

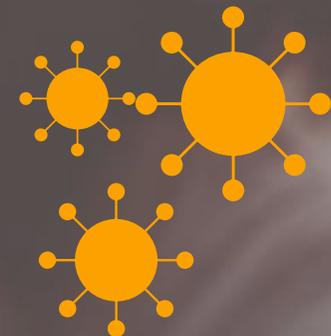


The Right to Health

2020 ABU-MBC Human Rights Radio Campaign

The world today is witnessing an ever-increasing range of global health threats such as chronic diseases and new infections. The global health crisis of COVID-19 pandemic has painfully reminded us all about the importance of health.

This year, we hope to unfold stories of “health and human rights” including the coronavirus impact but also other health issues such as hygiene, malnutrition, opportunistic injuries, diseases like malaria and tuberculosis which affect the lives of millions of men, women and children across Asia-Pacific and beyond.



3rd Year of ABU Human Rights Radio Campaigns: 2018 Gender → 2019 Children → 2020 Health

The ABU-MBC Human Rights Radio Campaign aims to involve radio broadcasters throughout Asia-Pacific, in promoting the principles and practices of human rights through short (1min) on-air stories; and this year's theme is "The Right to Health"

- 2018 - WITHYOU Campaign
- 2019 - Rights4Children Campaign
- 2020 – The Right to Health



Why Participate in **The Right to Health Campaign?**

It is time radio stations take the initiative in informing the reality of health issues in Asia-Pacific region. The purpose of this campaign is for the radio stations to come together, exchange and collect the voices of health in Asia-Pacific in order to contribute in raising awareness and shaping the public's perception on human rights to health.



Why The Right to Health?

- Health is...

*Fundamental human right,
We have the right to live in a safe and
protected environment.*

- When Social Healthcare is endangered...

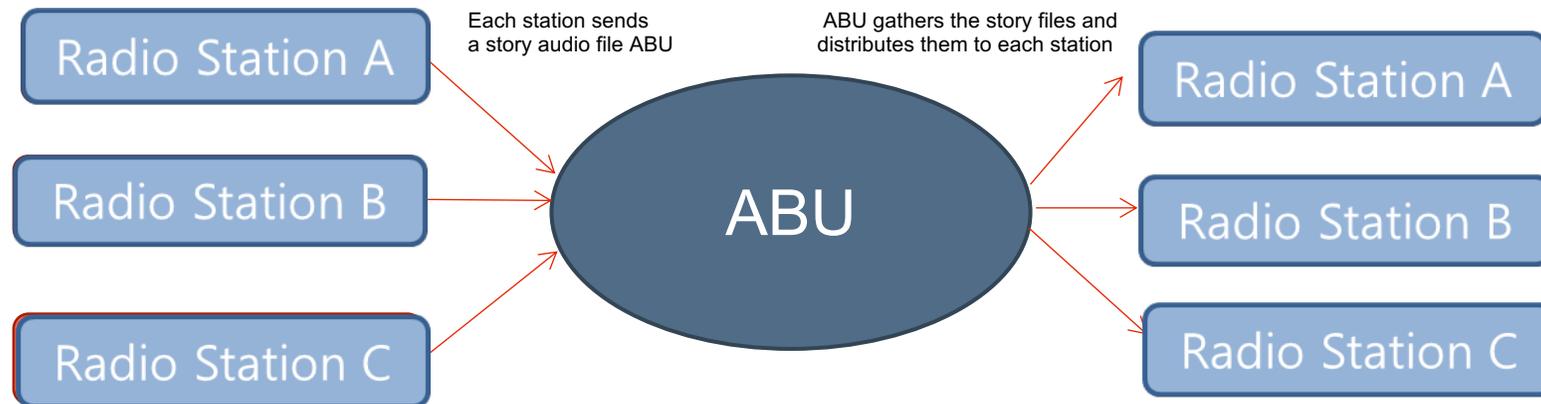
*Our suffering soon expands to financial
downfall and emotional disruption such as
fear, panic and depression*

- Our Future....

*Sustainable healthcare is crucial.
We must eliminate unequal access
to proper treatment of various diseases
and rely on evidence-based scientific
information at all times.*

How to Participate

- Radio stations in Asia-Pacific (members of ABU) collect stories regarding human rights to health in their country.
- The story should be arranged by a professional writer into 60 seconds length when read out aloud.
- A radio DJ reads out the story (60 seconds length) in the original language, records it, and sends the audio file to ABU, together with English translated script via WeTransfer (quality audio file for radio broadcasting with M/E track separate).
- There are no boundaries in story selection; it is entirely up to each radio station as long as the stories portray the human right to health. (Ex. Malnutrition, cancer, adult disease, rare disease, mental illness, racial discrimination during coronavirus crisis, social distancing, pregnancy and childbirth difficulties, public health system etc.)
- ABU gathers audio files from participating stations, sends the files together with English script out to all participants.
- Each radio station translates and dubs the audio file into their own language; and adds the wording at the end: **“This is The Right to Health campaign supported by ABU”**

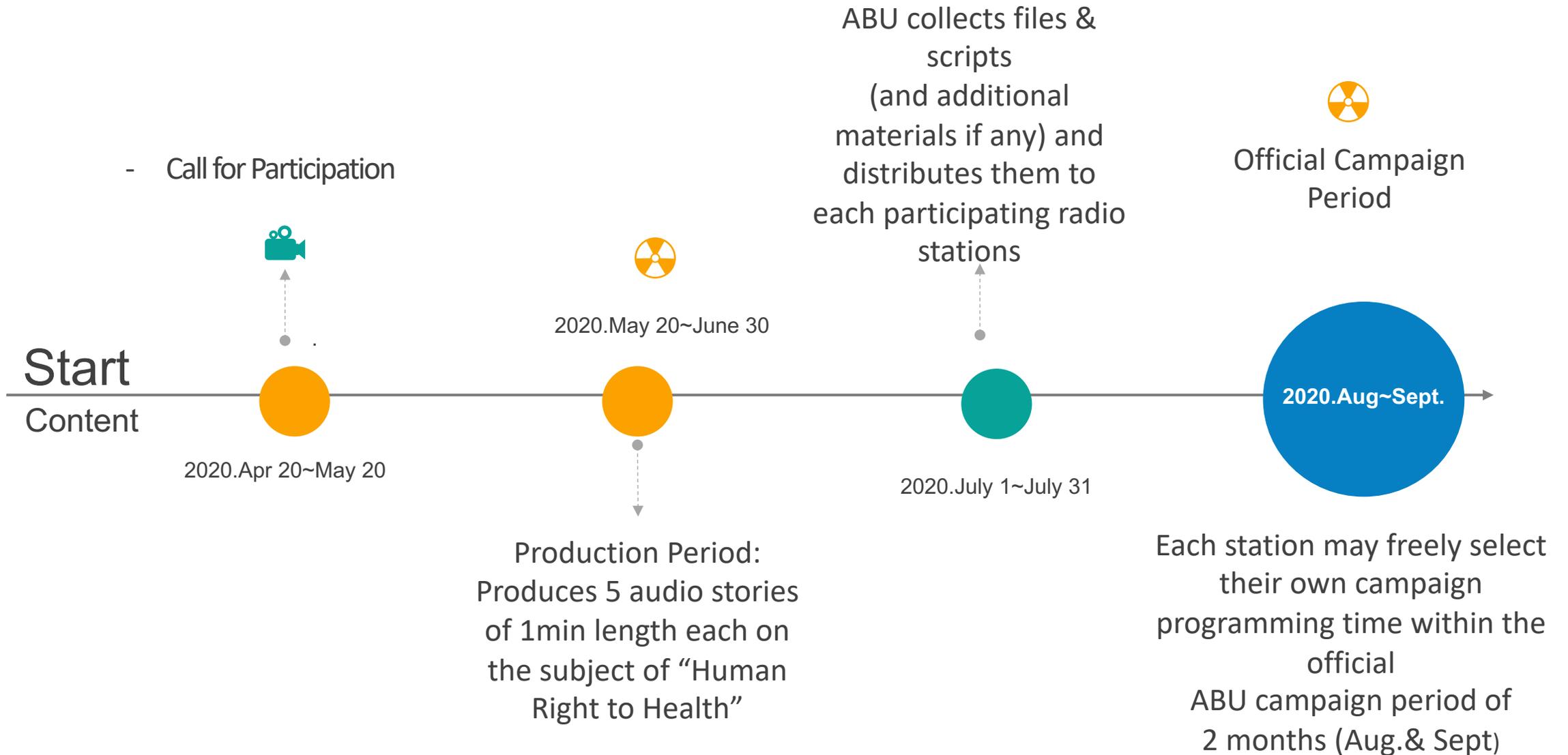




Adding Value

- In the multimedia age, audiences are increasingly expecting content to also be available on other platforms, especially when the messages themselves are too brief to communicate all necessary details.
 - This year, therefore, as well as members submitting short, 1-minute audio stories, they are free to also produce – if they wish – additional materials to allow listeners to dig deeper into a specific issue, including ways of action on the core messages.
 - This additional, collateral material can be anything the producer feels enhances the core message and adds value for their audiences.
 - It can include text or visual material(pictures), additional audio or video for distribution by websites or social media or even interactive elements.
- ➡ Please send to ABU the additional material (if any), so that ABU can publish/display them on ABU Campaign website.
- ✓ Please note that producing the additional material is a matter of choice, NOT a must. 1-minute audio stories are the core element. Any additional materials are value-adds that will be put up on a shared website!

Campaign Schedule



For any further inquires, please feel free to contact:

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