

# BRIDGING THE AIRWAVES AND HEALTH

## A JOURNALIST'S CRUSADE AGAINST POLIO



DEMOCRATIC  
REPUBLIC OF  
THE CONGO

In the bustling heart of Boma, a voice resonates beyond the airwaves, not just to inform but to transform. **Madeleine Nana Mbungu**, a 42-year-old journalist and Program Director at a local radio station, intertwines her life's passions with the pulse of her community. As a mother of four and a fervent advocate for public health, Madeleine's daily journey is a testament to the power of media in shaping a healthier future.



Madeleine Nana Mbungu broadcasting a health program on vaccination from the heart of Boma's Health Zone. Photo Credits: UNICEF/Charles Phanzu, Bodo Sandanda Fils Joseph/2023

Before the sun casts its first light, Madeleine's Day begins within the walls of her home, balancing the roles of a nurturing mother and a dedicated professional. After tending to her household and ensuring her children are ready for school, she steps into the world of broadcasting. Here, Madeleine isn't just a voice; she's a beacon of hope and information, leading health programs and steering the Communication Task Force of the Boma PEV Antenna towards eradicating polio and promoting child vaccination.

*«The challenge is real»,* Madeleine confesses. *«Juggling my duties at the radio station with the on-ground activities of the Communication Task Force demands a meticulous organization. Yet, the drive to fulfill each task without compromise keeps me going».* Her days are filled with coordination, from reminding experts about program schedules focused on vaccination amidst rampant epidemics to creating advertorials that emphasize the importance of immunization against preventable diseases.

But Madeleine's commitment doesn't stop at the studio's door. Whenever the opportunity arises, she immerses herself in the community, engaging women in conversations about the critical role of vaccination. *«It's about*

*servicing with passion and a deep concern for our community's well-being»,* she reflects on her motivation.

🗨️ **Supporting vaccination awareness is vital because our society's future health lies in today's children.**

Over the past two years, Madeleine has not only lent her voice but has actively participated in national polio vaccination campaigns, covering the activities through media and contributing to an increase in vaccination coverage. Her efforts have helped identify unvaccinated children and address community resistance, experiences she describes as incredibly rewarding.

The path, however, is strewn with challenges. The delicate balance of her professional responsibilities with her commitment to public health initiatives requires perseverance and passion.

🗨️ **The key is to engage more women in these programs. As bearers of life, we have a unique perspective on the importance of keeping our children and communities healthy.**

Madeleine has a clear message for everyone: *«To parents, adhere to your children's vaccination schedules and participate in mass vaccination campaigns. To leaders, aim for the total eradication of polio. To partners, continue supporting our government's efforts to enhance health conditions and community well-being».*

Madeleine Nana Mbungu's story is more than just a narrative of personal and professional triumph. It is a call to action, a reminder of the critical role individuals and particularly women, can play in public health through dedication, information, and community engagement. Through her voice, Madeleine is not only broadcasting information; she is vaccinating her community with hope, knowledge, and the promise of a healthier tomorrow.

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