



PHAIWA MEDIAWATCH EVALUATION RESULTS

PHAIWA's Mediawatch was conducted over a total of 13 weeks (21 July – 23 October 2009). All 333 recipients of Mediawatch received an invitation to complete the survey over a 4 day period; a total of 143 (43%) completed the survey.

Results

- 54% of respondents worked outside government and 46% within government agencies.
- 96% of respondents thought the Mediawatch service was useful, very useful or somewhat useful.
- 79% of respondents stated that they read the Mediawatch service daily.
- The key reasons for using the Mediawatch service were to keep readers up to date on current issues in public health and public health advocacy and identify issues that related to their work.
- 12% of respondents specified that they used the service to initiate advocacy work. Other uses ranged from alternative to reading papers to a useful aid to teaching.
- The majority of respondents were happy with the current service. The most common critique by respondents related to formatting/layout to increase readability.
- Many users forwarded the Mediawatch service to others in their organisation and friends.
- 99% of respondents would like to keep receiving this service.

Conclusion

The PHAIWA Mediawatch service provides a summary of public health media coverage which allows users to keep up-to-date on current public health issues. PHAIWA's Mediawatch is a useful daily service with the substantial majority of respondents seeking continuation of this service. While these results are only from a sample of those who receive Mediawatch, it demonstrates that Mediawatch is valued. The broad scope of health and advocacy issues covered not only attracts recipients but also encourages them to broaden PHAIWA's Mediawatch reach to many more people that are unaccounted for.

Recommendations

- PHAIWA's Mediawatch will be maintained as a daily service.
- We will examine the current layout and make changes to assist with greater readability.
- Health organisations will be encouraged to offer the Mediawatch service more broadly to staff and members.

Thank you to those who completed the Mediawatch evaluation survey.