

ANNIVERSARY For 20 years, The Citizen has shaped health journalism, and experts now weigh in on how it can raise the bar even higher

Health stakeholders reflect on 'The Citizen's 20-year journey'

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For the past two decades, *The Citizen* has been at the forefront of health journalism, providing readers with essential information and insights. Eight years ago, we expanded our commitment to health reporting with the launch of *Your Health*, a dedicated weekly magazine that offers in-depth coverage of health issues and trends.

In this article, healthcare professionals reflect on *The Citizen's* contributions to health journalism. Even as they commend the paper's efforts they also provide insights on how to elevate its health coverage to new heights.

Suzana Mkanzabi the executive director of UMATL

I read *The Citizen* newspaper daily and I am continually impressed by your dedicated efforts to promote women's issues and your comprehensive coverage of health topics. I have not encountered such comprehensive coverage in other local newspapers.

However, I feel there is a gap in your rural reporting, where the voices of the majority often go unheard. I believe *The Citizen* has the power to provide policymakers with crucial insights by highlighting the real health challenges that rural folks face.

As you move forward, I urge you to increase your coverage of health issues from rural areas, where many important stories remain untold. Let the rural dwellers share their experiences so that we may know whether what we do as health stakeholders is enough.

This feedback will provide policymakers with valuable insights on where to allocate resources and effort more effectively.

Anodi Kaihula General Manager-Tanzania Health Summit (THS)

The Citizen has helped us stay informed about industry trends, global events, and the factors shaping our world. We appreciate its comprehensive reporting both in print and online.

Through our niche in health conferencing, we attract brands from around the world to Tanzania. As *The Citizen* celebrates its 20th anniversary, it boasts a decade more experience than the Tanzania Health Summit. This extensive market knowledge and branding expertise offer us valuable lessons as we continue to grow and refine our own strategies.

As a dedicated reader of *The Cit-*



Ms Suzana Mkanzabi



Dr Waziri Ndonde



Ms Edwick Mapalala



Mr Anodi Kaihula



Mr Severine Allute

izen, I believe the newspaper could benefit from increased presence in more corporate settings. Expanding coverage into these areas would further enhance its visibility and impact.

I am pleased to see *The Citizen* expanding its availability, particularly with its digital transformation. For us readers, this shift offers greater convenience and reduced costs while providing enhanced value. Our summit extends to Zanzibar this year, and we are looking forward to seeing stimulating conversations on healthcare.

Dr Waziri Ndonde, Sports Medicine Specialist, Exercise & Health, Certified Fitness Trainer, Project Coordinator, Tanzania Physical Activity Association (PAAT)

Health stories at *The Citizen* are well researched, fact-based and cover a wide range of issues that are relevant to the public. The articles are often informative, helping raise awareness about various diseases, healthcare policies, and

wellness tips. One area of improvement would be the inclusion of more expert opinion columns or interviews with healthcare professionals on current medical debates or innovative treatments.

It would also be beneficial to increase the coverage of health-related technological advancements and how they can be applied locally. What I like most is the balanced and professional reporting. *The Citizen* manages to cover sensitive

health topics in a manner that is both accessible to the general public and credible to professionals in the field. The layout is also reader-friendly, and your feature stories are engaging.

However, I think there could be more in-depth investigative pieces on emerging health threats and policy challenges, which could enhance your readership's understanding of these issues.

Edwick Mapalala, the country director for the Regional Psychosocial Support Initiative (Repssi)

Congratulations to *The Citizen* on 20 years of outstanding service! I am deeply impressed by the high levels of professionalism and your ability to work closely with other health stakeholders to achieve the shared goal of a healthier community.

Given the excellent work already done, I encourage *The Citizen* to expand its coverage on effective parenting. Providing more content in this area can significantly contribute to reducing health and psychological challenges affecting children and youth in the country.

A special column dedicated to

guiding parents on effective parenting and supporting their children's development, especially regarding technology use, would be a valuable addition.

Such a column could offer timely reminders and practical advice to help parents foster healthy and balanced growth in their children.

The recent data I've reviewed indicates that many children and youth are significantly impacted by globalization through the use of gadgets. Unfortunately, they often struggle to find solutions to their issues, as parents, preoccupied with their own mental health challenges, may be less available for support.

As a champion of youth and children's health and rights, it is essential to prioritize articles that provide them with accurate health information and guidance.

Dr Egina Makwabe Chairman of the Association of Private Health Sector Facilities in Tanzania (APHFTA)

"Congratulations to *The Citizen* on the remarkable milestone you have achieved over the years in the coverage of the health sector.

Private health stakeholders contribute approximately 40 percent to the overall development of the health sector in the country, with their impact reaching 80 percent in Dar es Salaam.

Given these figures, I advocate for more platforms that allow private health facilities to voice their concerns and contribute to advancing the health agenda. Providing these opportunities will help push the sector forward and address critical issues effectively.

The balance between government initiatives and implementations should go along with the platform given to the private health stakeholders to build good working relationships.

Severine Allute, Tanzania Menstrual Health and Hygiene Coalition, Secretary General

You are doing an excellent job covering a wide range of stories. Particularly noteworthy is your dedicated focus on menstrual health hygiene, as evidenced by the Water, Sanitation, and Hygiene (WASH) awards you have received from the Ministry of Health and other stakeholders in the sector. This recognition underscores your significant efforts in addressing this important issue.

Your work has helped us in shape the health budget, particularly through your advocacy for the removal of taxes on sanitary pad materials.

To enhance your impact, consider developing more creative approaches to engage readers with your stories, even in the absence of sensational headlines.

I believe you possess the ability to captivate your audience through compelling and thoughtful content.

