



## Announcement

# Competition for the best media coverage of tuberculosis in the WHO Eastern Mediterranean Region

The WHO Regional Office for the Eastern Mediterranean is pleased to announce a competition for the best media work addressing tuberculosis in countries of the Eastern Mediterranean Region.

### Why tuberculosis?

Tuberculosis is still a major public health problem, despite widespread misconception that the disease has nearly disappeared. Around 2 billion people across the world are infected with tuberculosis bacilli. Globally, more than 2 million people die of tuberculosis every year, and an additional 9 million become ill. In the Eastern Mediterranean Region, an estimated 560 000 new tuberculosis cases and 110 000 deaths occur annually due to tuberculosis.

Tuberculosis is a curable disease. Its treatment is available and affordable with early detection, and entails taking medicine for at least 6 months. However, with late detection and incomplete treatment, a severe and drug-resistant form of the disease can develop.

### Categories for the contest

- Press coverage: reportage, article or interview.
- Television coverage: health programme, talk show or segment.
- Radio coverage: health programme, talk show or segment.

The aim of the contest is to increase awareness of preventive interventions and available treatment for tuberculosis.

## **Conditions**

1. Entries should be published or broadcasted during 2007 or 2008
2. Entries should include information of benefit to the public, such as ways to enhance prevention, control infection or find treatment.
3. Video material should be sent on CDs, DVDs or videotapes. Radio material should be sent on high-resolution audiotapes or CDs.
4. Deadline for receipt of entries is the first week of April 2008.
5. WHO retains the right to use parts of the entries in its own productions with the aim of raising health awareness.

## **Prizes**

a) Press coverage

First prize: US\$ 1000

Second prize: US\$ 500

b) Television coverage

First prize: US\$ 1000

Second prize: US\$ 500

c) Radio coverage

First prize: US\$ 1000

Second prize: US\$ 500

Entries should be sent to the WHO Regional Office for the Eastern Mediterranean in Cairo.

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