

## Media-Report 2013

### Table of Contents

Accredited Journalists .....	1
Media-Coverage .....	2
Media-Quotes .....	3
Digital Outreach: Homepage.....	4
Social Media .....	4
Journalist Award.....	5
WHS Yearbook .....	5
Newsletter .....	6

### Accredited Journalists

The World Health Summit 2013 generated substantive media response and resulted in 188 accredited media-representatives on-site.

The central press conference, held on Sunday October 19, had to be moved to the huge Europa-Saal due to popular request. The panelists were:

- Aaron Ciechanover (*Nobel Prize laureate in Chemistry, 2004*)
- José Ramos-Horta (*Peace Noble Prize laureate, 1996*)
- Jeanette Vega (*Managing Director, Rockefeller Foundation*)
- John Wong (*WHS President*)
- Detlev Ganten (*WHS Founding President*)
- Moderator: Richard Horton (*Editor-in-chief, The Lancet*)



## Media-Coverage

Spanning the whole year 2013, a network of more than 1,000 German and 600 international media contacts were provided with 23 press-releases. More than 300 articles were produced on the World Health Summit, published in print, online, TV, and radio.

This culminated in reports by:



For further information, please visit our homepage:  
[www.worldhealthsummit.org/press-media/in-the-media/clippings-2013.html](http://www.worldhealthsummit.org/press-media/in-the-media/clippings-2013.html)

## Media-Quotes

"Hier treffen sich viele internationale Akteure der Gesundheitspolitik, um sich auszutauschen. Das ist ein guter Anlass, um unser ehrgeiziges und anspruchsvolles Konzept vorzustellen. "

*Bundesgesundheitsminister Daniel Bahr im Deutschen Ärzteblatt (Germany)*

"The World Health Summit, held in Berlin, celebrates its fifth anniversary this year. It has survived all the dangers of early childhood."  
*The Lancet (UK)*

"The nutrition group, which includes World Vision, Save the Children, the Global Alliance for Improved Nutrition (GAIN), the Essential Micronutrients Foundation and industry partner Royal DSM, called on Summit delegates to commit to nutrition support as a key input to sustainable health and economic development outcomes."  
*Wallstreet Journal (USA)*

"Wie kann man die Gesundheitsversorgung weltweit verbessern? Auf der Suche nach Antworten auf diese Frage haben sich in den vergangenen drei Tagen auf dem World Health Summit in Berlin zahlreiche Vertreter aus Medizin, Politik und Wirtschaft getroffen."  
*Spiegel Online (Germany)*

"Heute organisiert er den World Health Summit, eine jährliche internationale Konferenz in Berlin, die für ein weltweites Menschenrecht auf Gesundheit eintritt."  
*ZEITmagazin (Germany)*

"A paper describing the researchers' findings was published Sunday in the journal Nature, timed to coincide

with the World Health Summit Regional Meeting in Singapore."  
*Los Angeles Times (USA)*

"Am Sonntag startete der diesjährige World Health Summit mit recht klaren Aussagen zur Zukunft der Medizin-IT."  
*heise.de (Germany)*

"Within the first three hours of the summit, two other sessions had acknowledged that global health governance needed a shake-up and should move away from top-down, supply-driven models."  
*SciDev.net (USA)*

"Längst sprechen Gesundheitsbehörden dort von einer Epidemie. 'An Überdosen sind mehr Amerikaner gestorben als Soldaten in allen Kriegen seit Vietnam', sagt Caleb Alexander von der Johns Hopkins University in Baltimore. Wie Clark nahm er am Montag am World Health Summit in Berlin teil."  
*Süddeutsche Zeitung (Germany)*

"Representatives from research and health institutes will be meeting leaders from industry, politics and civil society from all around the world to discuss global health issues and possible solutions."  
*Deutsche Welle (Germany)*

"Auf dem bevorstehenden World Health Summit wird das Hasso-Plattner-Institut (HPI) Medizinern und Forschern demonstrieren, wie sie dank neuester Datenbanktechnologie viel Zeit gewinnen können für individuell zugeschnittene Therapieentscheidungen."  
*Focus Online (Germany)*

## Digital Outreach: Homepage

The homepage [www.worldhealthsummit.org](http://www.worldhealthsummit.org) is the central source for information on the Summit and the Regional Meetings. In 2013, it was visited more than 180,000 times by visitors from 192 countries.

The main-sessions of the WHS 2013, all held at the prestigious Weltsaal, were streamed live and attracted more than 1,000 people from about 80 countries.

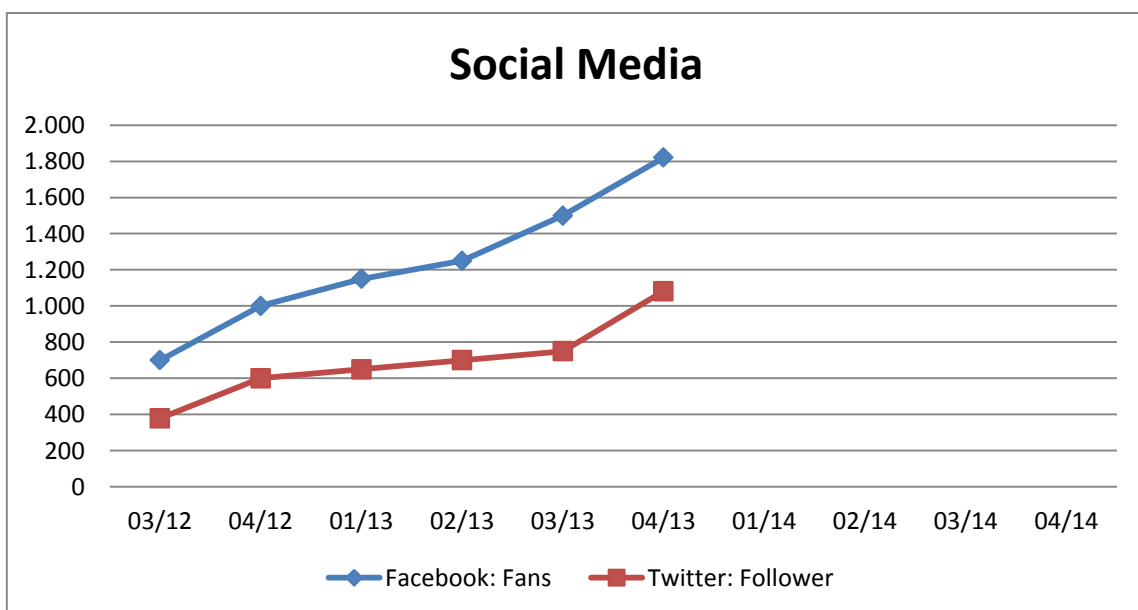
## Social Media

The World Health Summit communicates via various social media outlets:

- [Facebook](#)
- [Twitter](#)
- [Google+](#)
- [YouTube](#)



The main focus is on Facebook and Twitter:



## Journalist Award

In partnership with Deutsches Ärzteblatt and the European Union of Science Journalists' Associations (EUSJA), the annual "Next Generation of Science Journalists"-Award was granted for the second time.

It generated huge additional visibility resulting in high-quality applications from 15 countries.

The winners 2013 were:

- Esther Nakkazi (Uganda)
- Cristina Gallardo (Spain)
- Jing Xu (China)
- Laura Piper (Scotland)
- Christiane Hawranek & Marco Maurer (Germany)



Award Winner and Hosts

## WHS Yearbook

The WHS Yearbook provides substantive background information about the issues and initiatives raised at the World Health Summit and the work of world leaders in global health.



WHS Yearbook 2013  
(published January 2014)

Central topics and discussions are addressed in-depth via interviews, essays and infographics. It will be mailed to leading policymakers and opinion-leaders.

The Yearbook was venerated with an ASTRID Award "Gold", a FOX Awards "Silber" and a MERCURY Award "Silver".





## Newsletter

The WHS Newsletter gets send out about every 6 weeks to a global community of more than 15,000 subscribers.

In addition, the WHS was featured in various external newsletters like:

- Arpet
- ASPH
- Berlin Airport
- Berlin Partner
- BMBF
- CureViolence
- CP Monitor
- DGPPN
- GAVI
- Graduate Institute
- Health Capital
- IHP
- PA Gesundheit
- Samaritan Health Services (ScanGrant)
- [worldhypertensionleague.org](http://worldhypertensionleague.org)
- visitBerlin
- World Health Organization (WHO)

