



***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.
- Earned coverage has appeared in top-tier and global outlets such as [Reuters](#), [BBC](#), [TIME](#), [CNN](#), [Newsweek](#), [Devox](#), [Fortune](#), [The Guardian](#), [Vox](#), [Times of India](#), [All Africa](#), [TRT World](#), [Sci Dev](#), [Global Citizen](#), [Slate](#), [Voice of America](#), and Forbes (forthcoming).
- 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:
 - [Ray Chambers](#), Dr Tedros, Richard Horton, [RBM](#), IHME, MNM US, MNM UK, MMV, [The Lancet](#), PMI, Friends of the Global Fight, UCSF IGHS, Elimination 8, Malaria Consortium, CSIS, APLMA, APMEN, Harvard’s Defeating Malaria Initiative, Nothing But Nets, Novartis, Global Health Impact, Global Health Hub, Duke University, M2030 Initiative, Imperial College, Time Magazine, and more.