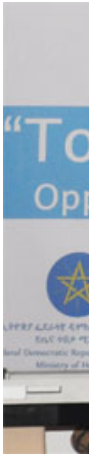
**Media Orientation Meeting (23 February 2012, Addis Ababa)**

A media orientation program concerning the 13th World Congress on Public Health was held on February 23, 2012 at the Ghion Hotel, in the presence of H.E Dr. Tedros Adhanom, Minister of Health and Patron of the 13th World Congress, Ato Motuma Temesgen, representing State Minister of Government Communication Office and Dr. Tewabech Bishaw, President of EPHA.



On the media orientation, Dr. Tedros firstly expressed his appreciation to the media houses who gave due attention to ICASA 2011 and contributed towards its success, and called for the same kind of partnership and commitment from the media as seen on ICASA 2011. When making a brief presentation about the history of the World Congress on Public Health, Dr. Tedros said that Ethiopia is the second African country to be hosting this international congress since its inception and should show off Ethiopian hospitality, best practices in the field of public health such as the experience of health extension workers while at the same time reaping the benefit of having world class public health professionals on this conference to learn lessons from and exchange ideas with.

Furthermore, he said that such international conferences are useful to our country because many health professionals from all over the country can attend and learn so much from developed countries' experiences and from other health professionals who are the best in the field without having to go far and without having to spend much.

He also praised the Ethiopian Public Health Association (EPHA) for the tremendous work it has registered so far and in being elected member of the executive board of the World Federation of Public Health Associations (WFPHA).

The 13th World Congress which is being organized jointly by EPHA and WFPHA is expected to bring EPHA to the forefront and forge closer collaborations and partnerships among international organizations, NGOs and the private sector at national and international levels and improve networking and partnership among public health associations in Africa, the Americas and Asia.