

Merck more than a Mother Media Recognition Awards-Call for Applications

NAIROBI, KENYA, June 14, 2017 /EINPresswire.com/ -- "We have established this award to showcase and appreciate outstanding health journalism and to recognize individual professional journalists and students who have produced accurate, informative, and compelling stories about infertile women or couples," emphasized Dr. Rasha Kelej, Chief Social Officer of Merck Healthcare and President of "Merck More than a Mother".

The stories targeted are those of infertile women sharing their suffering and abuse by their husbands, families or communities due to their condition. It is very critical to share these stories with the public to build advocacy of the need to change such behavior and break the stigma around infertility in general. It also will provide a platform for those who have sought treatment to advise others on the journey and support those undergoing infertility treatments.

The stories submitted should be in a form of articles with photos, or three to five-minute videos recorded using smart devices.

Visit our website to see examples of the videos and different articles about infertile women, men and couples.
www.merckmorethanamother.com

The Awards will honor and reward outstanding journalistic coverage that enhances the public's engagement and understanding of infertility stigma and the need to change the social perception of it in African communities.

Watch videos below on the stories of women's suffering as a result of the infertility stigma.

Merck More Than a Mother with Grace Kambini AKA "Mama Chips"

[Merck More Than a Mother with Elishiba Njoki](#)

[Merck More Than a Mother with Byansi Ssemugga and Sawuya Ntongo](#), couple from Uganda



Merck More Than a Mother with Grace Kambini AKA "Mama Chips"



Merck More Than a Mother with Elishiba Njoki

Prize Award

Category	Journalists	
Student		
Multimedia	USD 5000	USD
3000		
Print	USD 1500	USD
1000		
Radio	USD 1500	USD
1000		
Online	USD 1500	USD
1000		



Who can apply?

The Award is open to print, video broadcast, photojournalists and media students whose stories appear in newspapers, websites, blogs and television and that target the public.

Categories

Submission will be judged and recipients selected based on the following categories:

Print and Online

- Newspapers or magazines
- Online (blogs and/or social media)

Broadcast

- Television
- Online (blogs and /or social media)

Photos

- Newspaper or magazines
- Online(blogs and /or social media)

Judging Panel

The judging panel consists of experts from diverse professional backgrounds including journalists, communications experts, and media managers.

Eligibility

- The story must have been published any time before 30th AUGUST 2017
- Links to the stories must be submitted before the deadline.

- Plagiarism of any kind will lead to automatic disqualification
- Photo entries will only be limited to 2 photographs per journalist/student.
- Applicants should be East African journalists and registered media students in East Africa.

Deadline

Deadline for submission of the stories and photos is 31st AUGUST 2017.

Application Process

Applicants Name, Sex, Age, Media House or Institution (for students), Country and Contacts must be provided with the submission.

Applications can be submitted via: mystory@merckmorethanamother.com

Health and Social Facts

Inability to have a child or to conceive can result in being greatly ostracized, isolated, disinherited or assaulted. This may lead to denial of access to family traditions, divorce or physical and psychological abuse. The social stigma of childlessness especially for infertile women still leads to isolation and stigmatization in many cultures. While it's estimated that about 50% of infertility cases are caused by male factors, women are left to solely carry the burden of blame.

Together we can create a Culture Shift.

"Merck More than a Mother" Campaign is very important for Africa, as it is well known that the consequences of infertility are much more dramatic in developing countries and can create more wide-ranging social and cultural problems compared to western societies, particularly for women.

"Merck More than a Mother" Campaign aims to empower infertile women through access to information, health, change of mindset and economic empowerment.

The Awards

The Merck More than a Mother Media Recognition Awards is an initiative by Merck, the world's oldest pharmaceutical and chemical company; to raise awareness about the critical role the media can play in breaking the stigma around infertility. It also aims to change the culture of discrimination and abuse of infertile women while educating the public about infertility prevention, management, and male infertility. In addition, the campaign aims to encourage men to discuss their infertility condition openly, support their wives through the journey of testing and treatment.

Fertility is a Shared Responsibility.

About Merck

Merck is a leading science and technology company in healthcare, life science and performance materials. Around 50,000 employees work to further develop technologies that improve and enhance life – from biopharmaceutical therapies to treat cancer or multiple sclerosis, cutting-edge systems for scientific research and production, to liquid crystals for smartphones and LCD televisions. In 2016, Merck generated sales of € 15.0 billion in 66 countries.

Founded in 1668, Merck is the world's oldest pharmaceutical and chemical company. The founding family remains the majority owner of the publicly listed corporate group. Merck holds the global rights to the Merck name and brand. The only exceptions are the United States and Canada, where the company operates as EMD Serono, MilliporeSigma and EMD Performance

Materials.

Lizbeth Kariuki
+254787319395
email us here
LiNK PR Kenya

This press release can be viewed online at: <http://www.einpresswire.com>

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