

Evaluation of the Teachers of Communication and Information in Jordan: A Survey Study of the Jordanian Media's Reporting on Health

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There is a wide range of views regarding the Jordanian media's treatment of health in Jordan, in terms of the quantity, quality. The study aimed to investigate the Jordanian communication and media professors' evaluation of the way that the Jordanian media treated the health issues in Jordan concerning the extent of coverage, comprehensiveness, methods and the quality. The study used the descriptive statistics survey, was carried out in the period between December 2014 and January 2015. The components of the study included 68 media professors. A random sample comprising 56 respondents was selected for the study. The study used a questionnaire that was designed to meet the objectives of the study. The study concluded that Television and Radio Coverage of Health Issues was largely (very good) in the areas of efficiency and comprehensiveness. Regarding the methods and awareness role, they were (good) while the component of Qualification was (acceptable) in both Radio and Television. The print came in second place after Television and Radio, as it was estimated (good) for each dimension which indicates a clear homogeneity in these programmes. Finally, websites ranked the third place. The study recommended that Jordanian media needs to produce distinguished health programs.

Key words: *Evaluation - Media and Communication Professors- Health Living- Jordanian Media.*

Introduction

Healthy life in Jordan has witnessed qualitative and quantitative developments, especially in the last three decades. These developments covered all aspects of health life issues (strategies, policies and programs on prevention and treatment, investments, insurance systems, and qualification of cadres for all medical specialties). These developments reflected the strength of the health issue in the life of the individual and the Jordanian society as a whole. This is mainly a by-product of the spread of education and culture, which has led to an increase in health awareness and higher incomes, which have led to increased access to health needs. All of this has been confirmed by an official and community vision that recognizes how healthy life is related to social, economic, cultural and developmental life. Those in charge also realized the importance of health education and the need to spread health education, for the individual in particular and the community-in general.

As the media is essentially an interactive process with factual facts, the Jordanian media has not been absent from these developments in the healthy life of Jordan. The presence of the health issue showed itself in all the Jordanian media. Health has always existed in the daily press. Even a Jordanian newspaper has set aside a daily page to cover healthy life. Radio and television stations have also set up a variety of health programs (news, dialogue, and interactive).

Problem of the study: There is a wide range of views regarding the Jordanian media's treatment of health in Jordan, whether in terms of the quantity, quality, balance, or even efficiency and prospects for development. The problem of this study was determined as follows: Evaluation of the teachers of communication and information in Jordan to address the Jordanian media for health life in Jordan.

Objectives of the study: The study targeted the following main objective: To assess the evaluation of the Jordanian teachers of communication and media to address the Jordanian media for the health life in Jordan in terms of coverage, methods, quality of health information and the role played by the Jordanian media in healthy life in Jordan.

Study Questions: The study provides an answer to the following question: What is the evaluation of the teachers of communication and media in Jordan to address the Jordanian media for health life in Jordan? This main question is divided into the following sub-questions:

1. Evaluation of the Jordanian media and media teachers on the extent of Jordanian media coverage of health life in Jordan.
2. The assessment of the Jordanian media and media professors of the extent of Jordan's coverage of the health life in Jordan and its balance.
3. Evaluation of the Jordanian Media and Communication Teachers for the methods of handling the Jordanian media for the healthy life in Jordan.
4. Evaluation of the Jordanian media and

media professionals for the media cadre that covers the healthy life in Jordan. 5. The evaluation of the Jordanian media and media teachers for the role played by the Jordanian media in the healthy life in Jordan.

The importance of the study: By addressing the Jordanian media on the health issue in Jordan, the study aims to subject this media practice to systematic evaluation, using academic standards, to identify the positive aspects of this treatment in order to strengthen it and to find out negative aspects in order to overcome them. The results of the study and the recommendations it makes will contribute to enhancing the role played by the Jordanian media in the Jordanian health life and thus increase the effectiveness of the Jordanian media in spreading health awareness, health education and health education. This would serve the economic, social and developmental life of Jordanian society.

The limits of the study: Time Limits: December 2014, and January 2015. Geographic boundaries: The Hashemite Kingdom of Jordan and the Jordanian media. Human Boundaries: Media and Communication Professions in Jordan.

Previous studies: *The Influence of the Media on Developing Health Awareness in Egypt* (El-Zanaty & Associate, 2015). The findings of the study are: the high rate of females listening to health programs, the radio is ranked first, and the television ranked second. The low rate of reading health topics in newspapers, the most advantageous aspects of media access to health information. *The role of social media in promoting women's health education in Saudi Arabia* (Bahkali *et.al*, 2015). A descriptive study based on the use of the sample survey methodology. The most prominent findings were: Specialised medical journals ranked first in the sources of health education, followed by television, press, radio and the Internet. The study showed that there is a difference in the use of the media in the field of health education between the media and the other, and that there is a number of health values that have been used by the media to disseminate them through health awareness. The study also confirmed the relationship between the use of sources of health education and increase health awareness Saudi women. In another study (WHO, Yemen Conflict Report, 2015) entitled: *The Role of Yemeni Journalism in Health Awareness* in which one of the findings was that Al-Thawra ranked first in terms of follow-up of readers of health topics (71.2%), followed by Al-Jahra (48.5%). *Healthy Behaviour in the Saudi Society*, a study of how the study examined the complex relationship between the reality surrounding the human being with its cultural and social dimensions and its reflection on his health behaviour (Al-Shahri, 1996). For the cause of health and disease, with the aim of shedding light on the relationship between social and cultural factors, and how it affects the behaviour and habits of health in the individual. *The role of the Jordanian press in health awareness*. Study of content analysis (Al-Samydai *et al.*, 2018).

The study revealed a number of results, the most important of which is that attention to health issues in the Jordanian daily newspapers has increased significantly after the start of awareness campaigns on disease control. The study pointed to the absence of a clear program in the Jordanian daily newspapers to cover the health issues, and the decline of the role of the national news agency 'Petra' as a source of newspaper news, and the newspaper (Tomorrow) on all newspapers and the allocation of a daily page of health issues. *The Health Issue challenges in the Syrian refugees* (Dator *et al.*, 2018). The study found a number of results: the predominance of the news media coverage of the health issue in the Syrian press, which explains the predominance of the use of press news types and the decline of the press types of intellectual nature. It also explains the dominance of narratives in the treatment, and the decline of methods of interpretation and comparative analysis. The study showed a decrease in the level of health materials, their publication in non-prominent places on the internal pages, a focus on official news and events, and imbalances in the coverage of health issues or healthy life in different governorates. *Introducing Health Promotion Agenda-Setting for Health Education Practitioners* (Kozel *et al.*, 2006). The study analysed the design of the messages used by the US health information campaigns in the general effort to fight AIDS as the greatest health challenge facing humanity at the end of the twentieth century. The researcher recommended using a comprehensive approach to individual health messages in order to develop the overall awareness of the health campaign and of health in general in America. Brunner, *Using Media to Advance Public Health Agendas* (Brunner *et al.*, 2001). The study focused on the importance of promoting the role played by the media in the field of health, especially with regard to spreading health awareness and deepening health culture. The study stressed the importance of cooperation and coordination between the media and the competent health authorities. Regarding the health media message, the study highlighted the importance of framing the health media message, stressing that framing the message does not mean isolating it, but provides a context for understanding the message and interpreting the facts it presents. *The Role of Media in Public Health* (Griffiths & Knutson, 1960). The study focused on discussing the best means of disseminating medical information to the widest audience. The study started from the hypothesis that the mass media are the best means by which changes in knowledge in general and in health knowledge in particular can be realized. The study called for focusing attention on the influence of the media, so that it can be maximised.

Benefit from previous studies: It is clear that the most prominent feature of these studies is their focus on 'partial' issues in the media treatment of the health issue, and only the study of specific media practices in terms of subject matter and means. Therefore, the most important characteristic of the current study is its general nature, in the sense that it is an evaluation of the practice of all media in its orientation to all aspects of healthy life, and that the evaluation is done by experts and specialists in the field of communication and information, The study has benefited from previous studies in understanding, comprehensive and deeper subject, and in

building the questionnaire in a manner appropriate to the objectives of the study and its questions, as well as in discussing its findings.

Methodology of the Study

The study used the descriptive approach as the best method to study the media phenomenon in the general context produced, and the study uses the sample survey method.

Study Population: The study population consists of all the Jordanian faculty members of communication and information. The total number of faculty members at the time of the study in 2014-2015 was 68.

Study Sample: The study sample consisted of all members of the research population, all of the teachers of communication and media in Jordan, who responded to the research and their number 56 professors, most of the research population by percentage (82.4%).

Study instruments: The study instrument is a questionnaire designed to suit the objectives and questions of the study.

The validity of the questionnaire: The measurement of validity means that the questionnaire measures what is liable to be measured, meaning that the question or phrase in the questionnaire measures what the research is supposed to measure. The study used to measure the validity of its questionnaire as 'the sincerity of the arbitrators', since the arbitrator is a competent person in this field and can judge whether the questions in the questionnaire actually measure what is liable to be measured. The questionnaire was presented to six specialised arbitrators, and the questionnaire was revised in the light of their observations. The questionnaire was then distributed to the respondents.

The reliability of the questionnaire: Reliability means that the questionnaire gives the same results in case it is repeated several times. Reliability indicates the internal consistency of the results, meaning that if the researcher repeats the measurement, and gets the same results. The researchers used the technique of 'test.R.test' to verify its reliability. The average coefficient of compatibility in the re-test of ten percent of the total respondents, twice, with a time interval for the longest between them (0.68) which confirms the reliability of the questionnaire.

Characteristics of the research sample: The research population consisted of professors of media and communication in Jordanian universities. A sample of 56 out of (68) individuals from the research population, the sample was 82.4% from study population. The numbered tables (1-4) show the characteristics of the sample pertinent to age group (45-54 years) with 44%, and the doctoral campaign was 53 with 95% and the rank of assistant professor who were

the majority 41 by percent (73%), private universities was 41 (73%), and academic was 34(60%).

Table 1: Age group of research sample

Cumulative percentage	Percentage	Frequency	Age Categories
7.1	7.1	4	0 25-34
30.4	23.2	13	1 35-44
75.0	44.6	25	2 45-54
100.0	25.0	14	3 > 55
	100.0	56	Total

Table 2: Degree Level of education of research sample

Cumulative percentage	Percentage	Frequency	Certificates Categories -
5.4	5.4	3	0 Master or less
100.0	94.6	53	1 PhD
	100.0	56	Total

Table 3: Academic level of research sample

Cumulative percentage	Percentage	Frequency	Classes - Academic level
5.4	5.4	3	0 Teacher
78.6	73.2	41	1 Assistant Professor
87.5	8.9	5	2 Associate Professor
100.0	12.5	7	3 Professor
	100.0	56	Total

Table 4: Specialties Categories of research sample

Cumulative percentage	Percentage	Frequency	Specialties Categories
25.0	25.0	14	Radio and TV
85.7	60.7	34	Press and Media
96.4	10.7	6	Public Relations
100.0	3.6	2	3 Other
	100.0	56	Total

Results

The results of the statistical analysis, as shown in the tables below (Own processing), showed the indicators of assessment of communication and media professors in the Hashemite Kingdom of Jordan for Jordanian media coverage of health issues as follows: –

First: Measuring the adequacy of coverage: It is the spatial and temporal space and space granted to health issues. Regarding the adequacy of coverage, the statistical analysis revealed the following results (Tables 5 A-D)

Table 5 (A): Measuring the adequacy of coverage on TV

Cumulative percentage	Percentage	Frequency	Categories
8.9	8.9	5	1 Poor
14.3	5.4	3	2 Acceptable
44.6	30.4	17	3 Good
89.3	44.6	25	4 Very Good
	10.7	6	5 Excellent
	100.0	56	Total

Table 5 (B): Measuring the adequacy of coverage on Radio

Cumulative percentage	Percentage	Frequency	Categories
8.9	8.9	5	1 Poor
14.3	5.4	3	2 Acceptable
44.6	30.4	17	3 Good
89.3	44.6	25	4 Very Good
	10.7	6	5 Excellent
	100.0	56	Total

Table 5 (C): Measuring the adequacy of coverage on Printed Press

Cumulative percentage	Percentage	Frequency	Categories
12.5	12.5	7	1 Poor
25.0	12.5	7	2 Acceptable
62.5	37.5	21	3 Good
87.5	25.0	14	4 Very Good
100.0	12.5	7	5 Excellent
	100.0	56	Total

Table 5 (D): Measuring the adequacy of coverage on Electronic Press

Cumulative percentage	Percentage	Frequency	Categories
17.9	17.9	10	1 Poor
25.0	7.1	4	2 Acceptable
55.4	30.4	17	3 Good
82.1	26.8	15	4 Very Good
100.0	17.9	10	5 Excellent
	100.0	56	Total

Television programs: 44.6% responded with a very good grade, 30.4% with good grade, 10.7% with a poor rating of 8.9%), 5.4% of the sample passed this assessment. For Radio programs: Residents were awarded an excellent grade of 25% while 23% of the students were good and acceptable. The grade was very good at 17.9% while the residents were granted 10.7% to answer (poor). The printed press: The highest rate was 37.5% for the (good), 25.0% (very good) and 12.5% (excellent, acceptable and poor). In Electronic Press (30.4%) were good, 26.8% (very good), 17.9% (excellent and poor) and 7.1% (acceptable). These results indicate that the radio programs were at the top of the levels of adequacy of coverage and the estimate is very advanced (excellent) by the sample, followed by (very good) television programs that covered health issues. The coverage of the print media and the electronic press came in the third and final category with an equal rating of (good).

Second, measurement of coverage: It is intended to be comprehensive coverage of the issues of healthy life of concern to man and the environment and society and full of all necessary details. (Tables 6 A-D)

Table 6 (A): Measurement of coverage on TV

Cumulative percentage	Percentage	Frequency	Categories
7.1	7.1	4	1 Poor
14.3	7.1	4	2 Acceptable
39.3	25.0	14	3 Good
87.5	48.2	27	4 Very Good
100.0	12.5	7	5 Excellent
	100.0	56	Total

Table 6 (B): Measurement of coverage on Radio

Cumulative percentage	Percentage	Frequency	Categories
7.1	7.1	4	1 Poor
28.6	21.4	12	2 Acceptable
66.1	37.5	21	3 Good
96.4	30.4	17	4 Very Good
100.0	3.6	2	5 Excellent
	100.0	56	Total

Table 6 (C): Measurement of coverage on Printed Press

Cumulative percentage	Percentage	Frequency	Categories
12.5	8.9	5	1 Poor
30.4	25.0	14	2 Acceptable
58.9	42.9	24	3 Good
73.2	17.9	10	4 Very Good
100.0	5.4	3	5 Excellent
	100.0	56	Total

Table 6 (D): Measurement of coverage on Electronic Press

Cumulative percentage	Percentage	Frequency	Categories
12.5	12.5	7	1 Poor
30.4	17.6	10	2 Acceptable
58.9	28.6	16	3 Good
73.2	14.3	8	4 Very Good
100.0	26.8	15	5 Excellent
	100.0	56	Total

TV programs: Residents granted 48.2% to (very good), 25.0% to good, 12.5% to excellent and 7.1% to acceptable. Radio programs: 37.5% were good, 30.4% were very good, 21.4% were acceptable, 7.1% were poor, and 3.6% were excellent. The print media: The assessment rate was good (42.9%), 25.0% (acceptable), 17.9% (very good), 8.9% (weak). In Electronic Press (28.6%) were good, 26.8% (excellent), 17.6% for acceptable , 14.3 % very good and 12.5 % (poor).

The coverage was relatively close to the four media with little progress for television programs that were rated ‘very good’ while ‘good’ ratings of radio programs, print media and websites.

Third, measurement of coverage methods: It means the methods that are disseminated or broadcast by the health issues in the Jordanian media of news, reports, dialogues, investigations, interactive service and studies. (Tables 7 A-D)

Table 7 (A): Coverage Method Evaluation on TV

Cumulative percentage	Percentage	Frequency	Categories
7.1	7.1	4	1 Poor
17.9	10.7	6	2 Acceptable
62.5	44.6	25	3 Good
82.1	19.6	11	4 Very Good
100.0	17.9	10	5 Excellent
	100.0	56	Total

Table 7 (B): Coverage Method Evaluation on Radio

Cumulative percentage	Percentage	Frequency	Categories
12.5	12.5	7	1 Poor
37.5	25.0	14	2 Acceptable
71.4	33.9	19	3 Good
94.6	23.2	13	4 VeryGood
100.0	5.4	3	5 Excellent
	100.0	56	Total

Table 7 (C): Coverage Method Evaluation on Printed Press

Cumulative percentage	Percentage	Frequency	Categories
10.7	10.7	7	1 Poor
35.7	25.0	14	2 Acceptable
69.6	33.9	19	3 Good
98.2	28.6	13	4 Very Good
100.0	1.8	3	5 Excellent
	100.0	56	Total

Table 7 (D): Coverage Method Evaluation on Electronic Press

Cumulative percentage	Percentage	Frequency	Categories
10.7	10.7	6	1 Poor
44.6	33.9	19	2 Acceptable
76.8	32.1	18	3 Good
87.5	10.7	6	4 Very Good
100.0	12.5	7	5 Excellent
	100.0	56	Total

Television programs: The sample evaluation for TV programs was 44.6% for the grade (good), 19.6% for the grade (very good), 17.9% for the excellent grade, 10.7% for the acceptable grade, %. Radio programs: Granting of broadcasters, the method of radio programs (33.9%), 25.0% (acceptable), 23.2% (very good), 12.5% (poor) and 5.4% (excellent). The printed press: The first rank was (33.9%), the second rank (28.6%), the third rank (25.0%) and the (poor) (10.7%) while the (excellent) rating of the last rank fell by 1.8%. Web sites: ranked ((acceptable) first rank by 33.9% and ranked (good) second rank by an approach of 32.1%, while the (excellent) third by 12.5%, while the (poor) was 10.7%. It appears that the methods of the Jordanian media were mostly 'good' except for the methods of the websites that were given a 'acceptable' rating according to the sample.

Fourth: To measure the eligibility of the media staff, which covers health and life issues in the Jordanian media. (Tables 8 A-D)

Table 8 (A): Measurement eligibility of the media staff on TV

Cumulative percentage	Percentage	Frequency	Categories
12.5	12.5	7	1 Poor
44.6	32.1	18	2 Acceptable
62.5	17.9	10	3 Good
78.6	16.1	9	4 Very Good
100.0	21.4	12	5 Excellent
	100.0	56	Total

Table 8 (B): Measurement eligibility of the media staff on Radio

Cumulative percentage	Percentage	Frequency	Categories
8.9	8.9	5	1 Poor
42.9	33.9	19	2 Acceptable
67.9	25.5	14	3 Good
96.4	28.5	16	4 Very Good
100.0	3.6	2	5 Excellent
	100.0	56	Total

Table 8 (C): Measurement eligibility of the media staff on Printed Press

Cumulative percentage	Percentage	Frequency	Categories
8.9	8.9	5	1 Poor
30.4	21.4	12	2 Acceptable
80.4	50.0	28	3 Good
100.0	19.6	11	4 Very Good
	0.00	0	5 Excellent
	100.0	56	

Table 8 (D): Measurement eligibility of the media staff on Electronic Press

Cumulative percentage	Percentage	Frequency	Categories
25.0	25.0	14	1 Poor
48.2	23.2	13	2 Acceptable
75.0	26.8	15	3 Good
91.1	16.1	9	4 Very Good
100.0	8.9	5	5 Excellent
	100.0	56	Total

TV programs the first rank was rated (32.1%), the second rank was excellent (21.4%), the third rank (17.9%) and the (very good) rating of 16.1%. The rating (poor) was in the last rank by 12.5%. Radio programs The second rank was rated (28.5%), the third rank was (25.5%), the fourth rank was (poor) 8.9% while the last rating was (3.6%). The printed press: Half of the respondents were given 50.0% of the first grade for good, while the second rank was 21.4% for the acceptable grade. The third rank was 19.6% for the estimate of (very good) %. The estimate of (excellent) absent in this axis by 00%. E-sites: The percentages of estimates (good, poor and acceptable) converged in the first three ranks respectively: 26.8%, 25.0% and 23.2%. The fourth rank came at a (very good) rate of 16.1% at the last rank of (excellent) estimate of 8.9%. Eligibility seems to be not at an advanced level, but the print media and websites (with good grades) have been progressing on television and radio programs that have been rated as acceptable.

Fifth, measuring the awareness role of the Jordanian media regarding health issues in general (Tables 9 A-D).

Table 9 (A): Measuring the awareness role of the Jordanian media regarding health issues on TV

Cumulative percentage	Percentage	Frequency	Categories
14.3	14.3	8	1 Poor
21.4	7.1	4	2 Acceptable
62.5	41.1	23	3 Good
91.1	28.6	16	4 Very Good
100.0	8.9	5	5 Excellent
	100.0	56	Total

Table 9 (B): Measuring the awareness role of the Jordanian media regarding health issues on Radio

Cumulative percentage	Percentage	Frequency	Categories
8.9	8.9	5	1 Poor
33.9	25.0	14	2 Acceptable
67.9	33.9	19	3 Good
87.5	19.6	11	4 Very Good
100.0	12.5	7	5 Excellent
	100.0	56	Total

Table 9 (C): Measuring the awareness role of the Jordanian media regarding health issues on Printed Press

Cumulative percentage	Percentage	Frequency	Categories
16.1	16.1	9	1 Poor
33.9	17.9	10	2 Acceptable
69.6	35.7	20	3 Good
98.2	28.6	16	4 Very Good
100.0	1.8	1	5 Excellent
	100.0	56	Total

Table 9 (D): Measuring the awareness role of the Jordanian media regarding health issues on Electronic Press

Cumulative percentage	Percentage	Frequency	Categories
25.0	25.0	14	1 Poor
51.8	26.8	15	2 Acceptable
73.2	21.4	12	3 Good
91.1	17.9	10	4 Very Good
100.0	8.9	5	5 Excellent
	100.0	56	Total

The TV program: The rating (good) was 41.1%, the second rank was very good (28.6%), the third rank (14.3%), the fourth (excellent) 8.9%, close to (acceptable) estimate of 7.1%. On radio: The rating (good) was 33.9%, the second rank was acceptable (25.0%), The third rank was very good (19.6%) and the fourth (12.5%) was rated (excellent) while the last rank (poor) was 8.9%. The printed press: The first rank was awarded to the evaluators with 35.7%. The second rank was very good (28.6%), the acceptable (17.9%), the fourth (poor) by 16.1% while the rate of appreciation (excellent) to 1.8 %. Electronic sites: The (acceptable) was the first rank by 26.8%, which is close to the second grade (poor) estimate of 25.0%. The third rank was for good (21.4%), while the fourth rank (17.9%) was very good (8.9%). The role of the media in its coverage of health issues has been demonstrated by the "good" rating of television, radio and print programs in Cannes (acceptable) for electronic websites.

Conclusions

Overall, it is clear that television coverage of health issues was at an advanced (very good) level in the areas of adequacy and inclusiveness, and the television and educational role was good, while the competency component of human competence was somewhat acceptable. According to the results of the analysis, radio coverage was relatively close to television coverage in terms of efficiency, comprehensiveness, methods and awareness, but the area of eligibility was acceptable and was identical with television coverage. The printed press ranked

second after the television and radio coverage, as the estimate is uniform for all axes (well), which indicates a clear harmony in the levels of adequacy, comprehensiveness, methods, eligibility and role of these radio programs. Websites came in the third and final test in terms of levels and quality of coverage and degrees (good) for the adequacy and inclusiveness and eligibility, while the level of methods and the role of awareness to the assessment (acceptable). It follows that the visual and audio media still lead the attention and follow the public according to the sample and their coverage continues to progress on the coverage of the press and websites, and contrary to the expectations of the latter, the sample found that the websites still need to improve and evaluate its performance in the field of health media compared to programs TV and radio. The ratio of reliability and consistency amongst the central questions

Table 10: The Cronbach's Alpha calculation of the whole questions in the questionnaire.

Number of questions	Cronbach Alpha
20	0.96

The above table (table 10) shows that the questions are consistent among themselves to measure the main objective of the study by up to 96%, which is a high percentage. This indicates that the questions are directed correctly to measure the target of this study. The Cronbach's Alpha is the most common measure to detect the internal consistency of the whole questions in the questionnaire. It measures the degree to which multiple measures of the something agrees with another.

Study Recommendations

In the light of the findings of the study, the researchers suggested the following: Producing distinct health programs by the various Jordanian media, encouraging the production of competition programs and encouraging prizes, and enhancing participation of public. Facilitate the access of health information to the public through the media. Health campaigns by health campaigns - ongoing information concerning various diseases that threaten the lives of citizens. Qualifying health program providers and columnists of the press and health issues through their participation in ongoing training courses and workshops, and work to prepare qualified and specialised staff in the field of health media to implement health programs with a high degree of responsibility and diversity. Conduct continuous studies and research to assess the performance of the media towards health issues for the sake of development. Increasing spatial space in newspapers, electronic websites and television and radio programs to ensure interaction with the public and the media as regards these issues. Highlighting the efforts of doctors, health centres and hospitals to highlight the role played by the health sector in spreading health culture and to combat serious and communicable diseases in Jordan. Coordinating between the various authorities in charge (the media, the Ministry of Health, the Higher Council for Population, the Higher Council for Youth, the Ministry of Social



Development, etc.) to carry out continuous awareness campaigns to prevent diseases. The need to issue and publish specialised medical books and journals. Urging the public by the media to follow up the health programs provided by the various media.



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