



Pacific Health Summit Media Overview and Participation

Overview

Each year, the Summit invites thought leaders across sectors — including the media — for frank and open discussions to address a critical global health issue. In keeping with the Summit’s goal to foster cross-sector dialogue and collaboration, the Pacific Health Summit invites a group of international thought-leaders from the media to participate in the Summit as participants for the valuable insight and input they offer as key stakeholders in discussions. Media participants from previous Summits have represented publications and outlets including the *Financial Times*, *Nature*, *New England Journal of Medicine*, *Health Affairs*, and the BBC.

The Summit seeks to expand the geographic reach of participating media, to better include the regions and countries that are at the core of the discussions. To enrich the debate with diversity of perspective and insight, and with the hopes of communicating key global health themes to a broader international audience, the Summit has also invited journalists from South Asia, Africa, and South America.

Media Policy

All Summit participants and media representatives are required to adhere strictly to the Summit media policy when writing, blogging, or tweeting at the Summit and Summit-related events. The Pacific Health Summit media policy is based on a modified Chatham House Rule approach: Sessions are on a background-basis only. Journalists are free to characterize the content of the discussions and to use those discussions to inform their reporting. Sources may be quoted, however explicit permission must first be obtained from participants for any attribution for paraphrasing or direct quotations. Members of the reporting press must refrain from asking questions for reporting purposes in plenary sessions and workshops. These questions should be saved for interviews and press briefings.

Maintaining the media policy stated above, please refer to the specific guidelines below:

- **Blogs & Tweets:** Bloggers and Tweeters are requested to provide sources with a brief summary of content/context when requesting participants’ permission for direct quotes or attribution for paraphrasing. The official Twitter hashtag for the Pacific Health Summit is #pachealthsummit.
- **Photos:** Photography to accompany articles and blogs is permitted. If the photograph features an individual participant, their explicit permission is required. Any participant’s wish not to be photographed must be respected.
- **Video:** Video recordings during any Summit plenary sessions, workshops, working breakfasts, and affiliated discussions or events are not permitted.

Media Coverage of Summit Themes

In inviting key members of the press, the Summit goal is to highlight the themes that the meeting addresses and its outcomes, rather than promote coverage of the event itself.

Examples of Summit-related press coverage include:

- **CNET** – June 23, 2011
[“Microsoft sees a role for Kinect in health care”](#) by Jay Greene
A review of the multi-media presentation by Microsoft's chief research and strategy officer Craig Mundie, unveiling new applications for existing technology to assist medical providers. Offering a novel approach for interacting with computers, Mundie demonstrated how technology could put patient data to use to improve medical histories, diagnosis, and 2 treatment.
- **Mail & Guardian (South Africa)** – July 1, 2011
[“Made in China, Protected in Africa”](#) by Mia Malan
Last March, the WHO gave the Chinese State Food and Drug Administration (SFDA) its seal of approval, paving the way for China to begin mass production of vaccines for UNICEF. Mia Malan, a South African journalist and media trainer and Summit panelist, met with a number of participants, including Dr. Jean-Marie Okwo-Bele, the WHO's vaccine director.
- **The New York Times** – July 2, 2010
Economix Blog – Explaining the Science of Every Life
[“Can Medical Technology Solve the Health Care Problem?”](#) by [Uwe E. Reinhardt](#)
A Princeton health economics professor draws from the Pacific Health Summit and sister event, the Forum for Sustainable Health— both held in London — to outline the potential of new medical technology in bringing affordable health care to emerging markets.
- **The Guardian** – June 24, 2010
[“Playing for high stakes at the G20”](#) by Sarah Boseley
As the world's top leaders prepare to meet at the G20 in Canada, maternal and child health has climbed to the top of the global health agenda, boosted by the Summit and other high-profile health fora.
- **Science Insider** — Sept. 7, 2009
[“Behind the Scenes on a New Vaccines Push in India”](#) by John Travis
After introductions and initial discussions took place at the Pacific Health Summit two years prior, Merck and the Wellcome Trust unveil an unprecedented joint vaccine development effort, a \$145 million non-profit research institute, the MSD Wellcome Trust Hilleman Laboratories, to be formed in India.

A Platform for Announcements

The Summit also offers a platform for key announcements, where recent scientific developments, or new alliances and innovative partnerships can be shared with attendees.

Should a number of participating organizations want to align a public or private announcement and/or have significant relevant news to share with peers and journalists, the Summit Secretariat can work with respective media teams and participants to facilitate on-site press briefings and interviews.

One-on-One Interviews and Demand-Driven Press Briefings

For global health leaders and media representatives attending the Summit, the event offers an opportunity to meet in a relaxed and personal environment, where one-on-one discussions enable in-depth exploration of issues of critical importance.

Press briefings are scheduled in response to the number of significant, timely, and newsworthy announcements planned, and according to participant and media response. At past Summits, participating organizations have opted for a “soft launch” approach, sharing key developments with the multi-sector leaders in the room, to build greater momentum for subsequent media outreach and coverage.

The Summit Secretariat actively supports and helps to build connections and relationships among all participants and works with media and participants to facilitate one-on-one interviews and assist with on-site press briefings and other related activities as appropriate.

For all media-related questions, please contact:
Jacqueline M. Koch, Media Relations Coordinator
Tel: 206.632.7370 | Cell: 360.556.1194 | Email: jkoch@nbr.org