



European Public Health Alliance – Environment Network

**EPHA Environment Network
Capacity-building workshop
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Environment and health in the press

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Plan of presentation

- **Why we reviewed what is in the newspapers on health and environment**
- **The results: themes covered, origin of story, who was quoted, who write article**
- **What lesson we learnt**
- **What the lessons mean for EEN and other NGOs**

Why monitor the European press?

- To develop a better understanding of the reporting of news stories
- To develop a better understanding of the needs and constraints of different media
- To recognise what H&E NGOs have to offer journalists

Publications monitored

- Le Monde, France (14-17 Jul, Sept)
- El Mundo, Spain (1-8 Sept)
- Luxemburger Wort (27 Aug – 10 Sep)

Examples of E & H articles

- Air pollution, droughts, climate change, and GMOs
- Workers exposed to carcinogens
- Risks from exposure to the sun
- Call for stronger tobacco control measures

What was the origin of the story?

- A recent report containing new figures, survey results or results of recent monitoring
- A conference, meeting, opening ceremony, etc.
No!

Who was quoted?

- Most likely: Scientist or professional
- Second: EU, national or specialist institution
- Third: NGO
- Fourth: Industry
- Least likely: Person or group of persons affected

Many articles quoted several different sources.



Who wrote the article?

- Le Monde – sometimes the same journalist
- El Mundo and Luxemburger Wort – EFE and DPA news agencies

When your issue is covered, note the name of the journalist who wrote the article!



Illustrations

- Photos
- Graphic
- Map

Editors are always looking for figures, charts and photos to illustrate articles.

What lessons can be drawn?

Stories are based on figures and quotes

- Figures are used to illustrate concerns and support arguments
- Sources of figures: UN, WHO, national agencies, NGOs
- Quotes often come from several sources

Journalists are often press agency representatives and therefore not specialists in H&E

What can we offer?

- . Figures to illustrate our concerns and to support our arguments for policy change
- . Quotes (including from scientists, experts)
- . Information on further sources: WHO reports, NGO reports, expert contact details
- . Illustrations: charts, photos, graphics, cartoons



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