World Health Summit 2021
Media Report

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Media Coverage of the World Health Summit 2021

Selected Media Mentions

- The Washington Post
- Al Jazeera
- ARD Tagesschau (e.g. prime time edition)
- Tagesschau.de
- Süddeutsche Zeitung
- Frankfurter Allgemeine Zeitung
- FAZ.net
- Forbes
- Deutschlandfunk
- Radio France Internationale
- AFP
- ntv
- The Times of India
- Deutsche Welle
- Handelsblatt
- The Japan Times
- Tagesspiegel
- Stern
- The BMJ
- NDR
- Redaktionsnetzwerk Deutschland
- Euronews
- SRF
- ZDF heute (e.g. prime time edition)
- ARD Morgenmagazin
- Reuters
- South China Morning Post
- Politico
- Berliner Zeitung
- eNCA South Africa
- RTL
- Le Journal de Montréal
- BZ
- El Telegrafo
- The Week UK
- The Lancet
- Modern Ghana
- BR Fernsehen
- El Heraldo de México
- Berliner Morgenpost
- Devex
- correo
- The Guardian Nigeria
- Hindustan Times
- ORF
- Deutsches Ärzteblatt
- Augsburger Allgemeine

Read the reports and see more mentions:
www.worldhealthsummit.org/media/in-the-media.html
Media Quotes

Washington Post
“With almost 50,000 deaths a week, the pandemic is far from over — and that’s just the reported deaths,” World Health Organization Director General Tedros Adhanom Ghebreyesus said at the World Health Summit in Berlin on Oct. 24.”

Süddeutsche Zeitung
“Recently, at the World Health Summit, rich countries and the pharmaceutical industry had promised to help the poorer countries (…)”

Frankfurter Allgemeine Zeitung
“More than six thousand participants and hundreds of speakers and discussants - the World Health Summit has arrived at the hopefully last third of the current pandemic, where it had hoped to take the issue of public health care many years before Corona: at the highest political level.”

Deutschlandfunk
“For three days, around 6,000 experts from 100 nations discuss the global situation.”

Radio France Internationale
“This 2021 edition (…) will bring together the elite of the scientific, political, civil society and business world from 100 countries.”

Berliner Zeitung
“The World Health Summit has identified a communication problem. The summit itself at least made it into the Tagesschau. ARD’s Morgenmagazin on Tuesday broadcast from the conference venue (...)”

The Week UK
“Speaking at the World Health Summit in Berlin on Monday, Tedros “criticized the lack of equity in vaccines distribution” reported euronews.”

Devex
“One Health gets a new update at the World Health Summit.”

ARD Tagesschau (prime time edition)
“The world’s top health professionals come together (…)”

ARD Tagesschau (12:00 AM edition)
“At the World Health Summit, many see the need for international improvement on the number one issue, COVID.”

ZDF heute (prime time edition)
“Second day of the World Health Summit in Berlin. Central topics: Global collaboration during a pandemic and vaccine equity.”

Al Jazeera
“Now in Berlin many of the world’s top scientists, medics, and ministers are working through what they see as the next big challenges.”

Deutsche Welle
“The COVID pandemic is high on the agenda as an influential group of world leaders meets for the World Health Summit in Berlin and online.”

BZ
“The world’s most important summit in pandemic times.”

Stern
“On the occasion of the World Health Summit in Berlin, UN Secretary General António Guterres called for a more reasonable distribution of COVID vaccines.”

Forbes
“The report was released Tuesday at the World Health Summit in Berlin.”

The Guardian Nigeria
“…global health leaders across sectors gathered in Berlin...”
General Coverage 2021

Selected Media Mentions

- Frankfurter Allgemeine Zeitung
- Die Zeit / Zeit Wissen³
- AFP
- NBC News
- ÄrzteZeitung
- Berliner Morgenpost
- radioeins
- Deutsches Ärzteblatt
- Welt

Selected Media Mentions: World Health Summit Regional Meeting, Kampala, Uganda

- BBC News
- Neue Zürcher Zeitung
- NTV Uganda
- Deutsche Welle
- New Vision
- The Observer
- Daily Monitor
- The Independent Uganda
- The Telegraph India

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BILD, Dec. 17, 2020

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Media Partners

- academics
- arte
- Deutsche Welle
- Deutsches Ärzteblatt
- EUSJA
- Medscape Deutschland
- Pulitzer Center
- TAGESSPIEGEL
- DIE ZEIT
- Economist Impact

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Press Releases 2021

12 press releases in German and English

Distribution

- OTS: Editorial offices of all daily media, via news ticker, Germany
- IDW: Science-oriented community incl. journalists, via subscription, German-speaking regions
- World Health Summit press mailing list: 2,000 German and international contacts

All press releases:

OTS Analytics

<table>
<thead>
<tr>
<th>Newsroom visits in the last 12 months</th>
<th>Average no. of clicks per press release at OTS (first 7 days after publication)</th>
</tr>
</thead>
<tbody>
<tr>
<td>33,388</td>
<td>1,814</td>
</tr>
</tbody>
</table>

Concluding World Health Summit 2021 press release on October 26:

5,103 clicks for this press release

1,814 clicks on average

Sector average: 1,276
Selected Ads

economist.com, The Economist, Tagesspiegel Morgenlage, Advertorial in DIE ZEIT

Website

All data: As of Nov. 8
Page views 2021: 100,000
Page users 2021: 28,610 from 190 countries

Page views October 24-26: 12,610
Page users October 24-26: 4,250
Newsletter

Monthly Newsletter to the World Health Summit network with 30,000 contacts worldwide.
All newsletters: [www.worldhealthsummit.org/media/newsletter.html](http://www.worldhealthsummit.org/media/newsletter.html)

Social Media #WHS2021

All data: As of Nov. 8

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Twitter Data October 2021:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>10,320</td>
<td>Impressions: 700,000</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>4,160</td>
<td>Likes: 2,200</td>
</tr>
<tr>
<td>Twitter</td>
<td>13,050</td>
<td>New followers: 800</td>
</tr>
<tr>
<td>Instagram</td>
<td>700</td>
<td>Mentions: 1,910</td>
</tr>
</tbody>
</table>

- **YouTube:** 31,000 views of World Health Summit 2021 session recordings

WHO Livestreams of all five sessions with WHO Director-General Tedros: 220,000 views on Twitter. E.g.:
- [World Health Summit Opening Ceremony](#)
- [Building the World’s Pandemic and Epidemic Intelligence Ecosystem](#)
- [Media briefing on WHO Council on the Economics of Health for All](#)

See all: [www.worldhealthsummit.org/media/video.html#c115533](http://www.worldhealthsummit.org/media/video.html#c115533)
Powerful discussion @WorldHealthSmt on what we have learned from #COVID19. Addressing inequality should be a key component of pandemic preparedness plans. It rarely is, and this is something that needs to change.

#WHOS2021 Tweet thread

Tedros Adhanom Ghebreyesus @Tedros - 25. Okt.

At WHOS2021 opening I answered when will the #COVID19 pandemic end:
1. When vaccine delivery is prioritized for #VAX4ALL?
2. When #ovag countries fulfill dose-sharing commitments
3. When know-how, technology & licences are shared, & IP rights waived #VaccinEquity

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Tedros Adhanom Ghebreyesus @Tedros - 25. Okt.

No country can end the #COVID19 pandemic in isolation from the rest of the world. And no country can protect the health of its own people without working to protect the health of all people. Together! #WHOS2021

35 / 150

Prof. Darrie Sally Davies @UKAIDSdeny - 24. Okt.

I am honored to be joining the #WHO Director-General in Berlin today, to discuss how the #DG50, #DG7 and other multilateral actors will ensure there is political leadership to tackle #AMR.

737 / 150

Garena Marz @GarenaMarz

It was a great pleasure to briefly meet @MazzucatoM at WHOS2021 @WorldHealthSmt. The work of the @WHO Council on the Economics of #HealthForAll will play an important role in facilitating global dialogue on health and the economy. I wish you all the success with your work.

1.44 nachm. - 26. Okt. 2021 - Twitter für iPhone

World Health Summit @WorldHealthSmt - 26. Okt.

Meet WHOS2021: Speakers of Day One

Join the brightest minds in global health online & for free here: worldhealthsummit.org

Garena Marz und 6 weitere Personen

1-44 nachm. - 26. Okt. 2021 - Twitter für iPhone

World Health Organization (WHO) @WHO

“No country can end the #COVID19 pandemic in isolation from the rest of the world. And no country can protect the health of its own people without working to protect the health of all people” - @Tedros


World Health Summit @WorldHealthSmt - 26. Okt.

Meet WHOS2021: Speakers of Day One

Thank you all for your contribution to WHOS2021: 67 sessions, 120 nations, 377 speakers, 6,000 participants, countless conversations & encounters.

Missed a session? youtube.com/user/WorldHealthSmt

Want to read the M8Aliance Declaration?

bit.ly/3mNHQy2

Garena Marz und 6 weitere Personen

9:07 nachm. - 27. Okt. 2021 - Twitter Web-App

So Twitter Artikel weiterempfehlen

19 Retweets 49 "Gefällt mir"-Angaben
Campaigns on Twitter, Facebook, LinkedIn, and Instagram

Prior to the World Health Summit
Meet #WHS2021 Speakers

After the World Health Summit
#WHS2021 Takeaway

Teaser: #WHS2021 in 30 Seconds

World Health Summit 2021 promotion on all social media channels. Watch on YouTube
Media and Partners Support

Press Kit:

Press kit on the World Health Summit website with e.g. all information on the World Health Summit and the M8 Alliance, press photos, and downloads.

Communication Package:

Communication and promotion package for partners with e.g. various text options, also for social media, various visuals, and a customizable speaker card for social media.
Opinions

“The World Health Summit is a forum for you to engage with these issues which are so crucial to our future.”

Angela Merkel, Chancellor of the Federal Republic of Germany
Patron of the World Health Summit

“The World Health Summit demonstrates the essential role of scientific communities to decision-making on global health.”

Emmanuel Macron, President of the French Republic
Patron of the World Health Summit

“Let us use the Summit to discuss the way forward, together.”

Ursula von der Leyen, President, European Commission
Patron of the World Health Summit

“I’m delighted to see how every year it becomes an increasingly important venue for bringing together thought leaders and high-level decision makers to forge a consensus for how to address the most pressing challenges in global health.”

Tedros Adhanom Ghebreyesus, Director General, World Health Organization (WHO)
Patron of the World Health Summit

“At this year’s World Health Summit, let’s move from alarm to action. And let’s deliver the stronger health systems that every person deserves.”

António Guterres, Secretary-General, United Nations

“We need to rethink our policies, globally and locally.”

Sanna Marin, Prime Minister, Finland

“Virology has become political but still is a research discipline. What we are addressing, is the issue of prevention.”

Christian Drosten, Director of the Institute of Virology, Charité Universitätsmedizin Berlin