The Lancet Commission on malaria eradication

Media and communications report out – September 25, 2019

Global coverage

- Since the embargo lift on September 8 at 11:30 PM UK /6:30 PM ET, we’ve seen 282 original articles and report mentions focusing on the Lancet Commission report.
- This includes 198 unique media outlets reporting across 30 countries, with these outlets including a combined 870 million unique visitors per month.
- The story was also picked up by Kaiser Family Foundation, Global Health Now, and EurekAlert.
  - Of note, BBC has also covered this story for several of its World Service Programs, including World News (News Mundo) and Newsday, and we anticipate additional coverage to also come on World Update, Newshour, The Newsroom and Health Check programs.
  - Commentary with report commissioners featured in a number of one-to-one interviews with several different BBC programs this week, including Health Check (R. Feachem), Newsday (F. Binka), World Update (F. Binka), Newshour (R. Feachem) and The Newsroom (F. Binka), BBC Africa (R. Kamwi).
  - The Health Check program also includes perspective from Sarah Boseley, Health Editor at The Guardian, who notes the differing tone and opinion between the LCME and the WHO’s SAGme.

Regional coverage

- The report has also generated coverage in local and regional outlets, including African outlets All Africa, This Day (Nigeria), CGTN Africa, Financial Nigeria, Modern Ghana, as well as Indian outlets Health Issues India, The Hindu, Indian Express, and the Hindustan Times. Of note, the Health Issues India piece is inclusive of written commentary provided by report commissioner Dr. Altaf Lal.
- In addition, there was heavy pick-up from newswires across Asian-Pacific, African and South American outlets. Pick-up from the Reuters piece published earlier in the week was seen in Taipei Times, Japan Today, Straits Times (Singapore), Standard Media (Kenya), Africa News and UOL (Brazil). Similarly, pick-up of the previously published BBC World News (News Mundo) piece was seen in La Prensa (Nicaragua) and El Comercio (Peru).

Podcasts and livestreams

- The Lancet podcast (featuring Richard Feachem)
- The CSIS podcast (featuring Richard Feachem) (forthcoming)
- Archived livestream of the full London event
Partner institution statements

- **RBM Partnership to End Malaria**: RBM Partnership joins experts in reaffirming the vision of a malaria-free world
- **Malaria No More**: Malaria No More welcomes new Lancet Commission report finding that, with the right tools, actions and increased funding, malaria eradication is possible within a generation
- **USAID PMI**: PMI Welcomes the Lancet Commission Report on Malaria Eradication
- **BMJ**: The BMJ discussed the report as part of their Research News update
- **John Hopkins Bloomberg School of Public Health**: published a faculty statement on the report
- **There are also releases on the MEI Shrinking the Malaria Map and UCSF IGHS websites**

Social media

- Social media to promote the report was largely conducted on Twitter, with significant engagement. Using both promoted and organic posts, the report garnered more than **one million engagements** on social media – referring to number of likes, retweets, comments, and posts on content about the report – with the highest number of engagements coming from malaria endemic countries.
- Engagement with MEI’s Twitter account went up by 1,200%.
- More than 15,000 people visited the Lancet Commission website.
- The inaugural tweet announcing the launch of the report garnered:
  - More than 525,000 impressions (number of people that have been reached)
  - More than 12,00 engagements
  - More than 1,500 likes
- The following organizations and individuals have used social media to promote the report: