World Health Summit 2022
Media Report

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Media Coverage of the World Health Summit 2022

Selected Media Mentions

- Forbes
- ARD Tagesschau & Tagesthemen
- Tagesschau24
- Zeit Online
- AP News
- ARTE
- Süddeutsche Zeitung
- Frankfurter Allgemeine Zeitung
- Die Welt
- Deutschlandfunk
- Reuters
- Hürriyet Daily News
- rbb24/inforadio
- China Daily
- abc news
- Stern
- n-tv
- T-Online
- Tagesspiegel
- Deutsche Welle
- Euronews
- Daily Times
- Muscat Daily
- Libération
- Borneo Bulletin
- Devex
- Sveriges Radio
- The Columbian
- Morocco World News
- All Africa
- Gulf Times
- News India
- SA People News
- Ghanaian Times
- CGTN
- Health Policy Watch

See reports and mentions in our media center

Media Quotes

**ARD Tagesthemen**

“The World Health Summit stands for global exchange and networking - for health all over the world.”

**Zeit Online**

“Among other things, the summit is about the fight against the Corona pandemic and the fight against polio.”

**Forbes**

“This year, despite setbacks, the global fight to eradicate polio continues. At the World Health Summit in Berlin on Oct. 18, world leaders confirmed support for global efforts to overcome the final hurdles to polio eradication, vaccinate 370 million children annually and continue disease surveillance across 50 countries.”
Deutsche Welle
“It’s the world’s biggest meeting for health policy: the launch of the World Health Summit 2022 in Berlin was marked by appeals.”

AP News
“The Bill and Melinda Gates Foundation says it will commit $1.2 billion to the effort to end polio worldwide. (...) The announcement was made Sunday at the World Health Summit in Berlin.”

Reuters
“Global leaders committed $2.6 billion in funding at the World Health Summit on Thursday to end polio, the World Health Organization said.”

Daily News
“During the World Health Summit in Berlin — the first major opportunity to pledge support — countries and organisations confirmed they would cover a significant chunk of the funding needs.”

The BMJ
“At the opening of the World Health Summit last weekend, Tedros Adhanom Ghebreyesus, director general of the World Health Organization, outlined three priorities for taking global health to a new level.”

rbb inforadio
“At the World Health Summit 2022, experts and government representatives exchanged views on all current issues of global health. At the end, Summit President Axel Pries called for global thinking: national responses to global crises are not helpful.”

abc news
“Global leaders commit $4 billion in funding at World Health Summit to eradicate polio”

Süddeutsche Zeitung
“In this situation, health experts from all over the world are currently meeting in Berlin for a global health summit. Of course, they are also discussing the current Corona situation. But above all, the focus is already on the future.”

Deutschlandfunk
“The health of children and women has deteriorated worldwide since 2020, according to a UN report. (...) The report was presented at the World Health Summit in Berlin.”

Health Policy Watch
“A more empowered World Health Organization (WHO), stronger health local systems and better surveillance are some of the weapons that will protect the world against future pandemics, according to panelists at the World Health Summit in Berlin.”

Frankfurter Allgemeine Zeitung
“The meeting, which will last until this Tuesday, will bring together thousands of guests from around the world in person for the first time since the pandemic began - governments, medical professionals, parliamentarians, business representatives.”

The Columbian
“The Bill and Melinda Gates Foundation says it will commit $1.2 billion to the effort to end polio worldwide. (...) The money also will be used to stop outbreaks of new variants of the virus. The announcement was made Sunday at the World Health Summit in Berlin.”

China Daily
“The Bill and Melinda Gates Foundation has donated $1.2 billion to efforts to eradicate the polio virus from its last remaining strongholds in central and south Asia. The foundation made the announcement in Berlin, Germany, where health leaders are gathered for the World Health Summit on Sunday.”
General World Health Summit Coverage

Selected Media Mentions

- Ärzte Zeitung
- deutschland.de
- Reuters
- Tagesspiegel
- Deutsches Ärzteblatt
- NZZ magazin
- Stern
- Foreign Policy
- The Manila Times

Selected Media Mentions on the World Health Summit Regional Meeting 2022, Rome, Italy

- Euractiv
- Corriere de la Sera
- La Repubblica
- La Stampa
- Ansa
- The Italian Times
- Eco di Bergamo

Read more general reports and mentions of the World Health Summit

Media Partners 2022
**Press Releases 2022**

10 press releases in German and English

**Distribution**

- OTS: Editorial offices of all daily media, via news ticker, Germany
  Two selected press releases were additionally distributed globally.
- IDW: Science-oriented community incl. journalists, via subscription, German speaking regions
- World Health Summit press mailing list: 2,900 German and international contacts

The press release on the Opening Ceremony, Oct. 16 was viewed more than 2,000 times in the OTS Newsroom (Data: OTS Analytics)

Read all press releases on the World Health Summit 2022

**WHO Media Engagement**

- Two media advisories & two press releases
- Press briefing
- Event page
- Numerous social media activities

Read the media advisories and press releases by WHO

See the World Health Summit 2022 event page on the WHO website

**WHO Press Briefing Prior to the World Health Summit**

On October 12, World Health Summit President Axel R. Pries joined the World Health Organization’s weekly press briefing to introduce WHS 2022 together with WHO Director-General Tedros Adhanom Ghebreyesus.

Read Dr Tedros’ opening remarks at the media briefing
Selected Ads

22 ads were distributed in the framework of partnerships in several media outlets, e.g.:
The Economist print and online, Foreign Policy print and online, Tagesspiegel Background Gesundheit & E-Health, ZEIT Wissen³, Advertorial in DIE ZEIT.

Ad in The Economist print edition

Advertorial with Axel Pries in Die Zeit
Website

All data: As of October 31
Page views 2022: 152,500
Page users 2022: 43,000 from 206 countries & territories
Page views October 16-18: 20,500
Page users October 16-18: 6,750 from 161 countries & territories

Newsletter

Monthly Newsletter to the World Health Summit network with 30,000 contacts worldwide. Additional Daily News sent out on each of the three days of the World Health Summit to recap the events of the day.

All newsletters
Social Media #WHS2022

All data: As of October 31, 2022

Facebook: 10,590 followers
LinkedIn: 7,050 followers
Twitter: 16,770 followers
Instagram: 1,700 followers

Twitter Data from October 2022:
Impressions: 613,000
Likes: 3,000
New followers: 2,682
Mentions: 9,300
Profile visits: 219,000

YouTube: 18,300 views of World Health Summit 2022 session recordings
64,000 total views of the World Health Summit YouTube channel

Additional Streaming of the WHS 2022 Sessions by WHO
WHO livestreams of three selected sessions with WHO Director-General Dr Tedros:
58,700 views on Twitter

Also available on the WHO YouTube channel
Yesterday was an important step toward a polio-free world: $2.6 billion committed will help protect millions of children. Thank you @SvenjaSchiuze69, @Rotary, and the many other donors who pledged support. Let’s keep this momentum and #EndPolio together.

More Information:
https://bit.ly/3i4YwQd

Please Thread analysis...
Campaigns on Twitter, Facebook, LinkedIn, and Instagram

Prior to the World Health Summit

- Investment for Health and Well-Being
- Climate Change and Planetary Health
- Architecture for Pandemic Preparedness
- Digital Transformation for Health
- Food Systems and Health
- Health Systems Resilience and Equity
- Global Health for Peace

After the World Health Summit

World Health Summit

World Summit Takeaways: "Networking and good cooperation across national borders are what matter - especially in the field of global health," said German Federal Chancellor Olaf Scholz at WHS2022

Looking for more content, topics, speakers? Watch all sessions:
https://vkd.de/wpSW37V8
World Health Organization

Prof. Axel R. Pries
World Health Summit President

"Our message is clear: The time to act for a healthier future is now. Health everywhere on the world is an indispensable basis for secure and commendable societies."

Investing in a Polio-free Future for More Resilient Health Systems

Keynote 05 Tuesday, Oct. 18
12:30 - 01:30 PM CEST

World Health Organization (WHO) and 50 weiteren Personen
1 Kommentar · 2 direkte private Nachrichten

World Health Summit @WorldHealthSumm - 20. Okt.
Did you know that all WHS2022 session recordings are already available online?
Now watch the 2022 session recordings here:
youtube.com/WorldHealthSumm
#WHS2022 Speakers in 30 Seconds

World Health Summit 2022 promotional videos 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 2022, 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

“Forums such as the WHS are and remain indispensable. For they ensure that critical debate can take place which provides space for different perspectives and allows free academic exchange at the highest level, thereby laying the foundation for knowledge-based and rational policymaking.”

Olaf Scholz, Chancellor of the Federal Republic of Germany
Patron of the World Health Summit

“We have no choice but learn from the current crisis and be better equipped for the next pandemic. This is our responsibility as leaders. In order to do better, we must understand better and rely on scientific work. That is what the WHS is all about!”

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

“This summit comes at the perfect time. It is putting health issues right at the heart of the international agenda while the COVID-19 pandemic is not yet over and other health threats do prevail. As this year’s topic invites us to do, we need to choose health more than ever before.”

Macky Sall, President of Senegal and Chairperson of the African Union (AU) for 2022
Patron of the World Health Summit

“Taking global health to a new level means we need a new global agreement based on a common vision, a new global health architecture that is coherent and inclusive, and a new global approach that prioritizes promoting health and preventing disease, rather than only treating the sick.”

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

“These are times of deep and shared responsibility. The world needs urgent and collective action to overcome global health challenges.”

Sandra Gallina, Director-General, Health and Food Safety, European Commission

“Global health brings multiple dimensions together. It is important to include all voices for global health care.”

John Nkengasong, U.S. Global AIDS Coordinator and Special Representative for Global Health Diplomacy, U.S. Department of State, USA

“Coming together is important and we must strengthen global solidarity.”

Winnie Byanyima, Executive Director, Joint United Nations Programme on HIV and AIDS (UNAIDS)