

Media-Report 2012

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Accredited Journalists

The World Health Summit 2012 generated substantive media response and resulted in 183 accredited media-representatives on-site.

During the daily press conferences, 15 speakers answered questions from media representatives. These panelists included:

- Peter Agre (*Nobel Prize laureate in Chemistry 2003, USA*)
- Peter Seeberger (*Director, Max Planck Institute of Colloids and Interfaces, Germany*)
- Laurie Garrett (*Senior Fellow, Council on Foreign Relations, USA*)
- Judith Mackay (*Senior Advisor, World Lung Foundation, Hong Kong*)
- Chia Kee Seng (*Dean, NUS Saw Swee Hock School of Public Health, Singapore*)
- John Seakgosing (*Minister of Health, Botswana*)
- Gerd Binnig (*Nobel Prize laureate in Physics 1986, Germany*)
- Alain Labrique (*Director of Global mHealth Initiative, Johns Hopkins University, USA*)
- Moderation: Richard Horton (*Editor-in-chief, The Lancet*)



Media-Coverage

Spanning the whole year 2012, international media contacts were provided with 12 press-releases. More than 125 articles were produced on the World Health Summit, published in print, online, TV, and radio.



For further information, please visit our homepage:
www.worldhealthsummit.org/press-media/in-the-media/clippings-2012.html

Digital Outreach: Homepage

The homepage www.worldhealthsummit.org is the central source for information on the Summit. In 2012, it was visited more than 150,000 times by visitors from about 160 countries.

Social Media

The World Health Summit consolidated and intensified its outreach into social media in 2012 and communicates via various outlets:

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

Journalist Award

In partnership with Deutsches Ärzteblatt and the World Federation of Science Journalists (WFSJ), the "Next Generation of Science Journalists"-Award was granted for the first time in 2012.

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



Two Award Winners and WHS Founding President Prof Detlev Ganten

Newsletter

The WHS Newsletter gets send out about every 6 weeks to a global community of more than 15,000 subscribers. It introduces new speaker confirmations and offers in-depth insights into the program and its topics.

Media-Quotes

„Mehr als 1.000 Gesundheits-
experten aus aller Welt beraten seit
heute in Berlin. Auf dem vierten
World Health Summit stehen viele
Themen auf dem Programm, die sich
mit der Gesundheitsversorgung in
ärmeren Ländern befassen.“
Tagesschau, prime time (Germany)

" (Denn) Bisher gab es die größten
Gesundheitsprobleme in
Entwicklungsländern. Aber dieses Mal
sprechen die rund 1.400 Experten in
Berlin auf ihrem viertägigen Treffen
auch über Europa. "
Tagesthemen (Germany)

"Singapore's road to longer, healthier
lives was given international airing
on Tuesday as Health Minister Gan
Kim Yong shared the Republic's
experience in his keynote speech at
the World Health Summit in Berlin."
The Straits Times (Singapore)

"Die Charité lädt ein und die ganze
Welt kommt: Am Sonntag beginnt im
Langenbeck-Virchow-Haus der 4.
"World Health Summit" (Weltgesund-
heitsgipfel)."
BILD (Germany)

"Beim letzten World Health Summit
diskutierten Mediziner (deshalb) auch
über die psychische Gesundheit der
Städter."
*Spektrum der Wissenschaft
(Germany)*

"Ärztmangel, Übergewicht,
Diabetes: Der World Health Summit
sucht nach Therapien für eine kranke
Welt."
Berliner Zeitung (Germany)

"World Health Summit: Gesundheit
braucht eine globale Perspektive."
Deutsches Ärzteblatt (Germany)