

## REPORT ON THE MESSAGE DEVELOPMENT RETREAT ON DIABETES AND HYPERTENSION

On the 12-15 of July, 2017 a message development retreat on diabetes and hypertension was held in Bwiam as part of the activities for the WDF16-1368 project. After the usual prayers and introduction of participants, the sessions started and were facilitated by medical doctors. Participants' of the retreat included Medical Doctors, Nurses, Public Health Officers and Social Workers.



During Day 1 of the program, Dr. Kebba Bojang did a presentation on Diabetes. His presentation included clinical presentations, management and complication of diabetes. This presentation served as the beginning of the messages development session, because it triggered discussions

related to the disease. Different thematic areas were identified and participants were divided into groups to work on developing messages.

During the plenary, all the thematic area groups presented their messages and received feedback from the larger group. At the end of the session, groups were asked to incorporate the feedback and update their messages.

Day 2 began with the groups presenting their modified messages on diabetes. After the message presentations, Dr. Margaret presented on Hypertension management. At the end of her presentation, participants went into their various groups to work on hypertension messages as was done with diabetes and this activity took us through the end of day 2.



Day 3 began with plenary by the various groups on hypertension and receive feedback from the larger group. Following the discussion, the messages created were vetted for usage on communication support materials that will be produced.

On Day 4, Dr. Abubacarr Kambi presented the messages on diabetes and hypertension to the larger group. After a rigorous discussion with comments, suggestions and omissions, the messages were adopted.

