

HEAL's communications at a glance



HEAL's communications has continued to grow tremendously over the last year, particularly in the realm of social media and national press coverage.



838 tweets, doubled from 2012

@HealthandEnv
@EDCFree

599 new subscribers to HEAL's newsflash

10 newsletter editions during the reporting year

11 articles for other magazines

653 new Twitter followers = **2132** in total

HEAL launched the **EDC-Free Europe** Twitter account in 2013

56,570 visits to the HEAL website
30% increase from 2012

120 news articles and **111** features on HEAL's members



MEP Satu Hassi mentioned HEAL work on coal to more than 4,000 followers in her home country of Finland:

@Green_Europe: Anne Stauffer @HealthandEnv on coal-fired emissions, health impacts in Europe cost up to €42.8 billion a/v EUGreenWeek

- Participation in **43** stakeholder meetings
- **59** written submissions to EU Institutions
- **20** conferences and events organised
- Active participation at **24** events and conferences
- **5** replies to stakeholder consultations

Two new dedicated Facebook pages EDC-Free Europe and HEAL's European coal and health campaign



35 new communications materials published including books, brochures, toolkits, guidelines and videos



504 more likes on HEAL's Facebook page

HEAL in the press

National coverage

Coverage in national press has been much greater than in previous years due to European capital city launches of national figures such as the health costs of coal-fired power stations in countries including the UK, Germany, Poland and Romania.

This coverage prompted a UK MP to request a copy of the full report. UK Environment Agency's Lord Chris Smith had already used HEAL figures to criticise the "dash for coal".

Medical press coverage

This also increased with articles during the past year in the World Medical Journal, The Lancet, British Medical Journal, the German Deutsches Ärzteblatt, and Poland's Practice Medicine.

EU coverage

Sources of independent news for EU policy makers include Euractiv, Parliament Magazine, ENDS Europe (environmental news service), and Chemical Watch, all of which gave at least one mention to HEAL during the course of the year.

Over **200** media articles published during reporting period

HEAL quoted **six times in Euractiv**, the leading online media on EU affairs. Euractiv reaches 660,000 qualified readers with an average of at least 2.8 visits per month.

In the UK, HEAL figures which coincided with discussions on coal in the House of Lords appeared in around 20 articles including seven UK dailies - The Guardian, Herald Scotland, Yorkshire Post and Jersey Evening Post with small items in The Sun, The Mirror and Metro.



How HEAL can spread the word

Scientific statements from partners and members can be quickly distributed to a wide range of EU policy makers and health advocates in the European health and environment community.

The statement on Infant/Young Child Feeding and Chemical Residues by the International Baby Food Action Network (IBFAN) was reviewed and then shared the same day on HEAL's Chemicals listserv as well as featuring on our website, newsletter and posted on the EDC-Free website and Facebook pages. It was tweeted and re-tweeted by several HEAL members. Thanks to this promotion, Chemical Watch published an article, taking the news to expert EU policy makers in the EU Commission, and to industry. In the US it featured in CHE's (Collaborative on health and the environment) monthly newsletter.