

PARTNERING WITH THE MEDIA TO CHANGE THE NARRATIVE ON SELF-CARE FOR SRMH IN NIGERIA

WHY MEDIA MATTERS FOR SELF-CARE IN SRMH

The media is not just a channel—it is a powerful catalyst that can be used for health transformation. Through storytelling, strategic advocacy, and factual reporting, media shapes public perception, burns away stigma, and motivates

people towards behavioural change. For White Ribbon Alliance Nigeria, partnering with the media means amplifying voices and messages that champion self-care for SRMH for the attainment of universal health coverage.



SPOTLIGHT ON THE MEDIA SELF-CARE AWARENESS WORKSHOP

In July 2025, WRA Nigeria, under the leadership of Nigeria's Federal Ministry of Health & Social Welfare organized a remarkable one-day Virtual Self-Care Awareness Building Workshop for media professionals titled "Media Reporting for Self-Care: Media as a Catalyst for Advancing SRHR in Nigeria."

This landmark event brought together key stakeholders: the Federal Ministry of Health (Reproductive Health and Health Promotion Divisions), WHO Nigeria, IPAS, and the Self-Care Trailblazer Group.

The workshop aimed to elevate journalists from mere reporters to strategic partners in promoting Self-Care for SRMH. Generating enriched conversations around Self-Care, Self-Care family planning options, and reporting on sensitive topic like abortion, it positioned media as critical players in combating stigma and misinformation. Attended by 20 media representatives from diverse platforms, this workshop laid the foundation for a thriving partnership dedicated to reshaping the narrative on self-care in Nigeria.

KEY OUTCOMES & MEDIA IMPACT

The impact has been powerful and far-reaching:

- **Empowered Media:** Journalists are now Self-Care Champions and influencers shaping national discourse, delivering right-based, evidence-driven information about self-care for all.
- **Stigma & Myth Busting:** Media coverage steadily tackles misinformation around self-care for SRMH through the use of the national Demand Generation Strategy and a media reporting guide for informed storytelling.
- **Widespread Reach:** Coverage spans major newspapers, TV stations, and radio—reaching millions with the right self-care messages.

This collaboration marks a cultural shift, as Nigerians now increasingly have a better understanding of what self-care is and what it is not.

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TOYIN ADEBAYO

In a bold national push to reduce pressure on Nigeria's overstretched health system and empower citizens to take charge of their wellbeing, the Federal Government has launched a self-care revolution. The initiative, known as the National Self-Care Revolution, is a multi-pronged effort to empower citizens to take control of their health. The call to action came at a critical moment in the fight against COVID-19, as the health system was overwhelmed by the influx of patients. The government's strategy is to empower citizens to take control of their health, reduce the burden on the health system, and improve the overall health of the population. The initiative is a multi-pronged effort to empower citizens to take control of their health, reduce the burden on the health system, and improve the overall health of the population. The initiative is a multi-pronged effort to empower citizens to take control of their health, reduce the burden on the health system, and improve the overall health of the population.

'Your Health Is In Your Hands': Nigeria Embraces Self-Care Revolution To Curb Health System Strain

Toyin Adebayo is a health communication expert and a self-care champion. He is the founder of the White Ribbon Alliance Nigeria (WRAN) and has been instrumental in the development of the National Self-Care Revolution. He is a frequent speaker at health conferences and has been featured in various media outlets. He is a passionate advocate for self-care and has been instrumental in the development of the National Self-Care Revolution. He is a frequent speaker at health conferences and has been featured in various media outlets. He is a passionate advocate for self-care and has been instrumental in the development of the National Self-Care Revolution.

CONTINUING THE PARTNERSHIP

WRA Nigeria, media partners, and health stakeholders are committed to sustaining and deepening this partnership. Moving forward, plans include ongoing media capacity building, innovative storytelling formats, and expanding reach to even remote communities.

With the media being part of Nigeria's Self-Care Advocacy Network and invariably self-care champions, we aim to partner for effective translation of Self-Care policies into practice, ultimately making self-care accessible and celebrated throughout Nigeria.

Integrate self-care into national health strategy – Experts to Nigerian govt

Published on July 27, 2025
by Chika Onyiah



Pate Champions Self-Care As Key To Universal Health Coverage In Nigeria

written by Toyin Adebayo | July 24, 2025

NIGERIA RALLIES CITIZENS TO EMBRACE SELF-CARE AS PILLAR OF UNIVERSAL HEALTH COVERAGE

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AM, reappoints rectors

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Stakeholders Advocates for More Awareness on Self-Care

By Laila Alimoludeen, Abuja

In order to improve on healthcare access in Nigeria, stakeholders in the health sector are...

From left: Representing of the APC Chairmanship Candidate, Kaje Area Council, Hon. Musa Regabi; President, Ogina Inhabitants with Disability; and the President, Wives of FCT Traditional Rulers Association Hajia Fawa Adenwa, during a consultative meeting in promoting the economic, cultural, social and political rights of FCT traditional inhabitants with disabilities organized by MacArthur Foundation in Abuja.