

## **The Impact of Health Media Practitioners in Gender-Specific Medicine Public Enlightenment and Advocacy.**

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Health communication is a pivotal tool upon which the dissemination of the latest information about gender specific medicine should hinge. Since one of the objectives of the conference is to foster communication and collaboration between members of the faculty and audience drawn from around the world, then the role of health and developmental communications practitioners cannot be over-emphasized. It is within this framework I place the necessity to present this paper on the need to integrate the potentials of health media practitioners into the gender-specific medicine mass awareness. Gender-Specific Medicine, as defined by Marianne Legato, is the science of how normal human function differs between men and women and how the different genders experience the same disease differently. The concept of Gender-Specific Medicine was borne out of false assumption that whatever medically goes wrong with men could be transferred to women without separate testing or modification. Upon learning that many drugs work differently in women, doctors would be able to improve treatments for heart diseases, diabetes, HIV and others. So it is my utmost belief that getting the message across all strata of medical personnel should be one of the tasks of policy makers and other stakeholders, and this is where developmental communicators or better still health media practitioners come in, so as to have an holistic approach towards achieving the desired goal of this unprecedented coming together of interested professionals in the field of Gender-Specific Medicine