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MEDIA ADVISORY

September 15, 2006

Call for journalists to help prevent Avian Influenza

As part of a multi-million dollar project led by the United States, more than 30 journalists will be trained to highlight Avian Influenza in a timely and appropriate manner

The Ministry of Health and the U.S. Agency for International Development (USAID) are calling on journalists to highlight avian influenza in the media in a timely and appropriate manner. As part of the USAID-supported Primary Health Strengthening Project, the *Media Workshop for Journalists Reporting on Avian Influenza* will give key media personnel the skills to navigate the realities of speaking to the public, media, partners, and stakeholders during a public-safety emergency, with the focus on pandemic influenza.

Anar Gadirli, the Ministry of Health spokesperson will deliver the keynote address on avian influenza in the country at the workshop's opening session in the Irshad Hotel on September 16, 2006 at 10:00 a.m.

As the primary channel for U.S. foreign assistance, USAID takes a leading role in promoting and consolidating enhanced health outcomes worldwide. Coordinated by International Medical Corps, the Primary Health Care Strengthening Project (PHC Project) is a part of a sustainable and effective collaboration between the Azerbaijani and U.S. governments aimed at improving the country's health sector.

The PHC Project provides technical assistance to the Ministry of Health on primary health care reforms. The project is being implemented by a consortium of organizations led by International Medical Corps, in cooperation with ABT Associates Inc., Curatio International Foundation, and the Johns Hopkins University Center for Communication Programs.

International Medical Corps is a U.S. based public health international NGO with more than 6 years experience working collaboratively with the government of Azerbaijan to strengthen the country's health sector. Currently International Medical Corps is implementing two multi-million dollar programs supported by the American people: Primary Health Care Strengthening Project and Emergency Medicine Development Initiative.

For more information about International Medical Corps (www.imcworldwide.org), Abt Associates Inc (www.abtassociates.com), Curatio International Foundation (www.curatiofoundation.org), Center for Communication Programs (www.jhuccp.org) and USAID (www.usaid.gov) please visit their websites.

For more information about this event, please contact Gulnara Akhundova, Public Affairs Manager, International Medical Corps Azerbaijan at (012) 447 38 30 or 598 00 37.

