

The Health Ministry's branch in the Southern region indicated that its communication endeavors which recently got tuned at prevention of diseases have become effective. Mendefera, 6 December 2012 – The Health Ministry's branch in the Southern region indicated that its communication endeavors which recently got tuned at prevention of diseases have become effective.

Ms. Beletesh Gebreab, head of the communications department in the branch office, pointed out that the applied strategy relies on peer influence in raising youth awareness regarding health issues, and that the office would sustain efforts to this end. Mr. Asefaw Negasi, head of STDs control in the region, equally stressed the enhanced role of youths in this regard.

Moreover, reports indicate that a total of 200 youth community health representatives are rendering commendable service in all sub-zones of the region.

Mr. Abraham Yemane, head of the branch office, said that instances of various diseases are on the decline in line with the impact made as regards community sensitization, which would continue until the realization of the cherished goal.