



# 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. Dietrich 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?

## Features



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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?