Position Your M&E for Publication

M&E Working Group Co-Chairs
Allison Annette Foster, IntraHealth
Mai-Ahn Hoang, Chemonics
Todd Nitkin, World Vision

Presenters
Sujata Bijou, IntraHealth
Samantha Dietrich, BMJ
Margarite Nathe, IntraHealth
Ruwaida Salem, Johns Hopkins CCP

This event will begin at 9:00am Eastern Time.
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Sujata Bijou, IntraHealth

Sujata has spent over fifteen years in international program design, implementation, monitoring, quality improvement, evaluation, and field research focusing on RH, FP, MCH, and HIV/AIDS. Sujata currently works as a Senior Technical Advisor for Monitoring, Evaluation and Learning at IntraHealth International.
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Samantha Dietrich, BMJ

Ms. Dittrich has more than eleven years of domestic and international experience in epidemiology, disease surveillance, pharmacovigilance, and nursing in communicable and non-communicable diseases. She has an extensive background in global health security, public health, program management and clinical research.
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Ruwaida Salem, CCP

Ruwaida Salem, Senior Program Officer at the Johns Hopkins Center for Communication Programs (CCP), has more than 15 years of experience in the global health knowledge management field. She has worked as an editor, writer, and content strategist and now manages the production process for the Global Health: Science and Practice peer-reviewed journal.
What is the GHSP Journal?

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Margarite Nathe, IntraHealth

Margarite Nathe is principal editor/writer at IntraHealth International. As part of IntraHealth's communications team and editor of the blog VITAL, she writes about global health, international development, and making the world a healthier place for all 7.6 billion of us.
Alternative outlets

• **Blogs.** These aren’t what they used to be—they’re better.

• **Local/regional news outlets.** Don’t underestimate the power of local.

• **National/international media,** particularly those that care about the same things you do.
Find your audience, speak their language

• What do you want to happen?

• Which audiences will help you achieve it?

• How can you make your work speak to them?
  • Where do they get their information?
  • What is their existing level of knowledge?
  • What arguments will persuade them?