



Nestlé Good food, Good life



LAGOS  
BUSINESS  
SCHOOL  
PAN-ATLANTIC UNIVERSITY



Advancing Nutrition,  
Health and Environmental  
Awareness through  
the Media

# PROGRAMME CONCEPT NOTE

# Advancing Nutrition, Health and Environmental Awareness through the Media

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## *About the Programme*

The programme content for the edition of the Nutrition, Health and Environmental Awareness through the Media programme will focus on equipping print, broadcast and online journalists with the

- Fundamental knowledge on Shared Value/Sustainability; Nutrition, Health and Environment
- Skills to develop compelling stories, video contents and podcasts

The programme content will revolve around themes in Solutions Journalism, Nutrition, Health, Environmental Protection, Climate Change and how this applies to business, agriculture and society in general.

Specifically, media skills topics in the curriculum include writing, reporting, research, data analytics, presentation and reporting.

The programme will be delivered over 2 weeks online and 2-days in person

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## *The Learning Outcomes*

- *Understand recent trends and issues in Nutrition, Health, Shared Value/Sustainability and Climate Change issues and challenges, especially in the Nigerian Context.*
- *Understand how these issues play out in the corporate environment, agriculture sector and affect people in general*
- *Learn the use of solution based storytelling techniques for environmental, health and Nutrition to keep readers, listeners and audiences engaged.*
- *Learn how to use creative content development in improving the impact of stories.*
- *Understand how to address ethical dilemma in the journalism career.*



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