

Does Media contribute to Food insecurity in Pakistan

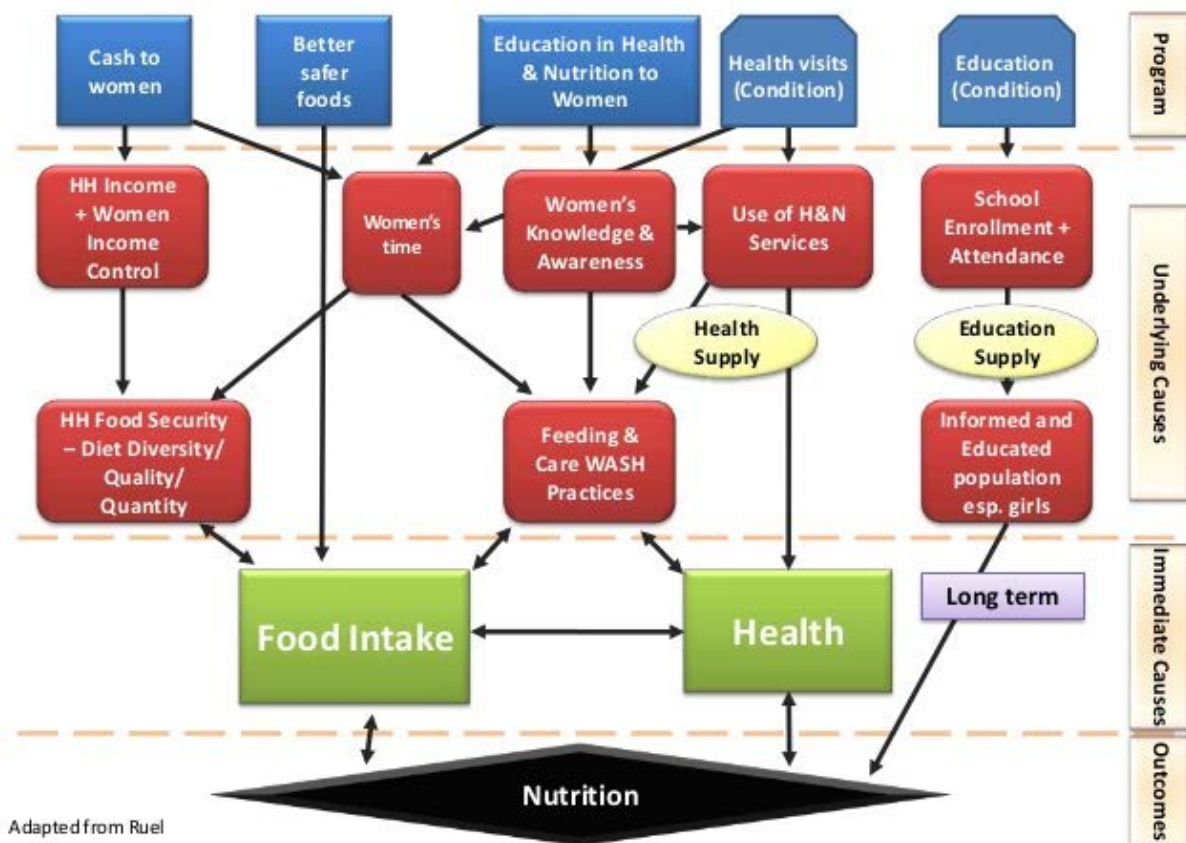
Sumaira Nasim

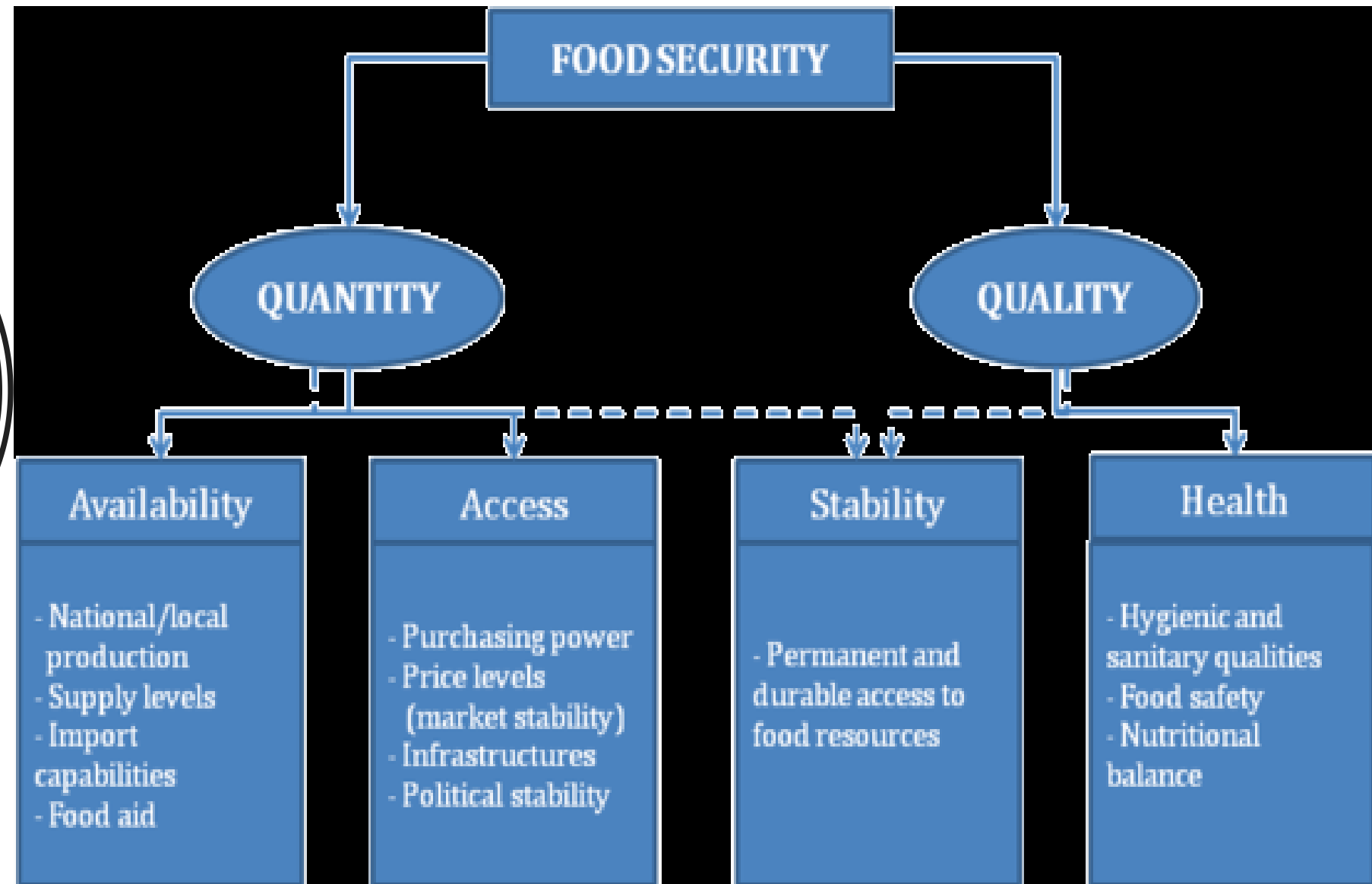
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MPH, Australia

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Underlying model of determinants of nutritional status





Food Security depend on:

- Literacy level of a country
- Government Policies
- Awareness
- Health status

Who are at risk of Food in-securty

- Women
- Children
- Single Parents
- Old age Population
- Prisoners

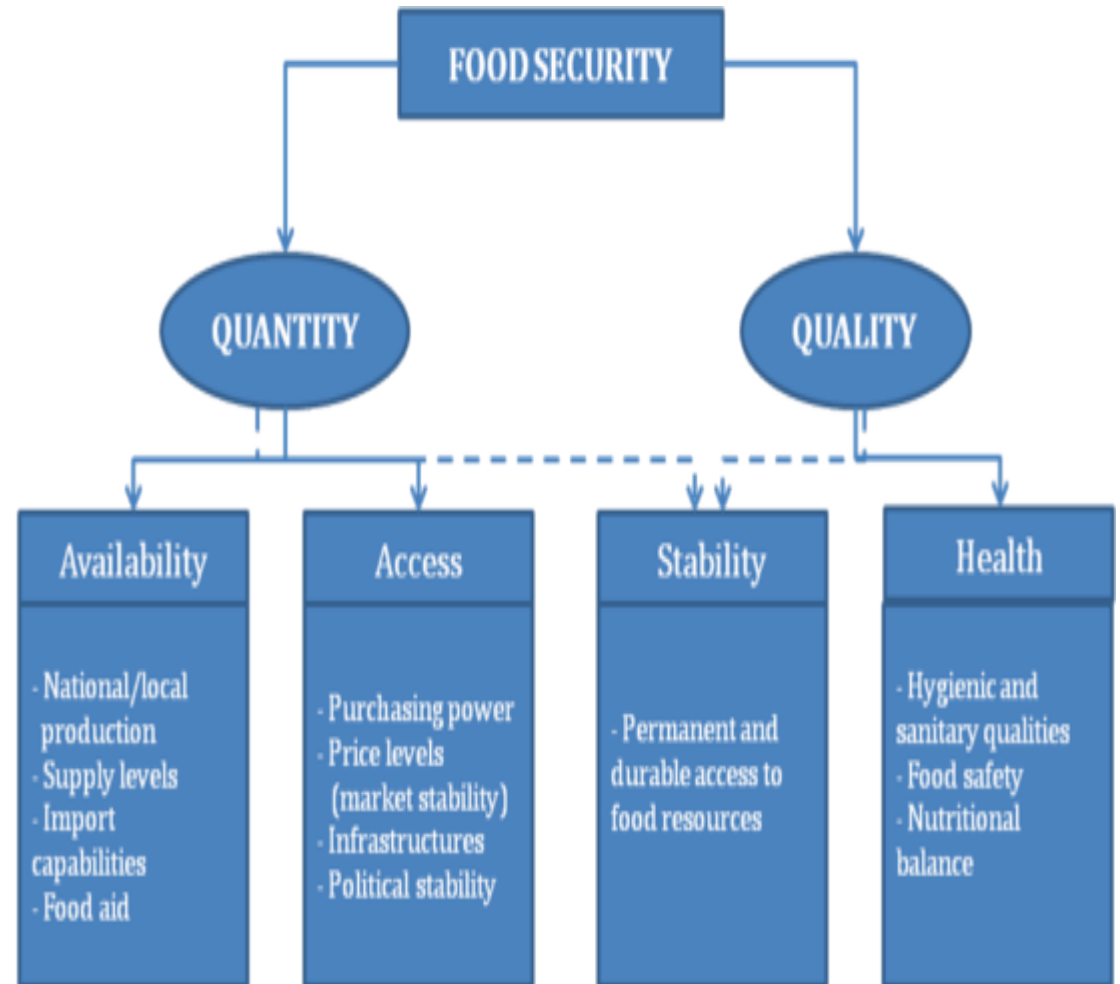
Media-----



Role of Media-----??

In Pakistan-----most popular in relation to Food Security---

- **TV**
- **Facebook**
- **Print Media**



Television Watching, Energy Intake, and Obesity in US Children----Results From the Third National Health and Nutrition Examination Survey, 1988-1994

- The prevalence of obesity is lowest among children watching 1 or fewer hours of television a day, and highest among those watching 4 or more hours of television a day.
- Television watching was positively associated with obesity among girls, even after controlling for age, race/ethnicity, family income, weekly physical activity, and energy intake.

Current situation in Pakistan-----

- TV viewership----- On average a TV viewer in Pakistan spends 2 hours daily watching TV (119 minutes). This result translates into 14 hours of TV viewership per week, 56 hours in a month & 672 hours ---- means average Pakistani spends 12% of the time
- Mobile usage---According to a study by GfK, a German market research institute, Pakistan is 6th on the list of top smartphone markets for growth by value.
- My visit to Tharparkar-----



Surprise-----connection of all leading mobile companies---



TV viewership

- Pre-school children watch 25 to 27 hours of television per week, including three hours of food commercials
- These commercials have an important impact on children's attempts to influence parents' food purchases
- Older children and teenagers watch approximately 24 hours of television and adults watch approximately 17 hours of television per week
- Media literacy should be an important topic in nutrition education with all age groups

TV-----

- Launched in 1960's-----
- Golden Era of PTV
- Advertisements
- Dramas
- Movies
- Cooking shows /Talk shows/ Morning shows/Game shows
- News
- Pakistani dramas -----strengthened family bond, quality talk shows---

Role of advertisements and TV campaigns in promoting food security---

- Boiled Milk
- Iodized salt
- Family planning
- Exclusive Breast feeding
- Preparation & Use of ORS
- Hand Hygiene
- Few Comparisons---- Mobile advertisement----only use is selfie vs Famous tea brand.
- Electrical appliances & tea brand vs mattress advertisement----topic related to dowry---liked to food security

Advertisements on TV----

- Luxury, glamour vs social issues
- Good examples-----Mobile advertisement, tea brand, Electrical appliances
- Multinational companies----Psychology-----
- Fast food----healthy family
- Advertisements just before iftar-----
- Luxury, glamour leads to urbanization----decrease in Agriculture profession-
-----Linked with Food insecurity
- India----promoting local products-----small clips-----leading stars in
advertisements-----create jobs-----strength nation---leads to Food
security
- **More advertisements of processed food-----Linked to childhood Obesity**



Most common/preferred topic in Dramas

- Marriage-----Oldest **institute** of mankind History
- Most popular topic---- marriage and divorce
- Institute-----Hierarchy-----
- Success of Marriage depend on Man and woman, family, religion and Culture
- Success of Marriage and Link to Food Insecurity-----

Dramas----

- Women rights-----child abuse----is this a right way to portray---
Satyamev Jayate-----Amir Khan show as an example
- Role of Men and women in a society-----
- Attire, image of husband, brothers and in-laws---
- Few dialogues---
- Link to food insecurity---
- Increased divorce rate in a society-----more single parents---more
food insecurity
- More nuclear families-----more food insecurity among old age
population

Movies----

- Most common topics---Love stories
- Leads to fantasy---away from real life
- Violence----can increase crime rate in society-----Linked to food insecurity
- Inspired by Bollywood-----
 - **Current situation in Bollywood---Short films---Teaspoon PK, 3 idiots, Fana, Taare zameen par ----success rate----??**

News----

- Headlines----Duration---main focus
- Rating
- How to break bad news-----
- Coverage to national and religious events----Eids, Ramazan,
- Last night headlines-----
- Negatively effect mental health----leads to food insecurity

Army public school Peshawar incident----- Coverage on Media



Pakistan court bans Valentine's Day celebrations

PTI | Updated: Feb 14, 2017, 10:00 AM IST

✉ 🖨 A- A+



Pakistani men protest against Valentine's Day celebrations in Karachi on February 12, 2017 (AFP photo)

ISLAMABAD: A Pakistani high court today banned Valentine's Day celebrations across the country and its promotion on social media after accepting a petition which argued that it was un-Islamic.

The order was issued by the Islamabad High Court on the petition submitted by a citizen Abdul Waheed, whose political affiliation was not immediately known.

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14th August Celebrations-----Role f Media

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Product Grid:

- Product 1:** White Independence Day Chand...
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- Product 2:** Pack of 2 White/Green Independ...
Rs. 1,700 **Rs. 1,590** (6% off)
Add To Cart | Quick Buy
- Product 3:** Green Pakistan Kurti With White ...
Rs. 1,400 **Rs. 1,050** (25% off)
Add To Cart | Quick Buy
- Product 4:** Cotton Embroidered Kurti Stitch...
Rs. 1,100 **Rs. 990** (10% off)
Add To Cart | Quick Buy
- Product 5:** (Partial view) 19% off
- Product 6:** (Partial view) 19% off
- Product 7:** (Partial view) 34% off
- Product 8:** (Partial view) 19% off

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People are seen buying national flags from stalls where vendors also displayed flags of a political party ruling in the province at Qissa Khwani Bazaar in Peshawar.



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Monday Aug 01, 2016



Web Desk



What is your plan for Independence Day? Will you deck your house in green or hoist a flag on your car or motorbike?

Celebrate Independence Day with Geo News. Send us your selfies and videos and get featured on our news bulletin.

Grab your phone and whatsapp us on 03162087607.

advertisement



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SPORTS | 4 hours ago
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India----



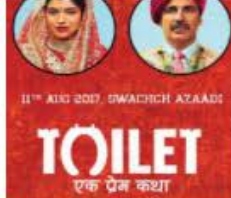


- Some 70 percent of households in India don't have access to toilets, whether in rural areas or urban slums. Roughly 60 percent of the country's 1.2 billion people still defecate in the open. And the consequences for women are huge.
- These range from polluted water leading to women and children dying from childbirth-related infections to the risk and reality of being attacked and raped, most infamously the gang rape of two teenage girls in rural northern India two years ago.
- That incident shook everyone in and outside of India.
- India's Prime Minister Narendra Modi priority to resolve this of lack of access to clean and safe bathrooms when he was elected two years ago. **Since then, more than 1 million toilets have been planned or built.**


Independence day----2017

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Search results for "toilet: +Ek Prem Katha":

-  Toilet Ek Prem Katha
-  TOILET EK PREM KATHA FIRST LOOK
-  TOILET एक प्रेम कथा
- 
-  TOILET एक प्रेम कथा OFFICIAL TRAILER HD VIDEO

Selected image:  TOILET EK PREM KATHA FIRST LOOK








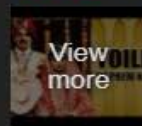
Video title: Toilet - Ek Prem Katha FIRST LOOK ...

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Toilet - Ek Prem Katha FIRST LOOK - Akshay Kumar, Bhumi Pednekar

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Toilet- Ek Prem Katha Team Hopes For Freedom From Open Defection This Independence Day

'Toilet: A Love Story' is a satirical comedy which follows the story of newly wedded Keshav (played by Akshay Kumar) and Jaya (played by Bhumi Pednekar), and the challenges the couple faces due to lack of a toilet

News | Written By: **Gopi Karelia** | Edited By: **Sonia Bhaskar** | July 21, 2017 11:02 AM | 0



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Reuters | November 18, 2016

Reuters | November 10, 2016

Pakistan is among the 10 countries where most urban dwellers lack

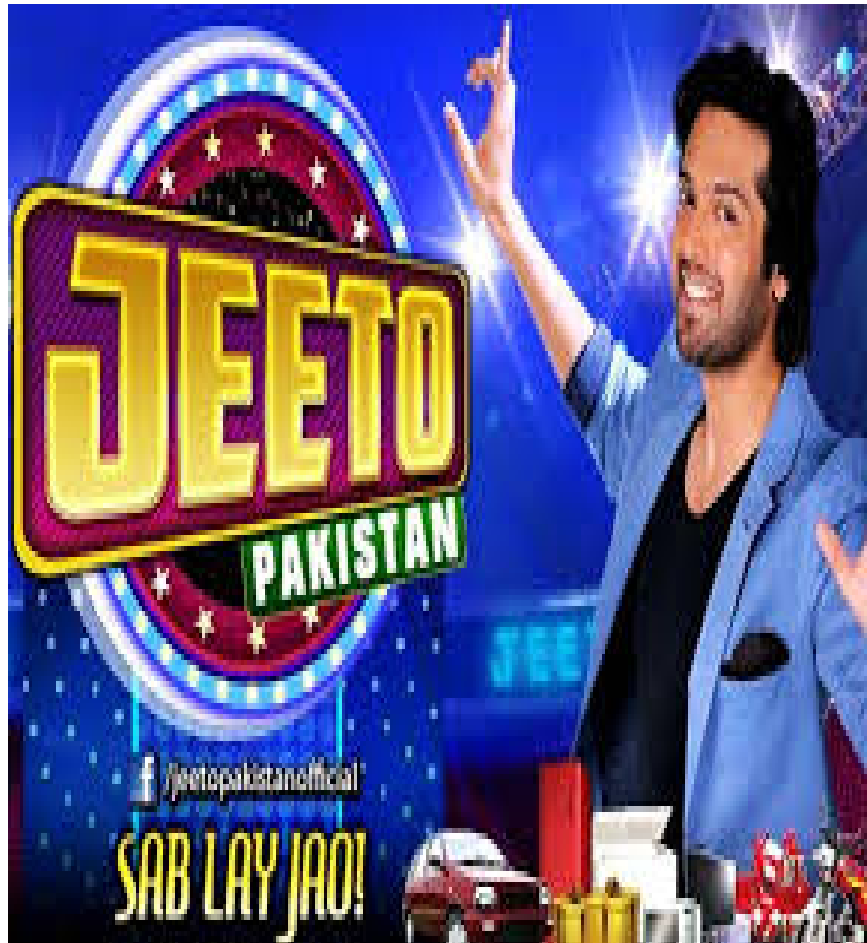
Few suggestions to celebrate independence day or any religious or national event---

- Film making or cleaning day or plant a tree or help to a less privileged people & Post on Facebook

Cooking shows /Talk shows/ Morning shows/Game shows

- Cooking shows---Mostly sponsored by oil companies, butter/margarine
- Ingredients-----Oil, meat, butter-----
- Luxurious kitchen, fancy host and cooking expert
- Language----English or Urdu-----??
- Viewers----all over Pakistan
- Can they conduct a cooking show in Tharparker or any slum area of Pakistan----where food insecurity is upto 80%

Game shows in Pakistan-----offering Planes, house, gold, cash-----can offer schools, hospitals, roads, blood donation centers-----



Tariq Aziz Show---- a legend



Ramzan-----an opportunity to reduce food insecurity-----

- Cooking shows----just before iftar time
- Religious shows host by celebrities
- Sale on unhealthy food items-----Healthy options become more expensive
- Ramzan transmission-----décor, attire of host, mostly conducted by actors

Eid-----

- Eid shows-----dresses, food, language
- Can they conduct Eid shows at Edhi village, SOS Village, prisons, with traffic polices, Army personals, guards-----or any less privileged group

Wedding celebrations-----Role of media and link to food security----

- Dowery
- Make up
- Wedding dress
- Wedding Dinner
- Photography
- Music
- Flowers



Is it Lanat-----



Facebook----

- Personal pictures---wedding, birthdays-----
- Check-in---restaurants, airports
- Sharing of recipes
- Visiting restaurants and taking photos---sharing on Facebook-----can lead to food insecurity in others---

What about such post----

سکولوں کے اندر اور ارد گرد
100 میٹر کی حدود میں

انرجی اور کولا ڈرنکس
کی فروخت پر پابندی

14 اگست 2017 سے نافذ العمل

کارپوریٹ اور انرجی ڈرنکس میں کثیر مقدار میں پائے جانے والے
فاسفورک ایسڈ اور کافین، بچوں میں بڑھوتری کے عمل میں رکاوٹ
بنتے ہیں اور بڑھتے ہوئے بچوں کی ہڈیاں خاص طور پر متاثر ہوتی
ہیں۔ پنجاب فوڈ اتھارٹی کے وضع کردہ ایجوکیشنل انسٹی ٹیوٹس فوڈ
سٹینڈرڈز ریگولیشنز 2017 کے تحت، 14 اگست 2017 سے کسی
بھی سرکاری یا نجی تعلیمی ادارے بشمول سکول، کالج، یونیورسٹی،
اکیڈمی، وغیرہ کے اندر اور ارد گرد 100 میٹر کی حدود میں ایسے تمام
مشروبات کی فروخت ممنوع ہے۔

بچے قوم کا مستقبل ہیں

بچوں کی صحت سے کھیلنے والے مدموم
عناصر کے خلاف سخت قانونی کارروائی
کی جائے گی۔

پنجاب فوڈ اتھارٹی، حکومت پنجاب
Punjab Food Authority Force (facebook.com/PFAOfficial)



1990 میں لڑکیاں ڈرتی تھیں

جانے ساس کیسی ملے گی

2017 میں ساس ڈرتی ہے

جانے بہو کیسی ملے گی۔۔۔۔



Marriage---oldest institution---Role of media

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Address bar: <https://thetempest.co/2017/06/17/life-love/life-stories/raise-daughter-bahu/>

Facebook and Twitter share buttons

LOVE, LIFE STORIES

I refuse to raise my daughter to be somebody's bahu

Beta, this is how it is. Beta, you just have to accept things. Beta, you live there now we can't do anything for you.

By Anonymous on June 17, 2017 / [f Like The Tempest](#)





Illustration of people working and studying, with the word 'fellowships' written above them.

RECOMMENDED VIDEO



They might be wearing masks, but the Guerrilla Girls mean business

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بیوی: میں نے سنا ہے کہ جنت میں مردوں کو
حوریں ملیں گی تو عورتوں کو کیا ملے گا؟

شوہر: کچھ نہیں

یہ پیچ صرف مظلوم طبقے کیلئے ہے۔



بانو قدسیہ کہتی تھیں عورت
کو بھروسہ صرف اپنے
محرم مرد پر کرنا چاہیے۔
نامحرم مرد پر بھروسہ کر
کے عورت رسوا ہوتی ہے

اور وہ بالکل صحیح کہتی تھیں

”ماؤں کو تو اللہ نے نسلوں کی تعمیر کے

fb.com/FakherAlam

لیے بھیجا تھا وہ تو روٹی سالن میں ہی

کھو گئیں۔“

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An initiative of HealthPhone™, conducted under the aegis of Indian Academy of Pediatrics, in partnership with the Ministry of Women and Child Development, UNICEF, Aamir Khan and with support from Vodafone.

World's Largest Programme to Battle Malnutrition amongst Mothers and Children



IAP HealthPhone™

Today, nearly every second child in India is a victim of malnutrition. It means they are physically and mentally weak due to which they are targets to many ailments, deformities, disabilities and allergies affecting normal growth mentally and physically.

IAP HealthPhone is a unique programme that leverages the increasing penetration of mobile

Nutrition and Media

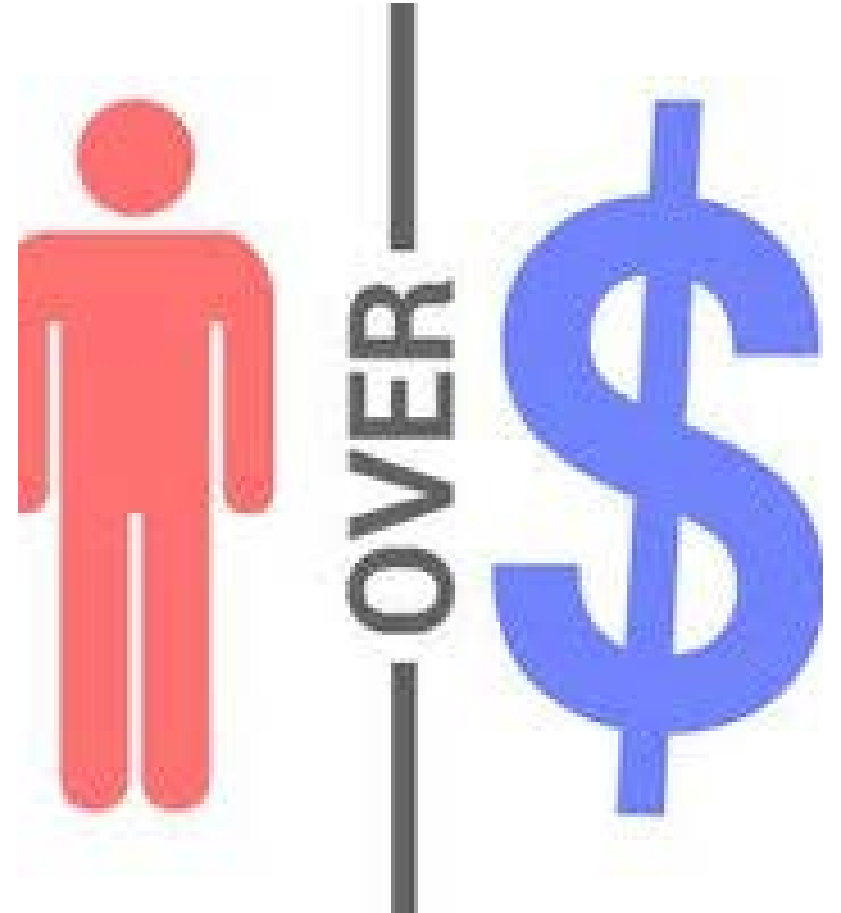
- Advocating the importance of good nutrition and its benefits.
- Reaching out and empowering families to prevent causes of undernutrition, like diarrhoea, malaria, poor infant feeding practices and poor hygiene practices.
- Advocating correct health and nutrition behaviour, such as promotion of breastfeeding, hand washing practices, use of toilets and consumption of safe drinking water.
- Influencing families and communities to dispel myths, taboos related to nutrition and changing behaviour by adopting positive practices.

- Promoting nutrition, health care and family support during pregnancy. All of which helps in ensuring the health of the mother and the new born baby and reduces the risk of low birth weight.
- Laying emphasis on the care of children, adolescent girls and pregnant women.
- Disseminating information about government programmes to enable better utilisation of services.
- Disseminating updated scientific information on nutrition and health related issues to the public.

Why so much luxury in dramas, Movies

- Lack of good script writer
- Shortage of educated team-----mainly business
- Media policy----involvement of health professionals---??
- Psychologist are part of Advertisement companies team
- For Pakistan----role model is India-----??

Media in Pakistan



Role of Media-----??

Possible solutions---

???

No TV, Internet, Mobile phones,
Smart phone, Use of facebook

Is it Haram-----



Possible solutions-----

- Thinking Process-----at home, educational institutes, Organizations
- Develop awareness---- at home, educational institutes, Organizations
- Professional Ethics-----Money or Humanity or both----part of curriculum
- Advocacy-----public support for or recommendation of a particular cause or policy----use social media as resource---Ramzan & Eid Transmission, 14th August Celebrations
- Be a good speaker, writer, Observer
- Value your cultural and religious values
- Boycott---advertisements, dramas, movies, talk shows, game shows or Morning shows

Possible solutions-----cont

- Family system-----success stories---
- Media policy---health in all policies
- Advocacy----- public health/social issues as part of advertisements, dramas, movies, talk shows-----
- Professional ethics---writer, producer, director, actor, compare/host
- Research----
- Link between academia and industry
- Share post which draws attention towards social issues---

Think as Nation----not as an Individual

Thank you----