

# World Health Summit 2015

## Media Report

### Table of Contents

Facts .....	2
Press Conference .....	2
Media Coverage .....	3
Media Partners .....	4
Quotes from the Media .....	5
Digital Outreach .....	6
Social Media .....	6
Newsletter .....	7
Journalist Award .....	8
WHS Yearbook .....	8



## Facts

- About 500 reports (print, online, TV, radio) on the WHS in 2015
- About 200 accredited media representatives
- Features in Germany's prime-time TV news program *ARD Tagesschau*
- Three-page special in German major weekly *DIE ZEIT*
- Special television programming on *Deutsche Welle (DW)* in four languages: English, German, Spanish, Arabic
- Reports in international tech-, business- and healthcare-media on the WHS Startup Track
- Exclusive video feature on the Neumayer Station III in the Antarctic, shown in the plenary hall
- More than 250,000 online visitors from 193 countries
- About 4,000 Facebook friends & 2,600 Twitter followers
- 3,000+ tweets made #WHS2015 a "trending topic"

## Press Conference

Held on October 11, participants in the event's main press conference were:

- Margaret Chan (*Director-General, WHO, Switzerland*)
- Ada Yonath (*Nobel Laureate, Israel*)
- Victor Dzau (*President, National Academy of Medicine, USA*)
- Shunichi Fukuhara (*WHS President, Japan*)
- Detlev Ganten (*WHS President, Germany*)
- Moderation: Zulfikar Abbany (*DW, Deutsche Welle*)



## Media Coverage

- Press releases issued to more than 1,400 German and 900 international media contacts
- Regular newsletters to a database of more than 18,000 subscribers worldwide
- Three-page special in German major weekly *DIE ZEIT*
- About 500 reports (print, online, TV, radio) in 2015, e.g. in:



For more information:

[www.worldhealthsummit.org/press-media/in-the-media/clippings-2015](http://www.worldhealthsummit.org/press-media/in-the-media/clippings-2015)

All 2015 press releases:

<http://www.worldhealthsummit.org/press-media/press-releases/2015.html>

The WHS was additionally featured in newsletters issued by outside groups and associations, among them:

- academics
- Afrikaverien
- Association of Schools & Programs of Public Health (ASPPH)
- Berlin Institute of Health (BIH)
- Berlin Partner
- Federal Ministry of Health (BMG)
- CP Monitor
- CP Wissen
- Deutsche Gesellschaft für die Vereinten Nationen (DGVN)
- Elsevier Analytics
- Enterprise Europe Network
- Französische Botschaft
- G+J Corporate Editors
- Gerechte Gesundheit
- Gesundheitsbarometer Aktuell
- German Healthcare Partnership
- Global Health NOW
- HEAL
- Hertie School of Governance
- International Health Policies (IHP)
- Initiative Gesundheitswirtschaft
- International Society of Hypertension (ISH)
- Medscape
- PA Gesundheit
- Public Health International Network
- Royal College of Paediatrics and Child Health
- Sanofi
- visitBerlin
- World Hypertension League
- XL Health

## Media Partners

Deutsches  
Ärzteblatt

 Deutsche  
Welle

In Zusammenarbeit mit:  
**DIE ZEIT**  
VERLAGSGRUPPE

**Handelsblatt**  
GLOBAL EDITION

**EUSJA**  
EUROPEAN UNION OF SCIENCE  
JOURNALISTS' ASSOCIATIONS

 Pulitzer Center  
ON CRISIS REPORTING

Medscape Deutschland

Polish Healthcare Journal  
**OSOZ**  
Ogólnopolski System Ochrony Zdrowia  
www.osoz.pl

 academics.de  
Das Karriereportal für Wissenschaft & Forschung

 Springer  
Journal of  
Molecular  
Medicine

## Quotes from the Media

### ARD Tagesschau

"Wie so viele Menschen untersucht und betreut werden können, ist auch Thema beim Weltgesundheitsgipfel, der heute in Berlin beginnt."

### DIE ZEIT

"Die Liste der Sprecher liest sich wie das Who is Who der internationalen Spitzenforschung und Gesundheitspolitik."

### EPD

"Zentrale Themen des diesjährigen World Health Summit, eine der größten Gesundheitskonferenzen weltweit, sind (...)"

### Focus

„Ärzte allein können die Welt nicht heilen. Beim World Health Summit in Berlin treffen sich alljährlich diejenigen, die gemeinsam eine Chance dazu haben.“

### Stern

"Spezialisten aus Medizin, Forschung, Politik, Wirtschaft und Nicht-regierungsorganisationen sprechen über die drängendsten Fragen der Weltgesundheit."

### Der Tagesspiegel

"Gipfeltreffen der Gesundheitsstrategen"

### Deutsches Ärzteblatt

"Der World Health Summit bringe diese Akteure zusammen und versuche, Lösungen für die drängendsten Probleme zu erarbeiten."

### Ärzte Zeitung

"Im Mittelpunkt der hochkarätig besetzten Veranstaltung stehen die Themen Flüchtlingsversorgung und der Kampf gegen Antibiotika-resistente Keime."

### Die Welt

"(...) World Health Summit gehört zu den bedeutendsten Foren, bei denen weltweite Gesundheitsthemen und Herausforderungen in der globalen Gesundheitsforschung diskutiert werden."

### Berliner Zeitung

"(...) allen voran den World Health Summit, dem weltweit prominentesten Forum für den Austausch unter Fachexperten zu globalen Gesundheitsfragen."

### Berliner Morgenpost

"Zu den Höhepunkten im Herbst zählt der World Health Summit, der Weltgesundheitsgipfel, der am Sonntag startete und bis Dienstag im Auswärtigen Amt stattfindet."

### Deutsche Welle TV

"It's a major event, dedicated to some of the most pressing global health issues."

### The European Morning Post

"German health minister opens World Health Summit in Berlin"

### World News

"Minister of Health, Population and Hospital Reform Abdelmalek Boudiaf will represent Algeria at the World Health Summit"

### International Health Policies

"This year was a good year to attend the WHS as 2015 is a crucial year for global health (...). But to be honest, every year is probably a good year to attend the WHS."

### The Berlin Times

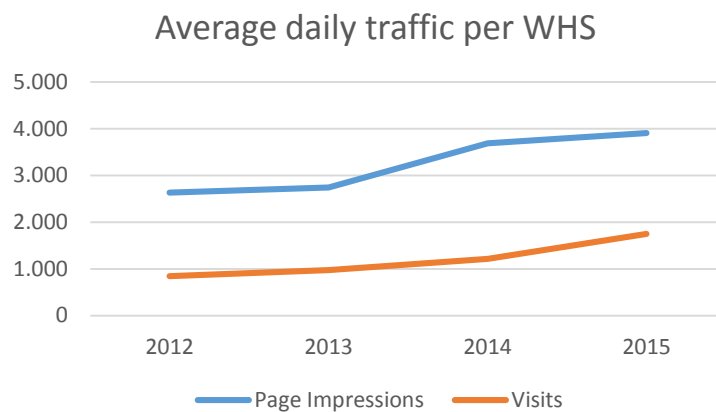
"A central element of major international significance is the G8 medicine summit, the annual World Health Summit taking place in Berlin this year between Oct. 11 and 13."

### Pulitzer Center on Crisis Reporting

"An Ebola plenary at this week's World Health Summit in Berlin emphasized the call to better understand the biological mechanisms (...)"

## Digital Outreach

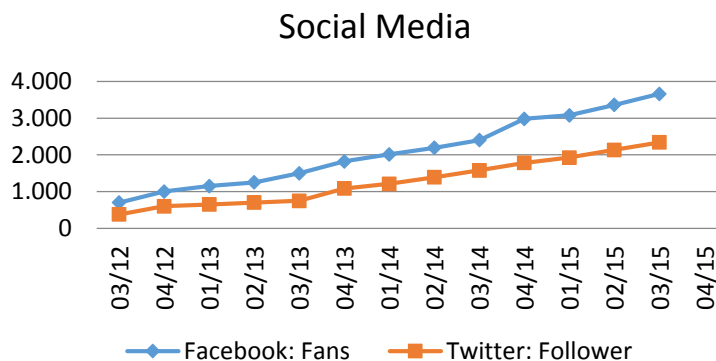
- More than 250,000 visitors from 193 countries in 2015 viewed the website [www.worldhealthsummit.org](http://www.worldhealthsummit.org)
- More than 3,000 participants followed the WHS 2015 via livestream
- Annual growth of visitors using the WHS homepage during the conference:



## Social Media

The WHS communicates via a number of social media outlets:

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



## Newsletter

- More than 18,000 subscribers from academia, politics, the private sector, and civil society worldwide; subscribers include all M8 Alliance members and participants from all previous World Health Summits and WHS Regional Meetings
- Sent out every 6-8 weeks
- Composed at the WHS Berlin Office
- Topics: WHS program and speakers, new statements and publications, news from the WHS Community and Network



## Journalist Award

In cooperation with Deutsches Ärzteblatt, the European Union of Science Journalists' Associations (EUSJA) and the Pulitzer Center on Crisis Reporting, the World Health Summit granted the "Next Generation of Science Journalists" Award for the fourth time in 2015.

Applications were sent in from 27 countries. The winners were:

- Maitri Porecha (India)
- Alyaa Ahmed Alaa EL Deen Abo Shahba (Egypt)
- Isabelle Buckow & Christian Werner (Germany)
- Oluwatobi Olusola Aworinde (Nigeria)
- Albert Timothy Mwangeka (Kenia)

## WHS Yearbook

Published annually in January, the WHS Yearbook elaborates on the issues and initiatives that were raised at the last WHS. It also provides insights from the experts via interviews, essays and infographics.

Circulation: 5,000 printed copies & more than 18,000 digital copies



WHS Yearbook 2015



WHS Yearbook 2014



WHS Yearbook 2013

Previous Yearbooks have received various awards, including:

