efforts were focused on building the capacity of journalists to target change, collective movement, expose wrong doings and practices through public participation. Ato Negash urged developmental journalists to seek information and come up with the best stories that bring out the core issues of the society. With regards to population, health and the environment there are many issues that make for compelling stories especially if viewed from different angles.

Ato Argaw and Ato Negash explained how PHE reporting is done. The main focus area of their presentation was how to avoid sensationalization so that reliable information is transferred to the audience.

They reminded the participants that a journalist is a communicator not a decision maker. They also said that to report on rural areas requires the sacrifice of some comforts such as traveling distances and digging deep into remote areas to report on the needs of vulnerable members of our societies. In addition, the presenters urged the journalist that when reporting they should ascertain the reliability of their resources to avoid false reporting. In addition, while reporting statistical figures they should cross check and remember to use national figures.

Presentation on Climate change globally and in Ethiopia

Dr. Woldeamlak Bewket from Addis Ababa University made an illustrative presentation on the dynamics of the climate system, on the reality of climatic changes, the manifestations of climate change and its potential impacts globally and in Ethiopia. What struck the participants were the complex variables that control climate change, the internal and external factors that affect climate change, namely extraterrestrial, atmospheric land and oceanic and tectonic factors, and how they all have a combined effect on the earth's climate. Human influence on climate change was strongly emphasized as one of the most significant of factors with detrimental effects on the earth's climate.

Illustrations were presented to show the manifestations and impact of climate change such as extreme weather, irregular rainfall, rise in sea level, and rise in temperature throughout the globe. Some of the impacts observed affecting human beings directly and indirectly include the relocation and displacement of flora and fauna, melting of the icebergs, irregular rainfall causing us to fall victims to catastrophes such as floods and droughts, poverty, dependence on food aid, and unhealthy population etc.

In conclusion, Dr. Woldeamlak emphasized the profound need to address climate change in the Ethiopian context and the gaping climate change adaptation deficits. We must put the integrated approach into effect, in order to achieve sustainable development.



Dr. Woldeamlak presenting

Presentation on online use



Ato Aemro and Ato Dagmawi presenting



Ato Aemro Gezahegn, ICT officer at PHE EC, Ato Dagmawi Iyassu from Health Limited, and W/rt Thamar Debebe from the Packard Foundation presented on the use of social media particularly for journalists. According to the presenters, the online tools respond easily, bring flexibility to varying needs and support lifelong learning, collaboration and communication while simultaneously raising an organization's profile. This session of the training was more practical which allowed participants to get more acquainted with important links and websites. Trainers recommended links useful for journalists working on PHE and the use of social media websites were demonstrated so that participants could apply what they learned after the training.

Presentation on Health reporting basics

W/ro Elsabet Samuel, from Knight International Journalism Fellowship, presented health reporting basics to participants. For the most part, the presentation on health reporting focused on the ethical



W/ro Elsabet Samuel



Participants discussing in their group

and moral issues which journalists constantly and inevitably face. The presenter warned against sensitive issues concerning bias, inaccuracies, manipulations, conflicts of interest. She also encouraged participants to uphold good journalistic values like integrity and credibility, follow personal code of ethics, respect the rights of the public, practice accountability, and be appropriately assertive.

The presentation was followed by group work where participants discussed several case studies based on the presentations.



One of participants presenting

Presentation on EDHS (Ethiopian Demographic Health Survey) 2011

Ato Ahmed Mohamed, a PHE EC Program Officer, presented on the 2011 Ethiopia Demographic and Health Survey (2011 EDHS) that was conducted under the aegis of the Ministry of Health and was implemented by the Central Statistical Agency from September 2010 through June 2011 with a nationally representative sample of nearly 18,500 households. He informed the journalists that the total fertility rate had decreased from 5.4 to 4.8 from 2005 to 2011, the urban being 2.6 and the rural 5.5.

Ato Ahmed explained that family planning refers to a conscious effort by a couple to limit or space the number of children they have through the use of contraceptive methods. He stated that information about the knowledge of FP methods was collected from female and male respondents by asking them if they had heard of various specific methods by which a couple can delay or avoid pregnancy. He highlighted the result that showed that contraceptive prevalence is 28.6% nationwide, which is a doubling of the 2005 rate of 14.7%. However, while 52.5% of urban women use family planning, only 23.4% rural women do. Addis Ababa has the highest CPR at 62.5% followed by Harari which is 34.7% and the lowest region being Somali at 4.3%.

Ato Ahmed explained that FP methods can be used to space or limit childbearing. He added that women who indicate that they either want no more children or want to wait for two or more years before having another child but are not using contraception, are a group identified as having an unmet need for FP. He explained that women who are currently using a FP method are said to have a met need for FP. Women with an unmet need for FP and those who are currently using contraception together constitute the total demand for FP. This information is important not only to determine the total demand but also to measure the percentage of that demand that is satisfied. Accordingly, the unmet need in 2011 is 25.3%. Ato Ahmed pointed out that the infant mortality decreased from 77% to 59% from 2005 to 2011, as well as child mortality from 50 to 31 and under-five mortality from 123

to 88. In general, the overall 2011 EDHS, as explained by Ato Ahmed showed that there are many improvements in the health sector since 2005.

During the discussion session, participants raised some issues as to why FP is low in Somali and Afar regions and what the role of NGOs and policy makers should be to stop the emigration of citizens from rural to urban areas and out of Ethiopia as well because there is enough space to live in Ethiopia. The questions were followed by an animated discussion; participants themselves responded that there are many factors for low family planning in Somali and Afar region, culture being the major one. Regarding migration, it was stated that sufficient land or space is not the only factor for economic and social wellbeing. Instead, integrating population, health and environment will lead increase the overall well being of the society.

Presentation on Gender and Youth



Reaching Women, Men & Youth by Kristine Stelljes, PHE EC Fellow

men and youths along with vulnerable women. In conclusion, Kristine stated that it is the combined effort of all stakeholders including the journalists to engage in activities that contribute to the empowerment of communities.

This presentation focused on the impact of integrated activities of PHE in lessening the burden on the community particularly women who are most vulnerable to climate change effects. W/ro Kristen also mentioned that women have always been the ones to bear the burden of labor whether household work, feeding cattle or farming. Added to this problem they are also the ones most affected by drought because of the longer distances they are forced to travel to fetch water for her household.

W/ro Kristen went on to present various activities undertaken by PHE implementing organizations to alleviate the burden on women. These activities incorporate the community, young mothers, school girls,

Presentation on Sexual Reproductive Health Reporting

W/ro Elsabet Samuel, from the Knight International Journalism Fellowship, presented this session which mainly focused on the reporting of sexual reproductive health (SRH) issues which are not given attention for a number of reasons such as cultural sensitivities and taboos surrounding sexuality and related factors. However, the right to SRH is acknowledged internationally as a universal human right. It was discussed that the media plays a critical role in bringing SRH issues to the attention of larger public especially for those who can influence public health policies. She stated that journalists who produce accurate and timely reports about SRH issues can bring taboo subjects out in the open so they can be discussed and can monitor their government's progress toward achieving stated goals and hold government officials accountable to the public. W/ro Elsabet gave tips to the journalists on how to incorporate ethical and technical requirements in their reporting on SRH issues so that their reports will be appropriate and easily understood by their audience. Her presentation was followed by a brief discussion on how to address the larger audience with ethical stories while at the same time pointing out the challenges and limitations from the journalists' point of view.

VI. Reflection on the training

Participants appreciated the fact that PHE is an integrated approach that focuses on alleviating the burden of the vulnerable communities of Ethiopia. At the conclusion of the workshop, the participants shared what they learned. Some highlights from their responses are:

Participants listed out the following as their major responsibilities and learning:

- ⇒ If you can convincing oneself about what should be done, then it is possible to convince others
- ⇒ They will incorporate the information gathered from the training into their reporting
- ⇒ Participants said they will use a more research-based approach going forward
- ⇒ Participants stated they must transfer knowledge using a best practice approach
- ⇒ Journalists are committed to their work contract
- ⇒ Journalists should create a wide network and give greater emphasis to the news at hand
- ⇒ Journalists should exploit opportunities so as to produce timely and accurate information

VII. Conclusion

At the end of the trainings, participants evaluated the trainings and visits. They acknowledged the importance of having such exposure. It helped them to gain an overview of PHE EC activities, reporting and working on PHE by integrating the three together to achieve a greater result than working in only one sector. In addition, participants made suggestions on how to follow up with them and their commitments after the trainings.

Organizers expressed their gratitude to participants for their attentive participation. They informed participants that they will continue to have such contacts and all information will be forwarded for them so that set objectives will be achieved.

VIII. Annex:

Presentations are annexed in our website at www.phe-ethiopia.org

Annex : List of Journalists

Sr. No.	Name of participant	Institution	Position	Email Adress
1	Alemseged Zewdaie	AMA		
2	Abiyu Tadesse	ETV		
3	Taye Amberbir	SNNP MASS MEDIA		
4	Bekele Temesgen	ETV		
5	w/ro Erfata	Film production		
6	MengestabG/Medhin	ERTA		
7	Aberham Haile	FANA Broad casting		
8	Yeswzer Masrehsa	Radio Fana		
9	Semegn Gizaw	Zemen news paper		
10	Seiedu Eshete	AMA		
11	Genet Ashebir	Yegna		
12	Betelhem Negash	Private		
13	Emnet Assefa	Daily monitor		
14	Tsigereda Hailu	Addis guday		
15	Elsabet SamuelL	KHIF		
16	Eyob Eshetu	Movie- driver		
17	Hekrem Lema	Herald		
18	Chankaye seifu	SNNPR MASS MEDIA		Seifuchankaye@yahoo.com
19	Dawit Taye	Reporter		dawit-ty@yahoo.com
20	Alemayehu Bazezew	Tadias Magazine		Alemye2011@yahoo.com
21	Abereham gizaw	H.M.C.F.M96.33		abreham@yahoo.com
22	Dawit Bedasa	Oromia Communication		dbedasa@yahoo.com
23	Daniel G/egziabher	Fana shashemenie		dani.gebre@gmail.com
24	Abebe wolde Giorgis	A.A.M.M		abebewg@yahoo.com
25	Pawlos Belete	capital news paper		pawletabell@yahoo.com
26	Andualem sisay	Newbusiness ethiopia.com		editor@newbusinessethiopia.com
27	G/MICHELG/medhin	ETV		Mikyias2008@yahoo.com
28	G/Hiwot Tesfaye	DWET		geberehiwottesfa@yahoo.com
29	Kassahun w/yohanes	Ethio channel		
30	Mesfin agonfir kura	Ethiopian Radio&Television agency		magonafir47@gmail.com
31	Benti Ejeta Futassa	E.R.T.A		bentiejeta@gmail.com
32	Getachew worku	Fithe news paper		getachewworku@yahoo.com
33	Menbere gebeyehu	south FM 100.9		menberegebeyehu@yahoo.com
34	Tilahun Megersa	Oromia Mass Media		tilahun.megersa@yahoo.com
35	Girma Birhanu	Addis were n.paper		meladvert2@yahoo.com
36	Eyerusalem Hadgu	Medical news paper		Nunuha2007@yahoo.com
37	Tewodros Kassa g/medhin	ERKATA RADIO PRG.96.3		tediharmeny@yahoo.com
38	Sisay Guzay	Ethio channel patographer		sisay57@yahoo.com
39	Miteku Huluye	ETV		
40	Temesgen Mesele	ETV		
41	Idda Amir Upete	EEJA		
42	Meleskachew Amha	VOA		
43	Tadsse Meselu	H.P.R		tahg@yahoo.com
44	Berhane Antonios	H.P.R		
45	Bedru Mohamed	H.P.R		Bedru-M@yahoo.com
46	Alemu Yimer	H.P.R		alemuymr@yahoo.com
47	Ermiyas Bekele	I.B.C		ermiblu@gmail.com
48	Demesew Serfa	EIAR/HARC		dmserfse@yahoo.com
49	Digafe Dagnachew	F.B.C		dige@yahoo.com
50	Nafkot Yoseph	Sendek N.P		ynafkot@yahoo.com
51	Biruk Girma	Daily Monitor		birukgirma@gmail.com

52	Getachew Addis			
53	Getachew Tedla	Duetsche Wall		getaeds402@yahoo.com
54	Antenehe Demissew			
55	Endalekachew Girmma			
56	Tamirat Tegne			
57	Yonatan Ferew			
58	Bizuayehu Lakew			
59	Tilahun Wondie	Amhara Massmedia		
60	Aregu Balleh	E.Herald		aregu2004@yahoo.com
61	Esayas Abebe	S/R/S/N/		
62	Yohanes G/egziabeher	DW-German		johan5989@yahoo.com
63	Solmon G/medhin	South Mass Media		negashberhane@ymail.com
64	Workinesh Feyissa	ENA		feyissaw@yahoo.com
65	Muketar Hussen	Oromia Tv&radio		muftihus202@yahoo.com
66	Tadesse g/mariam	Mcc-Reporter		tadessemariam@yahoo.com
67	Ferew Abebe	Sendek N.p		abebeferew@gmail.com
68	Solmon G/egziaber	Addis Admas		gesolomon2000@yhaoo.com
69	Dagim Terfe	AAMMA/Addis TV		dagim2008@gmail.com
70	Negash Berhanu	Tigray Mass Media		negashberhane@ymail.com
71	Kassahun Assefa	Fana brodcasting		mykassios@yahoo.com
72	Tesfaye Abebe	ERTA	Senior reporter	tesfayekifle2006@yahoo.com
73	Wondwossen Tilahun	ERTA	Senior reporter	wondu24@yahoo.com
74	Ashenafi Demissie	Sendek Newspaper	Senior reporter	ashu2000@yahoo.com
75	Beharu Usman	ERTA	Assistant producer	usmanbeharu@yahoo.com
76	Mulat Anagaw	ERTA	Senior reporter	anagaw_mulat@yahoo.com
77	Tadesse Adela	Mental health	Producer	tadesadela@yahoo.com
78	Tadesse Deriba	AAMMA	Radio assistant producer	taddemam@yahoo.com
79	Hiwot Bogale	M.K	Senior reporter	hiwe_thse@yahoo.com
80	Fikru Ayalkibet	ERTA	Senior reporter	alseneayalkiet@gmail.com
81	Tesfaye Kebede	ERTA	Senior reporter	teskebman@yahoo.com
82	Tariku Taye	ERTA	Reporter III	tarefm2000@gmail.com
83	Girmachew Gashaw	EPA	Reporter III	girmina2004@yahoo.com
84	Neway Tsegaye	Editor	AA Media Forum	nwyaddis@yahoo.com
85	Wondimagegn Mitiku	ERTA	Editor	wondimagegn_mitiku@yahoo.com
86	Henok Tesfaye	ERTA	Reporter	hen_hope@yahoo.com
87	Abeyu Taybele	Addis Lisan	Column coordinator	abygat@gmail.com
88	Kassahun Tsegaye	ERTA	Co. Producer	kassahun.tsegaye@yahoo.com
89	K/Mariam Kassa	ERTA	Editor	natikidane@yahoo.com
90	Shambel Tilahun	GOC	Expert	shambel-tilahun@yahoo.com
91	Addisalem Birhane (A.A)	ESOG	Assistant Journalist	addisalembirhane@yahoo.com
92	Tsehay Teferedegn (A.A)	ESOG	Journalist	teferedgne@yahoo.com
93	Eleni Adnew (A.A)	Propride	Senior reporter	eleni.adnew@yahoo.com
94	Sofia Muhammedamin (A.A)	Yibekal	Reporter	sofiam.amin@yahoo.com
95	Yiftusira Tuji (A.A)	Sheger FM	Producer	feelyiftu@yahoo.com
96	Minala Gebeyehu (A.A)	Fana Broadcasting Corporation	Producer	miheretminale@yahoo.com
97	Ziyen Gedlu (A.A)	Ethiopia Postal Service	Communication Head	ziyengedlu@yahoo.com
98	Abeba Gizachew (A.A)	FM 96.3	Reporter	sweetabit@yahoo.com
99	Haimanot Gezachew (A.A)	A.A Mass Media	Reporter	
100	Mamitu Kefeyalew (A.A)	FMOH	P.R Officer	mamitukefeyalew@yahoo.com
101	Tinsae Kebede (Amhara)	AMMO	Editor	tinsaek@gmail.com
102	Zewditu Tegene (Amhara)	AMMO	Reporter	zewd@yahoo.com
103	Simagegne Aberaham (Amhara)	AMMO	Reporter	simagegna@yahoo.com

104	Aida Mohammed (Harari)	Harar FM	Reporter	msaramahdi@yahoo.com
105	Amina Abdulahi (Harari)	Harar FM	Reporter	amuna@yahoo.com
106	Frezer Abebe (A.A)	ERTA	Senior Reporter	Fre_abebe@yahoo.com
107	Metasebiya Legesse (A.A)	ERTA	Editor	mettyle@yahoo.com
108	Meskerem Lemma (A.A)	Herald	Editor	balkew2001@yahoo.com
109	Almaz Atlaw (A.A)	Walta	Editor	godislove2015@yahoo.com
110	Etu Geremew (A.A)	Mishiria Magazine	Editor	mishire2005@yahoo.com
111	Lediya Abebe (A.A)	Zami Radio	Senior Reporter	lediya99@yahoo.com
112	Nafkot Yosef (A.A)	Awramba times NP	Senior Reporter	ynafkot@yahoo.com
113	Mekdes Workneh (A.A)	EMWA	Reporter	bemakda@yahoo.com
114	Yewibdar Aklilu (D.D)	EMWA	Editor	akliluyewubdar@yahoo.com
115	Birukalem Bekele (D.D)	EMWA	Producer	bikioneday@yahoo.com
116	Mestawot Lemessa (D.D.)	EMWA	Editor	mestydeoh@yahoo.com
117	Yenenesh Zeleke (D.D)	EMWA	Technician	
118	Netsanet Assaye (A.A)	Sheger FM	Senior Producer	netsyassaye@yahoo.com
119	Yenatfanta Wale (B.D)	AMMA	Reporter	
120	Chaltu Gololcha (A.A)	ERTA	Producer	miessagololcha@yahoo.com
121	Metasebia Kassaye (A.A)	Addis Admas	Senior Reporter	metijossy@gmail.com
122	Fikir Beza (B.D)	Abyotawi New	Reporter	fikirbe@yahoo.com
123	Selamawit Wube (B.D)	Abyotawi New	Reporter	selamawitwube@yahoo.com
124	Meseret Kebede (A.A)	SOS	Communication Officer	enkopa2000@yahoo.com
125	Hiwot Bogale (A.A)	M.K/Mahibere Kidusan	Senior Reporter	hiwe66523@yahoo.com
126	Asnakech Tsegaye (A.A)	EMWA	Board Chairman	amp_asni@yahoo.com
127	Seblewongel Asnake (A.A)	M.K Radio	Reporter	Sebli2011@gmail.com
128	Tigist Tafere (A.A)	Medical NP	Reporter	Tg.mella@gmail.com
129	Hanna Desta (A.A)	TenAYA	Writer	Hannadesta2011@gmail.com
130	Lemlem H/Michael (A.A)	EMWA	Journalist	lemhaile@yahoo.com
131	Woinshet Negash (Hawassa)	EMWA	Journalist	woinbuze@yahoo.co.uk
132	Tsion G/Mariam (A.A)	A.A Commun. Office	Senior Researcher	tsiongebremariam@yahoo.com
133	Woinitu Hailu (Hawassa)	South Mass Media	Officer	Mametu2001@yahoo.com
134	Menbere Gebeyehu (Hawassa)	South Mass Media	Reporter	memberegebeyehu@yahoo.com
135	Almaz Hailu (A.A)	FM 96.3	Editor	Hailu.almaz@yahoo.com
136	Aynalem Gashawtena (A.A)	E.B.A	Media Inspector	aynalem@yahoo.com
137	Zayd Tesfaye (Mekelle)	Tigray Mass Media	Reporter	zati@rocketmail.com
138	Seada Riyale (D.D)	D.D.M.M.A	Producer	srk@yahoo0o.com
139	Helen G/Kidan (Mekele)	Tigray Mass Media	Producer	Heleng74@yahoo.com
140	Abathun Zegeye	AMMA		abat_zeg@yahoo.com
141	Setegn Engdaw	AMMA		setegn_Engdaw@yahoo.com
142	Desalegn Akal	Amhara BoFED		dessabal@yahoo.com
143	Mesfin Aragie	Fana Broadcast corporate		mesfintaragie@yahoo.com
144	Tesfaye Molla	AMMA		
145	Alemnew Mekonnen	AMMA		
146	Chalachew Achamyeleh	AMMA		chalel23@yahoo.com
147	Desalegn Yenesew	FSCO		desalegn_yenesew@yahoo.com
148	Negesu Addisu	Amhara MMO		neggesu2003@yahoo.com
149	Abiyot Alem	AMMA		ssabiyota@gmail.com
150	Tamirat Sisay	AMMA		
151	Anteneh Mengistie	AMMA		dostanios@gmail.com
152	Solomon Tibebu	AMMA		solat2002@gmail.com
153	Tebay Melkamu	Amhara Communication		tebay.melkam@yahoo.com

155	Admasu Ferede	Amhara Educational Media		
156	Frehiwt Mengiste	AMMA		
157	Ayanaw Assaye	Amhara BoFED		ayanaassaye@yahoo.com
158	Engidaw Kefyalew	Ethiopian News Agency		engidaw.k@yahoo.com
159	Alemayehu Moges	AMMA		moges100@yahoo.com
160	Birtukan Atinkut	AMMA		birte35@yahoo.com
161	Getachew Fente	AMMA		fenteg@yahoo.com
162	Dereje Moges	AMMA		dereradio2000@yahoo.com
163	Beletu Bulbula	Ethiopian Herald		bbulbula@yahoo.com
164	Hussein Gebeyaw	ETV		gababayaw@yahoo.com
165	Yemmam Hanteslarrie	105.3 AFROFM		slimmamasson@hotmail.com
166	Takele Ayele	EXT2		Tkalayel@Yahoo.com
167	G/micheal G/marium	ETU		mikyial-2008@yahoo.com
168	Girmachew Gashou	EPA		girmma2004@yahoo.com
169	Abdulahi Ali			
170	Yohannes G/egzabeher	Dochvelle welle radio		john5989@yahoo.com
171	Kiros G/Egziabher	ERTA		countrykitegeb@gmail.com
172	Abubakar Ali Med	Ethiopia Et.R		-
173	Hailemariam Mef	Punos Ethiopia		hailemariamfo@yahoo.com
174	Assefa Yirgalem	GCAO		assefa.yirgalem@yahoo.com
175	Engidawork Baye	Addis Zemen		-
176	Berhanu Gemechu	The Ethiopian Herald		berhanugem@gmail.com
177	Filmon Bekele	EBS		filmon_bakele@yahoo.com
178	Endale Zewede	ETV		-
179	Elsa Sla	FBC		amiasefa@yahoo.com
180	Abebayhu Gebyaw	Addis Admass		agebeyaw@gmail.com
181	Abdulsemed Mohammed	EBS TV		semeds@gmail.com
182	Mihret Aschalew	Reporter newspaper		aschalewmihrt@yahoo.com
183	Abebe w/gjorgis	A.AMM		abolowg@yahoo.com
184	Habtamu Aklilu	A.A Media Agency		habtamaklilu@yahoo.com
185	Dawit Tesfaye	"		devekulfo@yahoo.com
186	Meseret getu	A.A M.M Agency		mesigetu@yahoo.com
187	Hassen Edeoo	ERTA		hassenedoa@yahoo.com

Why reorienting research

BY SHEENAY ADANE

Population, Health and Environment Ethiopia (PHEEC) is one of the local non-profit organizations established in 2008 with a focus on population and health research.



Ministry emphasizes integration of variables to dev't plan

BY GONNIE MCKONNEN

ADDIS ABABA - Ministry of Finance and Economic Development's Population Affairs Director Mengistu says that the government will integrate variables to development planning for the country's Growth and Transformation Plan.



Market stresses need for conservation to protect

...five years to protect the Dam from silt. State Minister Siles

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መሬት አልባነት የወደፊት ጠፋተኛ አደጋ ሲሆን ይቻላል

የጥናት ሪፖርት

የግልገል ጊዜ አንድ

ርብ ግድብ ወ

የግልገል ጊዜ አንድ ስለተጻፈ መሆኑም ተገልጿል። የተወካዮች ምክር ቤት የተረጋገጠ ሆኖ ጊዜያዊ ጥናት ይኖራል።

Workshop outlines research

ቀድሜ ባውቅ ዘጠኝም አልወልድም ነበረ



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